

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

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62	17	04/09/1962	Letter	Letter from H.R. Haldeman to Ralph Bunje. 1 pg.
62	17	04/27/1962	Letter	Letter from Ross Wurm to Bob Haldeman. 1 pg.
62	17	04/23/1962	Letter	Letter from H.R. Haldeman to Ross Wurm. 1 pg.
62	17	04/20/1962	Letter	Letter from Ross Wurm to Bob Haldeman. 2 pgs including attachment. Attached to previous.
62	17	04/18/1962	Memo	Memo from Dorothy Wright to Dan Waters. 1 pg.
62	17	04/16/1962	Letter	Letter from H.R. Haldeman to Ralph Bunje. 1 pg.

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62	17	04/11/1962	Letter	Letter from R.B. Bunje to H.R. Haldeman. 1 pg. Attached to previous.
62	17	04/10/1962	Report	Farmers for Nixon organizational meeting notes. 4 pgs.
62	17	n.d.	Memo	Farmers for Nixon committee contact information. 1 pg.
62	17	03/29/1962	Letter	Letter from Richard Nixon to committee co-chairmen. 1 pg. Attached to previous.
62	17	04/05/1962	Letter	Letter from H.R. Haldeman to Ralph Bunje. 1 pg.
62	17	04/02/1962	Memo	Memo from Rose Mary Woods to Bob Haldeman about Chet Neiswender of Fallbrook, CA. 1 pg. Attached to previous.
62	17	11/30/1961	Letter	Letter from Chet Neiswender to Nixon for Governor Committee. 1 pg. Attached to previous.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	17	03/13/1962	Letter	Letter from Mrs. Eyre to Robert Haldeman. 1 pg.
62	17	03/07/1962	Letter	Letter from Ralph Bunje to Richard Nixon. 3 pgs. Attached to previous.
62	17	03/14/1962	Letter	Letter from Ralph Bunje to Richard Nixon. 1 pg. Attached to previous.
62	17	03/21/1962	Letter	Letter from H.R. Haldeman to Howard Thelin. 1 pg.
62	17	01/18/1962	Report	Statement release about Brown's State Board of Agriculture. 1 pg.
62	17	02/26/1962	Letter	Letter from H.R. Haldeman to Ralph Bunje. 1 pg. Attached to previous.
62	17	n.d.	Memo	Farmers for Nixon committee members. 3 pgs. Attached to previous.

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62	17	02/26/1962	Letter	Letter from H.R. Haldeman to Ralph Bunje. 1 pg. Attached to previous.
62	17	02/20/1962	Letter	Letter from Ralph Bunje to Robert Haldeman. 4 pgs. Attached to previous.

MODESTO, CALIFORNIA
P. O. Box 3186
Phone 523-1958

FARMERS FOR NIXON

A NON-PARTISAN GROUP OF CALIFORNIA FARMERS SUPPORTING THE CANDIDACY OF DICK NIXON FOR GOVERNOR

CO-CHAIRMEN

J. L. SULLIVAN
Yuba City

HARVEY A. LYNN
Arlington

W. B. CAMP
Bakersfield

RAYMOND F. HANSEN
Norwalk

S. V. CHRISTIERSO
Salinas

BRUNEL CHRISTENSEN
Likely

JOHN SPARKMAN
Poway

EARL S. SMITTCAMP
Clovis

KEITH REEVE
Tracy

WARREN BROCK
El Centro

April 27, 1962

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

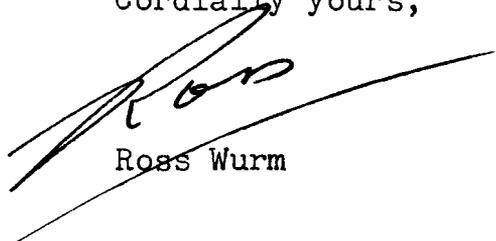
Dear Bob:

We had already talked to Sid Bierly of the California Fertilizer Association at great length and there is no need for us to follow up with a letter to him at this time.

Will discuss this with you again the following the primaries.

My feeling is that the water speech was extremely well received and I know that we made some hay with our farm group out of it.

Cordially yours,



Ross Wurm

RW/lg

April 23, 1962

Dear Ross:

Thanks for sending the Bierly
letter.

I think at this point it would be
better for you to answer it, and that we should
hold off a follow-up from the candidate until
we can be a little more positive along the lines
he wants. I do feel, however, you should get an
answer off to him right away.

