

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>
67	7	6/21/1962	Letter	Letter to M. Zinsmeyer, President of Zinsco Electrical Products, from John Vaughn RE: an appeal to Zinsmeyer to offer a willing contact within his company who could distribute information re: candidates. 1pg.
67	7	8/1962	Letter	Thank you letter from Dan Waters. Thanking the company for cooperating with the Win With Nixon program by offering a group of volunteer employees. 1pg..
67	7	n.d	Memo	Memo to all WIN Committee Chairmen from John Vaughn RE: How to insure the election of Dick Nixon! 2pgs.
67	7	n.d	Form	A checklist of suggested activities and programs for WIN volunteer company committees. 1pg.
67	7	n.d	Form	An outline of the WIN WITH NIXON volunteer support program, given to the county chairman detailing how the program works. 4pgs.
67	7	n.d	Form	Unmarked card certifying an individual as an Official Representative of the Nixon For Governor Win Program. 1pg.

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67	7	n.d	Form	An unmarked card indicating contact information for the Win With Nixon Volunteer Company Contact Committee. 1pg. [3 duplicates, not scanned]
67	7	n.d	Brochure	Win With Nixon Volunteer Support Program brochure, indicating what the program is and what the WIN committee does. 1pg. [2 duplicates, not scanned]
67	7	n.d	Other Document	Nixon's name positioned within a cut out of California. 1pg. [3 duplicates, not scanned]
67	7	n.d	Other Document	A bumper sticker reading: "NIXON GOVERNOR." 1pg. [1 duplicate, not scanned]
67	7	n.d	Form	A blank form from the WIN with Nixon Contact Division. Indicating names, addresses, and telephone numbers to contact. 1pg.
67	7	n.d	Form	A blank form of Undecided Voters from the WIN with Nixon Committee. 1pg.

Dartell Laboratories Inc.

1226 SOUTH FLOWER STREET • LOS ANGELES 15, CALIFORNIA

JOHN V. VAUGHN
PRESIDENT

June 21, 1962

Mr. M. Zinsmeyer, President
Zinsco Electrical Products
729 Turner Street
Los Angeles 12, California

Dear Mr. Zinsmeyer:

This is a personal appeal for your help in the interest of good government in California.

In November, California will face a crossroad. Between now and then, every voter must reach a decision as to which road he wants his State to take -- the road leading toward a government-dominated economy, or the one of individual liberty and free enterprise. To arrive at the right decision, he must be fully informed; he must have a clear understanding of the records, the principles, and the administrative abilities of the candidates.

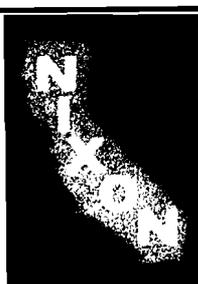
To accomplish this, we are asking you, as the executive head of a major California company, to cooperate in a program of employee education by furnishing us with the names of one or more of your employees who would be willing to serve as a "contact" in your company.

Our objective is to establish a "clearing house" committee in each large company, to receive and pass on to fellow employees, information which will help them to become fully informed about the candidates and the issues which face our state.

Won't you please help us to help your employees by promptly returning the enclosed information form? Of course, your employees would be acting voluntarily as individuals and their activities would be limited by your direction and company policy.

Very truly yours,

John V. Vaughn, Chairman
Contact Division, Los Angeles County
NIXON for Governor Campaign



NIXON FOR GOVERNOR

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

August 1962

DANIEL C. WATERS
Director of Contact Division

Thank you for your response to John Vaughn's letter to you of June 21 requesting your cooperation in establishing the WIN WITH NIXON program in your company with the assistance of a group of volunteer employees.

Your response indicated a need for further information regarding the program, so we are enclosing the attached memorandum from John Vaughn and a brochure on the WIN program.

We are terribly sorry that due to the press of campaign activities we have not been able to get around to talking with you by phone. However, if after reading the enclosed material, you wish to discuss the program, please call me. If we have not heard from you within a week, we'll call you to see how you are progressing with the program and what assistance we may give you with it.

