

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>
58	6	10/08/1962	Memo	To Rose, from Sammy. Re: Mailings. 1 pg.
58	6	10/02/1962	Letter	From Valley Knudsen, Sue Frankly, and Mable Fouch. Re: "Action Package". 1 pg.
58	6	n.d.	Other Document	"Action Package" ground rules and goals. 1 pg.
58	6	n.d.	Form	"Operation Telephone" Sign-up sheet. 1 pg, 3 copies.
58	6	n.d.	Other Document	"How to Give a Precinct Coffee Hour". 2 pgs.
58	6	n.d.	Other Document	"Nixon for Governor Action Package Southern California". Postcard. 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
58	6	n.d.	Letter	To Colleague, from Park J. Ewart. Re: Scholars for Nixon Committee. 1 pg.
58	6	10/05/1962	Memo	To Nixon Community Chairmen, from Sandy Quinn, State Headquarters News Bureau. Re: Campaign Photographs. 1 pg.
58	6	n.d.	Brochure	"Up and Down with 'Bluster' Brown". 4 pgs. 3 copies.
58	6	n.d.	Memo	"Operation Telephone". Bullet points of info for campaign strategy. 3 pgs. 2 copies.
58	6	n.d.	Memo	"Operation Telephone 'Blitz'". Rules and advice for telephoning. 2 pgs. 3 copies.
58	6	n.d.	Form	Operation Telephone Sign-Up Sheet. 1 pg. 8 copies.

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: ~~those~~

Date: Oct. 8, 1962

From: ~~any~~

Subject: ~~mailings~~

Distribution: and J. Boris Jones, H. Zalesbach, Chad Mc Clellan, Mail office,
Lou Quinn, Ed Slewin, Dorothy Wright. ✓

- 1) This mailing was sent out to 400 women who helped in sign-ups for coffee hours and operation telephone in the 1960 Presidential election.
- 2) to be mailed to 750 Scholars by Mr. Smart (BSC)
- 3) sent to approximately 135 community chairmen in So. Calif.
- 4) samplings of new Lit.

October 2, 1962

Dear

We are enclosing some of our "ACTION PACKAGE" material hoping that it will be possible for you to take on one or more of these activities.

We feel there is something in the "ACTION PACKAGE" for everyone and none of them take very much time, but we do feel will help win the Campaign.

In brief here are some of the programs:

1. Please put a "Nixon for Governor" Bumper Strip on your car. This is a moving Billboard and is very effective.
2. Be a Captain of a Team of Ten and each member of your Team give \$6.00 towards the purchasing of "A VICTORY TELEPHONE" for \$66.60.
3. As a Team Captain ask the members of your Team to each telephone at least four hours during the last five days of the Campaign, when we do the "TELEPHONE BLITZ", November 1st, 2nd, 3rd, 5th, and 6th.
4. Or just give \$6.00 to help pay for a telephone.
5. Or just phone four hours during the telephone Blitz.
6. Or give a Coffee Hour, (does not necessarily need to be a large one) calling in your neighbors and friends. Call us for a Speaker and Campaign Material and let us do the recruiting.

We do hope you will select one of these six Activities which is part of the "ACTION PACKAGE.

Please fill out the enclosed card. You will then be contacted and given all the help possible.

We feel "THE ACTION PACKAGE" is just what it says "A PLAN FOR ACTION".

This program will reach the people, will you please help us to reach the people.

We will be most happy if you will help with this program. Thank you in advance for your co-operation.

Sincerely,

Valley Knudsen
Sue Frankly Mabel Fouch
Valley Knudsen - Sue Frankly - Mable Fouch

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN, Vice Chairman
Chairman "Action Package:

HENRIETTE COWGILL, Co-ordinator
Vice-Chairman "Action Package"

"ACTION PACKAGE" MEMO -- NIXON "OPERATION TELEPHONE"
Mrs. Tony Whan, Chairman

YOU can organize a "GIVE A VICTORY PHONE" TEAM:

YOU ask 10 people to each give \$6.60, which will help give a phone to be used the last four days of the Campaign. The average cost of each phone is \$66.00, which pays for installation, telephone calls, etc.

YOU ask the same ten people to be prepared to man the telephone during "OPERATION TELEPHONE" Blitz November 1st, 2nd, 3rd, and 5th, for one shift of 3 or 4 hours between 9 A.M. and 9 P.M. each or any one of these days.