We will try to set up the meeting
with the Southern California Dairymen. I agree
this would be a worthwhile contact.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Ross Warm
Farmers for Nixon
P. O. Box 3186
Modesto, California

✓
File: F & C "Farmers for Nixon"
x - W
x - date

MODESTO, CALIFORNIA
P. O. Box 3186
Phone 523-1958

FARMERS FOR NIXON

A NON-PARTISAN GROUP OF CALIFORNIA FARMERS SUPPORTING THE CANDIDACY OF DICK NIXON FOR GOVERNOR

April 20, 1962

CO-CHAIRMEN

J. L. SULLIVAN
Yuba City

HARVEY A. LYNN
Arlington

W. B. CAMP
Bakersfield

RAYMOND F. HANSEN
Norwalk

S. V. CHRISTIERSON
Salinas

BRUNEL CHRISTENSEN
Likely

JOHN SPARKMAN
Poway

EARL S. SMITTCAMP
Clovis

KEITH REEVE
Tracy

WARREN BROCK
El Centro

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

Dear Bob:

Here is the letter I discussed with you that I feel is worthy of an answer from us or the candidate.

The agricultural chemical manufacturers are an influential and worthy company of considerable importance to agricultural.

Cordially,



Ross Wurm

RW/lg
attc 1

Dan Waters

4-18-62

Dorothy Wright

Just to confirm my telephone call, we are going to try to set the appointment with Ross Wurm at 2 PM tomorrow (Thursday), here, and Bob Haldeman would like you to stand by to join them. As I mentioned, Ralph Bunje is Chairman of the "Farmers for Nixon" Committee, and Ross Wurm & Associates of Modesto, is handling agricultural public relations.

Just as soon as we hear from Mr. Wurm and the hour is set, I'll let you know.

April 16, 1962

Dear Ralph:

Thanks very much for your note of April 11th.

I have glanced through the University of California pamphlet which you forwarded and it will indeed provide us with excellent source material for agricultural audiences. I am passing it along to our Research people for their background and use.

Incidentally, Ross Warm is planning to come down here Thursday to discuss the program. I have not spoken with him, but understand he has some things he would like to go over.

Best regards.

Sincerely,

H. R. Haldeman

Mr. R. B. Bunje
Manager
California Canning Peach Association
Ferry Building
San Francisco 11, California

✓ File: F & C - "Farmers for Nixon"
x - B
x - date
x - Research - Staff Memos

Californiaanning Peach Association

RALPH B. BUNJE
Gen. Manager
E. V. HIGGINS
Asst. Secretary

April 11, 1962

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Ballico
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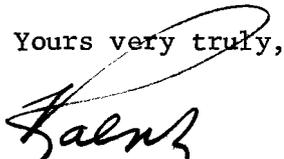
Mr. H. R. Haldeman
Nixon Headquarters
3909 Wilshire Boulevard
Los Angeles, California

Dear Bob,

The enclosed pamphlet just published by the University of California is the source material that I suggest might be used by Mr. Nixon when addressing agricultural audiences.

You will note that it deals with several commodities and also projected land and water resources and requirements in 1975. I am suggesting that this might provide an excellent basis because it will enable Mr. Nixon to make reference to these projections and creating the kind of economic and political climate that will permit these projections to be achieved with the least possible confusion.

Yours very truly,


R. B. Bunje
Manager

RBB:lmw
encl.



CONFIDENTIAL

Ross Wurm & Associates
P. O. Box 630, Modesto
Lambert 4-4396

Organizational meeting, Farmers For Nixon
April 10, 1962, Sundial Lodge, Modesto

Ralph Bunje, meeting chairman.

Present: Richard Nixon, Ugo Caviani, Jack Sullivan, Keith Reeve,
W. B. Camp, Warren Brock, Dave Muller, Assemblyman John Veneman,
Ross Wurm, Dorothy Mortensen.

Ralph Bunje reviewed actions taken on behalf of the committee to date. He reported a total of \$755 has been received from solicitation with expenses of \$544. A total of \$30,000 will be needed for the agricultural side of the Nixon campaign through November and should be raised by the committee outside of the regular Republican organization.

Ross Wurm and Associates, Modesto, has been retained to handle the agricultural public relations for the campaign. Fee and expense schedule were reviewed.

Jack Sullivan moved that the committee approve the actions taken on behalf of the Farmers for Nixon campaign. Warren Brock seconded the motion which was passed unanimously.

Richard Nixon stated the basis of his agricultural campaign will be: Agriculture is California's biggest business; California's Governor should know agriculture; the problems of agriculture should be above partisanship.

General areas of interest to California agriculture which can be stressed without alienating urban residents were discussed informally. Following is a digest of committee remarks:

FARM LABOR

Nixon: Senator Harrison Williams (D-New Jersey) bill directly affects California agriculture and should be tied to Brown program. My position clear on bracero program which is needed for supplemental labor at time of peak harvest demands.

Veneman: Stanislaus county farmers have own organization for recruiting domestic labor. When bracero certification is needed, California Department of Employment can't argue regarding the need. Brown should be forced to take public stand on Williams bill.

Brock: Social welfare problems are involved in farm labor recruitment. Welfare and education implications have importance to urban as well as rural population.

Sullivan: California already has greatest recruitment program in the United States. Twenty-seven associations have own offices outside of Department of Employment. No need for federal help or controls.

---more---

Veneman: State minimum wage for farm labor should be opposed; federal should be supported.