WIN WITH NIXON!

Sincerely,

Dan Waters, Director
Contact & WIN Division

Enclosures



INTER-OFFICE MEMORANDUM

NIXON FOR GOVERNOR

TO: All WIN Committee Chairmen
FROM: John Vaughn
SUBJECT: How to insure the election of Dick Nixon!
DISTRIBUTION: All other WIN Committeemen in your company

First, our appreciation to those of you who took the time to attend the "kick-off" luncheon on July 27. We hope that you were inspired and stimulated by the remarks of Dick Nixon, Senator Hiram Fong and others. To those who were unable to attend this meeting, we will try in this letter to outline the steps you should take to implement the WIN Program in your respective companies.

Second, we must tell you how pleased and encouraged we are with the overwhelming responses we have received from companies such as yours to the WIN Program idea. Well over 150 of the largest firms in California have established "contact" individuals or committees representing several hundred thousand employees. In the days immediately ahead, these numbers should double. The "machinery" is thus provided and all that now remains is to make certain that each committee "crank up the motor" and start down the road that has been charted in the enclosed "Win With Nixon" leaflet.

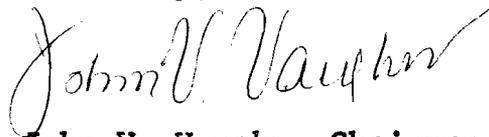
Third, although we recognize that each company committee will want to "tailor" its activities to fit company policy and conditions, we urge that you adhere to the following as closely as possible:

1. Expand your committee. Enlist additional WIN Volunteers. Try to get a representative from each department, branch, job classification or work unit in your company. (Be sure to send us these names promptly so they may be added to our master file and so we may mail to them their official "WIN VOLUNTEER CARD.")
2. Discuss with the proper official of your company the "ground rules" he would like you to follow in working with your fellow employees. We do not want to encourage any activities that would not be in the best interests of your company and its employees. Certainly the WIN Program, to achieve maximum results, must be carried out in an unofficial way without employer participation or pressure. It is simply a man-to-man, employee-to-employee program designed to seek out, disseminate and discuss the facts about the candidates and issues, primarily gubernatorial, in the forthcoming election in California.
3. Enlist the help of your personnel manager. Perhaps he will undertake to mail out literature and an appropriate letter from your committee to all employees, or release the addresses of all employees to your committee. In either case, you should point out that such mailings, including the envelope, should not bear the company name, as we should avoid any semblance of company sponsorship.

4. Now, plan your activities, what you are going to do, how you are going to do it and when. See the enclosed check-list of suggestions. Choose which things you think would be the most effective and practical to use with your fellow employees and set up a timetable for doing them.
5. Now is the time to enlist the help of the Nixon Headquarters Staff. Within the next few days you will be contacted by phone or in person by one of the Volunteer or staff workers in the Contact Division. He will discuss with you your plans and program, he will see that you receive whatever quantity of literature, campaign material or forms you will need, he will try to answer your questions and help to work out any problems. Briefly, he will be available to assist your committee in every way possible to build an effective employee communications program.
6. Finally, we urge you to take the initiative to keep us posted on your activities. Don't hesitate to ask for help or advice. Phone Dan Waters, Contact Director, Nixon Headquarters, DUnkirk 5-9161.

With support such as yours in helping to get the message to fellow-employees, we can all WIN with Nixon!

Sincerely,



John V. Vaughn, Chairman
Southern California Contact
and WIN Program

Enclosures

CHECK LIST OF SUGGESTED ACTIVITIES AND PROGRAMS
for
WIN VOLUNTEER COMPANY COMMITTEES

Company volunteer WIN Chairman should consult with his committee and then fill out this form. Return completed form to Dan Waters, Contact and WIN Director, Nixon Headquarters, 3908 Wilshire Blvd., Los Angeles 5, California (telephone DUnkirk 5-9161).

Check one or more of the following:

We will obtain mailing list (home addresses) of all employees -OR

Arrange with Personnel Office to do mailing of literature for us.

We are planning the following mailings:

1. Letter from employee committee to go out on _____ (date).

* 2. _____ to go out on _____ (date).
(describe literature)

* 3. _____ to go out on _____ (date).
(describe literature)

For the above mailings we will require _____ pieces of literature

Our committee members will personally circulate "Pledge of Support forms to sign up as many fellow employees as possible. We will need _____ "Pledge of Support" forms for this purpose.

Our committee will compile a list of "Undecided Voters" and forward to Nixon Headquarters for special follow-up. We will need _____ forms for this purpose.

(Company Name)

(Compiled by)

* NOTE: There will be at least two different brochures available for general mailing purposes. One will be a general campaign brochure, and the second will be a special brochure on campaign "issues". Please refer to these two pieces as "general" and "issue"

WIN WITH NIXON
VOLUNTEER SUPPORT PROGRAM
COUNTY CHAIRMAN'S OUTLINE

Richard Nixon believes WIN is a key to victory in November.

WIN operates through the WIN State Director in Los Angeles, to each County and Community WIN Chairman, Occupational Director, Company Captain and their Workers.

It is the Company Captains and their Workers who make personal contacts among their fellow employees or fellow tradesmen and encourage them to work and vote for Dick Nixon.

WIN provides that each undecided voter receives a personal letter from Dick Nixon asking for support in November.

WIN also provides that each Nixon supporter is guided into the local Nixon organization or recruited to help in this program.

WIN can produce the necessary votes to elect Nixon.

HOW The County Chairman will appoint a County WIN Chairman.

IT County WIN Chairmen will recruit Community WIN Chairmen for
WORKS each city or town in the county.

Community WIN Chairmen recruit Occupational Directors representing all business categories in the city (see suggested Occupational Category list attached).

Occupational Directors recruit Company Captains in each business category -- providing one for each place of business.

Company Captains recruit sufficient workers in their place of employment so that each employee may be properly contacted. Suggested ratio of WIN workers to employees is one(1) WIN worker for each ten(10) employees (a company employing 250 persons should have 25 WIN workers).

The Company Captains and their WIN Workers canvass their friends and fellow employees and personally ask them to vote for Dick Nixon; tell them the reasons for so voting; and suggest they support Dick Nixon actively. This personal appeal is the most important function of WIN.

REFER Persons contacted who express interest in volunteering
SUPPOR- their services in the Nixon campaign should be asked to join
TERS TO the Company WIN Team. Their names should be referred to appro-
NIXON priate Nixon headquarters in their home community. County
HEAD- Chairmen should provide WIN Chairmen with a list of all local
QUARTERS Nixon headquarters in the County.

Each Company WIN Captain reports to his Occupational Dir-
REPORTS ector the total number of persons contacted in his firm, the number for Nixon, the number against Nixon, and the names and addresses of those who are undecided.

Occupational Directors consolidate their Company Captains' reports and forward them to the Community WIN Chairman.

Community WIN Chairmen report to County WIN Chairman.

County WIN Chairman forward mailing lists of all UNDECIDED VOTERS to WIN Director, Nixon for Governor Headquarters, 3908 Wilshire Blvd., Los Angeles 5, California.

SUGGESTED OCCUPATIONAL CATEGORIES (Cont'd.)

<u>Others</u>	<u>Education (Public and Private)</u>	
Amusements & Entertainment	Universities	
Farmers -- All Categories	High School	Teachers
Hotels	Intermediate	Teachers
Restaurants	Elementary	Teachers
Barbers	Kindergartens	Teachers
Beauticians	Trade	
Advertising Agencies	Day School	
Air Express and Freight Drivers	Nurseries	Teachers
Travel Agencies	Commercial and Business	
Trade and Business Associations		
Collection Agencies		
Credit Houses		
Employment Agencies		
Pest Control		
Fraternal Orders		
Hauling and Trucking		
Moving and Storage		
Janitorial Services		
Scrap and Junk Yards		
Landscapers and Gardeners		
Printing Companies		
Building Material Houses		
Manufacturers Agents		
Newspapers		
Photographers		
Camera Shops		
Sign Companies		
Sporting Goods		
Tailors		
Upholsterers		
Venetian Blind Companies		

WIN VOLUNTEER

Win With Nixon in November
This Certifies

Name

Company or Occupation Phone

IS AN OFFICIAL REPRESENTATIVE OF THE
NIXON FOR GOVERNOR
WIN PROGRAM

JOHN V. VAUGHN, Chairman
Southern California



RICHARD NAIR, Chairman
Northern California

(PLEASE TYPE OR PRINT)

WIN WITH NIXON VOLUNTEER COMPANY CONTACT COMMITTEE

Volunteer's name		Bus. phone contact
Home address	City	Home phone
Volunteer's company job title		Registration
		<input type="checkbox"/> Rep. <input type="checkbox"/> Dem. <input type="checkbox"/> Ind.
Employer's firm name & address		City
Company or firm category		

“California is now in competition with the rest of the nation to attract the new industry we need to provide the hundreds of thousands of additional jobs required by our growing population each year. Our labor/management policies must maintain a balance between the bargaining power of management on the one side and labor on the other. Once that balance swings too far one way or the other, the result is labor/management strife which will drive away rather than attract new business investment.”

Richard M. Nixon

Dear WIN Worker:

I want to thank you for volunteering your time and efforts as a member of your company's WIN team.

Never before in any major election has there been such a concerted effort to reach so many hundreds of thousands of voters at their place of employment than the one we will be making together during the coming weeks and months in presenting our realistic program of "Decisions for Progress" for a better California.

Your active participation in this history-making undertaking will be invaluable and a vital factor in the outcome of the election.

I will be hoping to have the pleasure of seeing you and your fellow-employees at some point along the campaign trail. In the meantime, I know you will make the most of your opportunities to get our message across to your fellow-workers.

Let's all get together and WIN!

Sincerely,



Win-with-NIXON

STATE HEADQUARTERS
3908 Wilshire Blvd., Los Angeles 5, California
DUnkirk 5-9161

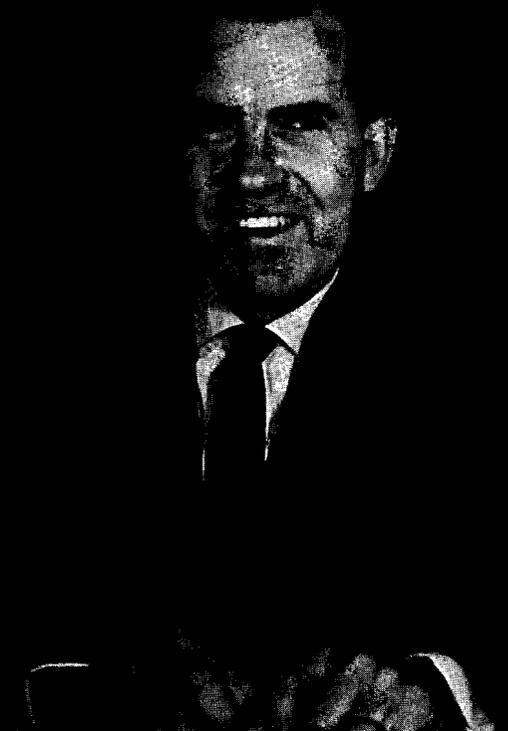
NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

JOHN V. VAUGHN
So. California WIN Chairman
3908 WILSHIRE BOULEVARD
LOS ANGELES 5, CALIF.

RICHARD NAIR
No. California WIN Chairman
525 MARKET STREET
SAN FRANCISCO 5, CALIF.

Win with NIXON

VOLUNTEER SUPPORT PROGRAM



Win

What is the WIN Program?

In hundreds of large companies throughout California, committees of employees are being organized to work in the forthcoming election campaign. Service on such committees will be volunteer... and representing all operating levels, occupation groups, divisions and departments.

In addition to the major corporations and plants participating in the WIN program, thousands of smaller business offices, shops, filling stations, pharmacies and professional offices are joining this campaign crusade. The following suggestions may be applied to these smaller employee groups as well as to larger ones.

What does the WIN committee do?

Each committee makes its own rules and plans its own program. The ultimate objective is to—

- Contact all fellow workers in each company—
- Make sure they understand Dick Nixon's philosophy
- Provide them with campaign literature, badges, bumper strips, etc.
- Convince them to vote for Dick Nixon on November 6.

What to do first All those from your company officially enrolled with Nixon Headquarters as members of your committee should meet to decide upon a Chairman and perhaps one or more Co-Chairmen.

1. As soon as you have done this, please send these names to WIN Director, Nixon Headquarters, so they may be recorded.

2. Either the Chairman of your committee, or someone appointed by him, should talk with the appropriate executive of your Company to determine what ground rules he would like you to adhere to. Your activities should be carried on within company policy, but you should try to get approval for such things as the use of company bulletin boards, signs in the work areas, etc.

3. Try to obtain a list of names, home addresses and telephone numbers of all fellow employees. If your personnel office is unwilling to release this list, perhaps the Personnel Manager would be willing to address envelopes for your mailings of letters and literature.

If a complete list of personnel home addresses is not available through any source, then you can

with NIXON

build your own by having members of your committee circulate a "Pledge of Support" form. This list will be most valuable later on for use in recruiting additional workers for campaign jobs and election day work.

Expand your committee

4. Get busy on finding new members for your committee. Besides making sure that you have a representative from each occupational group, department and division, you should strive for at least ONE COMMITTEE MEMBER FOR EACH 10 EMPLOYEES (i.e., 250 total employees in the company should have a WIN COMMITTEE consisting of at least 25 members).

Plan your program

5. Now you have the solid core of workers needed to cover your company. Arrange a meeting with your entire committee to make certain you are in agreement on your aims and objectives and to distribute to each member a kit of material and literature which Nixon Headquarters will supply.

In smaller companies, this meeting could be held at lunch time, during rest periods, or before or after work. In larger companies and plants, it would be advisable to hold the meeting AWAY FROM THE PLANT in a centrally-located hall.

Schedule activities

6. Committee Co-Chairmen should have a suggested action program and time-table of activities prepared to present to the entire committee. At least one mailing should be planned to go to the HOMES of all employees. This would include a letter from the committee (mimeographed) and Nixon literature which will be provided by Nixon Headquarters upon request. Nixon Headquarters should be notified of these planned mailings as far in advance as

VOLUNTEER SUPPORT PROGRAM

possible. Perhaps the company will be willing to provide envelopes and postage. This should be discussed by the committee Chairman and the appropriate executive in their initial meeting.

Suggested activities Dick Nixon is sure to speak at a Nixon Rally somewhere in your area at some time during September or October. When a Nixon appearance is announced for your community, "talk-it-up" among fellow employees.

