

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

## F I N A N C E

### OPERATION "V I M"

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

### Timing

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

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

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

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

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

V o t e s

I n t e r e s t

M o n e y

This program will not only raise more money, which we need, but will also stimulate greater vitality and activity which, in turn, means votes for our candidate.

(F-1)

Reliable polls reveal that Californians are ready to support their candidate with dollars. By giving Republican voters this opportunity the entire campaign will take on new "vim" and our candidate will reflect the image which our party's founders intended: "of the people, by the people and for the people."

### Committee Responsibility

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

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

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

### Budgeting

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

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

|                                   |   |                      |
|-----------------------------------|---|----------------------|
| Headquarters rental               | ) | "Gifts in kind" will |
| Furniture, Equipment and Supplies | ) | help underwrite      |
| Postage                           | ) | these items          |

Telephone and utilities  
Literature, buttons, etc.  
Special events (displays, p. a. systems, etc.)  
Publicity, photos, advertising\*  
Miscellaneous

\*State headquarters staff (with advertising agency counsel) has projected radio, television and newspaper advertising, and billboard requirements in every community on the basis of voter registration. Each County's proportionate contribution toward these expenses will be channeled back into the various communities of Southern California in the form of a coordinated advertising program. County committees are urged to clear any and all other advertising items with State Headquarters. Caution

should also be exercised about expenditures to persons representing themselves as "controlling" voting blocs. Paid "advocates" can seldom "deliver" blocs of votes... Obviously, in all campaign matters, money which is not spent does not have to be raised, so economy is important.

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

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

April 20 - 50 per cent

May 4 - 50 per cent

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

#### Advance Gifts

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

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

Leadership Gifts - \$ 1,000 up

Special Gifts - - - \$ 250 to \$999

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

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

\* \* \* \* \*

(F-3)

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

### Community Campaigns

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

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

- A. A smaller-scale special gifts campaign (three prospective donors of \$25 to \$249 per thousand Republicans -- presumably your County-wide solicitation covered the larger potentials).
- B. A complete membership solicitation of every registered Republican for modest contributions of money and interest (by telephone or house-to-house).

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

### Political Liaison

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

## Record Keeping

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

Here are some of the responsibilities of the Finance Committee:

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

## Key Addresses

State Headquarters  
3908 Wilshire Boulevard  
Los Angeles 5, California

DUnkirk 5-9161

Southern California Finance Committee  
Room #414 - 609 South Grand Avenue  
Los Angeles 17, California  
Louis Quinn  
Assistant to the Chairman

MAdison 7-2486

SAMPLE CULTIVATION LETTER

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

Based on more than five years' close experience with Dick in Washington, I believe he is admirably qualified to govern our nation's #1 state: He is a man of fine character and possesses the ability to make incisive judgments which are the marks of a great leader and able administrator.

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

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

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

Sincerely yours,

Maurice H. Stans

Enclosure (1)

ROBERT H. FINCH  
ARTHUR S. BELL, JR.  
ROGER G. DUITSMAN  
WILLIAM D. JEKEL  
RODNEY A. SWARTZ  
PHYLLIS MARGULIS  
WILLIAM W. STOVER

FINCH, BELL, DUITSMAN & JEKEL  
ATTORNEYS AT LAW  
315 WEST 9<sup>TH</sup> STREET, SUITE 717  
LOS ANGELES 15, CALIFORNIA  
MADISON O-1160

FRANK DE MARCO, JR.  
OF COUNSEL  
WOODLAND HILLS OFFICE  
DIAMOND 7-3611  
INGLEWOOD OFFICE  
OREGON 8-5488

March 1, 1962

MEMORANDUM

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

In General

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

California Statutes

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

The form of a "campaign statement" is generally described in 11503 of the California Elections Code. It refers to 11504 which enumerates what are called "lawful expenses." These include disbursements for various categories and types of election activity. 11503 requires the committee treasurer to prepare an itemized statement in duplicate showing:

"(a) In detail all moneys paid, loaned, contributed, or otherwise furnished to the candidate or treasurer, or for use of the candidate or treasurer, directly or indirectly, in aid of the candidate's nomination or election.

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

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

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

"(e) The specific nature of each item.

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

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

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

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

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

The California law has been interpreted as to not to require such reporting. It is a strained result, but the present Governor of California when he was Attorney General issued such an opinion in 32 OP Attorney General 88.

It requires only that in the section of the form relating to the receipt of funds there be listed "in detail" all of the funds received by a given committee, and then a separate section requires that you list all of the names of the contributors. In practice then, candidates in California (since the Attorney General's opinion) have made a separate listing of the money received without reference to the contributor and then dropped to the next section and listed the donors without relating the amount of the contribution to the names.

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

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

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

Who has duty to file campaign statement?

A campaign statement must be filed by both the candidate and the

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

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

Section 11565 provides that no officer shall issue any certificate of nomination or election to any person until his campaign statement has been filed. The prohibition to issue the certificate applies only if the candidate does not file a campaign statement. If a committee, supporting a candidate, does not appoint a treasurer nor file a campaign statement, the officer can not withhold the issuance of the certificate (32 OPS Atty Gen 88 (1958)).

#### Corporate Contributions

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

## A D M I N I S T R A T I O N

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

### HEADQUARTERS MANAGEMENT

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

#### Personnel

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

#### Office Furniture & Equipment

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

#### Expenditures

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

### CAMPAIGN MATERIALS

#### Literature

In production of literature, the Administrative Director works closely with the Director of Public Relations who, in turn, works with the advertising agency on copy and design. A number of items have been produced to date: a general

brochure, windshield stickers, bumper strips, two kinds of lapel tabs, and window cards. It is the responsibility of the Administrative Director to determine the most efficient and economical methods of production to be used, quantities needed, and to order materials accordingly. A great deal of follow-up work is required in reading proofs and being in frequent contact with printers, typographers, and the supply depot to insure delivery of materials on schedule and to maintain adequate inventory at all times.

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

#### Jewelry & Novelties

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

#### Mass Mailings

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

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

\*\*\*\*\*

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

AVS/bgg

(A-2)

Inter-Office Memorandum

N I X O N   f o r   G O V E R N O R

March 5, 1962

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

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

INITIAL SUPPLY

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

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

FUTURE NEEDS

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

|                     |                |                      |               |
|---------------------|----------------|----------------------|---------------|
| Brochures           | \$ 12.75 per M | Lapel tabs "State"   | \$ 5.10 per M |
| Windshield stickers | 5.80 per M     | Lapel tabs "Nixon"   | 4.20 per M    |
| Bumper strips       | 38.50 per M    | Half cards (14"x22") | 15.00 per C   |

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

LETTERHEADS

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

(A-3)

NIXON JEWELRYPRICE LIST - AS NUMBERED ON DISPLAY  
AT STATE HEADQUARTERS

- |   |   |
|---|---|
| 1. Circular Goldplated Fob Pin w/Cultured Pearl<br>Supplier's Stock #N-4; 70¢ each (minimum - 10)           | J. Freides Stationery Co.<br>320 Fifth Ave., NYC  |
| 2. Circular Goldplated NIXON Pin; Supplier's<br>Stock #N-13; 50¢ each (minimum - 10)                        | J. Freides Stationery Co.<br>320 Fifth Ave; NYC   |
| 3. Round Sunburst Goldplated Pin;<br>Supplier's Stock #N-6925; 25¢ each                                     | Waldman Button Co.<br>552 Seventh Ave., NYC 18  |
| 4. Circular Goldplated Sunburst Pin w/Cultured<br>Pearl; Supplier's Stock #N-9 - 60¢ each<br>(minimum - 10) | J. Freides Stationery Co.<br>320 Fifth Avenue, NYC  |
| 5. Gold Car Key; (may be cut to fit all domestic<br>cars) 60¢ each. Gold Keychain; 60¢ each                 | Lacquer - Graph, Inc.<br>Attn: L. Mann - RA 3-2321<br>or - RI 7-0555<br>317 N. 21st St., Montebello |
| 6. Script Gold Pin; Supplier's Stock #N-613;<br>13¢ each  | Waldman Button Co.<br>552 Seventh Ave., NYC 18  |
| 7. NIXON Goldplated Pin; Supplier's Stock #N-12;<br>18¢ each  | J. Freides Stationery Co.<br>320 Fifth Ave., NYC  |
| 8. "N" Gold Pin; 12¢ each<br>(in lots of 10 - minimum)  | Entenmann & Son, Mr. Rovin<br>146 W. 18th St., L.A. RI 9-1215                                       |
| 9. NIXON Lapel Pin; Supplier's Stock #N-600;<br>8¢ each   | Waldman Button Co.<br>552 Seventh Ave., NYC 18  |
| 10. Gold Key Ring, 75¢ each<br>(minimum 1 Doz.)   | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., L.A. 25   |
| 11. Pearl Bracelet, gilded letters<br>spell NIXON; 75¢ each (minimum - 1 Doz.)                              | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., L.A. 25   |
| 12. Gold & Pearl Bracelet; gilded letters<br>spell NIXON; 75¢ each (minimum - 1 Doz.)                       | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., L.A. 25   |
| 13. Sunburst Gold & Pearl Bracelet;<br>Supplier's Stock #N-6001; 35¢ each                                   | Waldman Button Co.<br>552 Seventh Avenue, NYC 18  |
| 14. Sunburst Gold Bracelet; Supplier's Stock<br>#N-6900; 35¢ each   | Waldman Button Co.<br>552 Seventh Ave., NYC 18  |
| 15. Circular Goldplated Pearl Bracelet;<br>Supplier's Stock #N-14; 50¢ each                                 | J. Freides Stationery Co.<br>320 Fifth Ave., NYC 18   |

- |     |  |  |
|-----|--|--|
| 16. | NIXON - California Pin - 15¢ each<br>(in lots of 10M)  | Entenmann & Son - Mr. Rovin<br>146 W. 13th St., L.A. RI 9-1215                   |
| 17. | 1-1/2" Square Flasher Pin - 10-1/2¢ each   | Associated Advertising Specialties<br>3207 W. Jackson Blvd., Muncie, Ind.        |
| 18. | Goldplated Tie Bar; Supplier's Stock #N-5;<br>25¢ each (minimum - 20)                            | J. Freides Stationery Co.<br>320 Fifth Avenue; NYC                               |
| 19. | Key Chain - Loose gilded letters<br>spell NIXON; 75¢ each. (minim - 1 Doz.)                      | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., L.A. 25                      |
| 20. | Plastic Car Aerial pennants;<br>\$15.00 per hundred in lots of 1,000                             | Wesley Case<br>402 Goodland Place, No. Hollywood                                 |
| 21. | Pearl Necklace - Loose gilded letters<br>spell NIXON; Adult size; 75¢ each<br>(minimum - 1 Doz.) | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., L.A. 25                      |
| 22. | Pearl Necklace - Loose gilded letters<br>spell NIXON; Child size; 75¢ each<br>(minimum - 1 Doz.) | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., L.A. 25                      |
| 23. | Gold Chain Necklace; 75¢ each<br>(minimum - 1 Doz.)  | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., L.A. 25                      |
| 24. | Jeweled Rhinestone NIXON Pin;<br>Supplier's Stock #N-619; 25¢ each                               | Waldman Button Co.<br>552 Seventh Ave., NYC 18                                   |
| 25. | NIXON - California Pin; 15¢ each<br>(in lots of 10M)   | Entenmann & Son - Mr. Rovin<br>146 W. 18th St., L.A. RI 9-1215                   |
| 26. | Goldplated NIXON Pearl Bracelet;<br>Supplier's Stock #N-14; 50¢ each<br>(minimum 10 pcs.)        | J. Freides Stationery Co.<br>320 5th Ave., NYC                                   |
| 27. | 1-1/2" Flasher Round Pin<br>(California); 22¢ each   | Dimensional Research Corp.<br>149 Starlite Street<br>South San Francisco, Calif. |
| 28. | 3" Flasher Round Pin;<br>(I'm for Nixon); 32¢ each   | Dimensional Research Corp.<br>149 Starlite Street<br>South San Francisco, Calif. |
| 29. | Gold Sunburst Key Chain;<br>Supplier's Stock #NKR-655; 25¢ each                                  | Waldman Button Co.<br>552 Seventh Ave., NYC 18                                   |

## O R G A N I Z A T I O N

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

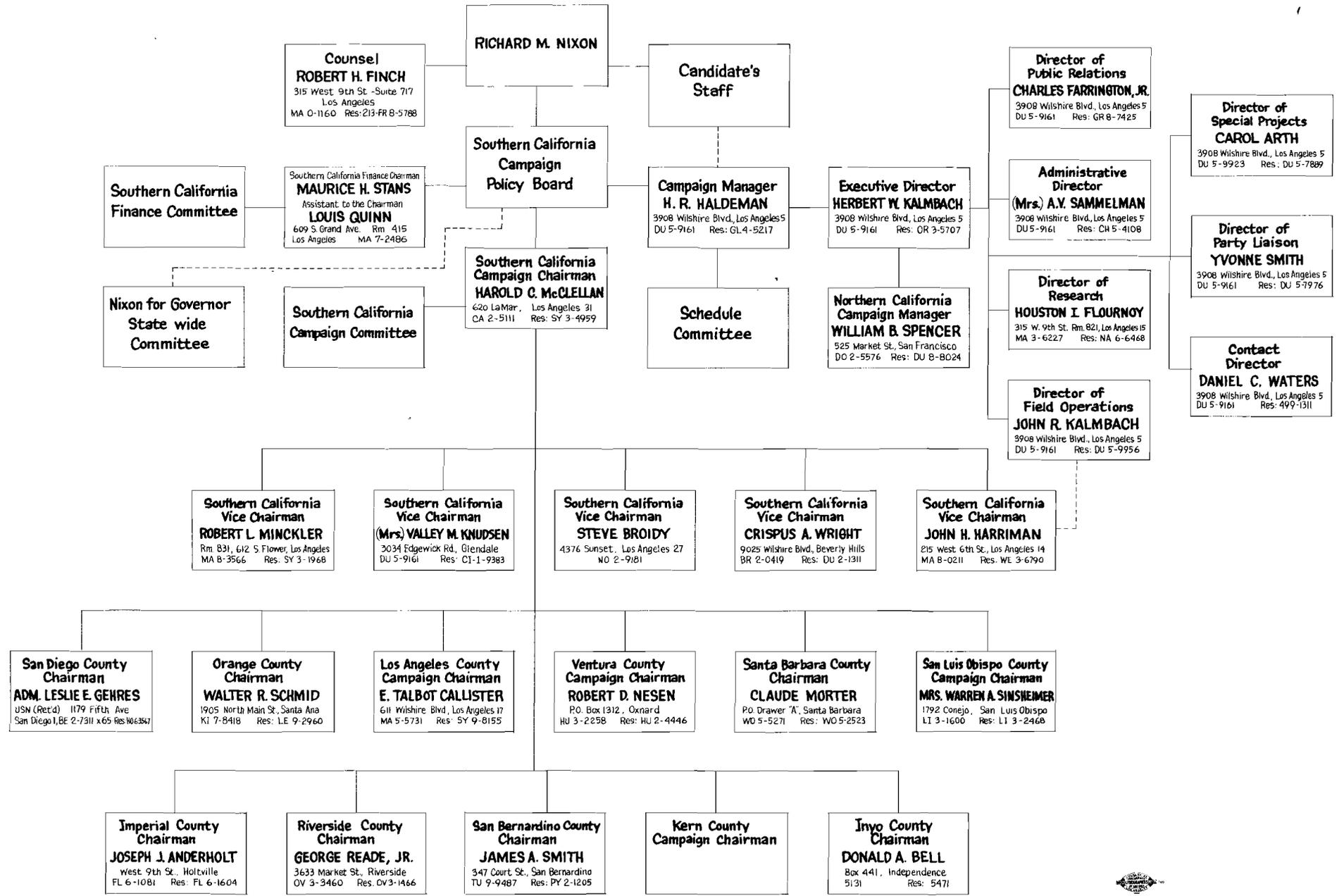
The campaign will be operated on a North-South basis with a steering committee established to coordinate the statewide effort. Campaign and finance chairmen have been chosen and appointed for the Northern and Southern California Divisions and are responsible for the effectiveness of the campaign effort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

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

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

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

# Southern California Nixon for Governor Campaign Organization



NIXON FOR GOVERNOR CAMPAIGN ROSTER  
NORTHERN CALIFORNIA

Northern California Campaign Chairman:

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

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

Northern California Finance Co-Chairmen:

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

Telephone: Ofc: DO 2-8000

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

Telephone: Ofc: CY 4-8124

Northern California Campaign Vice Chairman:

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

Telephone: Ofc: DO 2-5516  
Res: LA 4-4431

Northern California Area Chairmen:

AREA I - NORTHERN COUNTIES

(Siskiyou, Tehama, Shasta, Modoc, Trinity, Lassen)

AREA IIA - NORTHERN SIERRA COUNTIES

(Butte, Plumas, Sierra, Nevada)

Carl E. Bash, Chairman  
5893 Pine View Drive  
Paradise, California

Telephone: OW 1-3379

AREA IIB - SOUTHERN SIERRA COUNTIES

(Placer, El Dorado, Amador, Calaveras, Toulumne,  
Mariposa, Mono)

Marvin Shupe, Chairman  
Box 52  
Hathaway Pines, California

Telephone: PA 8-3252

AREA III - UPPER VALLEY COUNTIES

(Glenn, Colusa, Sutter, Yuba, Yolo, Solano)

Robert Power, Chairman  
322 Nut Tree Road  
Vacaville, California

Telephone: HI 8-6411

AREA IV - NORTH COASTAL COUNTIES

(Humboldt, Lake, Marin, Mendocino, Sonoma, Napa,  
Del Norte)

Russ Clarke, Chairman  
245 E. Standley Street  
Ukiah, California

Telephone: HO 2-2901

AREA V - ALAMEDA-CONTRA COSTA COUNTIES

(Alameda, Contra Costa)

Richard Smith, Chairman  
City Transfer & Storage Co.  
430 Main Street  
San Francisco, California

Telephone: YU 2-6000

AREA VI - SAN FRANCISCO COUNTY

(San Francisco)

Al Derre, Chairman  
Crocker-Anglo Bank  
1 Sansome Street  
San Francisco, California

Telephone: YU 2-8000

AREA VII - SOUTH COASTAL COUNTIES

(San Mateo, Santa Clara, Santa Cruz, Monterey,  
San Benito)

George Tomlinson, Chairman  
P. O. Drawer 5185  
Carmel, California

Telephone: MA 4-6456

AREA VIII - SACRAMENTO, SAN JOAQUIN, STANISLAUS COUNTIES

(Sacramento, San Joaquin, Stanislaus)

George W. G. Smith  
P. O. Box 205  
Courtland, California

Telephone: SP 5-2706

AREA IX - CENTRAL VALLEY COUNTIES

(Madera, Fresno, Merced, Kings, Tulare)

Melville Willson  
P. O. Box 1168  
Fresno 15, California

Telephone: AD 3-3177

STAFF HEADQUARTERS  
525 Market Street, Rm. 619  
San Francisco, California  
DOuglas 2-5576

|  |   |                    |
|--|---|--------------------|
| Northern California Campaign Manager       | - | William M. Spencer |
| Northern California Asst. Campaign Manager | - | Jean M. Dewey      |
| Executive Secretary                        | - | Helen Gale         |

NIXON FOR GOVERNOR CAMPAIGN ROSTER

SOUTHERN CALIFORNIA

Southern California Campaign Chairman:

H. C. "Chad" McClellan  
P. O. Box 2176, Terminal Annex  
Los Angeles 54, California

Telephone: Ofc: CA 2-5111  
Res: SY 3-4959

Southern California Finance Chairman:

Maurice H. Stans  
Western Bancorporation  
600 South Spring Street  
Los Angeles 14, California

Telephone: Ofc: MA 7-7981

Southern California Campaign Vice Chairmen:

Steve Broidy  
Allied Artists Pictures Corp.  
4376 Sunset Drive  
Hollywood 27, California

Telephone: Ofc: NO 2-9181

John H. Harriman  
245 South Plymouth Blvd.  
Los Angeles 4, California

Telephone: Ofc: MA 8-0211  
Res: WE 3-6790

(Mrs.) Valley M. Knudsen  
3034 Edgewick Road  
Glendale 6, California

Telephone: Ofc: DU 5-9161  
Res: CI 1-9383

Robert L. Minckler  
Mobil Building, Rm. 831  
612 South Flower Street  
Los Angeles 17, Calif.

Telephone: Ofc: MA 8-3566  
Res: SY 3-1968

Crispus A. Wright  
Attorney at Law  
9025 Wilshire Blvd.  
Beverly Hills, Calif.

Telephone: Ofc: BR 2-0419  
Res: RE 1-5778

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

|                           |   |                         |
|---------------------------|---|-------------------------|
| Campaign Manager          | - | H. R. Haldeman          |
| Executive Director        | - | Herbert W. Kalmbach     |
| Public Relations Director | - | Charles Farrington, Jr. |
| Field Operations Director | - | John R. Kalmbach        |
| Contact Division Director | - | Daniel C. Waters        |
| Special Projects Director | - | Carol R. Arth           |
| Party Liaison Director    | - | Yvonne Smith            |
| Administrative Director   | - | Mrs. A.V. Sammelman     |

COAST FEDERAL BUILDING  
9th & Hill Streets, Rm. 821  
Los Angeles 15, California  
MAdison 3-6227

|                          |   |                  |
|--------------------------|---|------------------|
| Research Director        | - | Houston Flournoy |
| Administrative Assistant | - | Sophie Telfer    |
| Campaign Counsel         | - | Robert H. Finch  |

NATIONAL OIL BUILDING  
609 South Grand Avenue, Rm. 414  
Los Angeles, California  
MAdison 7-2486

|  |   |             |
|--|---|-------------|
| Asst. to the Southern California<br>Finance Chairman | - | Louis Quinn |
|--|---|-------------|

Alameda County Campaign Chairman (Northern California)

Bob McKeen  
405 - 14th Street  
Oakland, Calif.

Telephone: Ofc: GL 2-1682

Staff

Bill Beaumont  
Oakland Nixon H. Q.  
1759 Broadway  
Oakland, Calif.

Telephone: Ofc: TE 5-8100

Area V Chairman

Richard Smith  
City Transfer & Storage Co.  
430 Main Street  
San Francisco, Calif.

Telephone: Ofc: YU 2-6000

ALAMEDA COUNTY

Alpine County Campaign Chairman (Northern California)

Stuart P. Merrill  
Markleeville, Calif.

Telephone: Ofc: 363

Area IIB Chairman

Marvin Shupe  
Box 52  
Hathaway Pines, Calif.

Telephone: Ofc: PA 8-3252

ALPINE COUNTY

Amador County Campaign Chairman (Northern California)

Mrs. Beverly P. Rauh  
P. O. Box 361  
Sutter Creek, Calif.

Telephone: Ofc: CO 7-5278

Area IIB Chairman

Marvin Shupe  
Box 52  
Hathaway Pines, Calif.

Telephone: Ofc: PA 8-3252

AMADOR COUNTY

Butte County Campaign Chairman (Northern California)

C. Keith Lyde  
2765 Center  
Oroville, Calif.

Telephone:      Ofc: LE 3-5370  
                         Res: LE 3-4231

Gilbert F. Jones - Co-Chairman  
173 E. 4th Street  
Chico, Calif.

Telephone:      Ofc: FI 3-3581

Area Chairman (IIA)

Carl E. Bash  
5893 Pine View Drive  
Paradise, Calif.

Telephone: OW 1-3379

BUTTE COUNTY

Calaveras County Campaign Chairman (Northern California)

Area IIB Chairman

Marvin Shupe  
Box 52  
Hathaway Pines, Calif.

Telephone: Ofc: PA 8-3252

CALAVERAS COUNTY

Colusa County Campaign Chairman (Northern California)

George Lodi  
P. O. Box 367  
Arbuckle, Calif.

Telephone: Ofc: GE 7-2240

Area III Chairman

Robert Power  
322 Nut Tree Road  
Vacaville, Calif.

Telephone: Ofc: HI 8-6411

COLUSA COUNTY

Contra Costa County Campaign Co-Chairman (Northern California)

Ralph Hill  
1259 Brighton  
Albany, Calif.

Telephone: Ofc: LA 5-1000

Mrs. Ruth Jacobus  
8 Sol Bree Way  
Orinda, Calif.

Telephone: Ofc: CL 4-3567

Area V Chairman

Richard Smith  
City Transfer & Storage Co.  
430 Main Street  
San Francisco, Calif.

Telephone: Ofc: YU 2-6000

CONTRA COSTA COUNTY

Del Norte County Campaign Co-Chairmen (Northern California)

H. S. Crawford  
1566 Gainard St.  
Crescent City, Calif.

Telephone: Ofc: IN 4-5613

Keller Ellis, D. D. S.  
678 Taylor St.  
Crescent City, Calif.

Telephone: Ofc: IN 4-5113

Area IV Chairman

Russ Clarke  
245 E. Standley Street  
Ukiah, Calif.

Telephone: Ofc: HO 2-2901

DEL NORTE COUNTY

El Dorado County Campaign Chairman (Northern California)

Swift Berry  
115 Canal Street  
Placerville, Calif.

Telephone: Ofc: NA 2-2056

Area IIB Chairman

Marvin Shupe  
Box 52  
Hathaway Pines, Calif.

Telephone: Ofc: PA 8-3252

EL DORADO COUNTY

Fresno County Campaign Chairman (Northern California)

Donald Franson  
1202 Guarantee Savings Bldg.  
Fresno 21, Calif.

Telephone: Ofc: 233-1761

Area IX Chairman

Melville Willson  
P. O. Box 1168  
Fresno 15, Calif.

Telephone: Ofc: AD 3-3177

FRESNO COUNTY

Glenn County Campaign Chairman (Northern California)

Chester W. Walker  
P. O. Box 86  
Hamilton City, Calif.

Telephone: Ofc: 2181 (Hamilton City)

Area III Chairman

Robert Power  
322 Nut Tree Road  
Vacaville, Calif.

Telephone: Ofc: HI 8-6411

GLENN COUNTY

Humboldt County Campaign Chairman (Northern California)

Clayton R. Janssen  
P. O. Box 106  
Eureka, Calif.

Telephone: Ofc: HI 2-2927

Area IV Chairman

Russ Clarke  
245 E. Standley Street  
Ukiah, Calif.

Telephone: Ofc: HO 2-2901

HUMBOLDT COUNTY

Imperial County Campaign Chairman (Southern California)

Mr. Joseph J. Anderholt  
West 9th  
Holtville, Calif.

Telephone: Ofc: FL 6-1081  
Res: FL 6-1604

IMPERIAL COUNTY

Inyo County Campaign Chairman (Southern California)

Mr. Donald L. Bell  
Inyo County Recorder, Treasurer  
and Tax Collector  
Independence, Calif.

Telephone: Ofc: 5131  
Res: 5471

INYO COUNTY

Lake County Campaign Chairman (Northern California)

Ed Robey  
P. O. Box 1227  
Clearlake Highlands, Calif.

Telephone: Ofc: WY 4-6624

Area IV Chairman

Russ Clarke  
245 E. Standley Street  
Ukiah, Calif.

Telephone: HO 2-2901

LAKE COUNTY

Lassen County Campaign Co-Chairmen (Northern California)

Dr. Kenneth Korver  
50 N. Roop  
Susanville, Calif.

Telephone: Ofc: 257-4220

Arthur Anderson  
125 S. Lassen St.  
Susanville, Calif.

Telephone: Ofc: 257-4161

LASSEN COUNTY

SOUTHERN CALIFORNIA COUNTIES

Los Angeles County Campaign Chairman (Southern California)

Mr. E. Talbot Callister  
Attorney at Law  
611 Wilshire Blvd. , 4th Floor  
Los Angeles 17, California

Telephone: Ofc: MA 5-5731  
Res: SY 9-8155

Los Angeles County Campaign Finance Chairman

Maurice H. Stans  
Western Bancorporation  
600 South Spring Street  
Los Angeles 14, Calif.

Telephone: Ofc: MA 7-7981

LOS ANGELES COUNTY

Marin County Campaign Co-Chairmen (Northern California)

Ed Grundstrom  
P. O. Box 26  
Novato, Calif.

Telephone: Ofc: TW 2-5440

Bill Bagley  
Albert Bldg. ,  
San Rafael, Calif.

Telephone: Ofc: GL 4-6808

Area IV Chairman

Russ Clarke  
245 E. Standley Street  
Ukiah, Calif.

Telephone: Ofc: HO 2-2901

MARIN COUNTY

Mariposa County Campaign Chairman (Northern California)

Tom McSwain  
Mariposa, Calif.

Area II B Chairman

Marvin Shupe  
Box 52  
Hathaway Pines, Calif.

Telephone: Ofc: PA 8-3252

MARIPOSA COUNTY

Mendocino County Campaign Chairman (Northern California)

W. K. (Bill) Williams  
1344 Rose Avenue  
Ukiah, Calif.

Telephone:   Ofc: HO 2-8621  
                  Res: HO 2-2083

Area IV Chairman

Russ Clarke  
245 E. Standley Street  
Ukiah, Calif.

Telephone: Ofc: HO 2-2901

MENDOCINO COUNTY

Merced County Campaign Chairman (Northern California)

Dwight M. Ewing, Jr.  
6552 E. Mariposa Way  
Merced, Calif.

Telephone:      Ofc: RA 2-6283  
                         Res: RA 2-2231

Area IX Chairman

Melville Willson  
P. O. Box 1168  
Fresno 15, Calif.

Telephone: Ofc: AD 3-3177

Modoc County Campaign Chairman (Northern California)

Brunel Christenson  
Likely, Calif.

Telephone: Ofc: 2182 (Likely)

MODOC COUNTY

Mono County Campaign Chairman (Northern California)

George C. DeLury, Jr.  
8252 Courthouse  
Bridgeport

Telephone: Ofc: 8281

Area II B Chairman

Marvin Shupe  
Box 52  
Hathaway Pines, Calif.

Telephone: Ofc: PA 8-3252

MONO COUNTY

Orange County Campaign Chairman (Southern California)

Mr. Walter Schmid  
Orange County Nixon Headquarters  
1905 North Main Street  
Santa Ana, California

Telephone: Ofc: KI 7-8418  
Res: LE 9-2960  
Bus.Ofc: JE 7-1467

Orange County Finance Co-Chairmen

Dr. Arnold O. Beckman, Chairman  
Beckman Instruments, Inc.  
2500 Harbor Boulevard  
Fullerton, California

Telephone: Ofc: TR 1-4848  
Res: OR 3-7487

Mr. John MacLeod, President  
Macco Corporation  
7844 Rosecrans Avenue  
Paramount, California

Telephone: Ofc: OR 3-4220 or  
NE 6-1261  
Res: OR 3-2459

ORANGE COUNTY