Nixon: State minimum wage scale would put California in a worse competitive position than it is in. Will support federal minimum wage scale.

Bunje: In essence, California has a minimum wage scale based on Industrial Welfare Department rulings on women and children as well as on the bracero program.

ACREAGE LIMITATION

Nixon: 160 acre limitation originally applied to public lands, government now trying to apply to private lands that may receive public benefit.

Bunje: C. D. C. policy on acreage limitation should be tied to Brown program.

WATER

Nixon: Will issue major statement on water at speech in San Francisco in two weeks.

Bunje: Must take position which will satisfy the north, south and consumer. Funds for the job completely inadequate for the job to be done. Enough mistakes have been made to make real issue of Brown water program. Burns-Brown-Warne fight can be used effectively.

Brock: Nixon water program should stress maximum efficiency, maximum use and fair distribution. Warne has provided the ammunition for the attack.

Camp: Brown stands on federal help, state should have control of resources of California.

Muller: Much interest in San Joaquin valley generated by New Melones and Greater Don Pedro projects. Local irrigation districts have own program for development of resources of Stanislaus and Tuolumne river watersheds. Local development should be encouraged.

EUROPEAN COMMON MARKET

Nixon: Brown is in a spot. U. S. State Department has record of negotiating agriculture products out. Someone must speak up for California agriculture. State Department has said California will gain more than it will lose in the Common Market. Where are specifics?

Reeve: Tomato paste imports up 500% in 1961 over 1960. Relationship to Common Market should receive careful scrutiny. California

--more--

agriculture already hurt badly, Common Market could hurt it worse.

Sullivan: This is biggest issue to face California farmers in the past 30 years.

GENERAL

Brock: A brief basic outline of Nixon's position on agriculture is needed. Staff personnel should be cognizant of farm problems and there should be coordination between Farmers For Nixon office in Modesto and Nixon office in Los Angeles. Fights between farmer and consumer should be avoided. Agricultural program should be based on a few basic points such as water supply and developments which do not have rural-urban conflict.

Camp: Don't get out on a limb on cotton problems particularly on increased acreage allotments for California. Need a farm program for California. Not Freeman program.

Sullivan: Yuba-Sutter people don't have the drive for Nixon which they have had previously. Nixon should emphasize transportation, processing, packaging industries which are allied to agriculture. Department of Agriculture under Charles Paul doesn't have the stature and respect it deserves. Brown administration has consistently downgraded agriculture. Largest state in country needs an able administrator. Nixon's experience and background an asset to the job.

Caviani: Merced farmers went Kennedy in presidential elections. Recommends Nixon farm belt tour prior to November. Democrats are angry at Brown, must gather these people in. Strong Shell support in area. Must convince them to vote Nixon after primary.

Bunje: Issue is not entirely conservative, against progressive. There is built in opposition to Brown among farmers. Nixon weakness is in talking national rather than state issues. Water should be non-partisan. Nixon can do a better job of administration on water. Business climate in California must improve. Need more jobs for increasing populations. Tax burden is tied into business climate. Must have more performance in government for less money.

Reeve: California has basic tools to help agriculture if politics are left out. Market orders are being looked at reluctantly because of Brown involvement.

Muller: Farmers have feeling of being neglected by Brown administration. Government by partisanship makes it impossible to carry on normal farming operations. Kennedy urges youth employment but welfare commission regulations make it impossible to employ youth.

--more--

Nixon: Pledged to give California agriculture recognition it deserves. California's Governor must show concern for its largest business. Impossible to talk highways, water, education or other issues without having a Governor who can stand up and be counted in Washington. Ultra conservative position will not win in November elections. California must have Governor who understands economics and administration.

#

RIGHT
file

RICHARD NIXON

POST OFFICE BOX 6539
LOS ANGELES 55, CALIFORNIA

FARMERS FOR NIXON COMMITTEE
Co-Chairmen

Mr. J. L. Sullivan
Box 671
Yuba City, California

Mr. Harvey A. Lynn
Post Office Box 367
Arlington, California

Mr. W. B. Camp
701 Oleander Avenue
Bakersfield, California

Raymond F. Hansen
12500 Alondra Boulevard
Norwalk, California

Mr. S. V. Christensen
Box 719
Salinas, California

Mr. Brumel Christensen
Likely
California

Mr. John Sparkman
Post Office Box 91
Poway, California

handling PR and details:

Mr. Ross Wurm
Ross Wurm and Associates
812 Fourteenth Street
Modesto, California

Mr. Earl Smittcamp
8054 Minnewawa
Clovis, California

Mr. Keith Reeve
Route 2, Box 328
Tracy, California

Mr. Warren Brock
Box 119
El Centro, California

Mr. Ralph B. Bunje (evidently he is the
World Trade Center Chm, or at least the
Ferry Building guiding light)
San Francisco 11, California

RICHARD NIXON

POST OFFICE BOX 6539
LOS ANGELES 55, CALIFORNIA

March 29, 1962

C
Dear _____:

This is just a note to tell you how delighted I am that you have agreed to serve as a Co-Chairman of the Farmers for Nixon Committee.

