

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>
66	7	n.d.	Other Document	Nixon Governor bumper sticker. Not scanned.
66	7	n.d.	Other Document	Democrats for Nixon bumper sticker. Not scanned.
66	7	08/21/1962	Memo	To: Bob Haldeman. From: Sandy Quinn. Re: News Bureau. 2 pages.
66	7	08/28/1962	Memo	From: Bob Haldeman. Re: Reinstating Progress Reports.
66	7	08/20/1962	Memo	From: Bob Haldeman. Re: Accomplishments since the primary.
66	7	05/17/1962	Memo	To: Richard Nixon. From Dan Waters. Re: Contact Division Pre-Primary program. 2 pages.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
66	7	05/10/1962	Memo	To: Haldeman. From: Yvonne Smith. Re: Capsule Report of the Liaison County Republican Central Committees. 6 pages.
66	7	05/11/1962	Memo	To: Bob Haldeman. From: Dan Waters. Re: Contact Occupational Mailings. 2 pages.
66	7	05/11/1962	Memo	To: Mr. Haldeman. From: Yvonne Smith. Re: Wrap Up to May 10. 2 pages.
66	7	05/10/1962	Memo	To: Bob Haldeman. From: Carol Arth. Re: Additions to Yvonne Smith's Memo of This Date Entitled "Wrap Up Till May 10".
66	7	05/11/1962	Memo	To: Bob Haldeman. From: Charlie Farrington. Re: PR Status Report.
66	7	05/14/1962	Memo	To: HR Haldeman. From: AV Sammelman. Re: Progress to Date. 2 pages.
66	7	05/18/1962	Memo	To: Richard Nixon and Charlie Farrington. From: Bob Haldeman. Re: Public Relations Report.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
66	7	05/18/1962	Memo	To: Richard Nixon. From: Yvonne Smith. Re: Liaison Republican Organizations. 2 pages.
66	7	05/18/1962	Memo	To: Richard Nixon. From: Yvonne Smith. Re: Capsule Report of the Liaison County Republican Central Committees. 5 pages.
66	7	n.d.	Letter	From: Yvonne Smith, Director of Liaison Republican Organizations. Topic: Close coordination between Nixon's campaign and the Republican Party organization.
66	7	n.d.	Letter	Draft letter from Richard Nixon to County Central Committee Chairmen.
66	7	05/18/1962	Memo	To: Richard Nixon. From: Yvonne Smith. Re: Legislative Alumni.
66	7	n.d.	Letter	Draft Legislative "Alumni" Letter.
66	7	05/18/1962	Memo	To: Richard Nixon. From: Yvonne Smith. Re: "Friendly Ear".

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66	7	05/18/1962	Memo	To: RN. From: Carol Arth. Re: Past Activities & Projects Through June 5 Office of Special Projects. 2 pages.
66	7	11/05/1962	Memo	To: Bob Haldeman & Rose Mary Woods. From: Nick Ruwe. Re: Nixon-for-Governor Chairman. 8 pages. Duplicates not copied.
66	7	n.d.	Report	1960 General Election -- City of San Diego. Oversized- Not Scanned.
66	7	n.d.	Report	1958 General Election -- City of San Diego. 2 pages. Oversized- Not Scanned.
66	7	n.d.	Other Document	WHSF SM&OF HR Haldeman Folder Descriptions.
66	7	n.d.	Other Document	Calendar: August - 1962. Oversized- Not Scanned.
66	7	n.d.	Other Document	Calendar: May - 1962. Oversized- Not Scanned.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
66	7	n.d.	Other Document	Calendar: June - 1962. Oversized- Not Scanned.
66	7	n.d.	Other Document	Calendar: July - 1962. Oversized- Not Scanned.
66	7	n.d.	Other Document	Calendar: March - 1962. Oversized- Not Scanned.
66	7	n.d.	Other Document	Calendar: April - 1962. Oversized- Not Scanned.
66	7	n.d.	Other Document	Calendar: September - 1962. Oversized- Not Scanned.
66	7	11/03/1962	Newspaper	Nixon Strong In Negro Community. Author unknown for the Bay Area Independent. Not scanned.

## N i x o n f o r G o v e r n o r

To: Bob Haldeman

Date: August 21, 1962

From: Sandy Quinn

Subject: NEWS BUREAU

Distribution:

Just in case there is some question that the News Bureau (Quinn-Ziegler) isn't knee-deep in work, the following brief projects are worth mentioning:

- 1.) We receive from 25 to 30 phone inquiries daily - each must be serviced properly and quickly.
- 2.) We work with Reynolds and Research in getting out attacks, rebuttals, etc.
- 3.) We are sending out releases continually - for example, three to the minority press alone in the past five days.
- 4.) We are updating everything in our office - photo files, radio mailing list (did a mailing last week to every station in the state), newspaper mailing list, press personnel cards, etc.
- 5.) We are constantly asked for information from other staff people, which we provide.
- 6.) We occasionally find time to visit the press in their natural habitat - just for the sake of folksy press relations.
- 7.) We service Paul Keyes
- 8.) We are putting together several press lists (publishers, endorsements, friendly TV) for RN
- 9.) We are seeing to it that Publicity Chairmen are appointed and properly orientated throughout the state.
- 10.) We direct the work of our Northern California press representative
- 11.) We disseminate RN's statements

- more -

- 12.) We coordinate with schedule on press arrangements and press invitations.
- 13.) We handle the campaign news photography.
- 14.) We try to keep specialized information flowing to columnists
- 15.) We try to see that all major events receive proper publicity, whether RN is attending or not.
- 16.) We are working on several "investigation" assignments.



(see below)

8-28-62

**Bob Maldeman**

**Progress Reports**

**Carl Arth**

**Charlie Farrington**

**Herb Kalbach**

**John Kalbach**

**Sam Waters**

**It is going to be necessary for us to reinstitute the system of weekly progress reports which we had in effect for awhile during the primary. I realize the problem of taking the time to prepare such a report every week, but with the wide variety of projects and dispersion of personnel, this is the only way we can keep posted on what is being accomplished and where our needs for additional effort are required.**

**Your weekly report should be in my hands by five o'clock Thursday afternoon. Please observe this deadline, since in the past reports have filtered in at all hours and it has been impossible to compile them into an overall summary.**

**I know you realize the reason for these reports is so that the candidate, the press, the finance people and others who have major interest in campaign developments, will have the necessary ammunition for capitalizing on our accomplishments. There is a great deal that can be done in the way of promotion of various facets of campaign activity, but only if we have a regular, up-to-date rundown of what that activity is.**

**Please have your report in without fail starting Thursday, September 6th, and every Thursday thereafter.**

(see below)

Bob Haldeman

*File  
Under  
Adm  
Staff Programs  
Reports*

8-20-62

Carol Arth, C. Farrington, Herb Kalbach, Dan Waters

To confirm recent discussions, may I please have from you by Thursday, August 23rd, a brief rundown on what you have accomplished since the primary and where we stand on the various projects for which you are responsible.

This should not be a voluminous report, but rather a quick outline of what has been done and where we are, and should be prepared for RH's information, but sent to me.