YOU keep a record of everyone who gives \$6.60 -- her name, address, telephone. This record to be kept on the attached sheets in TRIPLICATE. You keep one, one goes to operation Telephone Chairman in your community, and the other goes to Mrs. Tony Whan, Southern California Headquarters listed above.

YOU will be head of the TEAM OF TEN, YOU will be the one we shall call to organize your TEAM for the TELEPHONING.

YOU can organize as many TEAMS as YOU wish. All of the teams YOU organize will be under your leadership, in fact you will be the CAPTAIN OF YOUR TEAMS.

If YOU wish to participate in "OPERATION TELEPHONE" as an individual under the leadership of the Nixon for Governor organization in your community, turn the money collected and all names over to the chairman in charge and he or she will make the assignments.

If YOU are not connected with a NIXON FOR GOVERNOR ORGANIZATION, turn the money you collected and the names of the volunteers you recruited over to the Southern California NIXON FOR GOVERNOR Headquarters (at the above address).

YOU and your team will be assigned to "OPERATION TELEPHONE" phones from this HEADQUARTERS. In this case, make checks payable to "Nixon Operation Telephone."

THIS DOES NOT DUPLICATE THE REGULAR WORK OF THE OFFICIAL REPUBLICAN PRECINCT ORGANIZATION. THIS IS IN ADDITION TO THE REGULAR WORK OF THE OFFICIAL PRECINCT ORGANIZATION.

"WIN WITH NIXON"

VOTE NOVEMBER 6th, 1962, AND SEE THAT EVERY OTHER NIXON SUPPORTER DOES, TOO

VOTE.....VOTE.....VOTE.....VOTE.....PHONE.....PHONE.....PHONE.....PHONE

NIXON FOR GOVERNOR
"Operation Telephone" Sign-up Sheet

CHAIRMAN OF TEAM _____ TEL. _____

ADDRESS _____ CITY _____

ALL CONTRIBUTORS TO NIXON "OPERATION TELEPHONE" SIGN HERE

- | | | | |
|----------------|------------|-------------|-------------|
| 1. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 2. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 3. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 4. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 5. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 6. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 7. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 8. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 9. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |
| 10. Name _____ | Tel. _____ | C. D. _____ | A. D. _____ |
| Address _____ | | City _____ | |

Make in triplicate - Keep one copy; give one copy
to your Community Nixon "Operation Telephone" Chairman;
mail one copy immediately to Nixon for Governor Operation Telephone
3950 Wilshire Blvd., Los Angeles 5, California

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN
Vice Chairman
Chairman "Action Package"

HENRIETTE COWGILL
Co-ordinator
Vice Chairman "Action Package"

How to Give a Precinct Coffee Hour

1. Invite your neighbors into your home for coffee and doughnuts. Use paper cups and plates. Please keep it simple. (NOTE: Recently, one of the greeting card companies designed a wonderfully humorous "coffee hour" invitation suggesting that the invitee "get away from the regular grind". However, any simple invitation--in writing or by phone--is appropriate.)
2. If you have ten or more guests, request a good speaker from your local Nixon for Governor Headquarters.
3. Get Nixon for Governor campaign materials--brochures, bumper and windshield stickers, and buttons from your local Nixon Headquarters. NOTE: Urge those present to put the stickers on their cars ("moving billboards" for Nixon) and to read the literature and to pass it on for others to read.
4. Distribute volunteer sign-up cards to all guests and ask them to check the Nixon campaign activity in which they want to participate. Be sure they print their names, addresses and phone numbers and return the cards to you. Give the completed volunteer sign-up cards to your local Nixon Headquarters' Volunteer Chairman. She, or he, will sort them and give them to the appropriate Chairman who will assign the volunteers.
5. Circulate the sign-up sheet for the "Operation Telephone Blitz". The guests who sign agree to: (a) help pay the cost of one phone, and; (b) telephone for 3 hours or more during the 4-day Blitz. Ask each person who signs up to PRINT her name, address and phone number. Deciphering handwriting is easier this way. (NOTE: Your local Nixon "Operation Telephone" Chairman will know the approximate cost of "buying" one phone for the Blitz. The cost varies from area to area. Your "Operation Telephone" Chairman will tell you how much each Coffee Hour guest should donate. For example, the average cost of a phone in Los Angeles County is \$66.00. Guests are asked to sign up for "Operation Telephone" in Teams of Ten and each Team member agrees to pay \$6.60.

How To Give a Precinct Coffee Hour (continued)

- 2 -

6. Give the completed sign-up sheet for the "Blitz" to your local Nixon "Operation Telephone" Chairman.

REMEMBER!