O
There is no aspect of the campaign to which I attach greater importance than the appeal we will be making to the agricultural community in pledging to free that vital industry, which is so essential to California's expanding economy, from the unfair political harassment to which it is now subjected. Consequently, I am particularly pleased over your willingness to take on a key position in this area of the campaign.

P
I look forward to having an opportunity to express my appreciation to you personally. In the meantime, kind personal regards,

Sincerely,

/s/ D or DN

Y
XXXX
XXXX
XXXX

April 5, 1962

Dear Ralph:

Mr. Chester B. Neiswender, a substantial land owner in the Fresno - Fallbrook area, has been anxious to talk to Dick about a farm program. Some months ago he was unsuccessful in trying to reach him and there was, unfortunately, a further time lag because of a lost letter he apparently wrote. These circumstances add up to the fact Mr. Neiswender has become a bit impatient and irritated at his inability to reach Dick or this office, which is understandable.

In view of this, it would seem important, and I am sure it would be helpful in the situation, if you were to contact Mr. Neiswender rather than us, get his story and try to secure his active participation in and support of the "Farmers for Nixon" program.

In talking with him, you can simply state the facts insofar as the mix-up in his contact with the office is concerned. It is really unfortunate and regrettable, but perhaps it would be easier for you to bridge this gap. He will doubtless need soothing, but his active participation and support are certainly desirable and hoped for. He apparently owns some of the land in San Joaquin Valley which is operated by Russ Giffen.

Mr. Neiswender's address is Stage Coach Ranch, 404 South Stagecoach Lane, Fallbrook, California - telephone: Fallbrook, RA 8-7943. Let me know the result of your contact, and many thanks.

Kind regards.

Sincerely,

H. R. Haldeman

Mr. Ralph B. Bunie
San Francisco, California
General Manager
California Canning Peach Association
World Trade Center

File: F & C - "Farmers for Nixon"
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Nixon for Governor

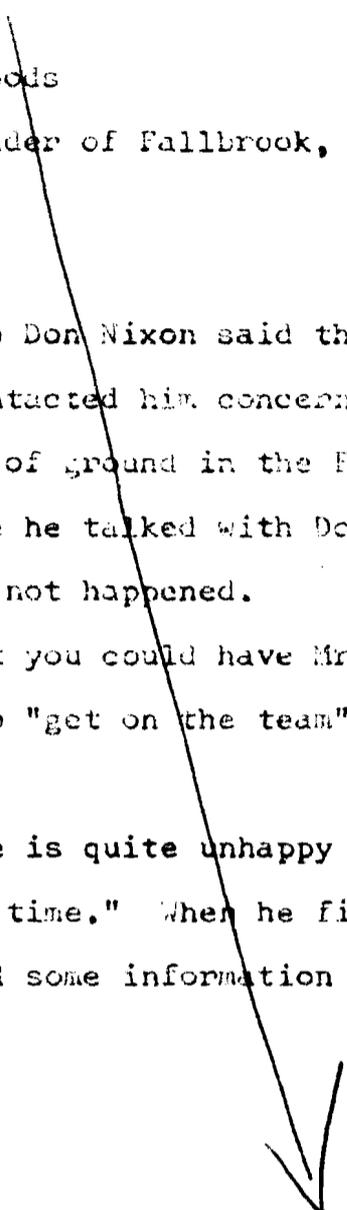
To: Bob Waldeman
From: Rose Mary Woods
Subject: Chet Neiswender of Fallbrook, California
Distribution:

Date: April 2, 1962

Sometime ago Don Nixon said that Mr. Neiswender was concerned because RN had not contacted him concerning his farm program. Apparently Neiswender owns a lot of ground in the Fresno area and in Fallbrook. Apparently at one time he talked with Don Nixon and was told that RN would call him and this has not happened.

Do you think you could have Mr. Bunje contact him to see whether he would be willing to "get on the team"? His telephone number in Fallbrook is RA 8-7943

I am sure he is quite unhappy so whoever does call him should be prepared for a "rough time." When he first got in touch with Don Nixon I believe he said he had some information he wanted to pass along to RN with regard to that area.



Rose -

**I have followed your suggestion
and have written Ralph Bunje -
giving him enough background -
and asking him to contact
Neiswender.**

CHESTER B. NEISWENDER
STAGE COACH RANCH
404 SOUTH STAGECOACH LANE
FALLBROOK, CALIFORNIA

Nov. 30, 1961

Call
R

Nixon for Governor Committee
P. O. Box 54200, Terminal Annex
Los Angeles 54, Calif.

Gentlemen:

I have been one of Nixon's most ardent supporters ever since he ran for Congress against Jerry Voorhis. I am a neighbor here in Fallbrook of Herman Brannon with whom Dick Nixon lived for three years in the Nixon family home.