- 3) Ten (10) other business category committees are in initial stage of organization. It is doubtful that these will be sufficiently well organized or financed to do any broad-scale mailings prior to Primary.
- 4) If all above committees complete their current Pre-Primary plans, over 60,000 "Vote For Nixon" letters will have been mailed from Southern California Headquarters by June 1st.
- 5) Following committees are organizing now to do Pre-Primary work (telephone "Get Out The Vote" campaign, poll watching, etc.)
  - a. Nixon Nationalities Council (organized through LACRANC)
  - b. Sports Committee (may also put out 10,000 letters)
  - c. College Students
  - d. High School Students
  - e. Scholars & Educators
  - f. Airline Stewardesses

From now through Primary, Contact Division emphasis is on establishing telephone campaigns within each committee to urge all members to get out and vote on June 5th, and also to recruit several thousand Poll Watchers to work with the telephone workers on that day.

## Nixon for Governor

To: Richard Nixon Date: May 17, 1962  
 From: Dan Waters  
 Subject: Contact Division Pre-Primary Program  
 Distribution: Bob Haldeman - Herb Kalmbach - John Vaughn

For the past month the Contact Director has concentrated on establishing the following Pre-Primary Program:

- 1) Six committees have drafted letters to be mailed to their professional and occupational association members prior to Primary:
  - a. 4200 letters mailed last week to members of Southern California Dental Association.
  - b. 9000 letters mailed last week to members L. A. County Bar Association.
  - c. 4000 letters will be mailed May 18th to Chiropractors throughout the state.
  - d. 4000 letters will be mailed May 25th to Pharmacists throughout the state.
  - e. 7500 letters will be mailed May 25th to L. A. County Medical Association members.
  - f. 5000 letters will be mailed May 18th to Veteran Committee members in Southern California.
- 2) Six other committee chairmen are currently trying to put their committees together and secure financing to mail following to their membership prior to Primary:
 

a. Restaurant Owners & Operators	1200 letters statewide
✓ b. Painting Contractors	2700 letters statewide
c. Paint Industry	4700 letters statewide
✓ d. Engineers	12,000 letters (L.A. County)
e. Purchasing Agents	3000 letters statewide
f. Air Conditioning Industry	Mailing list unknown now

✓ mfr. agents 1500 LA County  
 ✓ Saving & Loan 1000 Statewide Co. Chiefs

DRAFT

TO: BOB HALDEMAN

FROM: YVONNE SMITH

SUB: CAPSULE REPORT OF THE LIAISON COUNTY REPUBLICAN CENTRAL COMMITTEES

DATE: MAY 10, 1962

This is my interpretation of the present status of the Nixon Campaign by counties which has been determined through contacts of the County Central Committee Chairmen and other leaders with whom I have had association with in the past.

Rep. Reg.

ALAMEDA - 157,347  
Chairman: Lewis Sherman

75

Lewis Sherman reports that Alameda county is in a difficult position due to the ~~typ~~ situation but is planning a heavy drive for a Republican turnout. Sherman estimates a 75-25% in the primary. The 20th Congressional District has eleven Chinese precincts. This is probably the strongest area within the ethnic groups. Sherman is a pro-Nixon chairman. At this moment he doubts if the county will go Republican in the general election. (April 8)

BUTTE - 16,812  
Chairman: Bob Winston. Recently replaced by H. Wiefried Barnann.

50

Organization underway. Intra-party differences straightening out. Shell gaining supporters. (April 10)

Organization needs a shot in the arm, in fact, a transfusion. No activity. Estimates 50-50% split in primary. (April 19)

Reported by mail that Nixon campaigning is picking up. Money coming in more than ever before. Shell supporters now fighting among themselves. (May 8)

CONTRA COSTA - 68,480  
Chairman: Sam Conti

80

Conti reports things look bad. Good committee in county but campaign not off the ground. Lacks organization. Needs more grass roots campaigning. Having difficulties raising funds. Problem of securing supplies because of lack of finances. However, the Republican Assembly pole reports 7-1 Nixon over Shell. Estimates vote very light in primary...Nixon 80 - Shell 20. (May 1)

FRESNO - 42,187  
Chairman: Blaine E. Pettitt

60

Reports that in mid April, Nixon operation was sagging but area meeting added some spirit which was needed. Blaine estimates 60-40% in primary. At this time Blaine is doubtful that we could carry the general election. (April 27)

HUMBOLDT - 15,660  
Chairman: Robert Hill

90

Hill in excellent shape for Nixon. Estimates 90-10%. A positive statement that they will carry the general. Nixon netted \$8000. TV supporters were well received. Shell supporters are noisy but not the working Republicans. (April 16)

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IMPERIAL COUNTY

50

8,464

+

Chairman Simpson reports not able to hold Nixon support. Shell gaining rapidly. Excuse, Nixon's lack of stand on issues.

Anderholt, Nixon Chairman, having difficult time recruiting. 4/16

April 29, I spent three days in the County. Found that Nixon support is available and needed only a little convincing talk. Most recruiting completed during that 3-day period.

Chairman estimates 50-50 split. My estimation 75-25, and will carry in the General by 4,000 votes. Imperial County should also pick up an Assembly seat and there is a good possibility that the Congressional seat can be won. 3% shift to Republican.

KERN  
King COUNTY

60

4,866

Chairman Joe Mather states there is something going for Shell but no headquarters open. Most backing for Shell comes from the businessmen in the city of Bakersfield.

Candidate Ray Arnet is running stronger every day. Getting \$100 donations where he once got \$10. All in all county will improve vote over 1960, but will not carry General Election. Estimated Primary vote 60-40 split.

MADERA COUNTY 4,331

50

Chairman Arnold states Nixon meeting well received, does not feel there is too much Shell support at this time. Chairman rather out of touch with his County, but anxious to organize precinct organization after Primary. I have promised to assist him with a team upon his request following June 5th election. Due to the agricultural area and the conservative trends with a light turnout will have to say 50-50 in this County.

MARIPOSA COUNTY 1, 195

80  
+

Chairman Massey states things shaping up fairly well, father of Nixon is Christopher Chairman so they have a team going in the area. One of the greatest assets to the Republicans will be Coakley on the ticket. He is attracting both workers and interest. Estimate 80-20 Primary split and will carry the General. Apr. 18.

MENDOCINO COUNTY 7,486

85

Chairman Russell Clark states that it looks fairly good for Nixon. Shell in the County drew 1/10th the crowd. One weakness -- no Nixon material. Estimated vote for the Primary 85-15. May 3rd.

MERCED COUNTY 9,289

60

Recently retired County Chairman Mary Wolohan states Central Committee without leadership, however, the Young Republicans and the Federated Women took it upon themselves to find good leadership to file for Central Committee positions. Shell not too strong in the area. Weakness in leadership shown when Democrats gave ~~us~~ \$25.00 a plate dinner for Winston and Colby. The greater majority of the tickets were sold to Republicans. April 8.

People in area still very sensitive over our John Birch attack. Possible issue -- farmers really up in arms over 160 acre limitation. Press relations could be improved by a real TLC approach to Publisher Dean Lasher. Apr. 17 60-40 estimated Primary vote.

MONTEREY COUNTY 26, 613

75  
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Vincent Moore, County Chairman, states he has a 3-way problem in his County. Real difficulties with the CRA, precinct workers ready to split strength. Moore trying to hold organization together with a non-partisan attitude. ~~Problem~~ Problem does not exist in the Peninsula. At this time 75-25 in Primary. Will carry the General election. April 18.