There are 18,610 precincts in the 11 Southern California counties. You and 18,609 other women for Nixon can win this election by giving a Precinct Coffee Hour to tell the Nixon story and to recruit volunteers to work and talk for him and his fine programs for California. Don't break the chain! Keep them going until Election Day and WIN WITH NIXON!

Mrs. Theodore Fouch
County Chairman of Nixon Coffee Hours
Nixon for Governor Campaign
3950 Wilshire Blvd.
Los Angeles 5, California

"NIXON FOR GOVERNOR ACTION PACKAGE SOUTHERN CALIFORNIA"
3950 Wilshire Blvd., Los Angeles 5, Calif. DUNKIRK 5-9161
Valley Knudsen, Chairman Henriette Cowgill, Vice Chairman
Sue Frankly, Southern California Coffee Hour Chairman
Mabel Fouch, County Chairman Coffee Hours

1--Send me a Nixon for Governor Bumper Strip-----

2--I will be a Captain of a Team of Ten-----

3--I will have each member of my Team telephone-----

4--I will give \$6.00 towards the purchase of a Phone-----

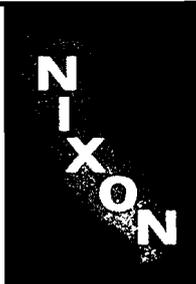
5--I will telephone 4 hours during the 5 Day Telephone Blitz----

6--I will give a Coffee Hour-----

Name _____

Address _____

Telephone _____



NIXON FOR GOVERNOR

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

Dear Colleague:

Many of us joined the Scholars for Nixon Committee two years ago. This committee rendered valuable service by endorsing the high level scholarship, as well as public administrative ability, which Dick Nixon brings to his task of politician. Though we did not win the 1960 election, Dick Nixon DID carry California. And we are again organizing a Scholars for Nixon Committee to help him become the next Governor of our State.

My decision to endorse Dick Nixon in this overt fashion is based upon the fundamental soundness of his economic thinking and resulting policies and decision making potentials. It is my opinion, along with that of many of my colleagues whom I have been fortunate in contacting personally, that his type of economic decision making is sorely needed in our state at this time.

Dick Nixon's views on some of the current economic issues confronting our state are set forth as parts of the two brochures enclosed. Likewise they specify some of the evidence of his ability as a decisive public administrator.

Will you join me in a new Scholars for Nixon Committee? I know that Dick would be proud to have your support. If you agree to join, your task would be to actively endorse our candidate among your colleagues, students and other friends.

If you desire to accept this important public responsibility, please send in the enclosed card at once so we may add your name to the rapidly growing list of Scholars for Nixon. Our committee is trying to make its program self-supporting. Your contribution would help us pay for printing and postage. A return envelope is enclosed for your convenience.

WIN WITH NIXON!

Sincerely,

A handwritten signature in cursive script, appearing to read "Park J. Ewart".

Park J. Ewart, Co-Chairman
Scholars for Nixon Committee

Encls.



October 5, 1962

TO: Nixon Community Chairmen
FROM: Sandy Quinn, State Headquarters News Bureau
SUBJECT: Campaign Photographs

We have compiled an excellent set of recently taken photographs of THE NIXONS IN ACTION which are available to you at cost. The set includes person-to-person scenes of the Nixons campaigning among farmers, senior citizens, construction workers, minorities, and so on. There are hundreds of effective uses for these attractive campaign pictures. Use them in local publicity -- newspaper advertising -- bulletin boards -- literature. DISPLAY THEM IN YOUR HEADQUARTERS -- PASS THEM OUT TO SUPPORTERS.

The set consists of twenty (20) 8 x 10 glossy photographs - all suitable for framing. Five of the pictures are "official" campaign portraits of Dick and Pat Nixon and their two teenage daughters.

THESE SETS ARE AVAILABLE TO COMMUNITY CHAIRMEN AT COST:
All twenty pictures at \$5.00 per set. In addition, glossy 8 x 10 portraits of the Nixons (individually or together) are available, 25 for \$2.50.

PLEASE RUSH YOUR ORDER WITH CHECK OR MONEY ORDER TO SANDY QUINN, NIXON FOR GOVERNOR HEADQUARTERS, 3908 Wilshire Boulevard, Los Angeles 5.