Two weeks ago, precisely Nov. 17th, I had a private luncheon with the largest ranch operator in San Joaquin Valley. We own holdings in the Valley west of Fresno and this man is one of our tenants. He gave me some reason to be concerned over his attitude toward Nixon and I felt that if I could convey his thoughts to Nixon before their meeting which I understood was to be the following week, much could be gained for the Nixon cause if I could tell what I had learned. My wife joined me in my thought of getting the information to Nixon as she was present at the private luncheon. We returned here on Saturday afternoon. I called the Brannon home in the hope that they would have Dick's number. Herman and his wife were not at home but the young daughter gave me the phone number of Don Nixon. I called him at Balboa and told him that I would like to give Dick some important news. He said that Dick was not available on Saturday night but he would tell Dick to call me as he would be talking with Dick on Sunday. Up to this time I have not received a phone call from Dick.

Our tenant is a very powerful man in the San Joaquin Valley and his opinions carry a lot of weight in political matters with many voters. Now if Dick Nixon is going to ignore me after I made an effort to reach him thru his brother, I am not too kindly inclined to lend my continued support. It may have been that Don did not reach Dick. However, Don told me that the Nixon family would be together on Thanksgiving Day and that if he failed to get word to Dick on Sunday he would certainly give him my phone number on Thursday. I hope that Dick has not met with our tenant before this.

Yours very truly,

Chester B. Neiswender

Di

WORLD TRADE CENTER / FERRY BUILDING
SAN FRANCISCO 11, CALIFORNIA / EXBROOK 2-5673

Californiaanning Peach Association

RALPH B. BUNJE
Gen. Manager
E. V. HIGGINS
Asst. Secretary

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- T. C. BOWERS
Gridley
 - M. W. DULA
Visalia
 - BACHAN TEJA
Yuba City
 - FRED HERINGER
Oroville

Mr. Robert Haldeman,
3908 Wilshire Blvd.,
Los Angeles 5, California.

Dear Mr. Haldeman,

Mr. Bunje has asked me to send you the enclosed copy of his letter to Mr. Nixon dated March 7, 1962. In this letter you will see that Mr. Ross Wurm's address is given as 812 - 14th Street, Modesto. However, all correspondence in connection with the Farmers for Nixon campaign should be sent to:

Farmers for Nixon,
P.O. Box 3186,
Modesto, California.

Telephone: 523-1958.

Yours very truly,

(Mrs.) A.M. Eyre.

/a
Encl.

March 13, 1962.

*pls note address
for our files
ck LGB to see if
PW files re-bun
sent - if not
they should be*

*Letters have
gone (I
asked for copy
for our files.)
Address noted!
TKD*



Nixon file

March 7, 1962.

Mr. Richard Nixon,
323 West 6th Street,
Los Angeles, California.

Dear Dick,

I am pleased to tell you that the Farmers For Nixon committee is almost ready for launching. We have employed Ross Warr & Associates of 812 - 14th Street, Modesto, California, to handle the public relations and details on the campaign. We have cleared with Bob Haldeman, and as far as I know no hitches should develop.

I am attaching the names of persons who, so far, have agreed to serve as co-Chairmen of the Farmers For Nixon committee. I would like to suggest that you should write each of them a note expressing your appreciation for their interest and assuring them that you have a real interest in developing and maintaining a good business climate for farming in California.

The economic importance of agriculture to California overrides any partisan considerations in so far as agricultural policies by the Governor's Office are concerned. The record of progress made in agriculture in California must be continued in a climate free of harassments from government agencies.

As soon as the committee has been completed we should like to arrange a meeting between yourself and the committee, which I am sure will be most helpful. Will be in touch with you about timing.

We have got some real enthusiasm and some good ideas which, I am sure, will be important in

- 2 -

swinging the rural vote in your direction.

Kindest personal regards.

Ralph S. Dunje.

RR/a
Attachment.

cc: Mr. Ross Wynn.

List of co-Chairmen who have agreed to serve
on the Farmers for Nixon Committee
as of March 7, 1962.

J.L. Sullivan	Box 671, Yuba City, California.
Harvey A. Lynn	P.O. Box 367, Arlington, California.
H.B. Camp	701 Oleander Avenue, Bakersfield, California.
Raymond F. Hansen	12500 Alondra Blvd., Norwalk, California.
S.V. Christensen	Box ⁷¹⁹ 221, Salinas, California.
Brunel Christensen	Likely, California
John Sparkman	P.O. Box 91, Povey, California.

March 14, 1962.

Mr. Richard Nixon,
Post Office Box 6539,
Los Angeles 55, California.

Dear Dick,

I am pleased to advise you that we have added two more co-Chairmen to the Farmers for Nixon. Both are outstanding individuals; they are:

Mr. Earl Smittcamp,
8054 Minnewawa,
Clovers, California.