ORANGE COUNTY

153,915

60

Dennis Carpenter, new County Chairman, states that he is pleased with headway of Central Committee and Nixon Committee. George Rodda, newly appointed Finance Chairman, outstanding. It is difficult to call this one due to the political temperature in the area, but he will say 60-40. May 7

Pat Hitt has returned home because conditions in Orange County, to head up precinct and telephone operation for Nixon. The job will be done under her direction and a heavy vote should ensure us a 60-40 split. May 10

RIVERSIDE COUNTY 61,474

50

New County Chairman Bill Sullivan, states we are in trouble here, and I couldn't agree more! Shell has the support of old pros of the County plus the ultra-conservative wing and the new and enthusiastic Young Republicans. Our County Nixon Chairman working against tough odds, but putting together a fairly good operation. In mid-April, following RN's visit to the County would call this 50-50. Our Nixon Chairman on May 10 calls it 6/5... I feel that because of the congressional race and Saunds illness- there will be a heavy vote which will be to our benefit....

RN

SACRAMENTO COUNTY 71,800

70  
-

George Smith, County Chairman, reports that Shell has an outstanding organization, a fairly good following but, of course, has spent a great deal of time there. Smith feels Nixon committee good and if they keep working Sacramento should go 2-1/2 to 1. General election is questionable. April 18.

May 6, George Smith retired as County Chairman and replaced by Robert Danielson

SAN BERNARDINO

84,660

85  
+

Chairman David Armstrong, states the general impression throughout County is a weakness on issues. Shell support is in the minority now, but Republican organization such as Montclair Republican group is 90% Shell. Also League of Women Voters have been using Hughes case as attack. Armstrong says facts would be of assistance on both Hughes and house purchase in order to stop the rumors. General outlook good in Primary and General 85-15 split. April 19.

SAN DIEGO COUNTY

199,260

60  
+

Chairman Judge Ed Thacker, states Shell has good following; father has a great deal of influence in the area; Shell has good committee but mostly neophytes; Nixon committee ~~is~~ has more of the old guard Republicans. Press is good for both Candidates. 60-40 split. May 13.

SAN FRANCISCO COUNTY

125,203

70

Chairman Ed Osgood, states Shell campaign weak in the area. However, knowing Alderman's ability he expects more activity. Ed felt that the Book did not help Nixon. Ed complains about over-protection of the Candidate. Primary split 70-30. General we will not carry. However they do think we will improve on 1960 vote. Apr. 6

SAN JOAQUIN COUNTY

36,577

15

Chairman Marshall Cless, states organization good, some loud noises from conservatives. Estimates 75-25 split and in the General feels they will carry. May 1

SAN LUIS OBISPO CO.

14,711

70

Chairman Peter Andre reports good committee working. Shell, as of April 27, has no committee, chairman or headquarters, but well represented in the Republican Headquarters. Thinks our Pub. Relations with press is poor and we should concentrate on improving it. He gives Shell 30% of the vote in spite of no organization. 70-30 Primary. At this time we will carry the General. Apr. 27.

SANTA BARBARA  
COUNTY

65

36,222

Chairman Don McLaughlin, states everything looks fairly well. Shell has some good support in the area. At this time gives him 35% of the vote, but does not anticipate any trouble with his forces after the Primary. Nixon will carry Santa Barbara County in the General. Apr. 18

SANTA CLARA CO.

75

121,242

Chairman Bob Lindsey, states we are playing down Shell's strength too much, therefore, our people are not concerned enough. He is pleased with the Santa Clara County Committee; Nixon campaign coming along well; should carry 75-25. Apr. 18.

SOLANO COUNTY

80

13,897

Chairman Geneve Brownridge, states that the official organization will be concentrating on a heavy Republican turnout for their Congressional Candidate Mike ~~Sh~~ Honsinger which should help the entire ticket, particularly Nixon. Her chief complaint is with the press "We must try a little harder." Estimates 80-20 split, Primary. Doubtful for the General. Apr. 19.

STANISLAUS CO.

50

1,901

Chairman Doug White, states turnout good for Nixon; Shell fairly strong; not too much to say; at this time estimates 50-50 split. Apr. 17

SANTA CRUZ COUNTY

75

21,412

Chairman Carl Connley feels that Nixon is in excellent position. Birch statement hurt him with the conservative group. Carl estimates a 75-25 split. RN will carry general. Apr. 6

VENTURA COUNTY

50

30,951

Chairman Virginia Fine, A new chairman, who I have had varied reports on as far as Nixon support. She states that Shell looks very good and checking the County out with others I found that Shell's financial situation was improved by the support of Joe Russell and his brother. Russell started campaign out with a \$2,000 donation, and has many influential friends who have been contributing. General opinion from others is that we will carry the Primary but by a very, very narrow margin 50-50 split. We will NOT at this time carry the General. April 17.

## Nixon for Governor

To: Bob Haldeman

Date: 5/11/62

From: Dan Waters

Subject: Contact Occupational Mailings

Distribution:

Committees have been formed and group mailings are in varying stages of preparation in the following categories:

- 1) Southern California Dentists. 4200 letters were mailed on Monday of this week. 44 returns to date; 28 volunteering to work; 9 making contributions totaling \$105; 16 anti-Nixon.
- 2) L. A. County Attorneys. 9000 letters going into mail this week to L.A. County Attorneys. Part of this mailing done on Thursday, remainder being mailed today. No returns yet.
- 3) Chiropractors. 4000 letters in process of readying for mailing early next week to members this profession all over state.
- 4) Pharmacists. 4000 letters in process of readying for mailing to pharmacy owners throughout state. Letter and sufficient pledge cards to sign up all 12,000 pharmacists in these shops to go into mail not later than May 25.
- 5) Doctors. Committee being formed to send letter to all 7500 doctors in L.A. County by May 25.
- 6) Veterans. 5000 letters go into mail early next week to veterans in Southern California. This initial mailing goes to veteran organization leaders.

In addition to the above categories, the following categories are now engaged in initial organization procedures. It is hoped that many of these will be able to accomplish their initial mailing prior to primary. Whether or not this can be done will depend chiefly on what finances they can come up with in the next few days.

- 7) Engineers. Committee forming to contact mailing list of 12,000 engineers in L.A. County.
- 8) Sports Committee. Possible mailing lists of 50,000 sports fans here. Committee stalled for lack of finances at this point. Possibility of one 10,000 piece mailing prior to primary.
- 9) Beauty shop operators. Mailing list of 12,000 in state available. Letter could be gotten out immediately if \$700 available.
- 10) Insurance Agents. Committee forming. Mailing of 10,000 pieces possible here.

- 11) Italian-Americans. Committee forming. Possible 10,000 piece mailing here, but probably not before primary.
- 12) Food Salesmen & Retailers. Committee forming. Probably 5,000 piece mailing by this group - maybe before primary.
- 13) Restaurant Owners & Operators. Committee forming. Extent of mailing lists unknown at this time.
- 14) Retail Paint & Wallpaper Dealers. Committee forming.
- 15) Auto Dealers. Committee forming. Plan personal call & telephone campaign prior to primary. Mailings later.
- 16) Manufacturers' Agents. Committee forming.
- 17) Plumbing Contractors. Committee forming.
- 18) Paint Manufacturers. Committee forming.
- 19) Painting Contractors. Committee forming.
- 20) Sales Managers. Committee forming.
- 21) Purchasing Agents. Committee forming. 3000 name mailing list.
- 22) Scholars & Educators. Committee forming. Probably limited mailing prior to campaign.
- 23) Airline Stewardesses. Committee "very well-formed". Plan person-to-person campaign among all airline personnel prior to primary.

