

Richard Nixon Presidential Library
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Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	20	06/21/1962	Letter	To Bob Minor of the Salvation Army from Charles Farrington, Jr. re: poster suggestion. 1 page.
60	20	12/07/1961	Letter	To H.R. Haldeman from Robert S. Minor of the Salvation Army re: campaign. 2 pages.

June 21, 1962

Mr. Bob Minor
Divisional Headquarters
Salvation Army
Building Fund Campaign
910 West 9th Street
Los Angeles, California

Dear Mr. Minor:

Your excellent poster suggestion has been handed to me for attention and acknowledgment.

I have taken the liberty of passing it on to our advertising agency to be considered along with other ideas which will be developed for the Fall Campaign.

Your interest in preparing this poster and taking the time to develop it so well is sincerely appreciated, you may be sure.

WIN WITH NIXON!

Charles Farrington, Jr.

CC: H&J

CC: Bob Haldeman

Phona-Thon
\$2,410,000...TO PROVIDE THE TOOLS FOR SERVICE

THE SALVATION ARMY CAMPAIGN



910 West Ninth Street
GREATER LOS ANGELES
BUILDING FUND CAMPAIGN
MAdison 7-8641

PHILIP CHANDLER
CHAIRMAN
SOUTHERN CALIFORNIA
EXECUTIVE COMMITTEE

December 7, 1961.

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*VICTOR H. YORK

Mr. H. R. Haldeman
Nixon-For-Governor Headquarters
3908 Wilshire Blvd.
Los Angeles, Cal.

Dear Bob:

For safety's sake, would you please have photostats made of the material in the flip chart I left with you? I have no other copies and should anything inadvertently happen to it, it would be a real chore recreating. No need to photostat the mimeographed sheets covering the Presidential campaign Phon-A-Thon plan.

There are three or four panels in the back of the book that have no bearing on the Nixon campaign that you may want to remove and save for me. They concern a hospital campaign where the Phon-A-Thon plan was first used in New Jersey.

Should you need additional books for distribution to key people, I have several more copies available.

Here is a thought, pertaining to organization, that may be of value in early discussions with your associates: Select a chairman for this specific operation who has access to a large sales force, distributed state wide, who can be called upon by him to head up local community committees.

In New Jersey, last year, Bruce Palmer accepted this assignment and we automatically had the top drawer Mutual Benefit Life agents to call upon to head the operation in their communities. High grade life insurance men are a 'natural' for this type of operation and if, in addition, they have the boss to please, it is a sure winner. Such a chairman should also accept the responsibility of getting under-writing funds for publishing the book and other intital expenses, pending the receipt of funds raised by the local operations.

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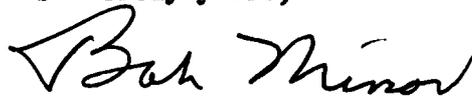


EVERY ELEVEN SECONDS AN ACT OF MERCY IS PERFORMED
FOR YOU BY THE SALVATION ARMY IN CALIFORNIA

I must be in New York and Newark Thursday and Friday, December 14 and 15 and as I will be seeing Bruce Palmer, I would like to show him how the presentation has developed. So, if you can spare it then I will plan to pick it up on late Wednesday, the 13th, and get it back to you the following Monday morning. If, however, you will be needing it at that time, we will skip it its use here is of prime importance.

Good luck and call me if you need me on anything.

Sincerely yours,

A handwritten signature in cursive script that reads "Bob Minor". The signature is written in black ink and is positioned above the printed name.

Robert S. Minor