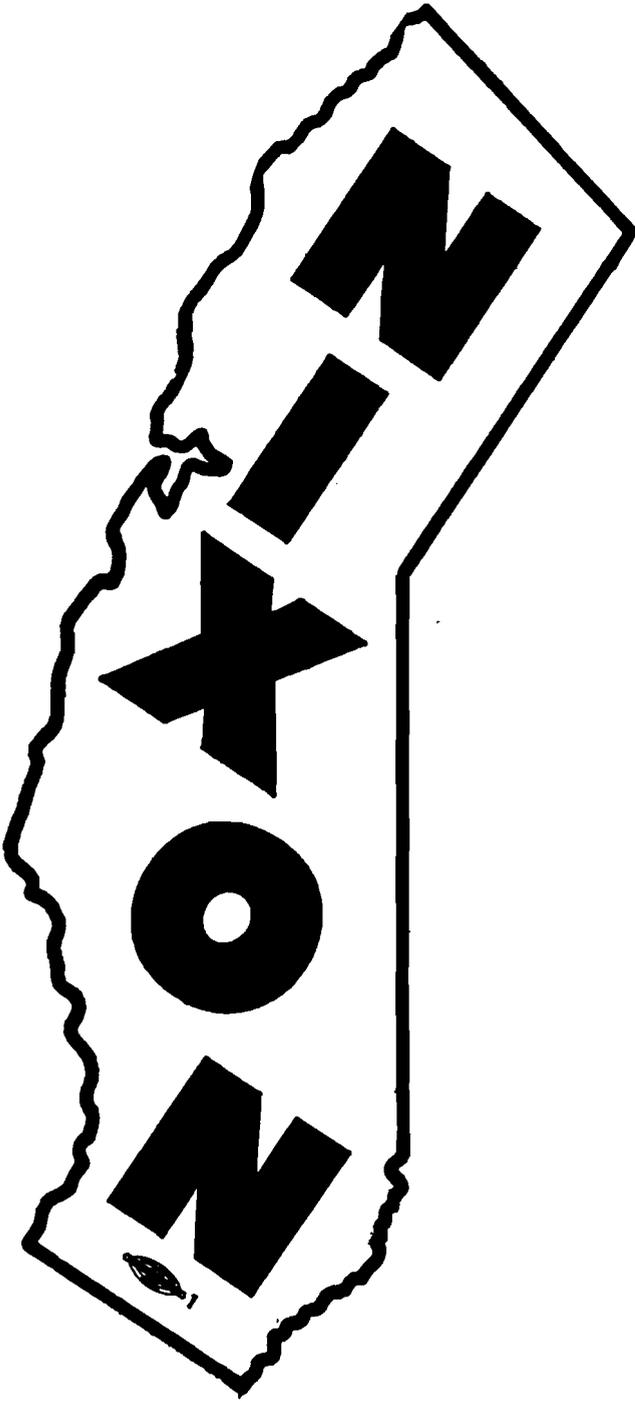
Organize a Nixon Rally Caravan. Dress your cars up with banners. Pick up fellow workers, take them to the rally to see and hear Dick Nixon in person.

TV Debates and Telethons—Headquarters will notify committees of all scheduled Nixon TV appearances. Committee members should plan "coffee-hours" at their homes and invite 10 or more fellow employees in to watch the telecasts.

Bumper Strips are one of the most effective promotional items. Order a supply and plan a day when each member of your committee can station himself at the parking lot exits to seek approval for placing a bumper strip on each employee's car.

Undecided Voters. In talking to your fellow employees, you will find many who have not made up their minds which way they want to vote. Fill out the "Undecided Voter" forms sent you, giving names and HOME addresses. Send completed forms to WIN Director, Nixon Headquarters, as early as possible. A personal letter from Dick Nixon will then be sent to these UNDECIDED VOTERS soliciting their support.

Continue your activities with increasing tempo, from now until November 6. By person-to-person contact, letter or telephone, pass on all information you can assemble to your fellow employees and keep selling the truth—Dick Nixon... and what he stands for... are what California needs.



NIXON GOVERNOR

ALDINE CO., LOS ANGELES 15. To apply: Peel off backing, press firmly to clean bumper. To remove easily, saturate banner with any solvent.  ||

WIN With Nixon
Contact Division
3908 Wilshire Boulevard
Los Angeles 5, California

I suggest you contact the following employees: (Please type or print)

Name _____ Phone: _____
Address _____

I would like additional information before suggesting any names for this committee. Please phone me.

or, please phone Mr. _____ to discuss your request with him.

I prefer not to cooperate with you in this program

Comments and suggestions: _____

Signed _____

Company _____

Approximate number employees _____

