<table>
<thead>
<tr>
<th>Box Number</th>
<th>Folder Number</th>
<th>Document Date</th>
<th>Document Type</th>
<th>Document Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>14</td>
<td>n.d.</td>
<td>Report</td>
<td>Operation &quot;VIM&quot; (Votes, Interest, and Money) Finance Committee report for Nixon for Governor campaign. 6 pages.</td>
</tr>
<tr>
<td>64</td>
<td>14</td>
<td>03/01/1962</td>
<td>Memo</td>
<td>From Finch, Bell, Duitsman &amp; Jekel, Attorneys at Law, Los Angeles, Ca.; re: statutory requirements affecting the reporting and filing of campaign statements in the California Gubernatorial Campaign. 4 pages.</td>
</tr>
<tr>
<td>64</td>
<td>14</td>
<td>03/05/1962</td>
<td>Memo</td>
<td>Nixon for Governor Inter-Office Memo; To: County Campaign Headquarters, From: A.V. Sammelman, State Headquarters, Subject: Campaign Materials. 1 page.</td>
</tr>
<tr>
<td>64</td>
<td>14</td>
<td>03/28/1962</td>
<td>Other Document</td>
<td>Nixon Jewelry - Price list - as numbered on display at State Headquarters. 2 pages.</td>
</tr>
<tr>
<td>64</td>
<td>14</td>
<td>n.d.</td>
<td>Other Document</td>
<td>Nixon for Governor Campaign Organization materials, including rosters of campaign chairmen. 33 pages total. 1 oversized page not scanned.</td>
</tr>
</tbody>
</table>
FINANCE

OPERATION "V I M"

The Finance Committee in all 11 Southern California Counties is fortunate to have enlisted a group of able leaders experienced in political fund-raising. However, in the interest of effective coordination, it seems worthwhile to restate a few basic principles and policies, and to outline several new approaches that will be pioneered in this Nixon for Governor campaign. If we begin by thinking together, it will help insure we are working closely together for ultimate victory in November.

Timing

Next to money, the most scarce commodity in the entire campaign is time: June 5 is only two months and five days away from the date of our Campaign Leadership Seminar. During this period we must raise our funds and expend them wisely to the end that Dick Nixon will make a strong showing among Republicans in the primary and get his message over to enough Democrats to build a vigorous cadre of supporters for the general election.

It is extremely vital that the campaign funds be raised early enough for wise programming and budgeting. Every dollar raised in April is worth two dollars after May 15 .... The challenge confronting our Finance Committee is clear. There is no such thing as "instant money." We must organize as fast as humanly possible.

"v i m (n) - energy, force, vigor"

In years gone by Republicans have not always taken maximum advantage of the dynamics of fund-raising. We have sometimes overlooked the fact that voter interest follows dollars. In this campaign it is our ambition to capitalize on this principle and perhaps set new standards for successful and effective political fund-raising.

Our goal is to broaden the base of support with a three-point program called "V I M":

Votes
Interest
Money

This program will not only raise more money, which we need, but will also stimulate greater vitality and activity which, in turn, means votes for our candidate.
Reliable polls reveal that Californians are ready to support their candidate with dollars. By giving Republican voters this opportunity the entire campaign will take on new "vim" and our candidate will reflect the image which our party's founders intended: "of the people, by the people and for the people."

Committee Responsibility

In our VIM program the responsibilities of each County Finance Committee are threefold:

1. Preparing a budget
2. Raising funds
3. Keeping records

Naturally, a key member of each Finance Committee is the Treasurer who should be among the first appointments.

Budgeting

Three principle areas are involved in each County budget: necessary countywide expenses, "seed money" to launch community headquarters (whose operations should become self-sustaining), and a proportionate cost distribution of state-wide campaign expenses.

In each of these areas there are tangible items which compose the typical budget:

- Headquarters rental
- Furniture, Equipment and Supplies
- Postage
- Telephone and utilities
- Literature, buttons, etc.
- Special events (displays, p.a. systems, etc.)
- Publicity, photos, advertising*
- Miscellaneous

"Gifts in kind" will help underwrite these items

*State headquarters staff (with advertising agency counsel) has projected radio, television and newspaper advertising, and billboard requirements in every community on the basis of voter registration. Each County's proportionate contribution toward these expenses will be channeled back into the various communities of Southern California in the form of a coordinated advertising program. County committees are urged to clear any and all other advertising items with State Headquarters. Caution
should also be exercised about expenditures to persons representing themselves as "controlling" voting blocs. Paid "advocates" can seldom "deliver" blocs of votes... Obviously, in all campaign matters, money which is not spent does not have to be raised, so economy is important.