## Nixon for Governor

To: Mr. H. R. Haldeman

Date: May 11, 1962

From: Yvonne Smith

Subject: Wrap Up to May 10

## Distribution:

1. Statewide Headquarters to date: 93
2. Southern California Headquarters to date: 41
3. Statewide Community Chairmen to date: 345
4. Southern California Community Chairmen to date: 104
5. Ten So. Calif. Counties Precinct Sheets requested, cleared and in the process of being distributed.  
12,000 Los Angeles County Precinct Sheets being run at Office of Registrar now. We have picked up, sorted and processed 4500 for distribution with a May 10 pick up, should be 8,000 final distribution. Target date of May 16.
6. Operation Telephone is underway in nine So. Calif. Out Counties - Kern only exception.
7. Operation Telephone Chairmen for So. Calif. - 21  
Operation Telephone Chairmen for Los Angeles County - 9
8. Operation Telephone Instructions forwarded to No. Calif. Counties for distribution by San Francisco Office. It is my understanding that Northern California is in the process of securing Precinct Sheets and have been encouraged to appoint Telephone Chairmen in all areas. Instruction Sheet is attached. It is a modified Telephone Operation for the Primary. In all So. Calif. Counties, an attempt will be made to survey Nixon and Undecided Votes the week prior to June 1. This will be followed by a large scale Get-Out-The-Vote Telephone Operation.
9. Survey will be useful for securing Volunteer Workers as well as determining voter's preference.
10. Promotional Press Conference is being held this morning for Operation Telephone, Nixonette, etc. projects. Knudsen, Cowgill, Duque, Whan, etc., in attendance.

# Nixon for Governor

To: Mr. H. R. Haldeman

Date: May 11, 1962

From: Yvonne Smith

Subject: Page 2 - Continued

Distribution:

11. Statewide Mailer to some 16,000 Elected Republican Central Committee members, all elected Presidents of California Federated Women, Republican Assembly Presidents and Key Leadership of Young Republicans underway and will be completed by May 17. Purpose is Dick Nixon's interest in them and a strong unified party with attention drawn to Shell's attitude.
12. Republican Central Committee Chairmen contacted personally in the last two weeks, report a noticeable change upward. Water Speech turning point.

JJ

## Nixon for Governor

To: BOB HALDEMAN

Date: May 10, 1962

From: CAROL ARTH Subject: ADDITIONS TO YVONNE SMITH'S MEMO OF THIS DATE ENTITLED  
"WRAP UP TILL MAY 10"

Distribution: YVONNE SMITH

1. Valley Knudsen has designated May 15 as "Dick Nixon Day" for Southern California and by letter and phone call is urging all Nixon Community Chairmen and Special Events Chairmen to hold Coffee Hours beginning on that day and continuing through the end of May. The basic purpose of these Coffee Hours, which will be held in homes, headquarters, parks and so forth, is to recruit volunteers to participate in the Primary Telephone Activity and to work in headquarters, ~~so~~ forth. She has named Mrs. Theodore Fouch of Los Angeles as L.A. Coffee Hour Chairman. Mrs. Fouch will hold a Coffee Hour in her home on May 15. Chad McCllelan will be the speaker and Pat Nixon, an honored guest. Indications from other areas both in the county and the out-counties show a good response to Valley's urgings.

2. The news conference to announce the Women's "Action Package" of programs in terms of press representative attendance was very disappointing for a number of reasons which are not appropriate for the purposes of this memo. However, the wrap up story and the statements "Why I am supporting Dick Nixon for Governor" and the biographical material about each Activity Chairman are being sent today to each of the Women's Page Editors (in Southern California), News Editors of radio and TV stations (in Los Angeles County). I plan to ask Jackie Van Buren to clip the stories that are run.

3. The KEYS in Los Angeles County have been active, each one of the 30 being called at least once a week, from two to six letters or cards.

A report received yesterday from Mrs. Kvale in S.F. indicated the major portion of their effort directed to the newspapers in the six Bay Area Counties. She enclosed copies of letters sent and copies of those published. They are now receiving direct advice and written material on issues.

CRA:bc

## Nixon for Governor

To: BOB HALDEMAN

Date: May 11, 1962

From: CHARLIE FARRINGTON

Subject: PR STATUS REPORT

Distribution: Herb Kalmbach

1. ADVERTISING: Outdoor posting completed statewide.... 619 24-sheet posters -- 252 in Los Angeles County.... 500 7-sheet posters in Los Angeles County.... plus one painted board (Hody's) and one tri-vision (P.O.A).... TV spot \$60 and 20 seconds) completed -- time schedule established for 3-weeks beginning May 15.... Finished art for newspaper ads and 10-second TV "I.D.'s" in production.... 60-second radio "spot" scripts prepared for RN taping.
  2. PUBLICITY: Reorganized News Bureau functioning with marked improvement.... average of 5 releases prepared and distributed daily -- RN excerpts. Candidate schedule, leadership appointments and features.
  3. SPEAKERS BUREAU: 44 requests to date.... 39 filled and completed.... 5 yet to be filled.... Speakers Manual distributed to all speakers, plus Nixon County and Community Chairmen.
  4. MATERIALS: All authorized items except one folder prepared and distributed under direction of Sammy Sammelman.
  5. TELETHON: Times on 7 stations cleared.... Agency working with John Davies on lines -- no apparent problem.... producer engaged.... all mail and other promotional items arranged, and addressing of envelopes begun.... still no success in securing "Celebrity" Chairman to sign mailing -- contact with Sue Taurog for securing of personalities to appear on show also proving difficult.
  6. MISCELLANEOUS: Prepared 2 suggested statements for taping by RN for local meetings.... have undertaken initial drafting of RN wires to meetings where appearance was declined.... assisting various headquarters in securing of "talent" for openings and other local arrangements.
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## INTER-OFFICE MEMORANDUM

## Nixon for Governor

To: H. R. Haldeman  
 From: A. V. Sammelman  
 Subject: Progress to date  
 Distribution:

Date: May 14, 1962

I assume you don't want a detailed account of office equipment, personnel and other such headquarters problems. However, a rough breakdown of what has been done on materials might be of interest. To date, we have produced the following major items:

Bumper strips	250 M
Windshield stickers	500 M
Brochures	350 M
"State" lapel tabs	250 M
"Bar" lapel tabs	250 M
Green support cards	150 M
Half-cards	6 M
One-sheet posters	2,500
Miniature 24-sheet posters	2,500
Small banners	2,500
Pledge sheets	30 M
Blue membership cards	15 M
Gold membership cards	5 M
Various newspaper reprints	120 M
Operation telephone cards	150 M
"Dick Nixon Speaks" folder	5 M
Nixonette costumes	500
Richard Nixon autographed cards	50 M
1-inch buttons	25 M
3-inch buttons	5 M
Thimbles	25 M
Telephone dialers	10 M
Community Handbooks	1 M
Organization black book	150
"Thank You" forms for Finance	2 M
Car keys and chains	600
Nixonette Membership cards	1 M
"State" gold pins for finance	3 M
Speakers Manuals	1 M

Also, materials have been produced for the following mailings:

2 Newsletters	30 M each
1960 workers	25 M
Dentists	5 M
Veterans	5 M
Attorneys	9 M
Republican leaders	2 M

In addition, we, of course, produced signs for buses and headquarters, many thousand envelopes and press release sheets, various letterheads, business cards, etc.

We have received \$4,868.07 in payment for these materials from various headquarters who have placed orders through Allied Service Units.

