

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	25	08/15/1962	Letter	Fill in the Blank Letter From: Andrew Downey Orrick Re: Nixon's participation in Leadership Conference on September 8th. 3 Pages.
63	25	n/a	Memo	Schedule of mailout and instructions to County Chairmen and Program Chairmen. 1 Page.
63	25	08/17/1962	Letter	Fill in the Blank letter From: Ruth N. Watson and James W. Halley. Re: Local Nixon campaign organizations finances. Duplicate copy scanned. 3 Pages.
63	25	n/a	Letter	To: County Chairmen From: Downey Orrick Re: Policy Factors. 2 Pages.
63	25	n/a	Memo	To: All Area, County, Community Chairmen From: Andrew Downey Orrick Re: Proposed Newspaper Ad Copy. 3 Pages.
63	25	n/a	Memo	To: Area, County and Community Chairmen From: Northern California Campaign Chairman. Re: Campaign Materials. 4 Pages.

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63	25	04/02/1962	Memo	From: Andrew Downey Orrick Re: Establishment of two committees in Northern California. 3 Pages.
63	25	04/04/1962	Memo	To: Members of the Coordinating and Steering Committees From: Northern California Chairman. Re: Regional Conferences. 3 Pages.
63	25	03/14/1962	Memo	Nixon For Governor Committee Contact!! Information sheet No. 8 2 Pages.
63	25	n/a	Letter	Sample Volunteer Recruitment Letter. 2 Pages.
63	25	02/13/1963	Memo	To: Area Chairmen, County Chairmen From: Andrew Downey Orrick. Re: Last meeting held. 6 Pages.
63	25	03/07/1962	Memo	Nixon Community Headquarters and Chairmen. Information Sheet No. 7. 1 Page.
63	25	n/a	Memo	To: County Chairmen From: George Miliias, Chairman, Campaign Division. Re: Organizational Chart. Duplicate copies not scanned. 5 Pages.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	25	n/a	Memo	To: County Chairmen From: Andrew Downey Orrick Re: Setting up your campaign. 1 Page.
63	25	n/a	Memo	Nixon For Governor Committee Northern California list of names. 1 Page.
63	25	02/06/1962	Letter	To: All members pf Steering Committee, Area Chairmen, and County Chairmen. From: Andrew Downey Orrick. Re: Introduction of Orrick to all members. 1 Page.
63	25	n/a	Memo	Nixon for Governor Committee Northern California County Chairmen Roster. 7 Pages.

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*Hugh
Giles*

NIXON FOR GOVERNOR

Northern California Office
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576

ANDREW DOWNEY ORRICK
Northern California Chairman

August 15, 1962

Dear

I am pleased to inform you that Dick Nixon will participate in our Leadership Conference, to be held September 8th at the Hotel Whitcomb, 1231 Market Street, San Francisco. We are planning a number of seminar sessions for various Chairmen and special committees in the morning, a luncheon meeting with the candidate and a general session in the afternoon for all participants. The Conference will include Nixon campaigners from all Northern California counties.

You will receive more information about the Conference later this month. However, please plan now to bring to the Conference the following key people in your campaign:

Your Executive Committee
Chairmen of the following programs:
Recruitment
Democrats for Nixon
Democratic Canvass
Headquarters
Operation Telephone
Speakers
WIN (for counties which have appointed chairmen)
Community Chairmen
Finance Chairmen
Key members of your Minorities and Nationalities Programs
Campaign staff members

This Conference will be the single most important leadership gathering of the fall for our overall Northern California campaign - the one opportunity we will all have to discuss and explain programs. I trust that you can make plans to have your entire campaign leadership join us - and Dick Nixon - on September 8th.

Best personal regards.

WIN WITH NIXON!

Andrew Downey Orrick

Andrew Downey Orrick

PS: Attached to this letter are two memorandums for your attention.

August 15, 1962

MEMORANDUM TO: All Nixon County Chairmen
FROM: Northern California Campaign Chairman
SUBJECT: CANDIDATE SCHEDULING AND CAMPAIGN MATERIALS

In order to expedite the handling of certain matters pertaining to new scheduling requests and campaign materials, we are asking all county chairmen to communicate directly with our Los Angeles Statewide Headquarters regarding questions in these areas.

In the case of candidate scheduling, please send new invitations or inquiries on invitations already forwarded to Richard A. Ports.

In the case of campaign materials, please contact Sammy Sammelman. The Los Angeles Headquarters address is as follows:

NIXON FOR GOVERNOR
3908 Wilshire Blvd.
Los Angeles 5, Calif.
TEL: DU 5-9161

As in the past, orders for campaign materials should be sent to Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37, accompanied by a check or money order.

NIXON FOR GOVERNOR

CAMPAIGN LITERATURE AND MATERIALS
PRICE LIST

THE FOLLOWING SUPPLIES MAY BE ORDERED FROM ALLIED SERVICE UNITS, 5419 SOUTH VERMONT AVENUE, LOS ANGELES 37. ORDER MUST BE ACCOMPANIED BY CHECK, PAYABLE TO ALLIED SERVICE UNITS. THE PRICES LISTED BELOW INCLUDE SHIPPING CHARGES.

Bumper strips (regular)	\$ 38.50 per M
Bumper strips (Democrat)	38.50 per M
Bumper strips (license plate)	26.00 per M
Windshield stickers	5.80 per M
Round buttons (7/8")	1.20 per C
Round buttons (3")	1.55/Doz
Folder (How to Fight Communism)	24.00 per M
Half Cards (14" x 22")	15.00 per C
(For use as window cards, pole cards, or on sticks for meetings and rallies)	
Double Cards (28" x 44")65 each
(For use in decorating headquarters and on stakes in front lawns or empty lots. <u>They should not be used on private property without permission of the owner.</u>)	
Miniature 24-sheet soft posters (54" x 22 3/4")70 each
One-sheet soft posters (26 3/4" x 42")70 each
Small banner (26 3/4" x 12")10 each
Lapel tabs (state)	5.10 per M
Lapel tabs (gold bar)	4.20 per M
Lapel tabs (Democrat)	5.40 per M

Nixonette outfits, consisting of hat, bucket, chest ribbon and pompon, are also available at \$2.00 each.

Picture post cards should be available later to be used as "Dear Friend" cards.

County and Community Chairmen will receive a seed supply of campaign materials listed above.