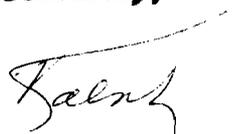
and Mr. Keith Reeve,
Rt. 2, Box 328,
Tracy, California.

Earl Smittcamp is a second generation farmer in the Fresno area and has had leadership positions in the Federal Land Bank and the P.C.A.s. He has held many important local offices and was a candidate for Assembly for Fresno County and nearly beat the Democratic incumbent who had the wholehearted support of the Fresno Bee.

Keith Reeve of Tracy is President of the Tomato Growers Association of California and has been the substantial leader in the San Joaquin County area.

I would suggest that you also write to these two gentlemen thanking them for their willingness to serve.

Sincerely,



Ralph B. Bunje.

RBB/a

cc: Mr. Robert Haldeman
Mr. Ross Wurm.

March 21, 1962

Honorable Howard J. Thelin
State Capitol
Sacramento 14, California

Dear Howard:

Many thanks for your letter regarding John Newman.

You should know that Mr. Newman was in a meeting with RN held several weeks ago, along with several other top agricultural leaders. It is my understanding, however, that he has decided not to work actively or directly with us, at least at this point in the campaign.

info

You should also know that a "Farmers for Nixon" Committee has been set up on a Statewide basis with offices in Modesto. They have retained the professional services of Ross Wurm and Associates, the Public Relations firm handling the Veneman campaign. They are actively engaged in contacting farmers throughout the State and organizing them into an effective Nixon team. This program has not yet been publicly announced, but will be shortly.

Thanks for keeping us posted, and best regards.

Sincerely,

H. R. Haldeman

File: Thelin
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x - chron.

FOR RELEASE:
Thursday, January 18, 1962

OFFICE OF RICHARD NIXON
Pacific Mutual Building
523 West Sixth Street
Los Angeles, California

(Sandy Quinn - MA 0-1248)

Governor Brown has again fumbled in his handling of an important matter which should never have become a complicated issue -- the position of the State Department of Agriculture in Brown's reorganized administration.

The State Legislature, in considering reorganization plans, flatly refused to put agriculture in a secondary position. The Brown Administration then attempted to obtain by executive action what it could not get from the Legislature -- to make Agriculture subservient to the new super Resources Agency.

Apparently the Governor has now finally listened to the representatives of agriculture, whom he should have consulted in the first place, and has made the Director of Agriculture a member of his cabinet. He should now follow the recommendation of his State Board of Agriculture and seek legislation giving this cabinet post statutory status.

The purpose of reorganization is supposed to be to provide a more effective administration of state programs, but when done by political hacks it invariably brings such power grabs and results in greater chaos. That Brown is placing politics squarely around the farmers' neck is evident from the fact that he has replaced two of the State Board of Agriculture members who are highly respected throughout the agriculture industry but who happen to be Republicans. Of course the new members are both Democrats, leaving only one Republican on the nine-man Board.

This affair is another dramatic display of Brown's notorious indecisiveness and rank partisanship. But the important lesson in Brown's continuous mismanagement of the affairs of agriculture, the State's largest industry, is that this administration is not competent to lead California as it becomes the largest State in the Union.

2100
February 26, 1962

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

Dear Mr. Bunje:

Although it is somewhat outdated now, I wonder if you think it would be a good idea to send copies of the attached Nixon release to the 1960 Farmers for Nixon list and/or any additional lists you have or are developing? This might be a good way to find out if the 1960 group are still on the team, especially if the covering letter suggested that they send us any comments which they might have concerning this statement and/or their thoughts concerning issues which will be of particular interest to the California agriculture picture in the campaign.

Best regards.

Sincerely,

H. R. Haldeman

cc: Mr. Bill Stover

FARMERS FOR NIXON

Co-Chairmen:

W. B. Camp
701 Oleander
Bakersfield

J. L. Sullivan
Sanders Road
Yuba City

Harvey Lynn Wm. J. Thornburg, Jr.
Arlington Holtville

Treasurer:

Frank Nixon, Jr.
1739 Spruce Street
Berkeley

Coordinator:

