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<td>Memo</td>
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May 14, 1962

Dear Mr. Hansen:

Ross Wurm has told me of your interest as Dairy Chairman for "Farmers for Nixon" in setting up a meeting for Dick Nixon with a group of Southern California dairymen to discuss pertinent issues.

We had hoped to be able to arrange this several weeks ago, but the pressures of campaigning throughout the state have thus far made it impossible.

Since the last three weeks of the primary campaign are going to be even more intensive, I would suggest we plan the meeting with your group as soon as possible after June 5th as it can be set up, and I will be in touch with you in this regard right after the primary election.

In the meantime, if there is anything we can do to be of help, please do not hesitate to call on us. Needless to say, we greatly appreciate your interest and cooperation.

Kind regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Raymond F. Hansen
12500 Alondra Blvd.
Norwalk, California

cc: Mr. Ross Wurm
Mr. Robert McCune
Bob Haldeman  
NIXON FOR GOVERNOR  
3908 Wilshire Blvd.  
Los Angeles 5, Calif.  

Dear Bob:  

When Nick Ruwe was in Modesto, I discussed with him the fact that a group of southern California dairymen would like to meet with the candidate to discuss California dairy issues. This meeting should be set up with Raymond F. Hansen, 12500 Alondra Blvd., Norwalk, Un5-5913, who is our dairy chairman for "Farmers For Nixon". Another interested party is Robert McCune, 16457 Paramount Blvd., Paramount, who mentioned this to Nixon at the Long Beach meeting.

This would be an extremely worthwhile contact for us.

Cordially,

Ross Wurm

RW/1g  
cc: Nick Ruwe
May 7, 1962

Bob Haldeman
NIXON FOR GOVERNOR
3908 Wilshire Blvd.
Los Angeles, Calif.

Dear Bob:

Concerning the meeting with the southern California dairymen. It is not necessary to set up the meeting itself in the near future, but the date should be established as soon as possible. They feel as though the earth revolves about them and the sooner we can let them know we share that feeling, the better our chances of getting the cream checks will be.

Cordially,

Ross Wurm

RW/1g
May 16, 1962

Dear Ross:

I am sure that Jack Clifford's suggestion for a luncheon at the Fair Grounds in Lake County in July or August would be an excellent event.

We should certainly be encouraged to develop the basic plan for this and suggest alternate dates to us.

We will do nothing until we hear further on this.

Best regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Ross Wurm
Farmers for Nixon
P.O. Box 3186
Modesto, California
May 16, 1962

Bob Haldeman  
NIXON FOR GOVERNOR  
3908 Wilshire Blvd.  
Los Angeles 5, Calif.

Dear Bob:  

Here are some comments from Mark Knight of our staff after a visit this week to Kern County.  

Cordially,  

Ross Wurm

RW/lg  
cc: Ralph Bunje
Mark Knight Comments May 15, 1962
From Kern County

With all the top "Farmers For Nixon" group of Kern county away from the area and Roland Curran, county chairman, also out of town, I talked with Walter Kane, publisher of the Californian; his editorial writer, Ralph Kriser and members of the staff; then to Phil Wagy, a long-time Republican leader referred to me by Kriser; S. Barney Gill, co-chairman of the Nixon group.

Kriser prepared me somewhat for what I was to hear from others. He said he didn't know the names and hadn't heard from Nixon's camp, and obviously was somewhat nettled by this fact. He sang the praises of Shell who had appeared at a Kiwanis club meeting in Bakersfield yesterday (Monday) but admitted he doubts Shell has much of a chance for nomination-- says, however, he expects Shell to win in Kern county.

It was obvious, as I have suspected in reading the Californian while working with AP in Fresno, that he will need a lot of plugging with that paper. Fortunately Kane is for him, but the editorial department isn't and it is there that the stories are written or chosen. Kane pays little attention to the editorial department and I would think it will be desirable for the right people to get together with him after the primaries to assure a favorable or at least a fair shake.

Wagy, a Nixon adherent, says he has been shaken by the lack of organization, contrasted to the forceful job being done by the Shell forces. He says he thinks the best approach for Nixon next Saturday is to tell his story, then somehow find some words of praise for a hard-hitting job being done by the young Republicans who happen to be Shell supporters at this
time. He says these people are doing the most active and in-
telligent job the GOP has done in Kern county in 25 years and
if they can be induced to help the Nixon cause with the vim
they are showing for local candidates it should pay off. "Stick
to platitudes on the big issues," he remarked, "and pat Shell
on the back as a ggressive campaigner with honest convictions."

Wagy thinks the Shell supporters can be swung behind Nixon
later. He said of Shell's talk to the Bakersfield Kiwanians,
that it was just what Kern people wanted to hear on water, but
would kill him in LA. In effect, as Kriser and Wagy told it
to me, Shell condemned the whole AVWD water contract and said it
would price Kern consumers out of the market. I noted, however,
the Californian story didn't go that far.

Barney Gill thinks the Nixon water talk in San Francisco
pretty well satisfies the Kern people, but joins the others in
a warning that his listeners will try to pin him down to a
specific anti-AVWD policy, because of Shell's flat position. He
gave me a handwritten copy of a memo from Ken Wegis, co-chairman
of Farmers For Nixon, reviewing the Shell talk. It's enclosed.

Kriser, the editorial writer, had an interesting observation
about Brown. He said that despite the fact the local people
are strongly opposed to Brown's AVWD contract, they felt for his
line that he got them the water and they had better not make
too much fuss about price or they'll lose it.

Going back to the Bakersfield Californian, here is a situa-
tion I think is exceedingly important. The paper is known to
be Republican at the top level and Kane is known to be a Nixon man.
It would be all the worse, therefore, if by the several means at the hands of the editorial department Nixon should turn up with shoddy treatment. I'm afraid it could happen without Kane being too much aware of what was going on.

To name names—which may be advisable in this case—Ed Griffith, the city editor, is especially and loudly outspoken in his anti-Nixon views.

You may have noted that Shell attacked William Warne for his ineptness in handling the department of water resources, when he talked in Bakersfield. Kriser said his words were well applauded on that score. Warne is to be in Bakersfield late next week to defend himself.

cc: Haldeman
Bunje
Also adapt to Nick
- want to fax this and
send over to Agnes?

Yes - plus
a fax to Hart
at one rush to feed
with phone call telling Stue
this work is carefully considered for Sheffield
FARMERS FOR NIXON NEWSLETTER:

May 18, 1962

The man who was handpicked by Pat Brown and William Warne to succeed Warne as Director of Agriculture of California was James Ralph. He has now been revealed as a friend of Billy Sol Estes, and was fired by the U. S. Department of Agriculture, after it was revealed that Estes had paid some of Ralph's phone bills. Pat Brown has made three consecutive partisan appointments to the position of Director of Agriculture of California. This was the second of them.

"Give us a Governor who will back up a strong position, intelligently arrived at, with programs on water, labor and marketing, and one with an effective voice in Washington, and we will do the rest," says a leading California cotton official. "We don't have him now and I believe Nixon is the man."

Mark Knight has left the Associated Press, where for the past six years he has directed farm and other news from the Fresno office, to help with the Farmers For Nixon side of the gubernatorial campaign. Knight says that in the first two weeks of consultations with farm leaders in the San Joaquin Valley he has heard a plea on every hand for greater understanding of farm needs at the state level and a predominance of feeling that they will get it from Richard Nixon.

Coming appearances in agricultural communities included the following:

Friday, May 18: Guest Speaker at California Hereford Association, Hacienda Hotel, Fresno.
Saturday, May 19: Nixon-For-Governor Barbecue, County Fairgrounds, Bakersfield.
Wednesday, May 30: Nixon-For-Governor Rally, Visalia.
Thursday, May 31: Nixon-For-Governor Rally, San Luis Obispo.

Ray Hansen, co-chairman of Farmers For Nixon, Norwalk, was
awarded the title of Dairy Farmer of the Year by the Ford Company at ceremonies held on May 8. This is an annual national award. The Ford Company said that Hansen's herd of 185 Holsteins averages 17,127 lb. milk and 622 lb. butter fat. Hansen has long been recognized as a leader in southern California community and dairy affairs, and as a state-wide Farm Bureau commodity leader.

**********

"Lodi turned out in large numbers to welcome Richard Nixon, gubernatorial candidate at a community reception in his honor Saturday at the Grape Pavilion," reported the Lodi News Sentinel after a May 7 appearance. At an earlier press conference Richard Nixon expressed interest in the problem created for Lodi grape growers by the recently established marketing order on grapes for crushing. He said that while marketing orders generally had worked well in this state, this had created a substantial hardship on the growers in the Lodi area. "This is an example," he said, "of a case where there should be some flexibility permitted to take care of special circumstances.

**********

Send us the names of your friends who will want to join Farmers For Nixon. Checks should be made payable to Farmers For Nixon, P. O. Box 3186, Modesto, California.

Yours For Responsible Government,

FARMERS FOR NIXON
May 15, 1962

Agnes Waldron
315 West 9th St., Suite 717
Los Angeles 15, Calif.

Dear Agnes:

It has been my fortune to have spent a good deal of time in the company of cattlemen during the past forty years. Here are some small bits of wisdom garnered along that long ride into the sunset that may be of some use to the candidate in advance of his talk to the Hereford (pronounced hur-furd) group on Friday.

Here goes:

1. Cattlemen know that cattlemen are the squarest, true-blue bunch of straightshooters in all the world. They stand four-square for the rights of man, are the bastion of democracy and the last refuge of rugged individualism.

2. Cattlemen are the finest people in the world. Herefords are the best cattle in the world. Therefore, it follows as the filaree the rain that Hereford breeders are the very cream of the crop. And since these fellows have shown up at the meeting they are the cream that has risen to the top.

3. Tell Dick to see if he can fracture their damned wrists when he shakes hands with them. The tradition of the hearty western handshake can be traced back to several sources: (a) Handing fence before the wire stretcher was invented; (b) Trying to milk a half Durham and half Longhorn heifer that was tied to the back of a chuckwagon; (c) Indian wrestling.

4. Cattlemen are for "local control" and very much against government from the outside. Local control means we want to run our own school boards and county government and conservation and grazing districts without some smart aleck from Sacramento or Washington, D. C. telling us what to do.
5. Cattlemen have never accepted any form of price restraint or volume control nor have they ever petitioned for any. Much of the hostility that cattlemen hold for the Democratic Party can be traced back to the post World War II OPA restraints which, as you may recall, lead widespread black-marketing and profiteering in beef.

This, in turn, brought a lot of new investors into the beef industry, many of whom were shaken out in the price break of '52, but many of whom have persisted because of the capital gains help that they get by investing in cattle.

This is a real subject with stockmen. They bitterly resent the investment companies, retired doctors and lawyers, and other investors who have bought out substantial herds, affected mergers of adjoining ranches, and who have upset traditional marketing patterns.

The chief complaint against these people is that: (A) They pay unrealistic prices for their cattle and ranch holdings in the first place since the actual price means little enough when the holdings are being used as a tax dodge; (B) This, then, tends to force local assessments up. (C) The outsider tends to put his people on union hours as opposed to the traditional God-given 80 hour work week that exists during haying and roundup; (D) The income goes out of the community. (E) Worse yet, after the usual five years of taking capital gains the outside investor sells off all of his holdings, leaving a number of local people unemployed, and the range depleted.

This has been happening in many western states. The Bing Crosby operation above Elko that was sold out a couple of years ago is a good example of an investment corporation dodge and I can show you many others.