(Please use this order form)

NEWS BUREAU: (3908 Wilshire Blvd., Los Angeles 5)

Please rush me the following photographs:

Quantities:

_____ SETS OF 20 PERSON-TO-PERSON PICTURES OF THE NIXONS IN ACTION AT \$5.00 PER SET.

_____ RICHARD NIXON (25 GLOSSY PICTURES FOR \$2.50)

_____ PAT NIXON (25 GLOSSY PICTURES FOR \$2.50)

_____ THE NIXON FAMILY (25 GLOSSY PICTURES FOR \$2.50)

_____ DICK AND PAT NIXON TOGETHER (25 GLOSSY PICTURES FOR \$2.50)

(Make check payable to NIXON FOR GOVERNOR COMMITTEE)

Mail to:

Name

How now, Brown?

CDC

"The CDC has adopted many intelligent statements and policies, none of which bears the slightest resemblance to Nixon's distorted and hysterical dossier."—5/28/62

(But, on July 25, 1962, Brown stated his disagreement with the CDC's position on five of the key issues listed and opposed by Nixon.)

CHESSMAN

"I have made a decision on clemency (refused) ... and have no intention of hearing this matter again, or making any change."—10/23/59

(But, on February 18, 1960, Brown granted Chessman a 60-day reprieve on the basis of a telegram from the State Department — it was later revealed that the telegram was solicited!)

HIGHWAY SLAUGHTER

"Bob McCarthy (Brown's Director of the Department of Motor Vehicles) has done a magnificent job and no one will know how many lives have been saved by reason of this tough policy."—1/29/60

(But, in his letter of resignation to Brown on August 15, 1961, McCarthy had a different story to tell: "... your support has dwindled steadily and by now has completely disappeared... My attempts to curb the drunk driver... saw you cave in to pressure for a softer law. Leadership here could have saved lives.")

TAXES

"... a careful, moderate revenue program (the 1959 tax increases)." — 1/5/60

(But, the 1959 tax increases were the largest general tax increase in the history of any state!)

**Give California
A decisive leader!
Win with NIXON**

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Harold C. McClellan
Southern California
Chairman
3908 Wilshire Boulevard
Los Angeles 5, California

Andrew D. Orrick
Northern California
Chairman
525 Market Street
San Francisco 5, California
BB-5-9-26

Up and down with "Bluster" Brown





NIXON FOR GOVERNOR
"ACTION PACKAGE" Southern California
 3950 Wilshire Blvd., Los Angeles 5, California
 DU 5-9161

OPERATION TELEPHONE ACTION MEMO

- CHAIRMAN**
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- VICE CHAIRMAN**
Mrs. Henriette Cowgill
- OPERATION TELEPHONE**
Mrs. Tony Whan
- COFFEE HOURS**
Mrs. Lawrence Frankley
- NIXONETTES**
Mrs. Frederic Sturdy
- NIXONETTE ACCESSORIES**
Mrs. Peter J. Felker
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- VOLUNTEERS**
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- IMPERIAL COUNTY**
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- LOS ANGELES COUNTY**
Mrs. Henry Duque
- ORANGE COUNTY**
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Mrs. Robert F. Beaver
- RIVERSIDE COUNTY**
Mrs. Raymond Dell
Mrs. Theodore Orciere
- SAN BERNARDINO COUNTY**
Mrs. Ada C. Stockwell
- SAN DIEGO COUNTY**
Mrs. Jack L. Oatman
Mrs. Dugald L. Quiner
- SAN LUIS OBISPO COUNTY**
Mrs. Marion Sinsheimer
Mrs. Rosemary Maino
- SANTA BARBARA COUNTY**
Mrs. Edwin A. Fargo, Jr.
- VENTURA COUNTY**
Mrs. William G. LeFevre

TO: All County, Division and Community Operation Telephone Chairmen and Community Headquarters Managers.

FROM: Mrs. Tony Whan, Southern California Chairman, Operation Telephone.

NOW IS THE TIME FOR ALL GOOD TELEPHONERS:

Under separate cover we are sending to your community headquarters:

1. Instruction sheets for your Operation Telephone Blitz Volunteers.
2. Sign-up sheets for the volunteer telephoners to sign their names, addresses, and phone numbers.
3. Nixon for Governor Telephone Dialers.

Please make sure that your telephoners study carefully the instructions for 'phoning.