Ralph Bunje
World Trade Center
San Francisco

* * * * *

Alameda County

Walter C. Dean
Federal Land Bank of
Berkeley, Box 525
Berkeley

George Filice
Filper Corp.
1011 Beecher Street
San Leandro

Butte County

Thomas Bowers
39 Pine Oaks Road
Oroville

William Harkey
150 Sycamore
Gridley

Rex B. Huff
Schuman Farms
Box 229
Watsonville

Ernest Steadman
Box 72
Gridley

Colusa County

Ralph Nissen
Box 697
Williams

Contra Costa County

Philip Bancroft
Walnut Creek

El Dorado County

Lee Veercamp
Route 2, Box 189
Placerville

Fresno County

E. L. Barr, Sr.
Muscat Cooperative
Winery Assoc.
Sanger

J. P. Butler
10500 N. Santa Susana Blvd.
Chatsworth

Edward Elizarian
2501-18th Street
Kingsburg

John G. Garabedian
Peters & Garabedian
Box 788
Fresno

Le Roy Gianni
Box 170
Kingsburg

Harold H. Hyde
2028 S. 3rd Street
Fresno

Walter E. Staley
Muscat Cooperative
Winery Assoc.
Box 5
Kingsburg

A. E. Swanson
Sun-Maid Raisin
Grws. of Calif.
2361-18th Ave.
Kingsburg

Glenn County

Neal D. Butler
Rt. 2, Box 146
Orland

Henry Drobny
Box 35
Hamilton City

Norman Holecek
Orland

James Mills, Jr.
Hamilton City

Al Tisch
Glenn-Colusa County
Mills Orchard Co.
Hamilton City

Merced County

Oscar Shattuck
Route 1
Delhi

Fred Petersen
1029 W. 22nd Street
Merced

Modoc County

Brunel Christensen
Calif. Cattlemen's Assoc.
Likely

Monterey County

Jack Bias
Grower Shipper Assn.
Salinas

Sacramento County

Robert Collins
Calif. Canning Pear Assoc.
Box 407
Walnut Grove

W. A. Lambert
P. Lambert Mkt. Co.
Box 777
Sacramento

Ralph Taylor
Agricultural Council of
California
1400-10th
Sacramento

San Francisco County

Harold Angier
Grape & Tree Fruit League
717 Market Street
San Francisco

Dwight M. Cochran, Pres.
Kern County Land Co.
600 California Street
San Francisco

Chas. E. Gibbs
Associated Farmers of
California
25 California Street
San Francisco

George Gooding
California Packing Corp.
215 Fremont Street
San Francisco

H. O. Lanza
California Grape Products Inc.
55 New Montgomery Street
San Francisco

San Joaquin County

D. E. French
Stockton Prod. Credit Assoc.
635 Miner Avenue East
Stockton

B. F. Goodwin
Manteca

Verne Hoffman
Acampo

Albert Muller
Rt. 5, Box 242
Stockton

L. N. Robinson
Route 5
Stockton

Santa Clara County

Harold V. Beckman
Pear Growers League
Box 458
Santa Clara

M. A. Nielson
Box 208
Santa Clara

Paul A. Mariani, Jr.
109030 N. Saratoga-
Sunnyvale Road
Cupertino

Frank Wilcox
Route 1, Box 109
Santa Clara

Sonoma County

Hon. F. Presley Abshire
627 Bobelaine Drive
Santa Rosa

Stanislaus County

I. W. Swagerty
RFD 1, Box 156
Hughson

Rolland C. Starn
Box 251
Hughson

C. J. Telford
Calif. Freestone Peach Assoc.
Box 435
Modesto

Arthur Tomlinson
Hughson

Farmers for Nixon - page 3

Sutter County

Golden F. Fine
Yuba City

Atwood McKeen
Meridian

Richard Sanborn
H. L. Sanborn & Sons
Meridian

C. E. Sullivan, Pres.
Yuba City Walnut Assoc.
Yuba City

Parker Reische
Meridian Road
Meridian

Rodney Vertrees
Rt. 1, Box 57-C
Rio Oso

Tulare County

M. W. Dula
RFD 3, Box 391
Visalia

R. W. Henderson
Lindsay Ripe Olive Co.
500 N. Mt. Vernon
Lindsay

LeRoy Giannini
Box 155
Dinuba

Yolo County

Lloyd M. Eveland
Box 27
Woodland

Warren P. Tufts
Calif. Fruit Exchange
611 Millder Drive
Davis

Yuba County

Herman Wurm
Rt. 1, Box 2670
Marysville

Sam Zaul
Box 1611, 9th and C
Marysville

February 26, 1963

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

Dear Mr. Bunje:

I had a very productive meeting with Ross Wurm Friday afternoon and am personally of the opinion that he will do an excellent job for you. I think his acquisition of Mark Knight will also be most helpful. While his fee schedule does seem to be high, I think it is vital that you have first class staff assistance, and assuming that is what he will deliver, the expenditure will be justified.

I think we will be able to insure maximum coordination between our office and Wurm's as long as we both constantly work to that end.

It would be my suggestion that you go ahead with your organizational process and that we get the program under way as quickly and as completely as possible.

Best regards.

Sincerely,

H. R. Haldeman

File: F & C - "Farmers for Nixon"

x - B

x - Chron.

[Handwritten signature]

RALPH B. BUNJE
WORLD TRADE CENTER • FERRY BUILDING
SAN FRANCISCO 11, CALIFORNIA
EXBROOK 2-5673

February 20, 1962.

Mr. Robert Haldeman,
3908 Wilshire Blvd,
Los Angeles, 5, California.

Dear Mr. Holdeman,

With reference to our conversation of yesterday, I should like to make the following recommendations with respect to the Farmers for Nixon project.

1. The organization is to be set up with the intention that the operation shall be self-sustaining with funds to be raised within the organization from among farmers in the State.
2. The operation is to be a non-partisan one operating independently from the regular Republican Party organization.
3. The operation will be carried out under my direction through a public relations agency, which I recommend should be Ross Wurm and Associates of 812 - 14th Street, Modesto, California.
4. The general plan of activity is intended to be along the following lines:
 - a) March and April. During these months we will be active in setting up the Farmers for Nixon movement itself. By the end of April all major Committee appointments should be made, campaign objectives should be clearly in mind, money should be coming in and preparation of campaign materials should be well underway.
 - b) May, June and July. These are the developmental months and will take extremely vigorous fieldwork as it is during these months that

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Feb. 2/63

RALPH B. BUNJE
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farmers are busiest and most difficult to contact and deal with. Campaign headquarters should be opened early in this phase, the bulk of the money solicitation should be completed, a speaker's bureau put together, and a good working staff and crew of volunteers should be thoroughly tested throughout the State so that we can be certain of having topflight workers for the final drive. At this time also we may expect some critical farm situations to arise, perhaps in connection with the farm labor supply, that would require counsel, press coverage, and speechwriting assistance to the candidate.

- c) **August, September, October and early November.** The campaign itself should have gathered tremendous momentum by early September, and we should go into these months with a solid budget and a smooth working organization. These months will be devoted to all phases of campaign activity: beefing up local precinct activity in key rural areas, providing local and Statewide support to key areas and in key commodity situations, releasing speeches and policy statements of the candidate to the rural press, providing Nixon speakers to rural meetings, and distributing mailings to farm commodity groups and to select rural areas. Critical farm situations may be expected to arise up to Election Day, that will require the attention of the candidate.

5. The Finance Chairman will be selected and all of the collection of the money and dispersement of same will be subject to the approval of the Finance Chairman who, in all probability, should be someone located in or about San Francisco.

6. Fee Schedule. I am setting forth a proposed fee schedule suggested by Ross Wurm and Associates for your

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perusal. While these fees appear to be rather high, I believe that Ross Wurm is capable of producing the kind of results that would justify this kind of a fee schedule.

March	\$ 750
April	750
May	1,500
June	1,500
July	1,500
August	2,500
September	2,500
October	2,500
November	750
thru 9th	
<u>Total:</u>	\$14,250

This fee includes basic time for services of Ross Wurm and staff from March on, with Mark Knight to be added as a second account executive on the project, beginning May 1.

It does not include campaign headquarter expenses, either for rent, stenographic, telephone, or other day to day expenses of campaign management, or the non-recurring expense of establishing the headquarters.

Distant travel will be billed, as will postage for substantial mailings, and phone calls that are part of any solicitation campaign beyond the normal calls that arise out of doing business from this office.

Payment: Advance payment of \$500 per month should be made for the months of March and April to cover anticipated organizational expenses.

The payment schedule should rise to a minimum amount of \$1,000 per month to Ross Wurm and Associates in May and it is anticipated that all fee and expense payments will be completed by the campaign's close.

7. Coordination will at all times be maintained between the Nixon Statewide Committee and Mr. Nixon with

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policy direction flowing through me and the matter of timing and area and county coordination flowing directly between Ross Wurm and your office.

Ross Wurm, I understand, will be in to see you on Thursday of this week. After you have reviewed this letter and talked to Ross Wurm, I would appreciate hearing from you and advising as to whether or not you will approve the plan as I have set it forth in this letter. If this is the case, then we can proceed to get the organization going within the next week.

With best regards, I am

Yours sincerely,



Ralph B. Bunje.

RBB/a

April 9, 1962

Dear Ralph:

As I am sure you know, Dick is addressing the California Hereford Association in Fresno on May 18th.

I had a conversation with Dan Thornton, former Governor of Colorado, regarding this meeting. He recommends that we get in touch with James G. Sanders in Gilroy to suggest that he head up a "Stockmen for Nixon" group. This, it seems to me, could come under the overall blanket of "Farmers for Nixon", but perhaps as a somewhat separate operation.

I don't know whether you know Sanders -- I do not. Thornton tells me he is a highly successful stockman, both in cattle and sheep. He is a member of the Boards of Directors of all the important stock associations, and is considered the outstanding Hereford judge in the world. He is an ardent Republican from Nebraska and, according to Thornton, strongly pro-Nixon. He is General Chairman of the Fresno meeting, only 36 years old and apparently quite dynamic. He is, I believe, General Manager of Eugene Salvage's agricultural interests. Salvage, as you know, is head of Lucky Lager.

Sanders can be reached at The Lucky Hereford Ranch, Gilroy, telephone - VI 2-4022. Do you want to contact him regarding the possibility of setting up a "Stockmen for Nixon" unit, or would you suggest some other approach?

Best regards.

Sincerely,

H. R. Haldeman

Mr. Ralph B. Bunje
General Manager
California Canning Peach Association
World Trade Center, Ferry Building
San Francisco 11, California