RICHARD NIXON

May 18, 1962

CHARLIE FARRINGTON

**PUBLIC RELATIONS REPORT**

Bob Haldeman ✓

Per your request, the following will indicate assignments completed by me, as well as those which are proposed for major emphasis for the balance of the Primary Campaign:

**A. ADVERTISING:** Outdoor posting completed statewide.... 619 24-sheet posters -- 252 in Los Angeles County.... 500 7-sheet posters in Los Angeles County.... plus one painted board (Hody's) and one tri-vision (P.O.A.).... TV "spots" (60 and 20 seconds) produced -- time scheduled for two weeks beginning May 22.... 10-second TV "I.D.'s" completed for local distribution.... mats for newspaper ads completed .... 3 60-second radio "spots" taped by RN.

**B. PUBLICITY:** Reorganized News Bureau functioning with marked improvement.... average of 5 releases prepared and distributed daily -- RN excerpts, Candidate's schedule, leadership appointments, and features.

**C. SPEAKERS BUREAU:** 48 requests to date -- 42 filled and completed, 6 yet to be filled.... Speakers Manual distributed to all speakers, plus Nixon County and Community Chairmen.

**D. MATERIALS:** All authorized items prepared and distributed under direction of Sammy Sammelman.

**E. TELETHON:** Times cleared on 8 stations statewide.... mail campaign under way.... material in preparation for local headquarters promotion.... layouts prepared for newspaper advertising.... recruitment of participating celebrities in process.... audience arrangements, selection and assignment of telephone operators, studio decoration, and format of program remain to be resolved.

**F. GENERAL:** Routine mail and telephone calls continuing at greatly accelerated rate.... contacts with press, radio and TV personnel ("man-to-man" assignment) to be followed up on daily basis.... drafting of letters, wires and suggested news items.... assisting local headquarters in arrangements for openings -- speakers, celebrities, programs and campaign materials.

In summary, my efforts during the next two and a half weeks will be concentrated mainly upon the Telethon and giving general PR assistance to all areas of our staff and volunteer organization.

RICHARD NIXON

May 18, 1962

YVONNE SMITH

LIAISON REPUBLICAN ORGANIZATIONS

**CONTACT** This staff liaison between Candidate's campaign and elected Republican leadership has been well received by all persons contacted. In some instances, I feel certain, has given them a feeling of belonging, which in turn has helped our campaign.

Personal contact has been made in 26 key Counties with County Republican Central Committee Chairmen. A re-cap is attached as of May 8.

Thirty-three Central Committee Chairmen are openly Nixon supporters.

Five Counties contacted are questionable in the Primary:

BUTTE	16,812
MADERA	4,331
STANISLAUS	1,901
VENTURA	30,951
RIVERSIDE	61,474

**MAILER** 1. Attached is a copy of letter mailed May 16th to all elected members of Republican Central Committees (1,200) for the purpose of proving your interest in the official Party, and of reminding them that Shell is destroying all that they have worked to build, and distributing water speech answering the question as to your knowledge of State affairs.

This letter was also sent to all California Federated Women's Presidents (460)

And to all Assembly Presidents (80)

2. Letter draft attached to be mailed immediately to all County Central Committee Chairmen, with a copy of News Release of May 15, urging heavy Republican Primary vote. This letter over RN signature.

**OUR COUNTY COORDINATING NIXON CHAIRMAN** Contacting 10 Southern California County Nixon Chairmen, urging their support and cooperation on all State programs, and assisting them with their various requests.

**LIAISON REPORT**  
**page 2**

**MAY 20-JUNE 8** Programing calls for repeat contact to 26 Key Counties and the balance of the 58 Counties.

Responsible for assuring adequate and appropriate pro-Nixon representation at all rallies where the Candidate is not present.

Responsible for seeing that all Republican Headquarters in Los Angeles County have Nixon supplies.

**POST ELECTION** Letter to all leadership over RN signature as soon after election as possible.

Analysis of vote by County.

Collection of information which will strengthen our position for General Election.

RICHARD NIXON

May 18, 1962

YVONNE SMITH

**CAPSULE REPORT OF THE LIAISON COUNTY REPUBLICAN CENTRAL COMMITTEES**

Following is my interpretation of the present status of the Nixon Campaign, by Counties, which has been determined through contact of the County Central Committee Chairmen and other leaders with whom I have had association in the past.

**ALAMEDA COUNTY - 157,347**

Chairman Louis Sherman reports that Alameda County is in a difficult position due to the type situation, but is planning a heavy drive for a Republican turnout. Sherman estimates a 75-25% in the Primary. The 20th Congressional District has 11 Chinese Precincts. This is probably the strongest area within the ethnic groups. Sherman is a pro-Nixon Chairman. At this moment he doubts if the County will go Republican in the General Election. (Apr.8)

**BUTTE COUNTY - 16,812**

Chairman Bob Winston. Recently replaced by H. Wilfried Barnann, reported by mail that Nixon campaigning is picking up. Money coming in more than ever before. Shell supporters now fighting among themselves. (May 8)

Organization needs a shot in the arm -- in fact -- a transfusion. Winston estimates 50-50% split in Primary (Apr. 19)

**CONTRA COSTA COUNTY 68,480**

Chairman Sam Conti reports things look bad. Good committee in County but campaign not off the ground. Lacks organization. Needs more grass roots campaigning. Having difficulties raising funds. Problem of securing supplies because of lack of finances. However, the Republican Assembly pole reports 7-1 Nixon over Shell. Estimates vote very light in Primary.. Nixon 80, Shell 20 (May 1)

**FRESNO COUNTY 42,187**

Chairman Blaine E. Pettitt reports that in mid-April Nixon operation was sagging, but area meeting added some spirit which was needed. Estimates 60-40% in Primary. At this time Chairman is doubtful that we could carry the General Election (Apr.27)

**HUMBOLDT COUNTY 15,660**

Chairman Robert Hill in excellent shape for Nixon. Estimates 90-10% in the Primary. A positive statement that they will carry the General. Nixon netted \$8,000. TV supporters were well received. Shell supporters are noisy but not the working Republicans. (Apr.16)

**IMPERIAL  
COUNTY**

8,464

Chairman Simpson reports not able to hold Nixon support. Shell gaining rapidly. Excuse -- Nixon's lack of stand on issues.

Anderholt, Nixon Chairman, having difficult time recruiting. (Apr.16)

April 29, I spent three days in the County. Found that Nixon support is available and needed only a little convincing talk. Most recruiting completed during that 3-day period.

Chairman estimates 50-50 split. My estimation 75-25%, and will carry in the General by 4,000 votes. Imperial County should also pick up an Assembly seat and there is a good possibility that the Congressional seat can be won. 3% shift to Republican ticket.

**KING COUNTY**

4,866

Chairman Joe Mather states there is something going for Shell, but no headquarters open. Most backing for Shell comes from the businessmen in the city of Bakersfield.

Candidate Ray Arnet is running stronger every day. Getting \$100 donations where he once got \$10. All in all, County will improve vote over 1960, but will not carry General Election. Estimated Primary vote 60-40 split.

**MADERA COUNTY**

4,331

Chairman Arnold states Nixon meeting well received, does not feel there is too much Shell support at this time. Chairman rather out of touch with his County, but anxious to organize precinct organization after Primary. I have promised to assist him with a team upon his request following June 5th election. Due to the agricultural area and the conservative trends with a light turnout will have to say 50-50 in this County.