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If you have any problems or suggestions with regard to campaign materials, contact Sammy Sammelman, Nixon for Governor, 3908 Wilshire Blvd., Los Angeles 5

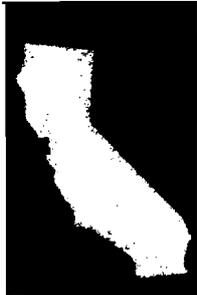
CAMPAIGN DIVISION

SCHEDULE OF MAILOUT AND INSTRUCTIONS TO COUNTY CHAIRMEN AND PROGRAM CHAIRMEN

- # 1 July 30 — ADO to County Nixon Chairmen -
Steering Committee & Coordinating Committee appointments
- # 2 Aug. 2 — Campaign Division letter to County Nixon Chairmen
re Community Chairmen and Headquarters
- # 3 Aug. 8 — Campaign Division to Nixon County Chairmen - requesting
Chairmen for Registration, Recruitment, Democrats for
Nixon, Democratic Canvass, Operation Telephone.) Information to
field men,
Los Angeles and
Downey
Cards enclosed for returning names of Registration and
Recruitment Chairmen
- # 3a — Letter re jewelry and other fund raising ideas
- # 4 Aug. — Letter of instruction to Registration and Recruitment
Chairmen as soon as possible received) Info. to Comm. Chair
and County Nixon Ch
Los Angeles / S.F.
- # 5 Aug. 15 — Letter to Demos for Nixon Chairmen:
Enclose card; outline programs; brief outline of
county organization desired. Executive Committee etc.
- # 5a — Include follow-up on first two appointments if not made.
- # 6 — Send instructions on Democrats for Nixon to Democrat Chairman
as soon as Chairman appointed.
- # 7 Aug. 23 — Letter re Democratic Canvass Chairmen
- # 8 Sept. 1 — Letter to Democratic Chairmen with instructions and report
forms and follow-up to County Chairmen where not named.
- # 9 — Letter requesting meeting dates of County Nixon groups
Sept. 6 — (Set up procedure with Bob Haldeman for routing names of undecided
(Demos for letter.
Sept. 8 — (Leadership Seminar.
- # 10 Sept. 15 — Letter to County Nixon Chairmen for Operation Telephone Chairmen
1. Location Chairman
2. Operation Chairman — enclose card for reply.
- # 11 Sept. 25 — Letter of instruction to Operation Telephone & Operation Telephone
11a Location Chairmen
- # 12 Oct. 3)
13 Oct. 12)
14 Oct. 20) — Operation Telephone follow-ups - instructions
Oct. 25)
- # 15 — Report request on Operation Telephone
- # 16 — Thank yous

Follow up on all above programs and chart progress periodically.

means we've sent these out



NIXON FOR GOVERNOR

Northern California Office
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576

August 17, 1962

ANDREW DOWNEY ORRICK
Northern California Chairman

Dear

It is evident that ingenuity and aggressiveness will have to be exercised in order for local Nixon campaign organizations to be adequately financed.

There is no reason why this ingenuity and aggressiveness on a county and community level cannot be utilized for both money raising and campaigning purposes. This effort, placed on a grassroots basis, will produce needed dollars as well as the enthusiasm and support which should be the essence of any local campaign.

The attached memorandum sets forth some ideas and approaches which can and should be utilized to provide funds for your local Nixon campaign. Some are obvious and self-evident, others may be novel and untried. All should be considered to see if they might be applicable to both your county and community campaigns.

Sincerely,

- WIN WITH NIXON -

Mrs. Ruth N. Watson James W. Halley
Campaign Division

encs.

TO: County Chairman

Ruth Watson and Jim Halley
Campaign Division
NIXON FOR GOVERNOR COMMITTEE
525 Market Street, San Francisco

FUND-RAISING IDEAS

Utilization of the following fund-raising techniques can produce surprising results. We urge that you consider the following as ways, not only to raise money, but also to create enthusiasm and votes:

1. A "fishbowl in the Headquarters" should be mandatory throughout the entire Nixon campaign. Decorate fishbowl with Nixon bumper strips and put some change and dollar bills in it to attract people. They will get the idea.
2. The promotion of Nixon jewelry should be developed throughout your entire county. A 100% markup is common. To assist you, we have attached information on where and how jewelry can be purchased. Also available is a leather covered paperback of Dick Nixon's "Six Crises" which is available in lots of 100 at 58¢ each. You can sell for \$1.00. It is very attractive.
3. Headquarters can be largely self-supporting. Sometimes, good Republicans will donate the building and telephone installation. Full time personnel can usually be obtained on a voluntary basis. Even Headquarters' supplies are sometimes donated. Just ask.
4. The types of special events which can be utilized for fund-raising purposes are endless. For example:
 - a) The ordinary late afternoon or evening cocktail party, or a beer and pretzel "bust", at \$5 a ticket will turn out people and money.
 - b) One county is renting a tour boat from Harbor Tours (capacity 300 to 500 - approximate cost \$300) and is charging \$10 a ticket for an evening on the Bay.
 - c) People attending a coffee hour should be encouraged to contribute to the campaign. Use fishbowl here too.
 - d) Try a Nixon Square Dance.
 - e) Some counties buy out one evening's production of a local summer theatre group and sell tickets at two or three dollars over the cost.
5. Occupational mailouts, particularly to professional groups, inevitably produce needed dollars. Mailing to lawyers, doctors, dentists, etc. should produce a 100% profit if the letter is worded correctly and if return envelopes are enclosed.
6. Don't overlook fund-raising efforts by women's committees.



NIXON FOR GOVERNOR

*Northern California Office
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

ANDREW DOWNEY ORRICK
Northern California Chairman

August 1, 1962

Dear

The time has come for development of the "Democrats for Nixon" campaign in your county. While it is probably desirable that this group act independently, the formation of this important committee is your initial responsibility.

Nothing has higher priority than the establishment in each County of a "Democrats for Nixon" Committee. You are asked to appoint the leading Democrat in your County as Chairman of the "Democrats for Nixon" Committee. The chairman should then appoint to his committee as many registered Democrats from the area as possible and also appoint a "Democrats for Nixon" Chairman in each community where practicable.

Each "Democrats for Nixon" Committee shall be charged with specific responsibilities during the Fall campaign. Early in September, each Northern California "Democrats for Nixon" Chairman will be mailed a list of activities to be carried on by this committee. One desirable objective is the opening of a "Democrats for Nixon" headquarters.

Your requested deadline for the appointment of a "Democrats for Nixon" Chairman is August 24. A card is enclosed for your reply.

Sincerely,

- WIN WITH NIXON -

Mrs. Ruth N. Watson James W. Halley
Campaign Division

enc.



File

NIXON FOR GOVERNOR

Northern California Office

Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576

ANDREW DOWNEY ORRICK
Northern California Chairman

For Your Information

6-10-68
County Chairman

Dear

We have met with most of you during the past month or so, either personally or through members of the Northern California Campaign Committee, to discuss program for forthcoming election. I would, however, like to take this opportunity, formally and officially, to reappoint you as chairman of County, and to extend to you best wishes and good campaigning for the Fall.

I would also like to review with you once again some basic policy factors affecting the development of your campaign. In general, these procedures will govern:

1. The Democratic and Independent Vote: We are campaigning primarily for the Democratic and Independent vote. Everything we do, every committee we form, every communication that comes from this campaign, should be geared accordingly.
2. Headquarters: Although we encourage the establishment of headquarters for the use of the Nixon campaign alone wherever possible, we recognize that this is primarily a local decision. While in some areas the Nixon headquarters will share facilities with other candidates, in all cases the Nixon candidacy should obviously be the dominant one in terms of signs, control, etc.
3. Finance: Each Nixon county campaign should appoint a finance committee to arrange for the raising of funds, to exercise control over their expenditure, to insure that the statewide quota (which will be given to counties shortly) is met and to report on receipts and disbursements following the election. This Committee should cooperate with regular United Republican Finance Committees in each county, and whether or not it raises its own funds for the Nixon campaign will depend entirely on how effective is the regular URF drive.