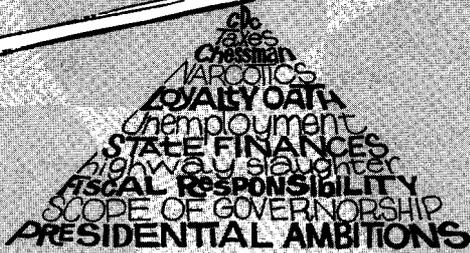
We urge that you plan now to have your volunteers serve as Election Day telephoners on November 6. They will have called all Republicans and friendly Democrats and Decline to State voters during the four-day Operation Telephone Blitz.

On Election Day there is only one way to insure that every single one of those votes gets in the ballot box for Nixon.

Here's how!

1. Recruit telephoners who will agree to 'phone all those Republicans and friendly Democrats and DS voters who have not voted by the time the polls are checked in mid-afternoon. (They should plan to begin phoning by 4:00)
2. The volunteer Election Day Telephoners will be women primarily. Assure them that they will not have to do the poll checking. It will be done by men and, in some cases, young women.





First he teeters.....then he totters

LOYALTY OATH

"... the lingering McCarthyism of negative loyalty oaths (is) still in our midst."—2/12/60

"I disagree with the CDC's position (calling for the repeal of negative loyalty oaths)."—7/25/62

UNEMPLOYMENT

"Nobody is starving as far as I know, and I think I would know about it."—1/24/61

"It is true that there are some families... who do not have enough to eat."—1/27/61

NARCOTICS

"I know that simply enacting further increases in penalties or restrictions would not rid us of this menace."—4/4/60

"We propose harsher penalties for narcotics offenders—so that for the peddler the profit will not be worth the risk."—1/31/61

SCOPE OF THE GOVERNMENT

"I am convinced that no longer can a Governor operate solely within his own state..."—12/1/59

"Katanga and Berlin and Southeast Asia... are important. But they have little to do with a California governor's need to meet the challenge of the greatest mass migration in human history."
—1/8/62

STATE FINANCES

"The people of California are not stupid. They're smart... They know we have need for these things (state construction bonds), and the amount of the budget, the amount of the bond issue... is understood by them."—4/4/62

"I believe that it (the college bond issue) went down to defeat because... the wording of the issue was not too clear and I don't believe the people understood."—6/18/62

PRESIDENTIAL AMBITIONS

"Governor Edmund G. Brown made it clear today (in Washington) he is available for the Democratic Presidential nomination, but said he will not accept second place on the ticket."
—7/31/59 Baltimore Sun

"I, of course, took myself out of the Presidential campaign. I never had any intention of entering it at any time since I've been elected Governor."
—5/24/60

FISCAL RESPONSIBILITY

"I believe in old-fashioned fiscal solvency in government."—9/21/59

"Shall the balance sheet become the balance wheel of our society, or shall we understand that there is a higher accounting..."—5/7/60

"ACTION PACKAGE" CHAIRMEN

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 Mrs. Barbara Simpson
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 Miss Vada L. Flowers
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 Mrs. Jack First
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 Mrs. Sandra Ressler
 Mrs. Luther G. Mybro
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 Mrs. Kaye Vahan
 Mrs. Dean Conklin
 Mrs. Eleanor McGee
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 Mrs. Robert Hoffstad
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 Mrs. R. D. Ashmore
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 Mrs. James Rhodes
 Mrs. Herbert W. Burg
 Mrs. John Morris
 Mrs. Clair O. Musser
 Mrs. George G. Friend
 Mrs. Ben White
 Mrs. John Haften
 Mrs. W. N. Baynes
 Mrs. William Bishop
 Mrs. Jack Ruggles
 Mrs. Robert Crawford
 Mrs. Jack Ray
 Miss Marion Metcalf
 Mrs. John P. Schaff, Jr.
 Mrs. Lawrence H. Pollin
 Mrs. Lou Holzer
 Mrs. N. A. Christopher
 Mrs. Max Mortenson
 Mrs. Stuart Mims
 Mrs. Malcolm Hall
 Mrs. Ernie Ball
 Mrs. Chester Milligan
 Mrs. James Mackin
 Mrs. Hugh Harlan
 Mrs. Harry Boehme
 Mrs. Julia Butler
 Mrs. Sally Hilton

Mrs. Louise Hall
 Mrs. Isobel Gallaher
 Mrs. Richard Clatworthy
 Mrs. Neal Giannini
 Mrs. Kay Roe
 Mrs. Wilma Way
 Mrs. Robert Hemstreet
 Mrs. Jean Daughenbaugh
 Mrs. Ruth McMullen

LOS ANGELES COUNTY

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 Mrs. Richard Wigboldy
 Mrs. Lydia Cannon
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 Mrs. M. E. Manning
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 Mrs. James McKenzie
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 Ruth Trospier
 Mrs. Barbara Baskerville
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 Juliet Turner
 Estrelita Underwood
 Patricia Smith

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 Mrs. Rudolph Munzer
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 Mrs. Hubert Prichard
 Mrs. Richard Birdye
 Mary Larson
 Mrs. Robert C. Dewn
 Mrs. Jon M. Rice
 Mrs. M. L. Naitland
 Mrs. Jean Landy
 Mrs. D. M. Considine
 Mrs. John M. Wren
 Mrs. Jean Clauson
 Mrs. Betty Haddad
 Mrs. Stella Turpel
 Mrs. Floyd Barb

LOS ANGELES COUNTY

SOUTHWESTERN

DIVISION

Miss Lillian Bradley
 Mrs. Naomi Bispo
 Mrs. Maurine Rydlek
 Mrs. Yvonne Davis

LOS ANGELES COUNTY

WESTERN DIVISION

Mrs. Russell H. Pesante
VICE CHAIRMAN
 Mrs. Irene Diamant
 Mrs. Charles H. Hoffman
 Mrs. Janet Dec
 Mrs. Joseph A. Novak
 Miss Esther Stroup
 Mrs. Merle Kingsley
 Mrs. Helen Sorell
 Mrs. Leo Lamb
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 Mrs. Karl B. Ragi
 Mrs. J. D. Codd
 Miss Linda Webb
 Mrs. Ida Hoffman
 Miss Martha L. Hilands
 Mrs. Louise Silverberg

Mrs. Ruth Helms
 Mrs. Donald L. Jackson
 Mrs. Paul Mueller, Jr.
 Mrs. Charles Thompson
 Mrs. Mary Ann Burdick
 Mrs. Ralph W. Spellenger
 Mr. Merrill Cate
 Mrs. William Thomson
 Mrs. Gladys W. Tuttle
 Mrs. Gladys W. Otto
 Mrs. Philip H. Richards
 Mrs. Virginia Counts
 Mrs. Chester B. Pielow, Jr.
 Mrs. F. Peter Crook
 Mrs. Josephine Lombard
 Mrs. Carolyn Miller
 Mrs. Joseph K. Horton
 Mrs. John Scantlin
 Mrs. John Perkins
 Mrs. George W. Robbins
 Mrs. Marie Green
 Mrs. W. T. Wilson
 Miss Ann Sumner
 Mrs. Luther C. Anderson
 Mrs. Gerald Bitman
 Miss Ruth Billings
 Mrs. Albert Reidel

ORANGE COUNTY

VICE CHAIRMAN

Mrs. Roger Ojeda
 Mrs. Woodrow Miller
 Mrs. Charlotte Law
 Mrs. Evelyn Page
 Mrs. Elvan Dickinson
 Mrs. Clarice Tanner
 Mrs. Mildred Hillary
 Mrs. E. R. Capstaff
 Mrs. Thomas Parker
 Mrs. John Cooper
 Mrs. Jack Pierce
 Mrs. Earl Riggs
 Mrs. Mary Ann Warjone
 Mrs. Joseph Monroe
 Mrs. Peter Arth
 Mrs. Keith Carlson
 Mrs. Chester Luttrell
 Mrs. John Berry
 Mrs. Marguerite Lyons
 Mrs. H. J. Taylor
 Mrs. Dorothy Beglau
 Mildred Stephens
 Gladys Hancock
 Meta Runnerstrom
 Mrs. Blanche Halfhill
 Clara Haymes

SAN DIEGO COUNTY

VICE CHAIRMAN

OPERATION TELEPHONE ACTION MEMO (Cont.)

3. The Telephoners will be given the names and phone numbers of the Republicans and friendly Democrats and DS voters by the poll checkers. They should keep calling until they reach them- even until a few minutes before the polls close.
4. The telephoner should tell the person she calls that when the polls were checked, the poll checker found that the person being called had not voted yet. She should ask if there is anything Nixon for Governor Headquarters can do to help him/her get to the polls to vote for Nixon. If there is, your Headquarters should be prepared to follow-up.

As Dick Nixon says, "There's victory in the air." Let's put it in the ballot box with OPERATION TELEPHONE and Election Day GET-OUT-THE-VOTE 'phoning!



NIXON FOR GOVERNOR
"ACTION PACKAGE" Southern California

3950 Wilshire Blvd., Los Angeles 5, California
 DU 5-9161

OPERATION TELEPHONE ACTION MEMO

- CHAIRMAN**
Mrs. Valley Knudsen
- VICE CHAIRMAN**
Mrs. Henriette Cowgill
- OPERATION TELEPHONE**
Mrs. Tony Whan
- COFFEE HOURS**
Mrs. Lawrence Frankley
- NIXONETTES**
Mrs. Frederic Sturdy
- NIXONETTE ACCESSORIES**
Mrs. Peter J. Felker
- JEWELRY**
Mrs. Edward Mills
- VOLUNTEERS**
Mrs. Harry F. Haldeman
- COUNTY WOMEN'S VICE CHAIR:**
- IMPERIAL COUNTY**
Mrs. Paul Trapnell
- KERN COUNTY**
Mrs. Margaret Goode
- LOS ANGELES COUNTY**
Mrs. Henry Duque
- ORANGE COUNTY**
Mrs. L. J. Tucker
Mrs. Robert F. Beaver
- RIVERSIDE COUNTY**
Mrs. Raymond Dell
Mrs. Theodore Orciere
- SAN BERNARDINO COUNTY**
Mrs. Ada C. Stockwell
- SAN DIEGO COUNTY**
Mrs. Jack L. Oatman
Mrs. Dugald L. Quiner
- SAN LUIS OBISPO COUNTY**
Mrs. Marion Sinsheimer
Mrs. Rosemary Maino
- SANTA BARBARA COUNTY**
Mrs. Edwin A. Fargo, Jr.
- VENTURA COUNTY**
Mrs. William G. LeFevre

TO: All County, Division and Community Operation Telephone Chairmen and Community Headquarters Managers.

FROM: Mrs. Tony Whan, Southern California Chairman, Operation Telephone.

NOW IS THE TIME FOR ALL GOOD TELEPHONERS:

Under separate cover we are sending to your community headquarters:

1. Instruction sheets for your Operation Telephone Blitz Volunteers.
2. Sign-up sheets for the volunteer telephoners to sign their names, addresses, and phone numbers.
3. Nixon for Governor Telephone Dialers.

Please make sure that your telephoners study carefully the instructions for 'phoning.

We urge that you plan now to have your volunteers serve as Election Day telephoners on November 6. They will have called all Republicans and friendly Democrats and Decline to State voters during the four-day Operation Telephone Blitz.

On Election Day there is only one way to insure that every single one of those votes gets in the ballot box for Nixon.

Here's how!

1. Recruit telephoners who will agree to 'phone all those Republicans and friendly Democrats and DS voters who have not voted by the time the polls are checked in mid-afternoon. (They should plan to begin phoning by 4:00)
2. The volunteer Election Day Telephoners will be women primarily. Assure them that they will not have to do the poll checking. It will be done by men and, in some cases, young women.



OPERATION TELEPHONE "BLITZ"

