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<td>61</td>
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<td>Memo</td>
<td>Memo from Bill Spencer to Herb Kalmbach. 1 pg.</td>
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INTER-OFFICE MEMORANDUM

Nixon for Governor

To:
HERB KALMBACH

From:
BILL SPENCER

Subject:
Opening of Shell San Francisco Headquarters, March 12, 1962

Distribution:

For your further distribution.
Nixon for Governor

To: William Spencer
From: Emily Pike
Subject: Opening of Nixon for Governor Headquarters, March 12, 1962

Date: March 15, 1962

Perhaps the reports I've received from two people who attended the opening of the Nixon headquarters last night are of interest.

Headquarters at 1155 Market Street are "gigantic", about 50 feet wide and 150 feet deep. At one end are stairs leading to a second floor. Nixon was scheduled to stand on the stairs and deliver his talk to the huge crowd. The being only between 125-150 people there, this plan was abandoned. The microphone was poor.

Of the people there, a good number were "Shell Belles" and college and high school students of non-voting age. No recognizable Republican party leaders, volunteer club officers, or precinct workers were seen.

There was a 5 piece band and a barbershop quartet for entertainment, punch (no ice) and cookies were served.

Five known CBO men were in attendance and spent some time talking with Nixon.

Literature (bumper strips, pamphlets, etc.) and pictures of Nixon were on hand in quantity. A Deputy Registrar was on duty.

No press was in attendance and the San Francisco morning papers did not carry any story in at least the home editions.

Nixon made a good talk for his own candidacy, quoting a Christian Science Monitor poll indicating that 90 days ago he had 11% of the Republican vote, now he has 17%, and currently has 37%. He apparently commented that by May 10th he will have passed Nixon which would give him another month to "put the frosting on the cake". He announced that he had 45 headquarters opened statewide. He gave his anti-middle of the road pitch. In all, he spoke between 5 and 10 minutes.

Both people who attended summed it up as "sad".

Emily