6. Cattlemen are bitterly against the Feed Grains Act which they feel is part of a huge conspiracy.

7. They don't accept government controls. But they sure don't want any of that Australia or New Zealand beef coming in.

8. It is unwise to say anything about sheep or goats in the presence of cattlemen. This is because many of them make their living from sheep or goats and prefer not to have this discussed. The "cattlemen" with forty head of cows and ten thousand sheep is a rather common western figure. Talking about sheep in his presence is like visiting a plantation in the Deep South and artlessly commenting on the resemblance between the little black children playing back of the cabins and the Colonel.
9. This is the big one. They are against government spending. Any government spending—county, state, nation or international. (The American National Cattlemen's Association at its recent annual convention voted unanimously against the UK —some—what the hell this had to do with the cattle business I'll never know). One revered cattle leader who just retired as head of the national organization and who will undoubtedly be at the next meeting has conducted a lifelong crusade against high school swimming pools. He recognizes in them the first signs of the decay of America's moral fibre and pursues local bond issues for swimming pools with the Calvinistic zeal of a Carry Nation fighting booze. He has explained his stand with great thoroughness to me several times. As I understand it: (A) we didn't have them when me or my dad was a kid. (B) Kids that swim after school aren't home working. (C) If they aren't home working they can not be swimming after all—it may be something worse. (D) Swimming is bad enough anyway. If you swim you don't sweat, and if you don't sweat, how can you tell you are there. If you don't know where you are, you may end up a communist.

10. And, finally, cattlemen are for "the multiple use concept." They don't know what it means but their associations have told them that this is good. This is the idea that the wildlands of America should be converted to as many uses as possible—recreation, timber, watershed, grazing. The leaders of the stock industry have wisely decided that this is the line they can hold. They can't justify single use grazing in many areas and by doing along with multiple uses they will gain the most grazing over all. This means that they are generally against the Kennedy-Sdall proposed wilderness bill.

Sincerely,

Ross Burn

cc: Haldean
May 7, 1962

Dear Ralph:

Dick Nixon has just advised that Kenneth Haussler, President of the California School Board Association, is a Republican - and for us - but cannot take an active part in politics. However, Haussler gave Dick the name of Bernell Harlan of Woodland and said he could be very helpful on water problems of Northern California, especially agriculture. He can be contacted through Ken Haussler, or direct.

We should try to get him active in our agriculture group. Would you make the contact and let me know what you are able to work out with him?

I understand Harlan is listed in the Woodland phone book. Ken Haussler's address is Route 1, Box 1540, Davis, California - Telephone: Skyline 3-3814.

Many thanks, and best regards. I look forward to seeing you and Ross on Friday.

Sincerely,

H. R. Haldeman

Mr. Ralph B. Bunje
World Trade Center
Ferry Building
San Francisco 11, California
Kenneth Haussler, President of the California School Boards Association, is a Republican and is for us but cannot take an active part in politics. He gave me the name of Bernell Harlan of Woodland. He said he could be very helpful on water problems of Northern California, especially agriculture, and can be contacted through Ken Haussler or he is listed in the Woodland phone book.

We should probably get him on our agriculture group.

Will you please see that this is followed up on?

Thanks.

(Haussler's address ----Rt. 1, Box 1540, Davis, California -- Telephone Skyline 3-3814)
5-7-62

Rose -

I suggest a letter from RN to Jim Smith expressing his pleasure for Jim's willingness to spearhead this project.

BOB HALDEMAN
Jim Smith of Modesto, who is on the Board of the Irrigation District Association and a long time supporter of EN, has been elected Chairman of a group of people, all of whom attended the IMA meeting last week, who got together on their own and formed a committee to work for EN from now through November.

They plan to spend the next six to eight weeks in organization activities and will become active very shortly after the primary. This group will be composed of representatives of all facets of the water situation - state-wide.

Will you please immediately send 50 copies of EN's water speech to Jim Smith, Post Office Box 15, Modesto, California, together with a covering letter indicating that you will be happy to provide him with whatever staff assistance he may need in the early stages of pulling his organization together?
May 2, 1962

Dear Ross:

Sorry to be so long getting back to you, but I was going to wait until I had something positive to report on the appointment with the Southern California Dairymen.

Unfortunately, I still have not been able to set this up, but it is high on the docket and we will let you know as soon as it is scheduled.

Many thanks for copy of the Newsletter, received this morning. It's great. Keep up the good work.

Best regards,

Sincerely,

H. R. Haldeman

Mr. Ross Wurm
Farmers for Nixon
P.O. Box 3186
Modesto, California
I had Ralph Bunje, Chairman of "Farmers for Nixon", get in touch with Mr. Cronshay. Ralph has just written that the contact has been made and Mr. Cronshay is being brought actively into the program.
May 3, 1962

Mr. Richard H. Cronshay
Challenge Cream & Butter Assn.
929 East Second Street
Los Angeles 12, California

Dear Dick,

I am delighted to know that you will be in a position to help on the Farmers for Nixon campaign. I believe Ross Wurm has written to you and asked for some help in connection with lists and contributions.