Final budget figures represent a compromise between the basic necessities (perhaps in "A" budget), the ideal program (a "B" budget) and a realistic estimate of income from contributions. The more activities on a self-supporting basis and the broader the fund-raising base, the more financial income (and voter interest) will be realized.

Based on the "cash in advance" requirements for advertising, your "target dates" for transmitting your county's proportion of state-wide expense to the Southern California Finance Committee should be:

April 20  -  50 per cent
May 4     -  50 per cent

Strictly speaking, your county budget should cover the primary campaign through June 5. As a practical matter, it will be highly desirable to raise enough funds to maintain anticipated organization activity through the summer period prior to the launching of your second phase to finance general election expenses in the fall.

Advance Gifts

Experience demonstrates that more than 90% of funds raised in all campaigns are realized from less than 10% of the prospects. Thus, the Advance Gifts phase of your drive is worthy of special attention.

In "Operation VIM" it is strongly urged that you organize a County-wide Advance Gifts section of your Finance Committee. There should be a minimum of one (1) prospect per thousand (1,000) Republicans falling into either one of two categories based on estimated capacity to support Dick Nixon's campaign:

Leadership Gifts - $1,000 up
Special Gifts   - $ 250 to $999

The success of your fund-raising will depend upon good prospect building, thoughtful evaluation of potentials and the enlistment of top leadership with "the power to ask" of those who have "the power to give."

It is realistic to expect that results of these solicitations will be sufficient to underwrite County-wide expenses, your County's proportion of the State-wide cost distribution and enough "seed money" to get local headquarters into fund-raising operations to sustain themselves.

* * * * * *

(F-3)
Maurice H. Stans, Southern California Finance Committee Chairman, is willing to make personal visits into the Counties to participate in as many Advance Gifts programs as his schedule will accommodate. As Director of the Budget Bureau and Deputy Postmaster General of the United States under President Eisenhower, he served for more than five years with Dick in Washington. His first-hand knowledge of former Vice President Nixon's character and ability, and his dedication to the success of this campaign, can inspire and enthuse your committee and prospective contributors. Also, if you think it would be helpful, Chairman Stans will write personal cultivation (or "softening up") letters to each of your Advance Gifts prospects. A sample is appended to this section of your manual. For this purpose, your prospect list should be sent to Southern California Finance Committee Headquarters . . . Louis Quinn, Assistant to the Chairman, is available in the Finance Office to cooperate with local committees.

Community Campaigns

County Finance Chairmen are urged to stimulate and encourage broadscale fund-raising in their various local communities. Details of suggested activities appear in the Finance Section of the Nixon for Governor "Community Organization Handbooks."

Here are the key programs deserving of your attention and follow-through:

A. A smaller-scale special gifts campaign (three prospective donors of $25 to $249 per thousand Republicans -- presumably your County-wide solicitation covered the larger potentials).

B. A complete membership solicitation of every registered Republican for modest contributions of money and interest (by telephone or house-to-house).

County Finance Chairmen can help put new vim into these activities. Also, you can make a valuable contribution to the effectiveness of these programs by urging local community chairmen to send State Headquarters lists of their members who should receive the "Nixon Newsletter" and lists of $100 and over contributors for special recognition from Dick and Chairman Stans. See the "Community Organization Handbook" for details of where information is to be sent.

Political Liaison

A secondary benefit of the VIM program is that in the process of Advance Gifts solicitation of major prospects (who are also usually opinion leaders) and the every-voter canvass, areas of political strength and weakness are pin-pointed. Communication of such information to County Chairmen will be helpful in planning political strategy and tactics. Close local liaison is urged.
Record Keeping

As in any business, it is essential to keep track of every cent that comes in and every cent that goes out. Because of the temporary and voluntary nature of the Nixon Campaign Committees, special care must be taken to set up well-defined record keeping procedures.

Here are some of the responsibilities of the Finance Committee:

1. Open a special bank account in the name of your Nixon organization.
2. Make certain every contributor promptly receives a receipt showing name, amount and date of contributions.
3. Consult your Committee's legal advisor regarding requirements for reporting income and expenditures. For guidance, see the legal opinions in the Finance Section of the "Community Organization Handbook."
4. Be prepared to pay in advance or on delivery for political advertising, printing, etc. Suppliers generally do not extend credit to political campaign organizations.

Key Addresses

State Headquarters
3909 Wilshire Boulevard
Los Angeles 5, California DUnkirk 5-9161

Southern California Finance Committee
Room #414 - 609 South Grand Avenue
Los Angeles 17, California MAdison 7-2486
Louis Quinn
Assistant to the Chairman
SAMPLE CULTIVATION 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.

Based on more than five years' close experience with Dick in Washington, 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, as one of Southern California's civic leaders, 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,

Maurice H. Stans

Enclosure (1)
March 1, 1962

MEMORANDUM

Re: Statutory requirements affecting the reporting and filing of campaign statements in the California Gubernatorial Campaign

In General

The purpose of this memorandum is to broadly discuss the legal aspects of reporting and filing statements affecting the California Gubernatorial campaign. It is suggested that each filing committee have competent counsel assist in the preparation of appropriate forms.

California Statutes

In brief, all candidates and the treasurer of each campaign committee must file a campaign statement for both the primary and the final election within 35 days after the day of each election. Official forms have now been made available and are sent to the candidates (not committees) within 3 days after each election. Formerly, a committee treasurer was required to prepare his own statement, based upon the items required to be included. However, with the amendment of the Elections Code in 1955, the County Clerk has since been required on request to furnish each treasurer with the necessary forms for submitting his statement.

The form of a "campaign statement" is generally described in 11503 of the California Elections Code. It refers to 11504 which enumerates what are called "lawful expenses." These include disbursements for various categories and types of election activity. 11503 requires the committee treasurer to prepare an itemized statement in duplicate showing:
"(a) In detail all moneys paid, loaned, contributed, or otherwise furnished to the candidate or treasurer, or for use of the candidate or treasurer, directly or indirectly, in aid of the candidate's nomination or election.

(b) All money contributed, loaned, or expended by the candidate or treasurer, directly or indirectly by the candidate or treasurer or through any other person, in aid of the candidate's nomination or election.

(c) The names of all persons who paid, loaned, contributed, or otherwise furnished such moneys in aid of the candidate's nomination or election.

(d) The names of all persons to whom such moneys were contributed, loaned or paid.

(e) The specific nature of each item.

(f) The service performed and by whom any services were performed.

(g) The purpose for which the money was expended, contributed or loaned."

By 11560 the committee treasurer is required to verify the campaign statement. In the verification he must state that he has "used all reasonable diligence in its preparation, and that it is true and is as full and explicit as he is able to make it."

It will be noted that the Code requires that the statements show amounts received "in detail". It also requires that there be a complete listing of all of the contributors of the money received.

This raises the question whether in listing the names of the contributors it is necessary to couple their names with the specific amounts which that particular contributor conveyed to the candidate or his committee.

The California law has been interpreted as to not to require such reporting. It is a strained result, but the present Governor of California when he was Attorney General issued such an opinion in 32 OP Attorney General 88.
It requires only that in the section of the form relating to the receipt of funds there be listed "in detail" all of the funds received by a given committee, and then a separate section requires that you list all of the names of the contributors. In practice then, candidates in California (since the Attorney General's opinion) have made a separate listing of the money received without reference to the contributor and then dropped to the next section and listed the donors without relating the amount of the contribution to the names.

The question arises as to the date from which receipts and disbursements must be reported in the primary election. Although there is no case law in this point, practice has dictated that the filing requirements relate only to transactions subsequent to the actual filing by the candidate. The filing dates are March 7 - April 6.

Thirty-five days after an election or primary a candidate and each treasurer is required to file this "campaign statement," The gubernatorial candidate and the committees operating on behalf of such a candidate are required to file one copy of the campaign statement in the office of the Secretary of State and one additional copy with the Clerk of the County in which the candidate resides.

With regard to the requirements of campaign contribution, in terms of amount, this problem is not specifically dealt with in the California Election Code. The philosophy of the California Code has been to force disclosure rather than attempt specific limitation.

Who has duty to file campaign statement?

A campaign statement must be filed by both the candidate and the
treasurer of each campaign committee. The candidate would be required to report personal receipts and expenditures made by him and also receipts and expenditures of a committee if he has knowledge of a committee's financial transactions (20 OPS Atty Gen 197).

Every committee must appoint a treasurer to "receive and disburse all moneys contributed for campaign purposes, and keep a true account thereof, and shall in the same manner and on the same type of form as required of candidate, file a campaign statement" (Section 11530, Elections Code).

Section 11585 provides that no officer shall issue any certificate of nomination or election to any person until his campaign statement has been filed. The prohibition to issue the certificate applies only if the candidate does not file a campaign statement. If a committee, supporting a candidate, does not appoint a treasurer nor file a campaign statement, the officer can not withhold the issuance of the certificate (32 OPS Atty Gen 88 (1958).

Corporate Contributions

Unlike many other states, California does not penalize corporate contributions for state offices. It is clear that an organization whose sole purpose is to support the election of one or more candidates for a state office in California can properly solicit and receive contributions from corporations organized under the law in the state of California or one of the other states of the union and make expenditures subject to the reservation that certain limited types of corporations are prohibited from making such a contribution or expenditure. For example, a national bank, a federally organized corporation, a government contractor, a registered holding company or a California licensee under a license granted by a state agency are not permitted to make political contributions for the election of a member of such a state agency. (12042)
ADMINISTRATION

Under the classification of State Headquarters Administration, two major categories have been combined -- that of headquarters management and the purchase and distribution of campaign materials. We have found these functions to dovetail and a smooth operation has been achieved.

HEADQUARTERS MANAGEMENT

With responsibility for the over-all administrative operations of our Headquarters, the following activities are under the supervision of the Administrative Director:

Personnel

In addition to the large and most effective Volunteer Staff, there is now a Clerical Staff of twelve. A great deal of time goes into the process of interviewing, employing and directing these staff members. They must be carefully selected and every effort is being made to employ persons who are not only capable and willing to work long hours, but who also have the loyalty and enthusiasm so vital to the progress of a successful campaign. Our present staff includes secretaries, stenographers, a switchboard operator, a receptionist, mail clerks and a mimeograph machine operator.

Office Furniture & Equipment

We have been fortunate in obtaining the bulk of our office equipment and furnishings on loan from various firms. However, as our staff expands, it is necessary to continually seek out other sources of such contributions, as well as to arrange for rental and purchase of those items which cannot be obtained gratis. In addition, our telephone plant is constantly being enlarged and altered for more efficient operation.

Expenditures

Invoices for all expenditures come to the desk of the Administrative Director for review. These must be evaluated, broken down by category and processed for payment.

CAMPAIGN MATERIALS

Literature

In production of literature, the Administrative Director works closely with the Director of Public Relations who, in turn, works with the advertising agency on copy and design. A number of items have been produced to date: a general
brochure, windshield stickers, bumper strips, two kinds of lapel tabs, and window cards. It is the responsibility of the Administrative Director to determine the most efficient and economical methods of production to be used, quantities needed, and to order materials accordingly. A great deal of follow-up work is required in reading proofs and being in frequent contact with printers, typographers, and the supply depot to insure delivery of materials on schedule and to maintain adequate inventory at all times.

As materials are developed, a small "seed" supply is being shipped to each local committee, free of charge. Subsequent orders, however, must be purchased by each committee. Costs and detailed procedures for purchasing additional supplies are given in a memorandum which follows this presentation.

Jewelry & Novelties

Because of previous success achieved by volunteer groups in raising funds by the purchase and resale of jewelry and novelties, and because of the cumbersome record-keeping that would be required if the headquarters were to purchase and resell this merchandise through the regular campaign fund, this activity has been set up as a volunteer effort. Each group will buy and sell any items which they believe will meet with greatest acceptance. A number of such pieces have been selected, a list of these has been compiled, together with prices and suppliers, a copy of which is included at the end of this section.

Mass Mailings

To date, mailings have consisted mainly of letters to prospects and members of the "Statewide Committee," News Bulletins, and the mimeographing and mailing of press releases.

However, as the Field and Contact Divisions move into high gear, they will initiate a tremendous flow of mailings to various occupational and professional groups, civic groups, women's organizations, etc. In this program it will be the responsibility of the Administrative Director to again determine the most efficient and economical method of reproducing letters and enclosures, to order all printing, and to supervise the mechanics of addressing and mailing.

******

Many of the county and community leaders have had a great deal of experience in all these areas. However, it should be stressed that, particularly in the fields of graphic arts and mailing procedures, very worthwhile savings can be effected by using the best process suited to each specific job. For this reason, any who may not have been previously involved with this phase of campaigning are urged to call upon the Administrative Director for assistance.

AVS/bgg

(A-2)
TO: COUNTY CAMPAIGN HEADQUARTERS
FROM: A. V. Sammelman, State Headquarters
SUBJECT: Campaign Materials

In order to achieve the simplest, most economical method of purchase and distribution of campaign materials and to take full advantage of maximum quantity discounts even for small orders, the following procedure has been established:

INITIAL SUPPLY

An initial supply of materials will be sent to each County Headquarters as soon as I have received notice that the Headquarters has been established and have been notified of the correct shipping address. This supply, furnished without charge to the County, will represent, in percentage of Republican registration: 10% windshield stockers; 10% lapel tabs (5% each of two varieties); 2% brochures; 1% bumper strips; a few one-sheet posters and 1/2 cards.

Some of these items may not be immediately available but they will be shipped as soon as possible. You will note that the bumper strip allotment is comparatively small; there is a reason for this. Bumper strips cost seven times as much as windshield stickers and we question that their value is that much greater. Therefore, we would like to encourage the use of windshield stickers as much as possible.

FUTURE NEEDS

After these materials have been shipped, all future needs should be obtained by sending an order, accompanied by check, to Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37; make check payable to Allied Service Units. Costs, including packaging and mailing, are as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures</td>
<td>$12.75 per M</td>
</tr>
<tr>
<td>Windshield stickers</td>
<td>$5.80 per M</td>
</tr>
<tr>
<td>Bumper strips</td>
<td>$3.50 per M</td>
</tr>
<tr>
<td>Lapel tabs &quot;State&quot;</td>
<td>$5.10 per M</td>
</tr>
<tr>
<td>Lapel tabs &quot;Nixon&quot;</td>
<td>$4.20 per M</td>
</tr>
<tr>
<td>Half cards (14&quot;x22&quot;)</td>
<td>$15.00 per C</td>
</tr>
</tbody>
</table>

As new materials are developed, we will send on an initial supply, together with costs, for additional quantities.

LETTERHEADS

As County or Community Headquarters are opened, and only on specific request, we will furnish a set of negatives of the two-color art for letterheads which can be turned over to a local printer. This method is preferable to printing the letterheads in Los Angeles and having each community re-run them to add addresses and names, as the local printer can add this information to the blue negative, thus saving one press run. Local Chairmen should be alerted, however, to the fact that all printing must carry the union label.

(A-3)
<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Supplier's Stock #</th>
<th>Price/Quantity</th>
<th>Supplier Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Circular Goldplated Fob Pin w/Cultured Pearl</td>
<td>N-4</td>
<td>70¢ each</td>
<td>320 Fifth Ave., NYC</td>
</tr>
<tr>
<td>2.</td>
<td>Circular Goldplated NIXON Pin; Supplier’s Stock #N-13</td>
<td>50¢ each</td>
<td>J. Freides Stationery Co.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Round Sunburst Goldplated Pin; Supplier's Stock #N-6925</td>
<td>25¢ each</td>
<td>Waldman Button Co.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Circular Goldplated Sunburst Pin w/Cultured Pearl; Supplier's Stock #N-9</td>
<td>60¢ each</td>
<td>J. Freides Stationery Co.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Gold Car Key; (may be cut to fit all domestic cars)</td>
<td>60¢ each, Gold Keychain; 60¢ each</td>
<td>Lacquer - Graph, Inc.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Script Gold Pin; Supplier's Stock #N-613</td>
<td>13¢ each</td>
<td>Waldman Button Co.</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>NIXON Goldplated Pin; Supplier's Stock #N-12</td>
<td>18¢ each</td>
<td>J. Freides Stationery Co.</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>&quot;N&quot; Gold Pin; 12¢ each</td>
<td>Entenmann &amp; Son, Mr. Rovin</td>
<td></td>
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<tr>
<td>9.</td>
<td>NIXON Lapel Pin; Supplier's Stock #N-600</td>
<td>8¢ each</td>
<td>146 W. 18th St., L.A. RI 9-1215</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Gold Key Ring, 75¢ each</td>
<td>Darcy Specialties Co., Inc.</td>
<td></td>
<td></td>
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<tr>
<td>11.</td>
<td>Pearl Bracelet, gilded letters spell NIXON; 75¢ each</td>
<td>Darcy Specialties Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Gold &amp; Pearl Bracelet; gilded letters spell NIXON; 75¢ each</td>
<td>Darcy Specialties Co., Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Sunburst Gold &amp; Pearl Bracelet; Supplier's Stock #N-6001</td>
<td>35¢ each</td>
<td>Waldman Button Co.</td>
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</tr>
<tr>
<td>14.</td>
<td>Sunburst Gold Bracelet; Supplier's Stock #N-6900</td>
<td>35¢ each</td>
<td>Waldman Button Co.</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Circular Goldplated Pearl Bracelet; Supplier's Stock #N-14</td>
<td>50¢ each</td>
<td>J. Freides Stationery Co.</td>
<td></td>
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</tbody>
</table>
16. Nixon - California Pin - 15¢ each
   (in lots of 10M)

17. 1-1/2" Square Flasher Pin - 10-1/2¢ each

18. Goldplated Tie Bar; Supplier's Stock #N-5;
    25¢ each (minimum - 20)

19. Key Chain - Loose gilded letters
    spell Nixon; 75¢ each. (minim - 1 Doz.)

20. Plastic Car Aerial pennants;
    $15.00 per hundred in lots of 1,000

21. Pearl Necklace - Loose gilded letters
    spell Nixon; Adult size; 75¢ each
    (minimum - 1 Doz.)

22. Pearl Necklace - Loose gilded letters
    spell Nixon; Child size; 75¢ each
    (minimum - 1 Doz.)

23. Gold Chain Necklace; 75¢ each
    (minimum - 1 Doz.)

24. Jeweled Rhinestone Nixon Pin;
    Supplier's Stock #N-619; 25¢ each

25. Nixon - California Pin; 15¢ each
    (in lots of 10M)

26. Goldplated Nixon Pearl Bracelet;
    Supplier's Stock #N-14; 50¢ each
    (minimum 10 pes.)

27. 1-1/2" Flasher Round Pin
    (California); 22¢ each

28. 3" Flasher Round Pin;
    (I'm for Nixon); 32¢ each

29. Gold Sunburst Key Chain;
    Supplier's Stock #NKR-655; 25¢ each

---

Entenmann & Son - Mr. Rovin
146 W. 13th St., L.A. 9-1215

Associated Advertising Specialties
3207 W. Jackson Blvd., Muncie, Ind.

J. Freides Stationery Co.
320 Fifth Avenue, NY

Darcy Specialties Co., Inc.
1917 Westwood Blvd., L.A. 25

Wesley Case
402 Goodland Place, No. Hollywood

Darcy Specialties Co., Inc.
1917 Westwood Blvd., L.A. 25

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(A-5)
ORGANIZATION

The Nixon for Governor Campaign has two phases. Phase I, which will end on March 31st, has been primarily concerned with the fundamental organization of the campaign structure and the formulating of plans and programs. Phase II, which will continue through the General Election on November 6th, will be concerned with the implementation of such plans and programs by the established organization.

The campaign will be operated on a North-South basis with a steering committee established to coordinate the statewide effort. Campaign and finance chairmen have been chosen and appointed for the Northern and Southern California Divisions and are responsible for the effectiveness of the campaign effort in their respective areas.

A copy of the Southern California organization chart which next appears in this section is followed by a roster of volunteer and staff personnel. Summary statements describing the various programs of each staff activity have been prepared and are to be found under appropriate tab headings.

Supplemental material will be provided from time to time and should be placed in the binder when received. This will insure a central reference source for basic campaign policy and informational statements and, as such, will be of value.

There is no need to relate here the stake that all Californians have in the outcome of this campaign. Our State, soon to be first in the Nation in population, must have decisive, courageous and constructive leadership worthy of its heritage and its promise. To insure that we obtain such leadership in the person of Dick Nixon is the job of all who participate in this campaign effort.
NIXON FOR GOVERNOR CAMPAIGN ROSTER
NORTHERN CALIFORNIA

Northern California Campaign Chairman:

Andrew Downey Orrick
405 Montgomery Street
San Francisco 4, Calif.

Telephone: Ofc: EX 2-1120
Res: WE 1-7684

Northern California Finance Co-Chairmen:

Arthur J. Dolan
Blythe & Co.
235 Montgomery Street
San Francisco, Calif.

Telephone: Ofc: DO 2-8000

Paul L. Davies
P. O. Box 760
San Jose, Calif.

Telephone: Ofc: CY 4-8124

Northern California Campaign Vice Chairman:

Ruth N. Watson
607 San Luis Road
Berkeley 7, Calif.

Telephone: Ofc: DO 2-5516
Res: LA 4-4431
Northern California Area Chairmen:

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