1962

INSTRUCTIONS FOR VOLUNTEER TELEPHONERS

PLEASE STUDY CAREFULLY BEFORE YOU START YOUR TELEPHONING

1. BE SURE TO SIGN YOUR NAME, ADDRESS, AND PHONE NUMBER ON THE SIGN-UP SHEET PROVIDED. (PLEASE PRINT, USING YOUR FORMAL NAME. IT MAKES RECORD KEEPING AND THANKING YOU SO MUCH EASIER.)
2. THE SUPERVISOR WILL ASSIGN YOU A TELEPHONE AND WILL KEEP YOU SUPPLIED WITH PRECINCT SHEETS ON WHICH HAVE BEEN ENTERED THE TELEPHONE NUMBERS OF REPUBLICANS, DEMOCRATS AND VOTERS WHO "DECLINE TO STATE" THEIR PARTY AFFILIATION. YOU WILL DO YOUR TELEPHONING FROM THESE PRECINCT SHEETS.
3. THE SUPERVISOR WILL TELL YOU WHAT PROCEDURE HAS BEEN FOLLOWED IN MARKING THOSE DEMOCRATS AND DS VOTERS WHO TOLD US DURING THE DEMOCRAT AND DS POLL THAT THEY WERE DEFINITELY FOR NIXON OR HAD NOT MADE UP THEIR MINDS. THESE VOTERS MAY BE MARKED ON THE PRECINCT SHEETS OR THEY MAY HAVE CARDS MADE OUT ON THEM BY THE VOLUNTEER TELEPHONERS WHO TOOK THE POLL. AFTER LEARNING WHETHER THESE VOTERS ARE MARKED ON THE PRECINCT LIST OR ARE ON CARDS, BE SURE TO CALL ONLY THOSE DEMOCRATS AND DS'S WHO ARE: (1) DEFINITELY FOR NIXON OR, (2) HAVEN'T MADE UP THEIR MINDS (UNDECIDEDS).
4. FROM YOUR FIRST CALL TO YOUR LAST REMEMBER:
 - A. PUT A SMILE IN YOUR VOICE
 - B. DELIVER THE MESSAGE AS IT IS WRITTEN AND HANG UP
 - C. DO NOT ALLOW YOURSELF TO BECOME INVOLVED IN DISCUSSIONS OR ARGUMENTS.
 - D. WHEN YOU HAVE DELIVERED THE MESSAGE (COMPLETED THE CALL), PLACE A CHECK MARK OR ANY AGREED UPON MARKING IN THE LEFT-HAND MARGIN OPPOSITE THE NAME OF THE VOTER YOU HAVE REACHED. WHEN MORE THAN ONE VOTER IS REGISTERED AT THE SAME ADDRESS, THESE NAMES SHOULD HAVE BEEN ALREADY MARKED WITH A BRACKET IN THE LEFT-HAND MARGIN AND YOU SHOULD PLACE YOUR MARK SHOWING THE CALL IS COMPLETED BESIDE THE BRACKET.
 - E. AFTER YOU HAVE DIALED A VOTER'S NUMBER, LET THE PHONE RING FOUR TIMES. IF THERE IS NO ANSWER AFTER FOUR RINGS, HANG UP AND GO ON TO THE NEXT NUMBER LISTED. MAKE NO MARK IN THE MARGIN. THE NEXT GROUP OF TELEPHONERS WILL TRY THAT NUMBER AGAIN.
 - F. WE DO NOT MAKE POLITICAL CALLS TO THE PUBLIC ON SUNDAY

IMPORTANT!

EACH TELEPHONE IS CAPABLE OF HANDLING 1,600 CALLS IN FOUR 12-hour DAYS IF THE FOLLOWING "TIME-SAVERS" ARE REMEMBERED:

LOCATE LEFT-HANDED TELEPHONERS AT THE ENDS OF A TABLE IF TABLES ARE USED

INSTEAD OF REPLACING THE RECEIVER AT THE COMPLETION OF A CALL, SIMPLY DEPRESS THE BUTTON ON THE PHONE'S CRADLE, THEN RELEASE IT AND DIAL YOUR NEXT CALL.

DO NOT TELEPHONE MORE THAN THREE HOURS AT ANY ONE TIME. IT IS IMPOSSIBLE TO KEEP YOUR VOICE "FRESH" LONGER THAN THAT.

THE MESSAGE

HELLO, MRS./MR. _____ . I'M CALLING YOU FROM NIXON FOR GOVERNOR HEADQUARTERS TO REMIND YOU THAT TUESDAY, NOVEMBER 6, IS ELECTION DAY. (ON MONDAY USE "TOMORROW"). WE URGE YOU TO VOTE FOR NIXON WHEN YOU GO TO THE POLLS ON TUESDAY AND HELP US ELECT NIXON GOVERNOR. THANK YOU.

REMEMBER!

YOU ARE VITAL TO THE NIXON FOR GOVERNOR CAMPAIGN.

YOU WILL HELP US ACHIEVE THE GOAL OF "OPERATION TELEPHONE --- TO REACH EVERY REGISTERED REPUBLICAN, FRIENDLY DEMOCRAT AND DECLINE TO STATE VOTER IN EVERY PRECINCT WITH THE MESSAGE GIVEN YOU ABOVE.

TO YOU, FOR YOUR DEDICATED WORK ON DICK'S BEHALF, WE SAY, "THANK YOU. YOU'RE A REAL CAMPAIGN HERO."

OPERATION TELEPHONE SIGN-UP SHEET

DAY DATE

BY SUPERVISOR

PLEASE PRINT YOUR FORMAL NAME, ADDRESS AND PHONE NUMBER

COMMUNITY and COUNTY

NINE O'CLOCK TO NOON VOLUNTEER SHEET - OPERATION TELEPHONE FLITZ

8.	16.	24.
9.	17.	25.
10.	18.	26.
11.	19.	27.
12.	20.	28.
13.	21.	29.
14.	22.	30.
15.	23.	31.

HOSTESS:

TELEPHONE:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.