**MARIPOSA COUNTY**

1,195

Chairman Massey states things shaping up fairly well, father of Nixon is Christopher Chairman, so they have a team going in the area. One of the greatest assets to the Republicans will be Coakley on the ticket. He is attracting both workers and interest. Estimate 80-20% Primary split and will carry the General. (Apr. 18)

**MENDOCINO COUNTY**

7,486

Chairman Russell Clark states that it looks fairly good for Nixon. Shell in the County drew 1/10th the crowd. One weakness -- no Nixon material. Estimated vote for the Primary 85-15. (May 3)

**MERCED COUNTY**

9,289

Recently retired County Chairman Mary Wolohan states Central Committee without leadership. However, the Young Republicans and the Federated Women took it upon themselves to find good leadership to file for Central Committee positions. Shell not too strong in the area. Weakness in leadership shown when Democrats gave \$25.00 a plate dinner for Winston and Colby -- the greater majority of the tickets were sold to Republicans. (Apr. 8)

People in area still very sensitive over our John Birch attack. Possible issue--farmers really up in arms over 160 acre limitation. Press relations could be improved by a real TLC approach to Publisher Dean Lasher. 60-40% estimated Primary vote. (Apr.17)

**MONTEREY COUNTY**

26,613

Vincent Moore, County Chairman, states he has a 3-way problem in his County. Real difficulties with the CRA, precinct workers ready to split strength. Moore trying to hold organization together with a non-partisan attitude. Problem does not exist in the Peninsula. At this time 75-25% in Primary. Will carry the General election. (Apr.18)

**ORANGE COUNTY**

153,915

Chairman Dennis Carpenter, states that he is pleased with headway of Central Committee and Nixon Committee. George Rodda, newly appointed Finance Chairman, outstanding. It is difficult to call this one due to the political temperature in the area, but he will say 60-40% (May 7)

Pat Hitt has returned home because conditions in Orange County indicated a need. She will head up precinct and telephone operation for Nixon. The job will be done under her direction and a heavy vote should ensure us a 60-40% split. (May 10)

**RIVERSIDE COUNTY**

61,474

New County Chairman Bill Sullivan, states we are in trouble here, and I couldn't agree more! Shell has the support of old pros of the County plus the ultra-conservative wing and the new and enthusiastic Young Republicans. Our County Nixon Chairman working against tough odds, but putting together a fairly good operation. In mid-April, following RN's visit to the County, would call this 50-50. Our Nixon Chairman on May 10 calls it 60-50%... I feel that because of the congressional race and Saunds illness, there will be a heavy vote which will be to our benefit.

**SACRAMENTO COUNTY** 71,800  
 George Smith, County Chairman, reports that Shell has an outstanding organization, a fairly good following but, of course, has spent a great deal of time there. Smith feels Nixon Committee good, and if they keep working Sacramento should go 2-1/2 to 1. General election is questionable. (Apr.18)

May 6, George Smith retired as County Chairman and replaced by Robert Danielson.

**SAN BERNARDINO COUNTY** 84,660  
 Chairman David Armstrong states the general impression throughout County is a weakness on issues. Shell support is in the minority now, but Republican organization, such as Montclair Republican group, is 90% Shell. Also League of Women Voters have been using Hughes case as attack. Armstrong says facts would be of assistance on both Hughes and RN house purchase, in order to stop the rumors. General outlook good in Primary and General 85-15% split. (Apr.19)

**SAN DIEGO COUNTY** 199,260  
 Chairman Judge Ed Thacker, states Shell has good following; father has a great deal of influence in the area; Shell has good committee but mostly neophytes; Nixon Committee has more of the old guard Republicans. Press is good for both Candidates. 60-40% split. (May 13)

**SAN FRANCISCO COUNTY** 125,203  
 Chairman Ed Osgood, states Shell campaign weak in the area. However, knowing Alderman's ability, he expects more activity. Ed felt that the RN book did not help Nixon. Ed complains about over-protection of the Candidate. Primary split 70-30%. General we will not carry. However, they think we will improve on 1960 vote. (Apr.6)

**SAN JOAQUIN COUNTY** 36,577  
 Chairman Marshall Cless states organization good, some loud noises from conservatives. Estimates 75-25% split and in the General feels they will carry. (May 1)

**SAN LUIS OBISPO COUNTY** 14,711  
 Chairman Peter Andre reports good committee working. Shell, as of April 27, has no committee, chairman or headquarters, but well represented in the Republican Headquarters. Thinks our public relations with press is poor and we should concentrate on improving it. He gives Shell 30% of the vote in spite of no organization. 70-30% Primary. At this time we will carry the General. (Apr.27)

**SANTA BARBARA COUNTY** 36,222  
 Chairman Don McLaughlin states everything looks fairly well. Shell has some good support in the area. At this time gives him 35% of the vote, but does not anticipate any trouble with his forces after the Primary. Nixon will carry Santa Barbara County in the General. (Apr.16)

**SANTA CLARA COUNTY** 121,242  
 Chairman Bob Lindsey, states we are playing down Shell's strength too much, therefore, our people are not concerned enough. He is pleased with the Santa Clara County Committee. Nixon campaign coming along well, should carry 75-25%. (Apr.18)

**SANTA CRUZ COUNTY** 21,412  
 Chairman Carl Conley feels that Nixon is in excellent position. Birch statement hurt him with the conservative group. Carl estimates a 75-25% split. RN will carry General. (Apr.6)

**SOLANO COUNTY** 13,897  
 Chairman Geneve Brownridge states that the official organization will be concentrating on a heavy Republican turnout for their Congressional Candidate Mike Honsinger, which should help the entire ticket, particularly RN. Her chief complaint is with the press "We MUST TRY a little harder." Estimates 80-20% split in the Primary. Doubtful for the General. (Apr.19)

**STANISLAUS COUNTY** 1,901  
 Chairman Doug White states turnout good for Nixon; Shell fairly strong; not too much to say; at this time estimates 50-50 split. (Apr.17)

**VENTURA COUNTY** 30,951  
 Chairman Virginia Fine. A new Chairman, who I have had varied reports on as far as Nixon support is concerned. She states that Shell looks very good, and checking the County out with others, I have found that Shell's financial situation was improved by the support of Joe Russell and his brother. Russell started campaign out with a \$2,000 donation, and has many influential friends who have been contributing. General opinion from others is that we will carry the Primary but by a very, very narrow margin - 50-50 split. We will NOT, at this time, carry the General. (April 17)

YVONNE SMITH  
*Director Liaison  
Republican Organizations*



## NIXON FOR GOVERNOR

*3908 Wilshire Blvd., Los Angeles 5, California; DU 5-9161*

As an elected officer of the California Federation of Republican Women, you are an important asset to Dick Nixon's campaign.

Dick has repeatedly emphasized the necessity for close coordination between his campaign and the Republican Party organization. To help to achieve this objective he has appointed me as his liaison representative, charged with the responsibility of counselling with you, hearing your suggestions and helping to incorporate them into his overall campaign effort wherever possible. To our knowledge, this is the first campaign in which a staff member has been assigned this full-time task.

As a member and past chairman of a California Republican County Central Committee, I consider this a priority assignment. And I know you will appreciate, as I do, the importance Dick places on the leadership of our Party by taking this action.

This campaign is being directed to a November victory. As Dick Nixon has so often said, "I have no quarrels with members of my party....the best way to win a Primary is to prove how effective you can be in a campaign against your opponent in November--not against a fellow Republican." As a dedicated Republican Party leader, I am sure you can understand the importance of holding firm to this position.

The Candidate's statement of last week on water is enclosed. Since I know you will want to study Dick's position on other issues, as well, I plan to mail additional material to you as the campaign progresses.

Looking forward to a United Republican Victory and the opportunity of meeting with you soon.