4. Cooperation with Central Committees: We urge, of course, that each Nixon campaign committee cooperate to the fullest extent possible with Central Committees. At the same time the effectiveness of Central Committees vary, and the Nixon campaign must be prepared to assume broader responsibilities wherever necessary. For example, in some counties the Nixon campaign, simply to get the job done, will have to do the following:

- a) Conduct the registration drive.
- b) Establish a precinct organization
- c) Conduct the get-out-the-vote drive.

5. Campaign Materials: Except for a seed supply of campaign materials which will be sent to all headquarters, counties are expected to purchase all campaign materials from Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37. (In this regard, I hope that you are using the summer months to get as many bumper strips as possible on cars).

6. Communications: Constant two way communications between us is mandatory. We will contact you frequently by phone and mail and through field visits, and I trust that you will keep us advised of the progress of your campaign. In this regards, I am pleased to announce now that another Northern California leadership seminar will be held, this one to include all counties on the same day. In all probability the seminar will be held on Saturday, September 8th, at the Hotel Whitcomb in San Francisco.

I leave until last the most important general policy of the campaign. The Nixon drive to restore solid respectable government to Sacramento must be characterized by broad general support of all segments of California's population. More than in any other campaign we, as campaign leaders, must reach out to recruit new people, and then we must give these new people responsibility and authority to act. We, representing the Northern California Nixon organization, are not only a campaign of 47 counties. We are also a campaign of hundreds of communities and thousands of committees, each with a job to do, each dedicated to work within its area of influence for the election of Dick Nixon for Governor.

Ruth Watson and Jim Halley of the Campaign Division will be in constant touch with you regarding specific programs. Meanwhile, I hope that you will call upon me and the Northern California staff for whatever assistance we can give you.

With best personal regards,

- WIN WITH NIXON -


Andrew Downey Orrick
Chairman, Northern California

P.S. I hope you will excuse the informal method of communication.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
525 Market Street - Room 619
San Francisco 5, California

file

MEMO TO: All Area, County, Community Chairmen
FROM: Andrew Downey Orrick
SUBJECT: PROPOSED NEWSPAPER AD COPY

With the end of the primary campaign at hand, we are sure that you are planning to run some paid political ads in your local newspapers. Undoubtedly, the most effective dates would be from the editions of Thursday, May 31st on.

Enclosed are some sample ad suggestions that you might find helpful. They are suitable to any size you and your committee think desirable, although we strongly recommend that any ad be at least a quarter page. You will want to include as many names of Nixon supporters in your area as you can, and since this ad must be purchased from local funds you will probably want to collect at least \$1.00 contribution from each signer to help defray the costs.

The enclosed samples vary slightly in emphasis and you may want to combine or delete some of the copy. Just be sure that the end result conforms to logic and good taste. May we please request that you not extend the copy content beyond these formats.

These local ads are vital to building a maximum turnout of Nixon voters on June 5th, and we know that you appreciate that fact. It's this final bit of "investment" that will pay dividends on the time and energy that you have so loyally given in the campaign.

May we ask you to undertake one more extremely important project. Please urge your papers, your radio and TV stations, your major advertisers in the area, to conduct their own general "Remember to Vote" drives. We must do whatever necessary to insure a large vote.

If we can be of further help, please call us. After ads appear we would greatly appreciate a tear sheet from the paper for our files.

WIN WITH NIXON!

PS: Remember the telethon on May 29th. Invite your friends to a "Nixon Night" in your home.

PROPOSED AD COPY

Headline: California needs a decisive leader!

Display: WIN WITH NIXON

copy: No other candidate for governor can match Dick Nixon's experience. For 14 years he served the people of California as Congressman, Senator, and Vice President. He knows the problems that face California and he has the knowledge and ability to solve them. Dick Nixon is a courageous leader ... an experienced leader ...a decisive leader. Vote for Dick Nixon for Governor Tuesday, June 5.

Sponsor copy: NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
(Name of local sponsoring committee, including name of local chairman.)

Proposed Ad Copy:

Headline: WE ARE FOR DICK NIXON BECAUSE:

Display: 1. Dick Nixon is a decisive leader.

Copy: He has proven himself to be a fearless leader, time and time again. It's in the record. He faces problems realistically, and he stands independent of pressure groups. He makes clear-cut decisions, and he stands on them. California needs this kind of decisive leadership for Governor.

Display: 2. Dick Nixon is California's most effective fighter of Communism. He has led the

Copy: fight on all fronts. He knows the methods, the tactics, the duplicity of the Communists. And he knows how to fight them.

Display: 3. Dick Nixon will fight for better education.

Copy: He understands that the future of California rests in the hands of its youth. He does not believe in shirking the responsibility to our young by handing the job to the federal government. He does believe in stripping the fat, the waste, the inefficiency from a state government that's now causing the slow-down, the high cost of educating our children. And he knows how to do it.

Display: 4. Dick Nixon knows how to fight California's rising crime rate.

Copy: He has gone on record to support local and state law enforcement agencies, and to end the bickering and bungling in Sacramento that have prevented these fine lawmen from performing their duties to the utmost of their abilities. He intends to fight with all his ability, the growing menace of narcotics traffic.

Sponsor Copy: NIXON FOR GOVERNOR CAMPAIGN COMMITTEE
(small) (name of local sponsoring committee,
including name of local chairman.)

M E M O R A N D U M

SUBJECT: Campaign Materials
Bumper Strip Campaign
Distribution of Nixon Literature

TO: Area, County and Community Chairmen

FROM: Northern California Campaign Chairman

As the Nixon primary campaign moves into its final stages, Area, County and Community Chairmen are urged to undertake whatever programs will stimulate activity, generate enthusiasm and put Nixon campaigners to work. Two such programs can be organized on either a county-wide or community basis:

1. Bumper Strip Brigades: Shopping center parking lots and community main streets are ideal places to distribute bumper strips, preferably directly to the front or rear bumper of a Nixon supporter.
2. Distribution of Nixon Literature: County, community and precinct headquarters should become points of distribution of the Nixon brochures by 1) direct mail or 2) on a door-to-door basis. This is an effective way not only to use your volunteers, but also to show an entire community that the Nixon campaign is ACTIVE.

Normally, campaign materials will be made available to Community Chairmen through the supplies purchased by their County Nixon Chairman. However, in the event Community Chairmen wish to procure campaign materials directly from the supplier for their campaigns in their local areas, they should send an order accompanied by a check to the following address:

Allied Service Units
5419 South Vermont Avenue
Los Angeles 37, California

Prices for various items are as follows:

Nixon Brochures	\$12.75 per thousand
Windshield Stickers	5.80 per thousand
Bumper Strips	38.50 per thousand
Lapel Tabs, blue and yellow	5.10 per thousand
Lapel Tabs, black and gold	4.20 per thousand
Half Card Posters, 14" x 22"	15.00 per hundred

County and Community Chairmen will be notified as additional materials become available.


Andrew Downey Orrick

(SAMPLE LETTER TO RECRUIT VOLUNTEERS)

Dear Republican:

Dick Nixon is waging a people to people grass roots campaign from the Oregon border to Mexico. He is telling people that the State of California cannot afford four more years of indecisive, bungling leadership.

He is asking for your help:

1. Read the enclosed brochure.
2. Return the enclosed green card with your signature on it.
3. Enlist the support of your friends.
4. Visit your Nixon Headquarters at _____ or call the Headquarters _____, to see how you can help carry the load. Ask Headquarters for bumper strips, pins, more brochures and distribute them. Volunteer your time and effort.

Dick Nixon is the only person in the gubernatorial race with the experience, the ability, the decisiveness and the knowledge to govern what will soon be the biggest State in the Nation. He is a man of fine character, of human understanding. He is a born leader.

Support Dick Nixon today.

Sincerely,

(For insertion by Area, County
and Community Chairmen in their
manuals)

CAMPAIGN DIVISION (Continued)

COFFEE HOURS

The Coffee Hour has become a political institution in America. If organized on a broad basis, Coffee Hours can be the spark which ignites a community campaign into action.

A Coffee Hour can be at the same time 1) a source of volunteer workers, 2) a fountainhead of campaign enthusiasm and 3) a distribution point for campaign literature and bumper strips.

Mrs. F. J. Hellman has been appointed Northern California Coffee Hour Chairman (as well as Jewelry Sales Chairman). Mrs. Hellman will coordinate the program, and will provide assistance to the counties as they develop their Coffee Hours.

Nixon County Chairmen - if they have not already done so - should appoint a county-wide Coffee Hour Chairman. She in turn should insure that every Community Chairman likewise appoints a Coffee Hour Chairman. Then, Coffee Hours should be organized on the following basis:

1. Recruitment: The Community Coffee Hour Chairman recruits women who, as one of their contributions to the campaign, invite groups of their friends and neighbors to their homes for a Nixon Coffee Hour.
2. Speakers: The Community Chairmen has meanwhile contacted her County Coffee Hour Chairman and asked her for a speaker for each of the meetings planned within her community. The County Chairman in turn coordinates with the County Speakers Chairman to insure that an articulate enthusiastic speaker is on hand for every Coffee Hour.
3. The Actual Coffee Hour:
 - a) Campaign literature and bumper strips are distributed.
 - b) Workers for manning the community headquarters, for telephoning, for addressing envelopes and for other activities are recruited.
 - c) The Coffee Hour speaker gives information about the candidate, answers questions and instills in each and every person in attendance a desire to go out and campaign for Dick Nixon.

The possibilities of a well organized Coffee Hour program are endless:

1. A Coffee Hour is an excellent place to distribute Nixon jewelry in return for campaign contributions. Receipts in excess of the cost of the jewelry are kept in the county or community.
2. A Coffee Hour need not serve coffee and should not be restricted to women. Evening gatherings for husbands and wives are equally as effective.
3. Out of a Coffee Hour can come a campaign nucleus, a group of people willing to work together in other campaign projects (bumper strip brigades, door-to-door canvassers, the establishment and manning of a telephone bank).
4. Nor should the Coffee Hour be overlooked as a way to raise funds for the general community campaign.

ACTION: These steps are called for:

1. Nixon County Chairmen should appoint Coffee Hour Chairmen.
2. The name, address and telephone number of this person should be reported to Mrs. Hellman at Northern California headquarters.
3. A Plan of Action for each county should then be drafted.
4. Community Coffee Hour Chairmen should be appointed.
5. Liaison with the County Speakers Chairman should be established.
6. Steps are taken to procure Nixon jewelry.
7. Coffee Hour hosts and hostesses are recruited.
8. The Program Is Launched.
9. Thank-you letters are prepared.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 14
April 2, 1962

file

We are pleased to announce the establishment of two advisory committees in Northern California, one to concentrate on the relationship of the Nixon campaign to Negro communities, and one to advise the campaign on the labor vote.

Both committees are made up of leaders in their field, and both are well qualified to assist county organizations with their own programs, should such assistance be requested.

We urge every county to appoint committees in both the labor and the Negro areas if it is appropriate.

If the Northern California office can be of help to you in this regard, please contact Mrs. Alice Leopold, who is coordinating these programs for the Northern California campaign.

Andrew Downey Orrick
Northern California Campaign Chairman

NIXON FOR GOVERNOR COMMITTEE
Room 619 - 525 Market Street
San Francisco 5, California

April 3, 1962

MEMO TO: All County Chairmen
FROM: Northern California Chairman
SUBJECT: REGIONAL MEETINGS

I bring to your attention once again the regional campaign meetings to take place in the second week in April. The time and place of each meeting, and the counties asked to attend each one, are all listed on the attached sheet.

I cannot emphasize enough the importance of these conferences. They have been designed to accomplish these purposes:

1. To describe statewide campaign planning, as presented by Herb Kalmbach and Charlie Farrington of the campaign's professional staff.
2. To present the Campaign Division's plans for the appointment of community chairmen and for the opening and utilization of community headquarters, for telephone and registration drives and for other related activities.
3. To describe the WIN and Endorsement programs of the Contact Division, analysed in terms of how they relate to individual county operations.

Also, we are looking forward to hearing your progress reports of activity within your own county.

We are asking that you, your Finance Chairman, your Contact or WIN Chairman and one other key member of your campaign attend. Should you wish to expand this list, please let us know. Meanwhile, so that we can properly plan the conferences, we would appreciate hearing from you by return mail regarding the names of those that will be attending.


Andrew Downey Orrick

ADO/hg

SCHEDULE OF CONFERENCES:

Thursday, April 12, 4:00 to 8:00 PM:

Place: Fresno, Harvan's Restaurant, Figarden Village, Palm and Shaw Avenues

Register: 3:30 PM

Counties: Calaveras Merced
Fresno Mono
Kings Stanislaus
Madera Tulare
Mariposa Tuolumne

Fresno Contact: Donald Franson - Phone: 233-1761

Friday, April 13, 11:00 AM to 3:00 PM:

Place: Redding, Grande Cafe, 1084 Market Street

Register: 10:30 AM

Counties: Butte Plumas
Del Norte Shasta
Glenn Siskiyou
Humboldt Tehama
Lassen Trinity
Modoc

Redding Contact: Mrs. Jane Fulton - Phone: CH 3-2753

Saturday, April 14, 10:00 AM to 2:00 PM:

Place: San Fransisco, Whitcomb Hotel, 1231 Market Street

Register: 9:00 AM to 9:45 AM

Counties: Alameda Lake Placer San Joaquin
Alpine Marin Sacramento Sierra
Amador Mendocino San Benito Solano
Colusa Monterey San Francisco Sonoma
Contra Costa Napa San Mateo Sutter
El Dorado Nevada Santa Clara Yolo
Santa Cruz Yuba

San Francisco Contact: Jean Dewey, Nixon H.Q. - Phone: DO 2-5576

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

file

April 4, 1962

MEMO TO: Members of the Coordinating and Steering Committees
FROM: Northern California Chairman
SUBJECT: REGIONAL CONFERENCES

This will inform you of the three regional conferences which have been scheduled for Northern California County chairmen and committee heads. If at all possible, I urge you to attend the one scheduled for San Francisco on Saturday, April 14th. The conference is being held at the Whitcomb Hotel at 1231 Market Street and will last from 10:00 AM to 2:00 PM.

Material to be covered is both general and specific. We expect to present overall aspects of the campaign, as well as to describe specific projects which we expect undertaken in each of the counties.

Participating in the presentation will be most of the campaign leadership, including both volunteers and staff from Southern and Northern California.

I am confident that you will find the conference of interest and hope that we will see you there.

Andrew Downey Orrick

ADO/hg

NIXON FOR GOVERNOR
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

April 3, 1962

MEMO TO: County Chairmen

Alameda	Lake	Placer	San Joaquin
Alpine	Marin	Sacramento	Sierra
Amador	Mendocino	San Benito	Solano
Colusa	Monterey	San Francisco	Sonoma
Contra Costa	Napa	San Mateo	Sutter
El Dorado	Nevada	Santa Clara	Yolo
		Santa Cruz	Yuba

FROM: Arthur J. Dolan, Northern California Finance Co-Chairman

SUBJECT: FINANCE CHAIRMEN BREAKFAST MEETING, APRIL 14th

You have been notified by separate mail from Downey Orrick of the Northern California regional conference to be held in San Francisco on April 14th at 10:00 AM. I am told that all finance chairmen have been asked to attend.

In order to discuss the campaign's finance needs (set forth in the enclosed letter) in greater detail than would be warranted in an open meeting, I am asking that all county campaign finance chairmen meet with myself and Mr. Paul Davies, my Northern California Co-Chairman, at breakfast on the same morning and at the same place as the regional conference. The breakfast will be held at 8:30 AM at the Whitcomb Hotel, 1231 Market Street, San Francisco.

I am looking forward to seeing your finance chairman at the breakfast and to meeting you at the 10:00 AM conference.

Arthur J. Dolan

AJD/hg

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

file
INFORMATION SHEET NO. 8
March 14, 1962

CONTACT!!

Contact will be the "extra margin" in this campaign. Our opponents will try to match us in customary campaign activities. However, they will have no CONTACT Program - this will be our clear and decisive margin.

CONTACT is a tri-motored organization:

1. The WIN Program is an organization of Nixon supporters within occupational groups. An effective WIN Program recruits people to work for and to sell the candidate within their own professions, businesses and firms.
2. The ENDORSEMENT Program is an organized effort to obtain, create and publicize the maximum number of Nixon-for-Governor endorsements from nationality groups, Republican organizations, service clubs and other civic and trade organizations.
3. The SPEAKERS' Program supplies competent and articulate men and women to any organization, any meeting, that wants to hear about the Nixon candidacy.

If you have not already done so, please appoint chairmen for each of these programs. The WIN chairman can be an aggressive young businessman. The ENDORSEMENT chairman should have some political experience, be acquainted with endorsing groups. Your SPEAKERS chairman might come from Toastmasters.

Then let us know on the attached sheet as soon as possible the names of the appointees so that Bob Steele and our Contact Division can send the material and provide the assistance to each of your chairmen that can help him implement a program. It would be of great help to us to know by March 26th at the latest that these appointments have been made.

Nixon for Governor Committee
Northern California Office

(SAMPLE VOLUNTEER RECRUITMENT LETTER)

For the good of California's future -- in fact, the future of the Republican party -- I am convinced that we must elect Dick Nixon our next governor.

I believe he is admirably qualified to govern our nation's #1 state: He is a man of fine character and possesses the ability to make incisive judgments which are the marks of a great leader and able administrator.

Appreciating the personal sacrifice involved, Dick has agreed to campaign for Governor and, when elected, to assume the heavy burdens imposed by this office. Certainly those of us who share his philosophy of sound government owe Dick our all-out backing.

I would urge you to give Dick Nixon your 100% commitment: Vote for him.....Be active in persuading your friends and associates to do likewise....And, please give some thought to the fact that "free elections" are not without substantial cost. In these times, especially opposing an incumbent of the majority party, our candidate needs generous financial assistance to mount a successful campaign.

In Dick's behalf, I want to thank you in advance for your support. Working together, we can insure that Nixon will be California's next governor.

Sincerely yours,

Nixon for Governor Committee
Northern California Office

(SAMPLE VOLUNTEER RECRUITMENT LETTER)

I am most anxious to enlist your support for Dick Nixon's campaign for Governor. I am sure that the enclosed brochure will interest you.

This year's election is crucially important to California. Our State, with its manifold problems of growth, demands the best in brains, in decisive leadership, in human understanding, in statecraft.

Dick Nixon has the intellect, the convictions and executive vigor to resolve the important issues confronting our State - fiscal responsibility, water distribution, education, job opportunities, urban and suburban blight, agriculture, law enforcement - to name only a few.

From start to finish, success in this campaign to give California once again the most effective government will require the utmost personal effort by Dick Nixon - which he is giving - and the highest degree of constructive organization and wholehearted support from tens of thousands of Californians - which we seek from persons like yourself.

You can help this cause

- 1) By signing the enclosed green card and becoming a Charter Member of the Nixon for Governor Committee. You will then be placed on the Campaign Mailing List and will receive the Nixon Newsletter, copies of his speeches and other campaign bulletins.
- 2) By obtaining names on the enclosed pledge cards of other persons who are ready and willing to support Dick Nixon.
- 3) By making a financial contribution to the campaign. Please mail your check to _____.

I am convinced that California urgently needs the resolute leadership that Dick Nixon can give. Your support is needed. You can help.

Sincerely,

February 13, 1963

MEMO TO: Area Chairmen
County Chairmen

FROM: Andrew Downey Orrick

Last Monday morning we held a meeting of the Northern California Steering Committee for the Nixon for Governor campaign. We reviewed the progress of the campaign organization and activities.

To assist you in organizing your area or county, as the case may be, I am enclosing a number of copies of Information Sheets and other documents that have been prepared by the Northern California Headquarters.

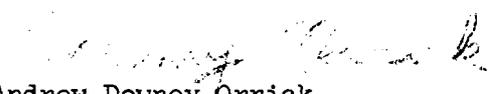
At the Steering Committee meeting we determined that organization of the counties should be promptly completed. Accordingly, if you have not already done so, it is imperative that you commence at once to appoint the key members of your Finance, Campaign, Contact and Policy Committees and to obtain the support of other leading Republicans in your county. In this connection, will you please complete the County Report forms which we have heretofore furnished you.

It is also essential to program and implement, without delay, two most important facets of this campaign: first, to contact and cultivate organizations which make political endorsements (see Information Sheet No. 2 and Organization of Contact Division); and second, to institute Letters-to-the-Editor activities (see Information Sheet No. 4).

We shall continue to afford you all possible assistance in carrying out your campaign activities by furnishing additional information sheets from time to time and visiting you personally.

Best personal regards.

Sincerely,


Andrew Downey Orrick

PS: Please excuse my use of this mimeographed letter, which we are using in order to save time and money.

GUIDES FOR HANDLING THE PRESS DURING APPEARANCES BY DICK NIXON

1. No press conferences should be arranged.
2. Each local group should handle its own publicity. They should prepare and distribute their own press releases respecting Dick Nixon's appearances. Emphasize how the public can see and meet him. This is a person-to-person campaign.
3. Arrange as much TV and Radio coverage of Dick Nixon's appearances as possible. This should include promotion; however, don't leave the impression that press conferences are included in the coverage. State Headquarters will supply tapes and films whenever feasible.
4. Each group should always set up a press table - for press only. Encourage as much photography as possible. Try to have the photographers take pictures beforehand - perhaps when the head table assembles, also, try to get pictures of the crowd, people shaking hands with the candidate, etc.
5. Do not commit the candidate to have his text or excerpts available to the press beforehand. Always say that he hopes to have excerpts available to the press, but that they cannot be definitely promised.
6. If you are asked whether Dick Nixon will have a topic for his speech, the answer 99 times out of 100 is NO. Best to say that he has not yet picked a topic, since he usually determines what will be most interesting and appropriate at the time he actually speaks.
7. We will try to keep you posted regarding the traveling press. Please do the same with this office.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 2
February 12, 1962

ORGANIZATION ENDORSEMENTS

Endorsements by major organizations is one of the most effective tools in a statewide campaign. Organization endorsements can be extremely effective in gaining the support of their memberships. They also provide the springboard for news releases on a statewide or local basis.

Northern California Headquarters will have available, and will furnish you with, up-to-date listings of dates of annual and regional meetings, national and state conventions. In addition, every local campaign echelon should also prepare a list of organization meetings within their respective geographical boundaries.

Pay particular attention to organizations which customarily take action on political endorsements by resolution or official action. Please keep our office informed of the names of such organizations.

The County Contact Committee, acting under the direction of County Chairmen, should forthwith plan to contact and obtain the endorsements of such organizations. Northern California Headquarters will provide you with sample endorsements, resolutions and press releases which can be used as a guide. Many organizations, however, will probably want to draft their own statements and press releases. It is most preferable if every endorsing organization spells out its reasons for supporting Dick Nixon.

While statewide organizations usually prefer to make these news releases under the name of their ranking officer, local groups or units of a state organization may prefer to have the releases made by the local Nixon for Governor Committee.

Contacting and cultivating organizations with the view of obtaining their endorsements is an urgent and continuing project. Since the opposition will be trying to win the support of every possible organized group, we must launch an immediate and aggressive campaign to establish friendly liaison with all endorsing groups.

Your job will be easier when we have Nixon literature and campaign materials on hand. Endorsements generate publicity and influence groups as well as individuals. Endorsements can produce votes on election day!

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 3
February 12, 1962

SPEAKING REQUESTS AND ENGAGEMENTS

- All requests for Dick Nixon's appearances should be made in writing (2 copies thereof), should be forwarded to the Northern California Office, Nixon for Governor Committee, 525 Market Street, San Francisco 5, California.

Dick Nixon wants to make as many appearances before non-partisan groups as possible. It is suggested that the County Organizations be on the look-out for such meetings in your area - the larger the better.

No appearances will be made before a single Republican group. These types of meetings must include all volunteer groups in the area and should be opened to the public if possible.

No invitations will be accepted to meet in private homes.

The people-to-people approach is desired in his appearances - either a hand-shaking affair (no receiving lines) or, if a dinner, he might give a short speech and then table hop.

You are reminded, as stated in Information Sheet No. 1, that Mr. Nixon usually will not have a topic for his speech. Accordingly, it is best to say that he has not yet picked a topic, since he ordinarily plays it by ear - judging what seems to be of most interest at that time.

Please keep in mind at all times that the time and energy of the candidate should be conserved in order to cover as much area as possible.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 4
February 12, 1962

LETTERS TO THE EDITOR

A vitally important function of the County Committees is the activation of an alert and well-organized letter-writing effort.

Letters to the editor have the advantage of prominent placement on the editorial pages and are often extremely influential in creating public opinion. The most effective type of letter will cogently explain the reasons why the writer believes that election of Dick Nixon is essential to the welfare of California generally and to the writer and his economic and social group specifically.

Northern California Headquarters will be prepared to assist you in suggesting constructive approaches or specific points to stress in letters. We suggest that you also screen editorial letter columns for attacks or charges against the candidate which can be blasted by a simple statement of the facts.

Each letter should be sent by a person who addresses the editor in his own handwriting and in his own phraseology. Letters should be brief and factual and should impress the reader with honesty and sincerity. Form letters should not be used.

The County Committees should immediately organize their letters-to-the-editor campaigns.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 5
February 21, 1962

CAMPAIGN SUPPLIES

Regarding campaign supplies, you will receive either this month or next the following:

Lapel tabs	10% of your Republican registration
Windshield stickers	10% of your Republican registration
Brochures	2% of your Republican registration
Bumper strips	1% of your Republican registration
Posters	Undetermined number

These will be sent without charge to your county. However, you will receive an itemized price list of all available items, indicating the names and addresses of suppliers. Henceforth, counties will order all supplies directly from suppliers, accompanying each order with a check.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

File
INFORMATION SHEET NO. 7
March 7, 1962

NIXON COMMUNITY HEADQUARTERS & CHAIRMEN

County chairmen are urged to think in terms of appointing community chairmen for every population grouping within their county. Generally the geographic area over which a chairman is appointed will be one of two types:

1. A city or town.
2. A neighborhood or community area within a city or town.

You are asked to designate neighborhoods by a local name, rather than by _____ Assembly District, or _____ Congressional District, even though the geographic boundaries of the area may - or may not - be the same. For example, within a city or town you might appoint a "Reed Heights" or a "Highlands Shopping Area" chairman.

Each community chairman appointed within your county should immediately open a headquarters. This should be done on the following basis:

1. Obtain donated space, if possible, even if it is a garage or playroom.
2. A large NIXON sign should be placed on the headquarters.
3. Although overall budget plans will vary from county to county, community headquarters should be self supporting if possible. Expenses of each headquarters will include telephone, signs, campaign material, and precinct maps.

These headquarters then become the rallying point for all precinct activities within the area.

No population center is too small to have a chairman, a vice chairman and a Nixon committee. And no chairman should operate without a headquarters.

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION

525 Market Street, Room 526
San Francisco 5 DOuglas 2-5576

MEMO TO: County Chairmen

FROM: George Milias, Chairman, Campaign Division

Attached for your information and guidance is an organizational chart which should be adapted to fit your particular county.

The County Report forms should be billed out in quadruplicate and distributed as follows:

1 copy to	Northern California Office
1 copy to	Area Chairman
1 copy to	George Milias, Chairman Milias Hotel Gilroy, California
1 copy to	Your files

Your committee should be organized no later than March 1, 1962.

Your appointments should be made in the following order:

- I. Finance Chairman
 - II. Finance Committee - selected by Finance Chairman and County Chairman
 - III. Policy Committee
 - IV. Coordinating Committee - 5 members
 - A. County Chairman
 - B. Finance Chairman
 - C. Headquarters Chairman
 - D. Contact Division Chairman
 - E. No. California Area Chairman
- The Coordinating Committee, with the exception of the No. California Area Chairman, will also sit as the BUDGET COMMITTEE.
- V. Steering Committee
This committee should be composed of your area (or city) chairmen.
 - VI. Others
 - A. Headquarters Chairman (see Coordinating Committee)
 - B. Precinct Chairman
 - C. Publicity Chairman
 - D. Telephone Chairman
 - E. Special Events Chairman

NORTHERN CALIFORNIA
CAMPAIGN COMMITTEE

AREA CHAIRMAN

COUNTY CHAIRMAN

POLICY COMMITTEE

FINANCE COMMITTEE

COORDINATING COMMITTEE (5)

STEERING COMMITTEE

AREA I
CHAIRMAN

AREA II
CHAIRMAN

AREA III
CHAIRMAN

CONTACT	CAMPAIGN
WIN PLAN	CAMPAIGN HEADQUARTERS
NATIONALITIES	SPECIAL EVENTS
LABOR	TELEPHONE
OTHER	PUBLICITY
	SPEAKERS
	FINANCE

file

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION

525 Market Street
Room 619
San Francisco 5
DOuglas 2-5576

MEMO TO: County Chairmen
FROM: Andrew Downey Orrick
Northern California Campaign Chairman

The following points concern certain mechanical steps to setting up your campaign:

1. All campaign supplies will be sent to you from Los Angeles to the address listed by you on the return postals sent out from here a week ago. No supplies will be forwarded until we do hear where they should be sent.
2. Each county will be responsible for obtaining its own stationery. However, the Los Angeles headquarters will send out to each county a set of negatives of the art work being used by the Statewide campaign. These can then be turned over to a local printer. All stationery should, of course, carry the union label. These negatives will be sent to you at the same address used for the campaign supplies.

mmw

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA

file

- Northern Border Counties - Rod Baumbach, Jr., County Committee Chairman of Siskiyou County, with some assistance in certain locations
- Sierra Block
- divided - Butte, Plumas, Sierra and Nevada
Carl Bash of Plumas Co., former campaign chairman for Sedgewick, superintendent of schools.
 - lower part - Placer, El Dorado, Amador, Alpine, Calaveras, Tuolumne, Mariposa
Marvin Schope, former Calaveras County Chairman
manufacturer of florist supplies
- South Coast Counties - George Tomlinson, former Monterey County Chairman, presently finance chairman
- Upper Valley Counties - Robert Power, Vacaville
- San Joaquin County - Tom Brewer, Stockton
- Valley Counties
- Mel Willson - regional chairman
 - Blaine Pettitt - co chairman
 - Don Franson - co chairman for Fresno County
- Upper Coast Counties
- Russ Clarke - directly responsible for Sonoma and Mendocino
 - Bill Bagley - Marin and Napa

Nixon for Governor Committee

No Calif
file

ROOM 526, 525 MARKET STREET • SAN FRANCISCO, CALIFORNIA
DOUGLAS 2-5576 • YUKON 2-9036

February 6, 1962

To: All members of Steering Committee, Area Chairmen,
County Chairmen

Dear: _____

I have recently been appointed the Northern California Chairman of the Nixon for Governor Committee. Since you are one of the important members of this organization, I want to communicate with you without delay.

There is already in being throughout the State of California, due to the efforts of many of his friends - such as you - a well integrated, effective campaign structure dedicated to the support of Dick Nixon's candidacy. Our job will be directed at strengthening, enlarging and animating this organization.

The emphasis of Dick Nixon's campaign will be a person-to-person approach to the voters. I am confident that they will recognize his personal warmth and understanding as much as they respect his great ability and broad public experience.

Our specific function - through every committee and division in every area, county, occupational group and precinct - is to render maximum assistance to Dick Nixon in projecting these personal qualities and in publicizing the positions he has taken and will announce on the issues to be discussed during the campaign.

Our ultimate objective is to enliven and vitalize the surging demand of California Republicans for the wise leadership that Dick Nixon offers to our Party and State. I welcome your ideas on how we should coordinate our efforts.

I'm for Dick Nixon because of his discerning understanding of the meaning of true Republicanism and because he can best unify and strengthen the Republican Party in California.

I shall look forward to meeting you personally soon.

With all best wishes.

Sincerely,

Andrew Downey Orrick

PS: Please excuse my use of this mimeographed letter. I had hoped to write to each of you individually, but lack of the necessary time and stenographic help preventing me from doing so.

cc: H. R. Haldeman
Joseph Martin, Jr.
Ruth N. Watson
Caspar W. Weinberger

Rec'd
Sept. 5, 1962

NIXON FOR GOVERNOR COMMITTEE
Northern California

COUNTY CHAIRMEN ROSTER

ALAMEDA

Robert V. McKen
405 - 14th Street
Oakland

OL 2-1682 (bus)

Executive Director: Stan Larche
1759 Broadway
Oakland - TE 5-8100

ALPINE

Stuart P. Merrill
Markleeville

363 (bus)

AMADOR

Mrs. Beverly P. Bauh
Box 361
Butter Creek

CO 7-5278 (res)

BUTTE

Gilbert P. Jones
173 E. 4th Avenue
Chico

FI 3-3581 (bus)
FI 2-6546 (res)

Coordinator: Mrs. Helen Parsons
Rt 3 - Box 135A
Chico - FI 2-1003 (res)

CALAVERAS

Marvin Shupe
Box 52
Hathaway Pines

PA 8-3213 (res)
PA 8-3252 (bus)

CONTRA COSTA

Ralph Hill
1259 Brighton
Albany

LA 5-1000 (bus)

Lafayette Hdqtrs. 283-0871

Mrs. Melvin (Ruth) Jacobus
8 Sol Bree Way
Orinda

CL 4-3567 (bus)

COLUSA

George Lodi
P.O. Box 367
Arbuckle

GE 7-2240 (bus)

DEL NORTE

H.S. Crawford, D.C.
P.O. Box 355
Crescent City

IN 4-5613 (bus)
IN 4-3955 (res)

Keller Ellis, D.D.S.
678 Taylor Street
Crescent City

IN 4-5113 (bus)

COUNTY CHAIRMEN - continued - page two

EL DORADO

~~George B. Smith~~ John McWig, P.O. Box 60-A
Box 567
Placerville Camino, Calif.
~~SA 2-3885 (bus)~~

FRESNO

Donald R. Franson
1202 Guarantee Savings Bldg. 233-1761 (bus)
Fresno 21 BA 7-2357 (res)

Staff: Alex King
237 B North Park
Fresno 268-4161

GLENN

Chester W. Walker
P.O. Box 86
Hamilton City 2181 (bus)

HUMBOLDT

Clayton R. Janssen
P.O. Box 106
Eureka HI 2-2927 (bus)
443-3413 (res)

KINGS

Robert McKee
543 Lombardy
Lemoore WA 4-5614 (bus)
WA 4-2891 (res)

Hugo Pearson, Co-chairman
217 West 7th St. Hanford
Bus: LU 4-6601
LU 4-4306

LAKE

Ed Robey
P.O. Box 1227
Clearlake Highlands WY 4-6624 (bus)

LASSEN

Arthur Anderson
125 S. Lassen Street
Susanville 257-4161 (bus)
257-3653 (res)

Dr. Kenneth Korver
50 N. Hoop
Susanville 257-4220 (bus)
257-2624 (res)

MADERA

J. Gail Stewart
939 South E Street
Madera OR 3-3597 (bus)

COUNTY CHAIRMEN - continued - page three

MARIN

Ed Grundstrom
P.O. Box 26
Novato TW 2-5440 (bus)

Bill Bagley
Albert Building
San Rafael GL 4-6808 (bus)

MARIPOSA

Robert Bondahu
Mariposa

MENDOCINO

W. K. (Bill) Williams
1344 Rose Avenue
Ukiah HO 2-8621 (bus)
HO 2-2083 (res)

MERCED

Dwight M. Ewing, Jr.
6552 E. Mariposa Way
Merced RA 2-6283 (bus)
RA 2-2231 (res)

MODOC

Brunel Christenson
Libby 2182 (bus)

MONO

George C. DeLury, Jr.
8252 Courthouse
Bridgeport 8281 (bus)

MONTEREY

Frank Reiser, 453 Alvarado Rd. Monterey
~~1686 Marchetti Lane~~ FR 5-5966 (res)
~~Rabbit Beach~~ FR 5-2631 (bus)

William F. Bryan
243 Salinas Street
Salinas HA 4-0844 (bus)
HA 2-8672 (res)

NAPA

Arthur M. Bierkle
1197 Whitney Avenue
Napa

Co-chairman:
Mrs. Howard McLaughlin
Bonnie Erbe
Conn Valley Road, St. Helena
BA 6-2011 - Ext. 252 (bus)
BA 4-4967 (res)

COUNTY CHAIRMEN - continued - page four

NEVADA

Col. J.C. Crockett
Route 2, Box 1159
Grass V. Lley 273-7668 (bus)

PLACER

Mrs. Anita Tobey
271 Lincoln Way
Auburn TU 5-2849

Robert Boon
Farnow Building
Roseville

Dr. Nicholas E. Bailey
Box 275
Locma OL 2-7285 (bus)

PLUMAS

Warren E. Souders
Greenville

SACRAMENTO

Norman Morrison
1117 Schiro Court
Sacramento GI 3-5991 (bus)
HI 7-3433 (res)

SAN BENITO

Mrs. Marie Latapie
818 Central
Hollister ME 7-3222

Russell G. Smith, Jr.
357 Fifth Street
Hollister ME 7-4457

SAN FRANCISCO

Alan Nichols
~~315 Montgomery Street~~
San Francisco MA 6-1566
~~MA 6-7383 (bus)~~

STAFF: Emily Pike
1176 Market St.
MA 6-1566

SAN JOAQUIN

Robert M. Eberhardt
1520 N. San Joaquin
Box 1110, Stockton HO 4-8781 (bus)
HO 2-5507 (res)

Staff: Ed DeBolt
1016 Calhoun Way HO 5-3493 (bus)
Stockton OR 7-4143 (res)

Robert M. Eberhardt
1520 N. San Joaquin HO 4-8781 (bus)
Box 1110, Stockton HO 2-5507 (res)

SAN MATEO

Eugene J. Brenner
Janin & Morgan
Mills Tower
San Francisco

YU 1-0670 (bus)
DI 3-2993 (res)

Staff: Sue Hoefer
54 North B Street
San Mateo 343-0536

Evelyn Billington
830 Main St. CC

SANTA CLARA

Robert Winters
Lockheed Corporation
3251 Hanover
Palo Alto

DA 4-3311 Ext. 45051
DA 2-4261 (res)

Hqs. Chairman: Mrs. Elsa Sandstrom
P.O. Box 266
Los Altos DA 5-4922

SANTA CRUZ

Charles Watkins
P.O. Box 742
Santa Cruz

GA 3-7832 (bus)

SHASTA

Mrs. Jane Fulton
1780 Barbara Road
Redding

CH 3-2753 (res)

John Fair
779 Joaquin
Redding

CH 1-0470 (bus)

George Martin, M.D.
1220 Almond Street
Redding

CH 1-2830 (bus)

SIERRA

Mrs. Sophie Tschopp
P.O. Box "C"
Sierra City

BU 9-3447 (res)

SISKIYOU

Rod Baumbach, Jr.
612 So. Main Street
Yreka

VI 2-2772 (bus)
VI 2-2904 (res)

SOLANO

E. Ray Crabtree
P.O. Box 644
Vallejo

MI 2-8120 (bus)
HA 5-8340 (res)

William H. McPherson
718 Webster Street
Fairfield

HA 5-4080 (bus)

SONOMA

Mr. Charles LeManger
c/o Fluor Products Co.
P.O. Box 1267
Santa Rosa

LI 2-2281 Bus
LI 5-7136 (bus)
res

Albert D. Elledge
6555 Enterprise Road
Glen Ellen

GA 1-4364 (bus)
LI 6-1614 (res)

Mrs. Paul Kelly
3270 Montecito Drive
Santa Rosa

STANISLAUS

Dr. Grant E. Bare
958 Wellesley Avenue
M.esto

LA 9-0531 (bus)
LA 3-6453 (res)

SUTTER

Tom S. Miller
977 Hillcrest Avenue
Yuba City

SH 3-5418 (bus)
SH 2-1130 (res)

TEHAMA

Gordon Todd
Route 2, Box 2660
Red Bluff

385-1381 (bus) - Garber

TRINITY

Robert Stortz
Hayfork

NA 8-5454 (bus)

TULARE

Ray T. Edwards
18 So. Washington Street
Sonora

TULARE

Mrs. Florence Doe
P.O. Box 401
Visalia

RE 4-5079 (res)

Bill Rodgers
413 East Oak
Porterville

SU 4-6154 (res)

COUNTY CHAIRMEN - continued - page seven

YOLO

Joe J. Richter
1316 Rancho Way
Woodland

MO 2-4301 (res)

YUBA

Dr. Robert C. Hall
Rm 202, 423 - 4th St.
Marysville

SH 2-1188 (res)
SH 2-2535 (bus)

Vice-Chairman: Gerald P. Booth
1905 Greeley Drive
Marysville
743-6301 (res)
743-7313 (bus)