I think the Farmers for Nixon group can be a very influential force in winning the campaign.

Yours sincerely,

Ralph B. Bunje

RE: lsw

cc: Mr. H. R. Haldeman
Mr. Ross Wurm
April 18, 1962

Dear Ralph:

When Dick Nixon attended the Pacific Dairy and Poultry Association luncheon in March, he met again Mr. Richard H. Cronshey, an old friend who wants to be helpful.

It is Dick's thought that Cronshey would be good at getting names for and setting up meetings for the agriculture people in rural areas.

Could you have someone make appropriate contact with Mr. Cronshey and see if he can't be brought into the program?

Best regards.

Sincerely,

H. R. Haldeman

Mr. Ralph B. Dunje
World Trade Center
Ferry Building
San Francisco 11, California

cc: Mr. Ross Warm

Card attached:

Richard H. Cronshey
Secretary
Challenge Cream & Butter Assn.
929 E. Second St., Los Angeles 12
To: Bob Haldeman
From: Rose Mary Woods
Subject: 
Distribution: 

Date: April 17, 1962

When RN attended the Pacific Dairy and Poultry Association luncheon in March he met again Richard H. Cronshey who he says is an old friend and who wants to be helpful. RN said Cronshey would be good at getting names for and setting up meetings for the agriculture people in rural areas, etc.

RMW:ma
April 23, 1962

Dear Ralph:

Thanks very much for following up on Neiswender and Sanders.

I had a good session with Ross Wurm last Thursday, and your operation certainly appears to be well under way.

Ross assures me that position papers on the various phases of agriculture will be available to us shortly, and we are planning to rely on them for development of Nixon programs in this field.

Trust we will have an opportunity to get together before too long.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Ralph B. Bunje
World Trade Center
Ferry Building
San Francisco 11, California
Mr. H. R. Haldeman  
Campaign Manager  
Nixon for Governor  
3908 Wilshire Boulevard  
Los Angeles 5, California

Dear Bob,

Reference is made to your letter of April 5 concerning Mr. C. B. Neiswender, and your letter of the 9th concerning Mr. James Sanders.

I had a very pleasant telephone conversation with Mr. Neiswender and believe that he is somewhat mollified. He was unhappy because he had talked to Dick's brother and was going to talk to Dick at Thanksgiving time. Fortunately I had dinner with Russ Giffin only a few days ago and so was able to discuss his problem with some knowledge. He was particularly anxious to convince Giffin to support Nixon. I note plans for a day at San Diego on April 25. It might be advisable to drop Mr. Neiswender a note inviting him to one of the affairs that Dick will attend in that district.

Regarding Sanders, we are getting in touch with him and inviting him to participate. However, the advisability of a "Stockmen for Nixon" committee should perhaps come through our co-chairman, Brunel Christensen, who is the immediate past President of the California Cattlemen's Association, Vice-Chairman of the American National Cattlemen's Association, member of the National Advisory Board on Land Management and many other industry, boards and committees. We feel that Brunel has a good sense of direction and understanding in the livestock area and would be the logical person through whom we should work. Sanders is very well known and I am sure will work very close with us. He represents the "Hobby Breeders" in the livestock industry.
We had a very fine meeting with Dick Nixon last week in Modesto. Dick asked Ross Wurm to prepare some material for him and I understand that he is to see you next Thursday when he is coming to Los Angeles for a conference with Agnes Waldron on doing some work on agricultural talks.

I would urge that you arrange to put major responsibility on Ross Wurm for preparing the agricultural material. He is knowledgeable and is in a position to clear material for its appropriateness. I hope that you and your staff will make full use of his abilities in this field.

I would appreciate also your letting me know whether or not the Farmers for Nixon can plan on any time on the morning and forenoon of the 19th for activities in the environs of Fresno, particularly with some of the local and rural editors who are working against the McClatchy influence.

Sincerely,

Ralph B. Bunje