Sincerely,

Yvonne Smith  
Director of Liaison  
Republican Organizations



Draft

Letter from RN to County Central Committee Chairmen

\_\_\_\_\_, Chairman  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ County Republican Central Committee

Dear \_\_\_\_\_:

I am enclosing a copy of a letter written to all of our Nixon for Governor Chairmen throughout the State, urging the largest possible Republican turnout on June 5. As you will note, the letter was also released to the press with the hope of broader coverage.

I can only reiterate to you the desire of all responsible Republicans for a large turnout, not only to amass a significant total vote in the Gubernatorial campaign but also to aid our other Statewide candidates, our legislators and our legislative nominees. A high vote is particularly important in our effort to maintain and capture legislative seats.

It is for this reason that I now write you to urge that you activate our party precinct organization in your county for an all-out get-out-the-vote push. Obviously, this can and should be done regardless of candidate choice in the primary, and without mention of preference. Let me urge, simply, that your county workers be called upon to get out the Republican vote on Election Day.

Sincerely yours,

**RICHARD NIXON**

**May 18, 1962**

**YVONNE SMITH**

**LEGISLATIVE ALUMNI**

**Co-Chairman (Former Assemblyman) Ward Casey, and Former Speaker Jim Silliman, have contacted the list of 82 former Legislators in California, which was forwarded to you earlier.**

**Due to the activity of most of these men as Legislative Advocates, candidates, and Judgeships, the committee at present stands rather small but are actively working among their friends.**

**Their names have been given to Hugh Flournoy for Task Force assignments.**

**FUTURE PLANS -- Letter draft attached to be sent out over RN's signature as soon as possible.**

**Casey and Silliman are drafting a letter to be used by this Committee after Primary.**

Draft

Legislative "Alumni" Letter

Dear \_\_\_\_\_:

This is just a short note to express my thanks to you for giving me your help in this campaign. As a former state legislator you know the importance of restoring leadership to the Governor's office. This is an effort that all of us will be working toward between now and November, and thereafter. With the help of those like yourself and many other leading citizens and thousands of workers throughout this State, we shall do the job.

I will be looking forward to seeing you soon, and certainly after the primary when I can again swing into all of the counties in the State.

Sincerely yours,

(Drafted by Assemblyman Bagley, at my request)

**RICHARD NIXON**

**May 18, 1962**

**YVONNE SMITH**

**"FRIENDLY EAR"**

An effort has been made to create a general feeling of warmth and interest in all persons calling State Headquarters. This entire staff has assisted in handling calls and I have taken well over 1,600 since the program was initiated.

A full-time volunteer has been available in Headquarters for a period, and will be full-time again by May 21st. He handles routine calls -- including a good ear for the "nuts" and "cranks." He will be relieved by two men recommended by Harrison McCall.

Daily records are kept on all calls from this desk and given to me nightly for review.

Calls vary from "Why haven't you," -- "When" "How Come"  
"Don't you know" -- Issues, Arguments --  
and the song of the Birch Birds.

The program has been responsible for obtaining and directing to the correct staff members; volunteers for the field, Key operation, leads for the Press, and forwarding a variety of information to the correct departments... and voters requesting specific information.

**FUTURE PLANS ---** Nothing will change on this program except less calls for me, with volunteers handling more of the routine questions.

## Nixon for Governor

To: RN

Date: May 18, 1962

From: CAROL ARTH

Subject: PAST ACTIVITIES & PROJECTS THROUGH JUNE 5  
OFFICE OF SPECIAL PROJECTS

Distribution:

SPEAKERS' MANUAL

Original manual completed in cooperation with Mildred Younger.

400 manuals issued (215 So. California - 185 No. California) to members of the Speakers' Bureau, Nixon County and Community Chairmen and Vice-Chairmen, Finance Committee members, regional Nixon Chairmen and Vice Chairmen, Public Relations and Speakers' Bureau Chairmen.

One supplement already issued.

Second supplement will go out on May 21.

KEY PROGRAMCOUNTIES ORGANIZED

Los Angeles County	32 Community KEYS w/15 workers each (480)
Imperial County	10 Community KEYS
San Francisco County	11 Community KEYS
Alameda County	9 Community KEYS

Miss Jeri Johnson, Office of the Dean of Administration, UCLA, is making all phone calls to LA County Community KEYS on instruction from Headquarters. Minimum of one contact per week with each one requesting minimum of 6 letters (two to TIMES, two to HERALD-EXAMINER, and two to local). Magazines and TV interview shows monitored with letters and cards sent. Publication not extensive but letters intelligent, continuous and, in line with guide lines laid down by you.

Imperial, San Francisco and Alameda County KEYS all on mailing list to receive press releases as are LA County Keys. Guidance received through these and other mailings including written instructions and phone calls when necessary.

May 18, 1962

TV MONITORING

Ninety monitors in LA County monitoring 30 news and interview programs per week. Now under instruction to call headquarter news room immediately with report of content, etc., following mention of RN on monitored show.

By May 22, all KEYS and Monitors will receive suggested RN support letter covered by letter urging them to write a similar one to all their friends and colleagues in California before June 5.

They are being and will continue to be urged to work locally to get-out-the-vote between now and on June 5.

NIXON "ACTION PACKAGE"

This office has been and will continue through June 5 to direct the staff work and originate ideas for the Coffee Hours and the Primary telephone activity. Mrs. Theodore Fouch, LA County Coffee Hour Chairman, through her coffee on Tuesday, May 15, in the Park La Brea District, kicked off "Dick Nixon Day" in Southern California and initiated a chain of Coffee Hours which will continue through May 31 recruiting volunteers for telephoning, poll watching and checking. Each guest is signing up to give a coffee hour herself to recruit additional workers and is being listed to receive the mailing about the Telethon. Coffee Hours will be held that night.

This office is in daily contact by phone or in person with all LA County Community and Telephone Chairmen to determine progress of telephone activity, and to perform varied functions required at this stage of campaign.

CRA:be

## Nixon for Governor

file

To: BOB HALDEMAN and ROSE MARY WOODS

Date: November 5, 1962

From: Nick Ruwe

Subject: Nixon-for-Governor Chairmen

## Distribution:

Following are my personal observations on the effectiveness of our Chairmen:

## ALAMEDA COUNTY:

Bob McKeen is o.k. and seems to me is in the game for his personal benefit and the mileage he can get out of his connection with RN. The vote his organization turns out would have something to do with his effectiveness.

Stan Lerch is a complete idiot.

## CALAVERAS COUNTY:

Marvin Shupe tries his best, but his inexperience overcomes his effectiveness.

## CONTRA COSTA COUNTY:

Ralph Hill is a nice "bright young man," but is not too forceful.

Ruth Jacobus is a busy-body who does not produce.

Sam Conti talks a good line, but does nothing.

## FRESNO COUNTY:

Don Franson tries his best, is a good Chairman and has gotten some good experience out of this campaign.

Melville Willson is a complete-do-nothing.

Blaine Pettitt (GOP Chairman) is a 100% Nixon man, and can be counted on to do a good job.

HUMBOLDT COUNTY:

Clayton Janssen is a good man and tries his best.

Robert Hill (GOP Chairman) worked closely with our organization and can also be counted on for a good job.

PASADENA:

Ralph Helpbringer - paid man in the Headquarters and tries his best.

POMONA:

Bob Firth - lazy.

Betty Bettencourt - O.K.

May Bowen - the loyal old Headquarters manager.

SAN GABRIEL:

Ted Yale - pretty much of a jerk, and the vote that is gotten out will show what kind of a job he did.

SOUTHEASTERN DIVISION:

Roy Reynolds - no good.

Dan Bryant is a "bright young man," does his best. Was released to work full time the last three weeks of the campaign. Has trouble taking orders --- he probably wants to be Mayor of Los Angeles. (All the rallies he worked on were excellent.)

MONTEREY PARK:

George Ricci is out for George Ricci, but is willing to build an organization that can be valuable --- even though the organization is for George Ricci and no one else.

LONG BEACH:

Lorraine Lungren is good at putting coffees and meetings together.

MANHATTAN BEACH:

Jason Lane just does not get the big picture

Clarence "Bus" Turner was for Joe Shell in the primary,  
but we understand he did his best for us in  
the general.

INGLEWOOD:

Maureen Rydlek is a good Nixonette Chairman

Norman Shanahan should be given the responsibility of  
finance work, and not organizational type work.

WESTERN DIVISION:

Armond Feichtmeir is an absolute clod.

IMPERIAL COUNTY:

Hercel Shultz - according to the advance man, he did a  
good job.

KERN COUNTY:

Barney Gill is incompetent, and contrary - and drinks  
too much.

ORANGE COUNTY:

Walter Schmid is not very good.

Sam Barnes is good at working on rallies.

Pat Hitt is an obvious contact here.

MADERA COUNTY:

J. Gail Stewart is inexperienced, but did a very good  
job for us, and had a surprisingly good turnout  
for RN in the primary.

MARIN COUNTY:

Mrs. Lee Sherry (San Rafael) is the Precinct Chairman for  
the County, and does a bang-up job.

MENDOCINO COUNTY:

W. K. "Bill" Williams is o.k., and is connected with the local radio station.

Russell Clarke (GOP Chairman) is either the editor or publisher of the paper, and cannot be counted on.

MERCED COUNTY:

Dwight M. Ewing, Jr. is the type who wants to be Chairman in name only, and does absolutely nothing. On election eve Dave Poole reported that he called Ewing to get some help on the radio spots and TV spots, and was told he was too busy to devote any time to politics - and wondered if he would like to come to an election night party.

David Poole of the Mercéd Sun Star carried the ball in the latter part of the campaign, and can really do a good job.

MONTEREY COUNTY:

Frank Reiser - inadequate and dull

George Tomlinson - a non-working jerk

NAPA COUNTY:

Arthur Bierkle - infirm.

Mrs. Howard McLaughlin is said to be o.k.

PLACER COUNTY:

Jim Grubbs - former associate and Chairman for Shell - did a good job for RN's visit. Tries to think on a stabilized basis and is actually too limited to do so.

Robert Boon - a pretty good man, but has a busy law practice and probably cannot devote enough time to do a responsible job.

SACRAMENTO:

Norman Morrison turned out some good crowds for rallies.

SAN BENITO COUNTY:

Mrs. Marie Latapie can be judged only on the fact that they had a good crowd for RN's appearance.

Gladys Krug - the same applies.

SAN JOAQUIN COUNTY:

Robert Eberhardt is a good Chairman in that he is in a financial position that allows him to keep the organization solvent.

Ed DeBolt - the paid staff - is capable of doing a good job.

LODI:

Bing Taylor is a green-horn at this kind of a thing, but follows instructions. They had a good meeting when RN appeared late in the general.

SAN MATEO COUNTY:

Gene Brenner is probably the worst Chairman in the 1962 Campaign. Bill Madden is quite familiar with this area, and might well be consulted in the future.

SANTA CLARA COUNTY:

Robert Winters does his best - takes directions well, and has probably been a pretty good Chairman.

SHASTA COUNTY:

John Fair is insane.

SISKIYOU COUNTY:

Rod Baumbach, Jr., is young, enthusiastic and probably does his best.

SONOMA COUNTY:

Charles LeMenager - not too much of a fire-ball, but does what he is told --- this is according to the advance man.

Mrs. Paul Kelly was the Chairman for PN appearance, and did a good job with that.

STANISLAUS COUNTY:

Dr. Grant Bare is not very good.

Flora Lindblom in Turlock did a good job on the Nixon visit, but does not take direction well.

TUOLUMNE:

Ray Edwards did a pretty good job for the Nixon visit in the primary.

TULARE COUNTY:

Florence Doe is quite good - does her best, but the organization here seems to need some new blood. It is currently full of old codgers.

YOLO COUNTY:

Joe Richter - a trouble maker.

YUBA COUNTY:

Dr. Bob Hall is a bit too old, and whenever possible, shoves his responsibility over to the GOP.

SAN BERNARDINO COUNTY:

Jim Smith does his very best getting a good organization off the ground.

Ada Stockwell has control of the women in the county, and gets them organized well.

Bill Hellyer does a pretty good job

Woodrow Miller does not do much, but is a respected man in the area. He is well-known in the community as well as the Church, and is liked by Democrats. Also he is fairly well off.

ONTARIO:

John Cooper did a good job for the RN visit in Ontario

RIVERSIDE COUNTY:

George "Cap" Reade, Jr. does little but fall down on the job and complain.

John Babich - an attorney - has a good sense of political things.

Norman Davis - is a trouble maker from the work go.

SAN DIEGO COUNTY:

Admiral Leslie Gehres is not too good. Check with Phil Acker.

Frank Thornton - highly recommended by Leon Parma, but certainly does not seem very good to me. Obviously Herb Klein is the one to contact.

Jack Starkey will, unfortunately, always be on the San Diego scene and must be dealt with in a firm manner. He usually produces what is asked of him.

Hans Doe is for Hans Doe, and is somewhat controversial in North County.

Mayor Erwin Sklar - Oceanside - is a boob.

O. Doyle Dannenberg - Escondido - does his best.

SAN LUIS OBISPO:

Mrs. Marion Sinsheimer is just impossible.

SANTA BARBARA:

Claude Morter does not do what he is asked to do, and lied to the advance man.

Warner Edmans is now a drunk.

VENTURA:

Bob Nesen is apparently a fine Chairman in every way, and the final judgement on him should be made with regard to the vote he turns out. He is an Oldsmobile dealer, and can supply a free car.

SAN FERNANDO VALLEY:

Leonore Yeamans can be called on to get the job done,  
and will cooperate in all ways.

Eleanor McGee does her best, and turned out a fine crowd  
for RN in North Hollywood.

Ernie George is a real idiot.

Dwight Chapin - the Field Man for this Division - knows  
where the good bodies are buried in this area.

GLENDALE:

Dick Daugherty - a good Chairman, does his best - needs  
direction. Probably learned something out of  
this campaign.

Chuck Fabian is dull and inadequate.

---

series title

BOX NO:

FOLDER TITLE:

SPAN DATES:

CLASSIFIED MATERIALS: Confidential\_\_\_ Secret\_\_\_ Top Secret\_\_\_

TYPE OF RECORD: Correspondence: Originals\_\_\_ Carbons\_\_\_ Xerox\_\_\_  
Newsclippings (preservations copies)\_\_\_ Wires (teletype)\_\_\_  
Cables, telegrams\_\_\_ Handwritten Notes \_\_\_ Memos of Tel Con\_\_\_  
Route slips, transmittal memos\_\_\_ Press releases\_\_\_ Photos\_\_\_  
AV Materials\_\_\_ Reprints\_\_\_ Printed Material\_\_\_  
Museum items\_\_\_

NOTES ON SUBJECT CONTENTS OF FOLDER: Note significant subjects, people or events;  
list major correspondents; staff members originating or receiving correspondence.

Correspondents:

Subjects: