

Ronald Reagan Presidential Library Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Ronald Reagan Gubernatorial Campaign: Files,
1966

SERIES: IV: CAMPAIGN SUBJECT FILES

Folder Title: 1966 Campaign Roster

Box: C33

To see more digitized collections visit:

<https://www.reaganlibrary.gov/archives/digitized-textual-material>

To see all Ronald Reagan Presidential Library Inventories, visit:

<https://www.reaganlibrary.gov/archives/white-house-inventories>

Contact a reference archivist at: **reagan.library@nara.gov**

Citation Guidelines: <https://reaganlibrary.gov/archives/research-support/citation-guide>

National Archives Catalogue: <https://catalog.archives.gov/>

Last Updated: 07/28/2025

P R E F A C E

The primary goal in the campaign is to insure victory--not only in the Primary but in the General Election in November. Needless to say, before November, the first hurdle is a convincing and overwhelming victory in the Primary.

On the following pages, you will find a compilation of information to be used by you and your various chairmen to help achieve these goals.

As additional information is sent out with regard to organization, precinct operations, etc., please include it in this handbook.

TABLES OF CONTENTS

SECTION I	ROSTER (See Roster Index for listings)
SECTION II	OPERATION MANUAL General Campaign Organization Scheduling and Travel Arrangements Southern California Finance Committee Press Operations Advertising Research Geographic Organization Headquarters Operation
SECTION III	SOUTHERN CALIFORNIA PRECINCT PLAN
SECTION IV	"REGISTER FOR REAGAN"
SECTION V	YOUTH FOR REAGAN
SECTION VI	SPEAKERS BUREAU
SECTION VII	SUPPLIES

TABLE OF CONTENTS FOR THE ORGANIZATION OF
SOUTHERN CALIFORNIA REAGAN FOR GOVERNOR COMMITTEE

ROSTER OF COUNTY CHAIRMEN FOR SOUTHERN CALIFORNIA	PAGE 1
ROSTER OF REGIONAL CHAIRMEN IN LOS ANGELES COUNTY	PAGE 2
ROSTER OF REAGAN HEADQUARTERS FOR SOUTHERN CALIFORNIA (Excluding Los Angeles County)	PAGE 3
ROSTER OF REAGAN HEADQUARTERS FOR LOS ANGELES COUNTY	PAGE 4
PERSONNEL ROSTER FOR SOUTHERN CALIFORNIA HEADQUARTERS (Wilshire Blvd.)	PAGE 5
ROSTER OF STAFF REPRESENTATIVES IN SOUTHERN CALIFORNIA	PAGE 6
GEOGRAPHIC BREAKDOWN FOR SOUTHERN CALIFORNIA:	
IMPERIAL COUNTY	PAGE 7
INYO COUNTY	PAGE 8
KERN COUNTY	PAGE 9
KINGS COUNTY	PAGE 10
LOS ANGELES COUNTY - REGION I	PAGE 11
REGION II	PAGE 12
REGION III	PAGE 13
REGION IV	PAGE 14
REGION V	PAGE 15
REGION VI	PAGE 16
REGION VII	PAGE 17
MONO COUNTY	PAGE 18
ORANGE COUNTY	PAGE 19
RIVERSIDE COUNTY	PAGE 20
SAN BERNARDINO COUNTY	PAGE 21
SAN DIEGO COUNTY	PAGE 22
SAN LUIS OBISPO COUNTY	PAGE 23
SANTA BARBARA COUNTY	PAGE 24
TULARE COUNTY	PAGE 25

ROSTER OF COUNTY CHAIRMEN FOR SOUTHERN CALIFORNIA

IMPERIAL COUNTY

Mike Schultz
P. O. Box 619
El Centro

Bus.
(714) 352-6444

INYO COUNTY

Dave Wiltsie
763 North Main Street
Bishop

Bus.
(714) UP 2-9621

KERN COUNTY

James Bonaventura
Box 11
Edison

Bus.
(805) 366-4441

KINGS COUNTY

Dave Vaughn
550 West Grangeville Blvd.
Hanford

Bus.
(209) 582-3741

LOS ANGELES COUNTY
(Acting)

Philip Battaglia
3257 Wilshire Blvd.
Los Angeles 90005

Bus.
(213) 381-5771

MONO COUNTY

Arnold Fryling
Mammoth Lakes

Bus.
(714) WE 4-2501

ORANGE COUNTY

Alan Stoneman
1711 North Main Street
Santa Ana

Bus.
(714) 547-8225

RIVERSIDE COUNTY

Michael R. Raftery
1962 Benedict Avenue
Riverside

Res.
(714) 686-9439

SAN BERNARDINO COUNTY
(Eastern Region)

Clark De Roo
Mission Fruit Company
Bryn Mawr

Bus.
(714) 793-2208

(West End Region)

Reed Sprinkel
Fontana Paving, Inc.
Box 847
Fontana

Bus.
(714) VA 2-4486

(Central Region)

J. Steve Williams
First American Title Bldg.
Suite 411
Court and Arrowhead
San Bernardino

Bus.
(714) TU 5-4855

(Mountain Region)

Robert M. Carter
The Village Inn
P. O. Box 578
Lake Arrowhead

Bus.
(714) 337-2433

(Desert Region)

Clive Doan
18103 Carob Street
Hesperia

Res.
(714) 244-2785

SAN DIEGO COUNTY
(Co-Chrm.)

Gordon C. Luce
7181 Encelia Drive
La Jolla

Res.
(714) 459-6349

Mrs. Norman C. Roberts
530 Silver Gate
San Diego

Res.
(714) 222-1778

SAN LUIS OBISPO COUNTY

Larry Sullivan
1661 Fredericks
San Luis Obispo

Res.
(805) 543-6065

SANTA BARBARA COUNTY
(North)

Richard C. Kirkpatrick
321 South McClelland
Santa Maria

Bus.
(805) WA 5-2438

(South - Co-Chrm.)

Rush Hinsdale
751 Picacho Lane
Santa Barbara 93103

Res.
(805) 969-4606

Harold R. Ward, Jr.
Box 5007
Santa Barbara

Bus.
(805) 969-3264

TULARE COUNTY

Ed Bowe
113 North "L" Street
Dinuba

Bus.
(209) 591-0116

VENTURA COUNTY

William Clark, Jr.
228 South "A" Street
Oxnard

Bus.
(805) 483-9508

ROSTER OF REGIONAL CHAIRMEN IN LOS ANGELES COUNTY

BRUCE REAGAN
REAGAN FOR GOVERNOR HEADQUARTERS
465 EAST GREEN STREET
PASADENA 91101
(213) 796-1171

REGION I (Pasadena, Glendale,
Highland Park, Arcadia, etc.)

(To be announced.)

REGION II (El Monte, Covina,
Whittier, Pomona, etc.)

DAVID T. CHOW
CHOW AND COMPANY
963 NORTH HILL STREET
LOS ANGELES
(213) 624-3097

REGION III (Watts, El Sereno,
Wilshire, Hollywood)

ARTHUR GUY (Co-Chrm.)
1220 SECURITY BUILDING
LONG BEACH
(213) 432-6947

REGION IV (39th and 44th Assembly
Districts - Long Beach)

ROBERT SASINE (Co-Chrm.)
SAV-ON DRUG STORE
FLORENCE AND PARAMOUNT STREETS
DOWNEY
(213) 923-3214

REGION IV (38th, 52nd and 66th
Assembly Districts - Downey, etc.)

DIRK ELDREDGE
3234 CORINNA DRIVE
PALOS VERDES PENINSULA 90274
(213) 382-7272

REGION V (Palos Verdes, Torrance,
South Bay, Inglewood)

G. W. McCULLOUGH
McCULLOUGH & ASSOCIATES
KIRKEBY CENTER, SUITE 1120
10889 WILSHIRE BOULEVARD
LOS ANGELES 90024
(213) 379-0055

REGION VI (Beverly Hills, Santa
Monica, Pacific Palisades,
Culver City, etc.)

COUNCILMAN THOMAS SHEPARD
CITY HALL
ROOM 230
LOS ANGELES 90012
(213) 624-6937

REGION VII (San Fernando Valley,
Antelope Valley, Newhall-Saugus
Area)

ROSTER OF REAGAN HEADQUARTERS

SOUTHERN CALIFORNIA HEADQUARTERS:	3257 Wilshire Blvd. Los Angeles 90005 (213) 381-5771
NORTHERN CALIFORNIA HEADQUARTERS:	46 Kearny Street, #600 San Francisco 94108 (415) 392-8305
KERN COUNTY HEADQUARTERS:	1330 Chester Avenue Bakersfield 93301 (805) 327-8663
KINGS COUNTY	213 1/2 North Irwin Hanford (209) 584-8084
LOS ANGELES COUNTY HEADQUARTERS:	(Same as Southern Calif. Headquarters) 3257 Wilshire Blvd. Los Angeles 90005 (213) 381-5771
REGION I HEADQUARTERS (43rd, 47th, 54th and 48th Assembly Dist.)	465 East Green Street Pasadena 91101 (213) 796-1171
REGION VII (41st A.D. Hdqtrs.)	10750 Sepulveda Blvd. Mission Hills
ORANGE COUNTY HEADQUARTERS:	1711 North Main Street Santa Ana 92706 (714) 547-8225
RIVERSIDE COUNTY HEADQUARTERS:	3410 - 8th Street Riverside 92501 (714) 682-6511
SAN BERNARDINO COUNTY CENTRAL HEADQUARTERS	531 "E" Street San Bernardino
SAN DIEGO COUNTY HEADQUARTERS:	10th & "C" Streets San Diego 92101 (714) 232-7661
SAN LUIS OBISPO COUNTY HEADQUARTERS:	1037 Chorro Street San Luis Obispo (805) 544-0225
SANTA BARBARA COUNTY: NORTHERN HEADQUARTERS	120 South McClelland Santa Maria 93454 (805) WA 5-1200

SANTA BARBARA COUNTY
SOUTHERN HEADQUARTERS

3660 State Street
Santa Barbara 93105
(805) 963-3631

TULARE COUNTY HEADQUARTERS:

113 North "L" Street
Dinuba 93618
(209) 591-0116

VENTURA COUNTY HEADQUARTERS

493 East Main Street
Ventura 93001

April 2, 1966

ROSTER OF REAGAN HEADQUARTERS IN LOS ANGELES COUNTY

COMMUNITY & ADDRESS

HEADQUARTERS CONTACT

PHONE NUMBER

REGION I.

PASADENA:465 East Green Street
Pasadena 91101

Miriam Rhodes

(213) 796-1171

ALHAMBRA:104 Garfield
Alhambra

REGION II.

REGION III.

REGION IV.

LONG BEACH:419 Long Beach Blvd.
Long Beach

Mildred Garrison

(213) 437-0693

DOWNEY:10916 Downey Ave.
Downey

(213) 923-0814

REGION V.

TORRANCE:1323 El Prado
Torrance

Mr. & Mrs. John Wren

(213) 328-1776

INGLEWOOD:4082 Century Blvd.
Inglewood

REGION VI.

WILSHIRE - PARK LA BREA:5814 Wilshire Blvd.
Los Angeles

Lillian Murphy

PACIFIC PALISADES:15115½ Sunset Blvd.
Pacific Palisades

Penny Schwider

(213) 454-3816

REGION VI, Continued.

MAR VISTA:12423 Venice Blvd.
Los Angeles 90066

Stan Burke

(213) 397-0733

REGION VII.

FINANCE COMMITTEE HEADQUARTERS:11050 Chandler Blvd.
North Hollywood

Duncan McAlpine

(213) 766-4271

MISSION HILLS:10750 Sepulveda Blvd.
Mission Hills

Eileen Gerhard

(213) 361-0151

ENCINO:17050 Ventura Blvd.
EncinoTed Thomas
Louise Wessel (Sec.)

(213) 981-6211

RESEDA:7120 Reseda Blvd.
Reseda

Elsie Chase

(213) 881-3762

LANCASTER:904 W. Lancaster Blvd.
Lancaster

Mrs. Steve Rojero

(805) 948-2915

BURBANK:111 N. San Fernando Blvd.
Burbank

(213) 842-4877

PERSONNEL ROSTER FOR SOUTHERN CALIFORNIA HEADQUARTERS

AMES, EILEEN 3474 East California Blvd. Pasadena 91107	Bus. 381-5771 Res. 449-1810	Secretary to Cliff Anderson, Precinct Operation
ANDERSON, CLIFF Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Southern Calif. Chairman of Precinct Operations
ARTHUR, MRS. GOLDIE Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Chairman - Celebrity Committee
BATTAGLIA, PHILIP Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Southern Calif. Chairman
BEANE, CLYDE 431 East Acacia Ave., #1 Glendale 91205	Bus. 381-5771 Res. 244-3349	Southern Calif. Press Director
BLACKMAN, BONNIE 1609 Butler Ave., #5 Los Angeles 90025	Bus. 381-5771 Res. 477-8856	Secretary - Relief PBX
CASWELL, JIM 530 S. Madison, Apt. 12 Pasadena	Bus. 381-5771 Res. 795-6284	Southern Calif. Volunteer Contact Committee Chairman
CHILCOTT, WILLARD Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Los Angeles Victory Squad Chairman
COAPMAN, DAVE 624 South Berendo, #404 Los Angeles 90005	Bus. 381-5771 Res. 382-2719	Office Manager - Southern Calif. Headquarters
COOPER, BEN 20838 Exhibit Court Woodland Hills	Bus. 381-5771 Res. 347-1576	State Chairman - Speakers Bureau
DAVIS, KATHY Spencer-Roberts & Assocs. 1300 West Olympic Blvd., #300 Los Angeles 90015	Bus. 383-3124	Executive Assistant to Mr. Roberts
DINKINS, MARTY Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	State Director of Urban Crucial Issues Advisory Board

PERSONNEL ROSTER - Continued

DRAFFIN, CHARLES 475 S. New Hampshire, Apt #307 Los Angeles 90005	Bus. 381-5771 Res. 383-0235	Mailing Assistant
FOUNTAIN, JOHN 514 E. Franklin, Apt. F Whittier	Bus. 381-5771 Res. 696-4830	Fieldman assigned to Southern Calif. Headquarters
FRIEDMAN, BILL Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Chief Security Officer
GIBSON, JIM Behavior Science Corp. 8155 Van Nuys Blvd. Panorama City	Bus. 781-2555	Research
GRAHAM, DIANE 1930 Tamarind Ave., #4 Los Angeles 90028	Bus. 381-5771 Res. 467-5641	Secretary to Mr. Tomshany
HARRIS, AILEEN 20631 Horizon Lane Huntington Beach	Bus. 381-5771 Res. (714) 962-8231	PBX Operator & Receptionist
HOLDEN, DR. KENNETH Behavior Science Corp. 8155 Van Nuys Blvd. Panorama City	Bus. 781-2555	Research
HORDEN, LAURA 8561 Tampa Avenue Northridge	Bus. 381-5771 Res. 343-2393	Secretary - Speakers Bureau
HYMAN, SUE 7107 Alvern St., Apt. A Los Angeles 90045	Bus. 381-5771 Res. 645-3489	Secretary
KERNOFF, JUDITH 1809 Curson, Apt. 2 West Hollywood 90046	Bus. 381-5771 Res. 876-0559	Secretary to Press Director
KUCK, DICK 1300 West Olympic Blvd., #307 Los Angeles 90015	Bus. 386-8394	Communications; Pacific Tele- phone Marketing Manager
LIPP, GENE 1928 Glen Oaks Blvd. Pasadena	Bus. 381-5771 Res. 796-8345	Finance
MARDIAN, BOB Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Chairman - Advisory Committee

PERSONNEL ROSTER - Continued

MILLS, EDWARD Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	State Finance Chairman
NOFZIGER, LYN Mariposa-Wilshire Apts. 615 South Mariposa, Apt. M-6 Los Angeles	Bus. 381-5771 Res. 384-1181	State Press Director
PATRICK, CURTIS 14061 Tyler Street Sylmar	Mobile - AD 24221, Unit 9011 Res. 367-9287	Advance Schedule Man
PLOG, DR. STANLEY Behavior Science Corp. 8155 Van Nuys Blvd. Panorama City	Bus. 781-2555	Research
PRITCHETT, MICHAEL 8954 Norma Place Los Angeles	Bus. 381-5771 Res. 271-0920	Field Director - Finance
PUMPHREY, MALVINA Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Press Secretary - Mrs. Ronald Reagan
RHODES, FRED	Bus. 381-5771	Treasurer
ROBERTS, BILL Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Campaign Director
ROGERS, CLAIRE 802 East Angeleno Burbank	Bus. 381-5771 Res. 849-2920	Secretary to Office Manager
RUBEL, A. C. Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Finance Committee
SALVATORI, HENRY Reagan Headquarters 3257 Wilshire Blvd. Los Angeles 90005	Bus. 381-5771	Finance Committee
STANDING, CLIFFORD 16010 Simonds Street Granada Hills	Bus. 381-5771 Res. 365-5706	Superviosr of Mailing

PERSONNEL ROSTER - Continued

TOMSHANY, DAVE

Reagan Headquarters
3257 Wilshire Blvd.
Los Angeles 90005

Bus. 381-5771

Assistant Campaign Director

TUTTLE, HOLMES

Reagan Headquarters
3257 Wilshire Blvd.
Los Angeles 90005

Bus. 381-5771

Finance Committee

WARD, NANCY L.

13022 Valleyheart Drive
Studio City

Bus. 381-5771

Res. 872-2147

Secretary to Finance Chairman

WHEELER, JACK

11750 Sunset Blvd.
Los Angeles 90049

Bus. 381-5771

Res. 472-6977

State Chairman - "Youth for
Reagan"

WILLIAMS, SMITTY

1633 South Van Ness
Los Angeles 90019

Bus. 381-5771

Res. 732-7546

Maintenance

WYANT, POLLY

939 North Mariposa Ave.
Los Angeles 90029

Bus. 381-5771

Res. 664-6429

Secretary to Mr. Tomshany -
Speaking Schedule

YOUNG, GEORGE

Reagan Headquarters
3257 Wilshire Blvd.
Los Angeles 90005

Bus. 381-5771

Southern California Director
for Campaign OrganizationDATAMATICS

BARABBA, VINCE

Spencer-Roberts & Assocs.
1300 West Olympic Blvd.
Los Angeles 90015

Bus. 383-1317

HUMMEL, BARBARA

915 N. Wilton Place, #108
Los Angeles 90038

Bus. 381-5771

Res. 465-1896

Secretary to Mr. Barabba

4/19/66

ROSTER OF STAFF REPRESENTATIVES IN SOUTHERN CALIFORNIA

STAFF REPRESENTATIVES OF THE REAGAN
CAMPAIGN COMMITTEE IN COUNTIES
OUTSIDE OF LOS ANGELES

RESPONSIBLE TO
THE FOLLOWING
COUNTIES:

HARRY HARVEY
AMERICAN ADVERTISING ASSOCIATES
110 SOUTH LYON STREET
SANTA ANA 92701
(714) 547-8275

ORANGE

DAVID ROWE
P. O. BOX 491
PASO ROBLES 93446
(805) 238-2428

VENTURA, SANTA BARBARA,
SAN LUIS OBISPO, KERN
TULARE, AND KINGS

ROBERT SCHWARZ
362 COURT STREET
SAN BERNARDINO
(714) 885-8661

RIVERSIDE, INYO, MONO,
SAN BERNARDINO

ROBERT WALKER
770 "B" STREET
SAN DIEGO 92101
(714) 234-3335

IMPERIAL, SAN DIEGO

STAFF REPRESENTATIVES OF THE REAGAN
CAMPAIGN IN THE REGION OF
LOS ANGELES COUNTY

MALCOLM ROBERTS
REAGAN FOR GOVERNOR HEADQUARTERS
465 EAST GREEN STREET
PASADENA 91101
(213) 796-1171

SAM CETER
4911 DE LAY
COVINA
(213) 331-9435

TOM TOMLIN
REAGAN FOR GOVERNOR HEADQUARTERS
3257 WILSHIRE BOULEVARD
LOS ANGELES 90005
(213) 381-5771

PETE PETERSEN
8434 FLOSSMOOR ROAD
PICO RIVERA
(213) 869-3493

DAVID ADDIS
REAGAN FOR GOVERNOR HEADQUARTERS
3257 WILSHIRE BOULEVARD
LOS ANGELES 90005
(213) 381-5771

TOM TOMLIN
(Same as REGION III)

BOB WARD
REAGAN FOR GOVERNOR HEADQUARTERS
10750 SEPULVEDA BOULEVARD
MISSION HILLS
(213) 361-0151

RESPONSIBLE TO
THE FOLLOWING
REGION:

REGION I (Pasadena, Glendale,
Highland Park, Arcadia, etc.)

REGION II (El Monte, Covina,
Whittier, Pomona, etc.)

REGION III (Watts, El Sereno,
Wilshire, Hollywood)

REGION IV (Long Beach, Downey,
Norwalk, Huntington Park, etc.)

REGION V (Palos Verdes, Torrance,
South Bay, Inglewood)

REGION VI (Beverly Hills, Santa
Monica, Pacific Palisades,
Culver City, etc.)

REGION VII (San Fernando Valley,
Antelope Valley, Newhall-
Saugus Area)

Reagan for Governor Organization, RIVERSIDE County

COUNTY HEADQUARTERS:	3410 - 3th Street Riverside 92501	(714) 682-6511
COUNTY CHAIRMAN:	Michael R. Raftery 1962 Benedict Riverside	(714) 686-6800
STAFF REPRESENTATIVE:	Robert Schwarz 362 Court Street San Bernardino 92401	(714) 885-3661
FINANCE CHAIRMAN:	William E. Engel Harris Company 3635 Plaza Mall Riverside	(714) 684-6040
PRECINCT CHAIRMAN:	Art Pick J. Henry Halser & Co. 3380 14th Street Riverside	(714) 683-8023
PUBLICITY CHAIRMAN:	William Norris 6807 Airport Drive Riverside	(714) 689-4411
SPECIAL EVENTS CHAIRMAN:	Bill Von Esch P.O. Box 2200 Riverside	(714) 682-1660
COUNTY HEADQUARTERS CHAIRMAN:	Paul Little P.O. Box 2101 Riverside	(714) 682-1660
SPEAKERS BUREAU CHAIRMAN:	Bruce Alexander 7431 Magnolia Ave, Apt. 219 Riverside	(714) 684-5700
RIVERSIDE CITY CO-CHAIRMAN: FINANCE	Richard A. Yeager 2911 McAllister Riverside	(714) 684-5360
RIVERSIDE CITY CO-CHAIRMAN: FINANCE	Gregg Suverkrup 3588 Beechwood Place Riverside	(714) 683-2430
RIVERSIDE COUNTY SPECIAL COORDINATOR:	Mrs. Helen Grubb 6979 Palm Court, Apt. 345N Riverside	(714) 685-5939

RIVERSIDE County Organization, Continued

RIVERSIDE CITY HEADQUARTERS
CHAIRMAN:

Mrs. Sue Butterwick
3410 - 8th Street
Riverside 92501

(714) 682-6511

TREASURER:

Mrs. Jody Suverkrup
3588 Beechwood Place
Riverside

(714) 686-8422

4/11/66

Reagan for Governor Organization, SAN DIEGO County

COUNTY HEADQUARTERS:	10th & "C" Streets San Diego 92101	(714) 232-7661
COUNTY CO-CHAIRMAN:	Gordon C. Luce Broadway at 7th Avenue San Diego 92112	(714) 239-7581
COUNTY CO-CHAIRMAN:	• Mrs. Norman C. Roberts 530 Silver Gate Street San Diego 6	
FINANCE CO-CHAIRMAN	Dave Snyder 3731 6th Avenue San Diego	(714) 297-4774
FINANCE CO-CHAIRMAN	Dr. Roy Ledford 2881 Fourth Avenue San Diego	(714) 295-2137
PRECINCT CHAIRMAN:	Mrs. Clifford Wallace 11081 Puebla Drive La Mesa	(714) 444-5117
PUBLICITY CO-CHAIRMEN:	Ed Austin or James Lane Lane & Huff 707 Broadway San Diego	(714) 234-5101
SPECIAL EVENTS CHAIRMAN:	Dr. Al Anderson 3355 Fourth Avenue San Diego	(714) 298-7748
HEADQUARTERS CHAIRMAN:	Mrs. Rita Nathan 10th & "C" Streets San Diego 92101	(714) 232-7661
SPEAKERS BUREAU CO-CHAIRMEN:	Don Augustine & Richard Hibbard 10th & "C" Streets San Diego 92101	(714) 232-7661
YOUTH FOR REAGAN CO-CHAIRMEN:	Robert Keyes & Miss Toni Martin 3500 Fifth Avenue San Diego	(714) 291-1210
FINANCE VICE-CHAIRMAN:	Thomas W. Sefton San Diego Trust & Savings Bank 6th & Broadway San Diego	(714) 233-3900

4/11/66

SAN DIEGO County Organization, Continued

TREASURER:	Thomas B. Wornham Walston & Company 230 "A" Street San Diego	(714) 234-1301
WOMENS CHAIRMAN:	Mrs. David Lippitt 827 Coronado Court San Diego	(714) 488-5029
ATTORNEY'S CHAIRMAN	J. Wesly Fry U.S. National Bank Bldg. Suite 1601 San Diego 92112	(714) 232-3008
STAFF REPRESENTATIVE:	Robert Walker 770 "B" Street San Diego 92101	(714) 234-3343

4/11/66

Reagan for Governor Organization, SAN DIEGO County

COUNTY HEADQUARTERS:	10th & "C" Streets San Diego 92101	(714) 232-7661
COUNTY CO-CHAIRMAN:	Gordon C. Luce Broadway at 7th Avenue San Diego 92112	(714) 239-7581
COUNTY CO-CHAIRMAN:	Mrs. Norman C. Roberts 530 Silver Gate Street San Diego 6	
FINANCE CO-CHAIRMAN	Dave Snyder 3731 6th Avenue San Diego	(714) 297-4774
FINANCE CO-CHAIRMAN	Dr. Roy Ledford 2881 Fourth Avenue San Diego	(714) 295-2137
PRECINCT CHAIRMAN:	Mrs. Clifford Wallace 11081 Puebla Drive La Mesa	(714) 444-5117
PUBLICITY CO-CHAIRMEN:	Ed Austin or James Lane Lane & Huff 707 Broadway San Diego	(714) 234-5101
SPECIAL EVENTS CHAIRMAN:	Dr. Al Anderson 3355 Fourth Avenue San Diego	(714) 298-7748
HEADQUARTERS CHAIRMAN:	Mrs. Rita Nathan 10th & "C" Streets San Diego 92101	(714) 232-7661
SPEAKERS BUREAU CO-CHAIRMEN:	Don Augustine & Richard Hibbard 10th & "C" Streets San Diego 92101	(714) 232-7661
YOUTH FOR REAGAN CO-CHAIRMEN:	Robert Keyes & Miss Toni Martin 3500 Fifth Avenue San Diego	(714) 291-1210
FINANCE VICE-CHAIRMAN:	Thomas W. Sefton San Diego Trust & Savings Bank 6th & Broadway San Diego	(714) 233-3900

4/11/66

SAN DIEGO County Organization, Continued

TREASURER:

Thomas B. Wornham
Walston & Company
230 "A" Street
San Diego

(714) 234-1801

WOMENS CHAIRMAN:

Mrs. David Lippitt
827 Coronado Court
San Diego

(714) 488-5029

ATTORNEY'S CHAIRMAN

J. Wesly Fry
U.S. National Bank Bldg.
Suite 1601
San Diego 92112

(714) 232-3008

STAFF REPRESENTATIVE:

Robert Walker
770 "B" Street
San Diego 92101.

(714) 234-3343

4/11/66

Reagan for Governor Organization, IMPERIAL County

COUNTY CHAIRMAN:	Mike Schultz P. O. Box 619 El Centro 92244	(714) 352-6444
COUNTY VICE CHAIRMAN:	Harold Collins 169 Main Street El Centro 92244	(714) 352-3001
STAFF REPRESENTATIVE:	Robert Walker 770 "B" Street San Diego 92101	(714) 234-3335
FINANCE CHAIRMAN:	Mike Schultz P. O. Box 619 El Centro 92244	(714) 352-6444
COUNTY PUBLICITY CHAIRMAN:	Charles Baker Brawley Main Canal El Centro	(714) 352-6183
COUNTY HEADQUARTERS CHAIRMAN:	Betty Trapnell McCabe Road El Centro 92244	(714) 352-2459
COUNTY YOUTH FOR REAGAN CHAIRMEN:	Mr. and Mrs. Les Sanders 116 West "J" Street Brawley	(714) 344-4683
CITY OF IMPERIAL CHAIRMAN:	Bob Ellison 117 North "G" Street Imperial	(714) 352-4414
CALIPATRIA CHAIRMAN:	Mrs. J. J. Thomas (Lee) 12 Canal Calipatria	(714) 348-2385
SEELEY - OCOTILLO AREA (CO-CHRM):	Charles Westmoreland Lateral 7, Foxglove Canal El Centro	(714) 352-3040
	Benny Derrick Westside Road El Centro	(714) 352-1657
EL CENTRO CO-CHAIRMEN:	Cliff Hurley 257 North 8th Street El Centro	(714) 352-2841
	Charles Baker Brawley Main Canal El Centro	(714) 352-6183

Reagan for Governor Organization, KERN County

COUNTY HEADQUARTERS:	1330 Chester Avenue Bakersfield 93301	(805) 327-8663
COUNTY CHAIRMAN:	James Bonaventura 3711 Brae Burn Drive Bakersfield	(805) 871-2270
COUNTY VICE CHAIRMAN:	Robert Bovee 2401 Rio Vista Drive Bakersfield	(805) 324-6247
STAFF REPRESENTATIVE:	David Rowe P.O. Box 491 Paso Robles	(805) 238-2428
FINANCE CHAIRMAN	Allen Stranler 1909 Duke Drive Bakersfield	(805) 323-6031
PUBLICITY CHAIRMAN:	Mrs. Ann Hoffman Panorama Gardens, Apt. 12 Bakersfield	(805) 325-7800
SPECIAL EVENTS CHAIRMAN:	Mrs. Robert Guerin (Teddy) 2701 Renegade Avenue Bakersfield	(805) 871-4784
HEADQUARTERS CHAIRMAN:	Mrs. W. H. Kimbriel (Jean) 1020 El Tejon Avenue Oildale	(805) 327-8663
YOUTH FOR REAGAN CHAIRMAN:	Arnold Kirschenmann 2618 Driller Avenue Bakersfield	(805) 871-1073
TREASURER:	Harvey Means 3925 Brae Burn Drive Bakersfield	(805) 324-9801
ARVIN CHAIRMAN:	David Moore 3712 Claremont Drive Bakersfield	(805) 871-2045
TAFT CHAIRMAN:	Leonard Thomson 111 Lucard Street Taft	(805) RO 5-5975

4/11/66

KERN County Organization, Continued

EDISON CHAIRMAN:	Roy Koeng 1836 Chevy Chase Drive Bakersfield	(805) 366-7251
WHEELER RIDGE CHAIRMAN:	Jimmie Icardo 1141 Panorama Drive Bakersfield	(805) 325-6965
BUTTONWILLOW CHAIRMAN:	Dick Mundy Community National Bank First & Main Streets Buttonwillow	(805) PO 4-5231

Reagan for Governor Organization, KINGS County

COUNTY HEADQUARTERS:	213 ½ Irwin Street Hanford	(209) 584-8084
COUNTY CHAIRMAN:	Dave Vaughn 550 W. Grangeville Hanford	(209) 582-3741
STAFF REPRESENTATIVE:	David Rowe P.O. Box 491 Paso Robles	(805) 238-2428
PUBLICITY CHAIRMAN:	Dave Beaumont 1908 Stratford Way Hanford	(209) 582-0226
HEADQUARTERS CHAIRMAN:	Mrs. Jane Morrow 2183 N. 11th Avenue Hanford	(209) 584-8084
TREASURER:	Don Williams 419 N. 11th Avenue Hanford	(209) 582-1771

4/11/66

Reagan for Governor Organization, SAN LUIS OBISPO County

COUNTY HEADQUARTERS:	1037 Chorro Street San Luis Obispo	(805) 544-0225
COUNTY CHAIRMAN:	Larry R. Sullivan 1661 Fredericks Street San Luis Obispo	(805) 543-7411
STAFF REPRESENTATIVE:	David Rowe P. O. Box 491 Paso Robles	(805) 238-2428
PRECINCT CHAIRMAN: (For entire Republican Party - not a separate Reagan Comm.)	John Nelson 265 14th Street Baywood Park	(805) 528-1018
PUBLICITY CHAIRMAN:	Mrs. Henry Case 244 Albert Drive San Luis Obispo	(805) 543-7138
HEADQUARTERS CHAIRMAN: (Not a separate Reagan Comm.)	Mrs. John Ross 580 Serrano Drive San Luis Obispo	(805) 543-6833
YOUTH FOR REAGAN CHAIRMAN:	Richard Tronvig Apt. 138 "H" Mustang Village San Luis Obispo	(Cal. Poly Student)
TREASURER:	Mrs. John (Anne) Nelson 265 14th Street San Luis Obispo	(805) 528-1018
LEGAL ADVISOR:	Herbert C. Grundell 755 Santa Rosa San Luis Obispo	(805) 543-8711
ARROYO GRANDE CHAIRMAN:	Mrs. John Loomis Huasna Road Arroyo Grande	(805) 489-3732

4/11/66

Reagan for Governor Organization, NORTHERN SANTA BARBARA County

COUNTY HEADQUARTERS:	120 South McClelland Santa Maria 93454	(805) WA 5-1200
COUNTY CHAIRMAN:	Richard C. Kirkpatrick 321 South McClelland Santa Maria 93454	(805) WA 5-2438
COUNTY VICE CHAIRMAN:	Gordon Dunn 917 East Cypress Santa Maria 93454	(805) WA 5-9585
STAFF REPRESENTATIVE:	David Rowe P. O. Box 491 Paso Robles 93446	(805) 238-2428
COUNTY PRECINCT CHAIRMAN:	Beatrice Stampher 120 South McClelland Santa Maria 93454	(805) WA 5-1200
PUBLICITY CHAIRMAN:	Catherine Kanter 329 East Mariposa Santa Maria 93454	(805) WA 5-3727
SPECIAL EVENTS CHAIRMAN:	Mel Buchanan 174 Stansbury Santa Maria 93455	(805) WE 7-2113
HEADQUARTERS CO-CHAIRMEN:	Mr. and Mrs. Ted Engel 5826 Telephone Road Santa Maria 93455	(805) WE 7-1703

4/18/66

Reagan for Governor Organization, SOUTHERN SANTA BARBARA County

COUNTY HEADQUARTERS:	3360 State Street Santa Barbara 93105	(805) 963-3631
COUNTY CO-CHAIRMAN:	Harry R. Ward P. O. Box 5007 Santa Barbara 93101	(805) 969-3264
COUNTY CO-CHAIRMAN:	Rush Hinsdale 751 Picacho Lane Santa Barbara 93103	(805) 969-4606
STAFF REPRESENTATIVE:	David Rowe P.O. Box 491 Paso Robles 93446	(805) 238-2428
FINANCE CHAIRMAN:	Adrian G. Wood 205 E. Carrillo St. Santa Barbara 93101	(805) 962-7451
PRECINCT CHAIRMAN:	Roy Chamberlain 1727 Fernald Point Lane Santa Barbara 93103	(805) 969-2690
PUBLICITY CHAIRMAN:	Guy McComb P. O. Box 207 Santa Barbara 93105	(805) 963-1591
SPECIAL EVENTS CHAIRMAN:	Neal C. Rasmussen 5566 Somerset Santa Barbara 93105	(805) 967-4521
HEADQUARTERS CO-CHAIRMAN:	Mrs. Charles Taylor 201 Cedar Lane Santa Barbara 93103	(805) 966-5536
HEADQUARTERS CO-CHAIRMAN:	Mrs. Kenneth Elmes 1530 Mimosa Lane Santa Barbara 93103	(805) 969-2149
SPEAKERS BUREAU CHAIRMAN:	Dellmond Replogle 7036 Madera Drive Goleta 93017	(805) 968-1011
TREASURER:	Ted Osterhaus 3015 Hermosa Road Santa Barbara 93105	(805) 963-2616
CARPINTERIA CHAIRMAN:	Mrs. O.W. Parsons P. O. Box 325 Carpinteria 93013	(805) 684-2114

SOUTHERN SANTA BARBARA County Organization, Continued

MONTECITO AREA

CHAIRMAN:

Jim Garvin

670 Park Lane

Santa Barbara 93103

(805) 969-2938

SOLVANG AREA

CHAIRMAN:

Charles Huckaby

1492 Aalborg

Solvang

(805) 688-4821

Reagan for Governor Organization, TULARE County

COUNTY HEADQUARTERS:	113 North "L" Street Dinuba, Calif. 93618	(209) 591-0116
COUNTY CHAIRMAN:	Ed Bowe 113 North "L" Street Dinuba, Calif. 93618	(209) 591-0116
STAFF REPRESENTATIVE:	David Rowe P. O. Box 491 Paso Robles, Calif.	(805) 238-2428
FINANCE CHAIRMAN:	"The City Chairmen will handle this in coordination with the County Chairman."	
WOODLAKE CHAIRMAN:	Peter Legakes P.O. Box 482 Woodlake	(209) 564-8468
EXETER CHAIRMAN:	Mrs. A. W. Gill Rocky Hill Drive Exeter	(209) 592-3157
LINDSAY CHAIRMAN:	Mrs. Norman Ingoldsby 379 Central Avenue Lindsay	(209) 562-4246
PORTERVILLE CHAIRMEN: (Co-Chrm.)	Mrs. Edgar Prestage 1101 South Westwood Porterville	(209) 784-1650
	Dr. Richard Spencer 453 Green Acres Porterville	(209) 784-6465

4/7/66

OPERATIONS MANUAL

SOUTHERN CALIFORNIA REAGAN FOR GOVERNOR COMMITTEE

GENERAL CAMPAIGN ORGANIZATION

The California Campaign Committee to Elect Ronald Reagan Governor is organized into a Northern and a Southern Campaign Committee. The Southern California Campaign Committee has accepted the responsibility for conducting Mr. Reagan's political efforts in the following counties: Imperial, Inyo, Kern, Kings, Los Angeles, Mono, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura. Mr. Phil Battaglia has been appointed Southern California Chairman and in turn has appointed County Chairmen and Southern California Chairmen for certain Campaign divisions.

The Campaign has retained the firm of Spencer-Roberts and Associates, Los Angeles and San Francisco, to operate as Campaign Directors. Mr. William Roberts (Los Angeles) is the Southern California Campaign Director, and Mr. Fred Haffner (San Francisco) is the Northern California Campaign Director. Other Campaign personnel work directly for the Ronald Reagan for Governor Committee or its entities in the various counties, regions or districts.

Phil Battaglia, as Southern California Chairman, and William Roberts, as Southern California Campaign Director, function in conjunction with the appropriate Steering Committees in an executive capacity for all facets of the Campaign in Southern California. On the following pages the major departments of the Campaign are identified and described. We have also attempted to indicate how these departments will work with the various Counties, Regions, and Districts of Southern California.

SCHEDULING & TRAVEL ARRANGEMENTS

Scheduling and travel arrangements in Southern California are made through the office of Mr. Dave Tomshany, Assistant Campaign Director for Scheduling. He is headquartered at 3257 Wilshire Blvd., Los Angeles 90005 (213) 381-5771. Secretaries assigned to scheduling are Miss Polly Wyant and Diane Graham. The scheduling procedure for Ronald Reagan's time will be as follows:

- 1) Dates will be assigned to specific Counties, Regions, and Districts, and the appropriate Chairman in conjunction with his Committee will decide how the Candidate should spend his time within that area. Invitations received by Southern California Headquarters will be forwarded to the appropriate County and Regional Chairman.
- 2) All written confirmations for Mr. Reagan's time will come from the Southern California Scheduling Office. County and Regional Chairmen are urged not to make formal commitments, but to communicate their schedule decisions to the Southern California Scheduling Office, which in turn will confirm all appointments.

Travel arrangements for Mr. Reagan, accompanying staff, and traveling press will be the responsibility of the Southern California Scheduling Office. Because of the superior ability of local people to choose local accommodations, the Scheduling Office will frequently request assistance from local Chairmen and their Committees to decide the locations for overnight and "rest" accommodations.

Mrs. Reagan will accompany Ron on many, but not all, Campaign tours.

When Mrs. Reagan is part of the tour, the schedule will specifically indicate that fact, and when it does not, the reverse will be the case.

Accompanying Mr. Reagan on all Campaign tours will be Mr. William Friedman, Chief Security Officer for the Campaign. His responsibility is for the security of our Candidate, which we hope never becomes a serious problem. He wishes to remain as unobtrusive as possible and does not wish to ever be seated at the Head Table or be publicly introduced.

SOUTHERN CALIFORNIA FINANCE COMMITTEE

Mr. Ed Mills is Chairman of the Southern California Finance Committee. He is located in the Southern California Headquarters at 3257 Wilshire Blvd., Los Angeles 90005, (213) 381-5771. Finance Committee members frequently available at the Headquarters are Mr. Holmes Tuttle, Mr. A. C. Rubel, and Mr. Henry Salvatori. Mr. Mills is assisted by Mr. Mike Pritchett, Finance Field Director, Mr. Gene Lipp, and Nancy Ward, Finance Secretary. The Southern California Finance Committee, in conjunction with the Northern California Finance Committee, is raising funds to underwrite many statewide and Southern California Campaign functions. These include the statewide Advertising Budget, Candidate travel arrangements, and the Southern California staff.

IMPORTANT: The Southern California Budget does not include many items which County, Regional, and District Chairmen may wish to employ in the Campaign. Some of these items are: local secretarial or Headquarters personnel, establishment and maintenance of Headquarters, Campaign literature and supplies for local distribution, direct mailing to Republicans, outdoor advertising, or newspaper advertising (See section on Advertising).

County or Regional Finance Chairmen in conjunction with an appropriate Committee should be appointed to raise local Campaign funds for two purposes. One purpose is to meet the local budgetary requirements on the items described above. The other purpose is to fulfill the quota which each County or Region has been requested to contribute toward meeting the Southern California Budget. The Southern California Finance Committee is willing and anxious to render any assistance to local Finance Chairmen regarding ways and means of raising the necessary

funds. Mr. Mills will be happy to discuss individual quotas and to answer specific questions about the Budget, should they arise.

PRESS OPERATIONS

Mr. Lyn Nofziger is State Press Director for the Reagan Campaign. He usually travels with Mr. Reagan and has responsibility for preparation and distribution of all public statements which are attributed directly to our Candidate.

The Southern California Press Director is Mr. Clyde Beane, who is located at the Southern California Headquarters, 3257 Wilshire Blvd., Los Angeles 90005, (213) 381-5771. He is available by phone and will answer questions regarding press statements and/or local publicity. Judith Kernoff is secretary to the Press Director and is also located at the Southern California Headquarters.

The Press staff will endeavor to give assistance on local publicity releases whenever possible; however, the volume of work is such that each Chairman should appoint and rely upon local Publicity Chairmen to fill that need.

ADVERTISING

McCann-Erickson has been retained to develop and purchase the state-wide advertising in the Reagan Campaign. The Statewide and Southern California Advertising Budget calls for a widely diversified program of television, radio, signboards, buscards, and newspaper advertisements. Each county will be called upon to assist in reaching the goals which have been set.

Brochures and other printed materials will be covered in the Section on Campaign Materials.

RESEARCH

Behavior Science Corporation, 8155 Van Nuys Blvd., Panorama City, (213) ST 1-2555, has been retained as the research agency for the Reagan for Governor Campaign. Its purpose is to put into the hands of our Candidate and his supporters the material which they will need to wage a winning Campaign. Every effort will be made to make those materials both authoritative and timely. The research agency works closely on the development of Position Papers, public statements, and Campaign materials.

You can send ideas, reports, and data to supplement those available to Behavior Science Corporation to Southern California Headquarters, 3257 Wilshire Blvd., Los Angeles 90005, Attention: Research. Your ideas on issues are welcomed and encouraged.

GEOGRAPHIC ORGANIZATION

The Southern California Reagan for Governor Committee is responsible for conducting the Campaign in 14 Southern Counties. They are Imperial, Inyo, Kern, Kings, Los Angeles, Mono, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura.

Except for Los Angeles, each County is organized with its own Chairman and Reagan Committee. The Chairman and his Committee have the responsibility and the authority to conduct the campaign within the geographic boundaries of their County. They are concerned with all the varied facets of a modern campaign: establishment of headquarters; fund-raising; recruitment and supervision of precinct organization; the promotion and conduct of special events for our candidate; advertising; and various other activities which are outlined in this manual.

Because of the complexities and size of Los Angeles County, it has been organized on the basis of seven Regions. Each of these Regions has the prerogative of an independent County and is authorized to conduct the Reagan campaign within its boundaries. (See roster of Regional Chairmen, Los Angeles, for communities within each Region.)

The individual on the Southern California Campaign Staff who is directly concerned with coordinating and assisting the geographical organization of the campaign is George Young. He is available at Southern California Headquarters, 3257 Wilshire Boulevard, Los Angeles 90005, (213) 381-5771. He has responsibility for the general supervision of Staff Representatives, both in and out of Los Angeles County. These

Staff Representatives are intended to assist the local Reagan Chairman in conducting a successful campaign in all its phases.

COUNTY ORGANIZATIONAL FORMAT FOR THE REAGAN FOR GOVERNOR CAMPAIGN

Below is a suggested format for organizing the Reagan Campaign Committee in each County. It is based upon experience in previous campaigns; however, it should be modified to meet any unique local situations. The County Chairman for Reagan should bring together a group to assist him numbering from 10 to 20 individuals who will accept campaign responsibilities and/or serve in an advisory capacity to the chairman.

The County Chairman should recruit an effective volunteer to accept the following positions:

1. Finance Chairman
2. Publicity Chairman
3. Precinct Chairman
4. Campaign Headquarters Chairman
5. Special Events Chairman
6. Speakers Bureau Chairman

The general duties of each of the individuals are these:

1. Finance Chairman: He should bring together a finance committee which will accept the responsibility for raising the campaign funds needed in that county. Each county will finance its own campaign efforts, including direct mail, local advertising, headquarters operation, local staff, etc. Each county finance committee will have a relatively free hand in the solicitation of funds. Major fund-raising events should be coordinated with Ed Mills, Southern California Finance Director.

2. Publicity Chairman: The volunteer publicity chairman will be responsible for planting locally-oriented news releases with local media. No issue-oriented releases will originate from local committees. They will be handled exclusively for Mr. Reagan by his Press Director.

3. Precinct Chairman: The county precinct chairman will be responsible for recruiting and coordinating the Reagan precinct campaign. The Southern California campaign headquarters will make available a campaign format in this field, as it will in others. Literature which has not been produced by the Reagan campaign should not be distributed by persons representing themselves as Reagan workers.

4. Campaign Headquarters Chairman: The campaign headquarters chairman is responsible for establishing and manning all Reagan headquarters in the county. We suggest that at least one headquarters be established for every 50,000 registered Republicans and that one headquarters for every 30,000 Republicans be established if financially possible.

5. Special Events Chairman: The special events chairman will be responsible for the promotion and organization of special campaign events which will surround the appearance of Mr. Reagan in the county.

6. Speakers Bureau Chairman: The speakers bureau chairman will be responsible for recruiting effective representatives to speak in Mr. Reagan's behalf at selected meetings within the county. He will need to coordinate his activity with Mr. Ben Cooper, State Speakers Bureau Chairman.

HEADQUARTERS

Outlined below are a series of official Reagan campaign principles for the conduct of Headquarters:

1. Headquarters will be maintained a minimum of 8 hours per day, Monday through Friday. (Certainly, an extension of these hours will be necessary as the work load increases.) It should be neat, well-lighted, and display a friendly attitude.
2. Supervision of the Headquarters should be delegated to a Headquarters Chairman, and that Chairman should accept responsibility for everything which transpires within the Headquarters. If your committee chooses to hire an office manager/secretary, we feel it would greatly enhance the operation of the Headquarters.
3. The Reagan Headquarters must be open to all supporters and should not have an exclusive atmosphere which would preclude the participation in the campaign by any person. It is imperative that volunteers have useful projects on which to work, and we suggest the following for your consideration:
 - a. The typing of mailing labels from precinct sheets for the purpose of a Republican mailer to be sent immediately before Election Day.
 - b. The preparation of materials needed for precinct operations, including "Get Out the Vote" kits for Election Day.

c. The sending to and receiving of Register for Reagan kits which will be available to you.

d. The promotion, either through the mail or by telephone, of special events in the campaign.

4. The only materials to be distributed or displayed in Reagan Headquarters will be approved campaign materials which are available from Southern California Headquarters. Special campaign pieces which you may wish to produce for their local value can be approved through a phone call to Phil Battaglia.

SOUTHERN CALIFORNIA PRECINCT PLAN

The Reagan Precinct Operations will be conducted on a three-phase format. The first two phases will be concerned with identifying the Reagan voters in each Precinct. A third phase will be designed to assure that every person identified as a Reagan voter casts a ballot on June 7th. In addition to the three-phase program as outlined below, other optional projects may be initiated where sufficient personnel and finances exist.

GENERAL GOALS OF PHASES I, II & III

Phase I: Recruit as many Precinct Captains as possible who will canvass their Precinct between May 24 and May 29. The Canvass can be accomplished either by phone or door-to-door and is specifically designed to identify the Reagan voters. Canvass results will be returned to the ADPC's by May 31.

Phase II: From June 1 through June 6, the Precincts which remain unc canvassed will be covered by utilizing an organized phone-bank.

Phase III. The election day program will attempt to bring every person identified as a Reagan voter to the polls. A Victory Squad Kit will be prepared for each Precinct, and the Canvass results for that Precinct included in the kit. From 9-00 a.m. to 12-00 noon on Election Day, regular Precinct Captains will come to the Precinct Headquarters for the purpose of picking up the kit for their Precinct. From 12-00 noon on, persons recruited for the Reagan Victory Squad will report to Precinct Headquarters for the purpose of picking up the remaining uncovered Precincts.

LISTING OF REQUIRED MATERIALS

1. As early as possible in May (the 15th is a reasonable estimate), the Data Processing Walking Sheet (in duplicate) will be available to each ADPC in Los Angeles County. In other Counties, arrangements for Walking Sheets or Precinct Sheets (if Data Processing is not available) will have to be made locally. We should deliver to each Precinct Captain the original copy for use in the Canvass. Unassigned precincts should have available phone numbers placed next to the voters' names in preparation for the phone blitz June 1 through 6.
2. Victory Squad Kits should be prepared in each Headquarters as early as possible. They will consist of a hard cardboard backing, a map of the Precinct, a set of instructions, a supply of Reagan literature including doorknob hangers, and a pencil.

RECOMMENDED CALENDAR FOR PRECINCT OPERATIONS:

April 15 - May 15	Recruitment of Precinct Personnel including Community Chairmen, Assembly District Chairmen, and Precinct Captains.
May 1 - May 15	Preparation of Victory Squad Kits.
May 15 - June 6	Placing phone numbers on Walking Sheets for uncovered Precincts.
May 23 - May 26	Precinct-by-Precinct Canvass to identify Reagan voters.
May 27 - May 30	Clean-up of uncontacted voters for the Reagan Canvass.
By May 31	Transmittal of Canvass results on Walking Sheets to Reagan Precinct Chairmen.

June 1 - June 6	Telephone Blitz to canvass uncovered Precincts.
June 1 - June 6	Final assembly of Victory Squad Kits and Compilation of Priority Precinct List.
June 7 - A.M.	Assignment of Victory Squad Kits to Precinct Captains from each Reagan Victory Squad Headquarters.
June 7 - P.M.	Assignment of Victory Squad Kits to Victory Squad Workers.

OPTIONAL PRECINCT PROGRAMS

1. A piece of Reagan literature will be specifically designed and available for door-to-door distribution. It will be necessary for each local Reagan Committee to finance the printing of this piece if they choose to use it. For purposes of budgeting, the piece will cost 1¢ each. If you multiply 1¢ by 70% of the registered Republicans in the area, you will have a very accurate estimate of the money needed.

Literature can be distributed in two ways. A special literature blitz can be organized on the weekends of May 20-May 22, or it can be distributed door-to-door by those Precinct Captains who choose to canvass in that fashion.

2. The Register for Reagan Kits which are available at the local Reagan Headquarters are versatile and can be adapted for use by Precinct Captains. As Precinct workers are recruited, they can be supplied with kits and in turn recruit additional personnel for the Reagan Campaign. The Register for Reagan Program can be carried out on a door-to-door basis as well as the many other avenues which are described in the kit.

3. Additional projects for the Reagan Precinct Organization must be cleared with the Southern California Chairman or his office.

PROCEDURE

Campaign Follow-up

On all occasions where Mr. Reagan is in your area, please send a list of people who should receive a personal thank-you letter from Mr. Reagan, to Kathy Davis, 1300 West Olympic Boulevard, Los Angeles 90015.

Information needed for these letters is:

1. Name (please state if person should be addressed by first name)
2. Address
3. Brief statement of what person should be thanked for.

This should help keep up the enthusiasm of your workers.

REGISTER FOR REAGAN

If you have not received a supply of REGISTER FOR REAGAN kits, please let us know. We think this is a useful project which can keep almost anyone effectively busy in Ron's behalf.

HOW TO DISTRIBUTE THEM

You can give them to people who drop by the Headquarters and ask to help in the campaign. You can mail them to people who have indicated their support for Ron in the past. (Each county must supply their own #10 envelopes if they wish to mail the kits.) We suggest that you keep a percentage of the kits in reserve to send to persons who sign up for the campaign. If you distribute all of them at first, we may not be able to supply you with replacements until some of the contributions begin to come into Southern California Headquarters. These contributions will finance the printing of additional kits.

WHAT'S IN THE KIT?

1. A cover letter from Ronald Reagan explaining the project and asking his supporters to help in the campaign.
2. A registration petition for our recruiters to sign up six voters who will publicly support Ronald Reagan for Governor.
3. A remittance envelope in which the recruiter may carry the kit and in which he can return the registration petition and the contributions to your Headquarters. (You must use a rubber stamp or some other method to print the desired return address on this remittance envelope.)

WHAT HAPPENS TO THE CONTRIBUTION

The minimum contribution to REGISTER FOR REAGAN is \$1.00. This dollar will be forwarded to Southern California Headquarters with the data processing transmittal forms (see attached). The dollar will be used to cover the cost of placing the name on our I.F.N. Newsletter list, the printing and postage for our Newsletter and Special Campaign Bulletins (which each of the persons who REGISTER FOR REAGAN receive), and the printing and shipping costs of the REGISTER FOR REAGAN kits. All revenue received from contributions in excess of \$1.00 will remain with the local Reagan Committee. The \$1.00 received by the Southern California Headquarters for each name will be credited to the State Budget cash donation quota of the local Reagan Committee.

HOW TO USE THE REGISTRATION COUPONS WHEN THEY ARE RETURNED TO HEADQUARTERS

Each registration petition contains six coupons on which to register a new supporter or a man and wife who are supporters. The petition is perforated so that the coupons can be separated and filed in your Headquarters for various uses. We tried to keep the coupon as simple as possible, and we did not list all the possible ways that a Reagan supporter can help win the election. We did include a box to be checked if the new supporter wishes to be contacted by his local chairman (or anybody acting in his behalf) for campaign work. Any such person should be contacted as soon as possible by someone who can explain the various ways of helping in a campaign - i.e., finance committee, precinct work, headquarters work, speakers bureau, etc.

TRANSMITTAL OF NAMES & CONTRIBUTIONS TO SOUTHERN CALIFORNIA HEADQUARTERS.

The data processing transmittal forms (see attached) are to be typed in your Headquarters from the registration petition. They must be 100% accurate and follow the coding on the attached set of instructions. The minimum information which qualifies a name for the system is: name, address with zip code, telephone number with area code (N.L. if not listed), county code, and Assembly District number. We will return all names which do not contain this information. The additional information categories--registration, contribution, key leader, volunteer, etc.--are optional. If you can supply this for some or all of your names, it will make the system more useful to your committee.

WHAT WILL THE SOUTHERN CALIFORNIA REAGAN COMMITTEE DO WITH THE NAMES?

We will put them on our general data processing tape. Each person will then receive campaign Newsletters and Special Campaign Bulletins. The Southern California Committee will supply your local committee with a 3 x 5 index card on each new name submitted so that you can check its accuracy and integrate it into your local file. You will also receive periodically a standard print-out listing persons in your County (Region or District) whose names are in the system.

HOW CAN YOU MAKE USE OF THE DATA PROCESSING SYSTEM?

1. The 3 x 5 index cards you automatically receive can be used to maintain a master file of Reagan supporters. The alphabetical print-outs (discussed in the paragraph above) can serve as a similar guide.
2. We can provide 3 x 5 index cards or print-outs which are sorted geographically in the following ways: by city, by county, by zip

code, by Assembly District, or any combination of these i.e., all names within a county, then within a city, then listed alphabetically. You can also request sorts based upon other information (if your transmittal sheet included all the information), such as: registration, contribution or volunteer activity. These sorts can also be made on any of the above geographical divisions, i.e., all persons who volunteered for precinct work within a certain city.

3. In addition to index cards and standard print-outs, our system has other capabilities, such as printing gummed or cheshire labels (which you can use for special mailings. etc.) and addressing envelopes, post cards, and self-mailers. If you have questions regarding the feasibility of other potential uses for this system, please call George Young at Southern California Headquarters, (213) 381-5771.

YOUTH FOR REAGAN

As Mr. Reagan has said many times, the importance of youth in California is underscored by the fact that people under 26 form the largest voter bloc in the State. To have an effective campaign, we must have the help and support of California's youth.

This is the goal of Youth For Reagan. Enclosed is a copy of the organizational structure of the YFR State Steering Committee. Hopefully, every county will have a similar organization. It is the State Committee's responsibility to see each county has a Youth For Reagan organization and that it does two things: (1) is active and gets results; and (2) acts in accordance with the goals of the campaign as stipulated by Mr. Reagan.

We have available a unit organization kit, containing everything a YFR Club needs to get itself going. If you have any names of people under 26 (25 and younger), please have them drop a line to Jack Wheeler, State Chairman for Youth For Reagan, at 3257 Wilshire Boulevard, Los Angeles, California 90005. The projects we are primarily concerned with are these:

1. A YFR club on every high school campus in your county.
2. A YFR club on every college campus in your county.
3. A YFR club in as many labor unions, industries, and businesses as possible.
4. Agricultural and Church YFR clubs.
5. Bumper Branding and literature distribution drives.
6. Voter-registration drives.

7. Volunteer work in precincts, headquarters, and over-all campaign projects.

8. Reagan Girls. The Reagan Girl outfit has been chosen by Mrs. Ronald Reagan and is to be the only Reagan Girl costume. In charge of the Reagan Girls is Miss Cherie Adams, 13640 Ottoman, Panorama City.

Youth For Reagan -- the 'Brown is out to Lunch Punch' that is -- hopes to make every young person in California aware that Ronald Reagan not only will be, but must be, Governor of California in 1966.

YOUTH FOR PEACEM STEERING COMMITTEE

CHAIRMAN

Jack Wheeler

Chief Executive Officer of YFR

ASSISTANT CHAIRMAN

John Peterson

Assists Chairman in the Chairman's various functions.

SECRETARY

Eddie Plackman

Responsible for minutes of all meetings, correspondence, records, and files.

TREASURER

Responsible for all YFR monies

REGIONAL DIRECTORS

North - Joe Dennin
South -
Central -

Organizes and supervises all YFR units within their respective regions and responsible for coordination of said units in joint projects.

MEMBERSHIP &
ORGANIZATION CHAIRMAN

Nancy Arth

Responsible for publications and distribution of all YFR campaign materials.

PUBLIC RELATIONS CHAIRMAN

Supervises YFR publicity, YFR Newsletter, responsible for maintenance of good relations between YFR units in accordance with campaign goals.

PROGRAM CHAIRMAN

Pat Dunnebeck

Maintains a central calendar of YFR activities in conjunction with Republican and Democratic gubernatorial activities; responsible for programming all YFR activities.

INDUSTRIAL RELATIONS
CHAIRMAN

Responsible for membership, YFR activities, and relations with industry, businesses, and labor organizations.

AGRICULTURAL RELATIONS
CHAIRMAN

Lucy Livingston

Responsible for membership, YFR activities, and relations with young people engaged in agriculture

COLLEGE CHAIRMAN

Steve Pingel

Responsible for membership, YFR activities, and relation on and with college campuses.

HIGH SCHOOL CHAIRMAN

Bill Steel

Responsible for membership, YFR activities, and relations on and with high school campuses.

VOLUNTEER GROUP COORDINATOR

Responsible for relations and coordination of activities between YFR and the various Republican volunteer organizations.

YOUTH FOR REAGAN - TERRITORIAL BREAKDOWN

REGIONAL

1. North
2. Central
3. South

COUNTY *

1. County Chairman
2. Steering Committee (patterned after State S.C. structure relative to size and importance of county)

UNIT

1. Local units within the county delineated as to function (i.e., college, farm, industry)

*NOTE: The smaller counties will be 'area-ized' into larger units functioning on the county level (see above).

YOUTH FOR REAGAN COUNTY CHAIRMEN (as of April 11, 1966)

CHAIRMAN

COUNTY

WILLIAM BARCLAY ALLEN (BILL)
Reagan for Governor Headquarters
3257 Wilshire Boulevard
Los Angeles 90005
(213) 381-5771

LOS ANGELES

DON FLEMING
Reagan for Governor Headquarters
1711 North Main Street
Santa Ana 92706
(714) 547-8225

ORANGE

TOMI MARTIN & BOB KEYES
Reagan for Governor Headquarters
10th & C Streets
San Diego 92101
(714) 232-7661

SAN DIEGO

ERIC PHILLIPS
Founders Hall
Redlands
(714) 793-2121

SAN BERNARDINO

BILL SAUK
Reagan for Governor Headquarters
493 East Main Street
Ventura 93001

VENTURA

RICHARD TRONVIG
Reagan for Governor Headquarters
1037 Charro Street
San Luis Obispo
(805) 544-0225

SAN LUIS OBISPO

ARNOLD KIRSCHENMANN
Reagan for Governor Headquarters
1330 Chester Avenue
Bakersfield 93301
(805) 327-8663

KERN

LES SANDERS
116 West "J" Street
Brawley

IMPERIAL

YOUTH FOR REAGAN - REGION CHAIRMEN...HIGH SCHOOLS

LOS ANGELES COUNTY

REGION 1	LANCE ANGERHOFFER Chairman	794-6260	1000 Mt. Curve, Pasadena
	NANCY ROBERTSON Vice-Chairman	796-0785	245 S. San Gabriel, Pasadena
REGION 2	JOHN PANAMA	966-2794	209 S. Fillward, West Covina
REGION 3	JEFF SEGAL	397-6070	12126 Alberta Drive, Culver City
	PETER SHERIDAN	838-3980	10709 Praddock Drive, Culver City
REGION 4	JOHN TAGG	868-7054	12806 Behrens Avenue, Norwalk
REGION 5	DANA ROHRBACHER	375-4967	26131 Parkstone, Rolling Hills,
REGION 6	JEFF SEGAL PETER SHERIDAN		As Above As Above
REGION 7	MIKE NOLAN	892-0640	9633 Kester Avenue, Sepulveda

SPEAKERS BUREAU REAGAN FOR GOVERNOR. BEN COOPER, STATE CHAIRMAN.

The Speakers Bureau was formed to provide those who wish to represent Mr. Reagan with the information they must have and the policy which conforms to Mr. Reagan's wishes.

Because of his popularity Mr. Reagan is getting many more requests for appearances than the other candidates. This means he must also turn down more requests. It is this bureaus job to send as a representative one who will convey the views of Mr. Reagan...

not the speakers own views. Some of the speakers will be prepared for question and answer sessions...some prefer giving a straight presentation...both types of appearances must follow the policy of the Speakers Bureau Manual, which is given to those representatives only after they have met with the State Chairman, and discussed some of the issues not covered in the manual.

When a request is received for a speaker to represent Mr. Reagan, it should be referred to the Speakers Bureau Director for that county. If one is not yet set up, please refer calls to the main office in Southern California Headquarters. Ben Cooper or Laura Horden will take the necessary information and notify the requesting organization when a speakr has been confirmed.

Inspired by Mr. Reagan's common sense approach to California's needs, the Speakers Bureau wishes to turn to the local community and utilize the wealth of enthusiasm and talent that is available. The County Chairmen are asked to gather names of those who are respected by the community and who represent the broad base of Republican thought.

It is not the aim of the Speakers Bureau to attempt to teach anyone how to do public speaking, but, to make available study material, establish guide lines of policy and assist the personal representatives of the candidate to be prepared for that all-important personal contact with the public.

This Speakers Manual is for the use of qualified speakers designated by the Ronald Reagan for Governor Committee.

Speakers will be provided with additional current material as it becomes available.

The approach of all speakers for Ronald Reagan should incorporate their own personalities, experiences, speech patterns and habits, and always be based on the positive aspect. We all have our pet issues, and each of us fancies himself as a political strategist. These pet issues and strategies must be forgotten if they do not harmonize with the basic campaign themes.

The speaker does not have the latitude of voicing personal opinions regarding issues. Be very careful of this. Most audiences will accept your words to be those of Mr. Reagan.

STUDY THE CAMPAIGN THEMES AND STICK WITH THEM.

The 11th Commandment SPEAK NO EVIL ABOUT ANY OTHER REPUBLICAN must be closely adhered to. This is the GO Party. The party that is GOing into the future with determination, with enthusiasm and a positive knowledge that its program is most certain to result in progress. In order to do this we must be a united party, a party with unity of purpose, welded together in Principle.

INSTRUCTIONS

Requests for speakers are received by phone and by mail at the Southern California Speakers Bureau, Ronald Reagan for Governor Headquarters, 3257 Wilshire Blvd., Los Angeles, 90005. Telephone: 331-5771. Mrs. Laura Horden, staff secretary, will contact you by phone and confirm your speaking engagement by letter.

You will be provided with all the pertinent information regarding the meeting. Please note the speakers request form in this section. It will be filled in and a copy will be sent to you.

Preparation-

1. Study all the material in this manual.
2. Prepare your own outline on issues with which you are most familiar.
3. The fewer issues, the better.
4. Know your subject.
5. Be prepared for a question and answer period. (Know where Mr. Reagan stands on all the issues included in this manual).
6. Know your audience.
7. Suggest to a few friends that they attend the meeting. Provide them with a question or two that you would like to answer.
3. Prepare a kit with campaign literature to take with you and make available at the meeting.

Delivery

1. Speak from notes, an outline or from memory. PLEASE DO NOT READ YOUR SPEECH.
2. Adhere to the time limit.

If you cannot answer a question, say so - frankly and honestly. Offer to obtain the answer and relay it. Get the name and address of the questioner and then call or write the Speakers Bureau. An answer will be obtained and sent by mail to the questioner.

3. If the opponent has planted hecklers in the audience - be nice be firm. Don't show your annoyance or anger. We don't have to argue to win.

4. In your mental preparation remember you are speaking on Principle, not - the personality involved. Please remember that before, during and after your speech whatever you say and do will reflect directly on Mr. Reagan. Many times a passing remark is remembered and used for the good or to the detriment of the candidate.
5. At close of talk ask for volunteers. Stress need for individual effort.

Attitude

1. Mr. Reagan has made it clear that he is campaigning against the present administration in Sacramento and NOT against other Republican candidates. He insists that those who speak in his behalf make no attacks of any kind on fellow republicans. This is the only way to demonstrate party unity.
2. We all resent a speaker who speaks down to us or presupposes our disagreeing with him. This creates a feeling of distrust. Let us not be guilty of this lack of good taste.
3. Don't fight! Don't argue! Don't get angry or call names! A vitriolic, "know-it-all", cocky attitude leads to defeat.
4. Do be informed, positive and confident. You can then be good natured because you are informed, positive and confident.

Follow-up

1. If you will write a thank-you note to the chairman or hostess of the meeting, your thoughtfulness will not only be appreciated by the Speakers Bureau, but will create a further favorable impression for the Reagan campaign.
2. Complete the Speaker's Appraisal form and mail it to the Speakers Bureau, Reagan Headquarters, 3257 Wilshire Blvd. Los Angeles. 90005.
3. If persons at the meeting tell you they want to help in the Reagan for Governor campaign, have them fill in the volunteer cards which will be supplied.

Attached is a sheet which shows the format for some new campaign material which is now available.

In the upper left hand corner is the format for the quarter card which is 11" X 14". It is printed on cardstock so that it may be tacked to telephone poles, fence posts, etc.

In the upper right hand corner is the format for the one sheet poster which has been available for some time. It is useful in Headquarters, in Rallies, or store-fronts.

In the center of the page is the copy for our 24 sheet billboard. We suggest that you communicate your orders for these as soon as possible.

At the bottom of the page is the copy for the bus card. It is two feet high and six feet long, and is printed on white paper.

Your order for these materials should be directed to:

Reagan for Governor Headquarters
3257 Wilshire Boulevard
Los Angeles, California 90005
Attention: Cliff Standing

Prices are as follows:

QUARTER CARDS	(\$.08 each)
ONE SHEET POSTERS	(.15 each)
24 SHEET BILLBOARDS	(7.50 each)
BUS CARDS	(1.50 each)

For Governor...

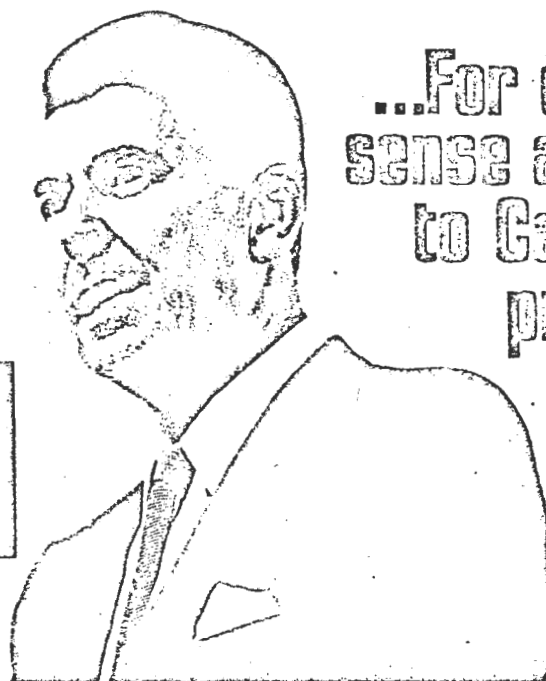
Ronald REAGAN

QUARTER CARD — 11" x 14" CARDSTOCK —
RED, WHITE & BLUE



ONE SHEET POSTER — 22" x 35"

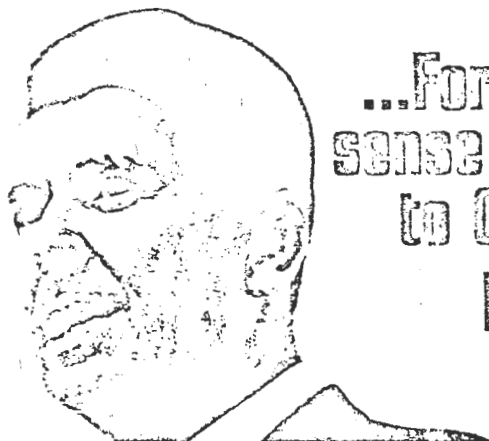
Vote for Ronald REAGAN



...For common
sense answers
to California
problems

24 SHEET BILLBOARD

Vote for Ronald REAGAN



...For common
sense answers
to California
problems

For Governor...

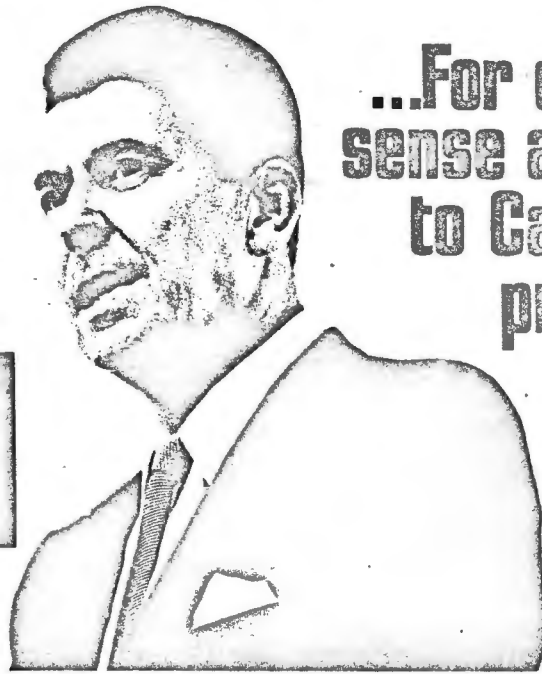
Ronald REAGAN

QUARTER CARD — 11" x 14" CARDSTOCK —
RED, WHITE & BLUE



ONE SHEET POSTER — 22" x 35"

Vote for Ronald REAGAN



...For common
sense answers
to California
problems

24 SHEET BILLBOARD

Vote for Ronald REAGAN



...For common
sense answers
to California
problems

BUS CARD — RED, WHITE & BLUE — ALSO, SAMPLE FOR LARGE PAINTED BULLETINS

CAMPAIGN MATERIALS ORDER FORM

TO BE SHIPPED TO:

DATE: _____

NAME: _____

ADDRESS: _____ PHONE: _____

CITY: _____ ZIP CODE: _____

<u>ITEMS</u>	<u>QUANTITY</u>	<u>PRICE</u>	<u>CHARGE</u>
BIOGRAPHIES OF REAGAN: _____		(\$ 7.50 per 1,000)	\$ _____
BUMPER STRIPS: _____		(32.00 per 1,000)	_____
BROCHURE: _____		(10.00 per 1,000)	_____
REAGAN SPEAKS OUT ON THE ISSUES		(7.80 per 1,000)	
CRIME: _____			_____
PUBLIC WELFARE: _____			_____
EDUCATION: _____			_____
ACADEMIC FREEDOM: _____			_____
AGRICULTURE: _____			_____
POLITICAL APPOINTMENTS: _____			_____
TAXES AND EXPENSIVE			
CALIF. GOVERNMENT: _____			_____
8 X 10 GLOSSY PHOTOS: _____		(.13 each)	_____
ASSORTED REAGAN BUTTONS: _____		(15.00 per 500)	_____
REAGAN BAR PINS		(.50 each)	
MEN'S LAPEL: _____			_____
WOMEN'S CLASP: _____			_____
NEWSPAPER REPRINTS: _____		(6.83 per 1,000)	_____
QUARTER CARDS: _____		(.08 each)	_____
ONE SHEET POSTERS: _____		(.15 each)	_____
24 SHEET BILLBOARD PAPER: _____		(7.50 each)	_____
BUS CARDS (2' X 6'): _____		(1.50 each)	_____

SHIPPING COSTS: _____

ADDRESS ORDERS TO:

TOTAL CHARGES: _____

MR. CLIFF STANDING
REAGAN FOR GOVERNOR HEADQUARTERS
3257 WILSHIRE BOULEVARD
LOS ANGELES, CALIFORNIA 90005

(213) 381-5771

CAMPAIGN MATERIALS ORDER FORM

TO BE SHIPPED TO:

DATE: _____

NAME: _____

ADDRESS: _____ PHONE: _____

CITY: _____ ZIP CODE: _____

<u>ITEMS</u>	<u>QUANTITY</u>	<u>PRICE</u>	<u>CHARGE</u>
BIOGRAPHIES OF REAGAN: _____		(\$ 7.50 per 1,000)	\$ _____
BUMPER STRIPS: _____		(32.00 per 1,000)	_____
BROCHURE: _____		(10.00 per 1,000)	_____
REAGAN SPEAKS OUT ON THE ISSUES		(7.80 per 1,000)	
CRIME: _____			_____
PUBLIC WELFARE: _____			_____
EDUCATION: _____			_____
ACADEMIC FREEDOM: _____			_____
AGRICULTURE: _____			_____
POLITICAL APPOINTMENTS: _____			_____
TAXES AND EXPENSIVE			_____
CALIF. GOVERNMENT: _____			_____
8 X 10 GLOSSY PHOTOS: _____		(.13 each)	_____
ASSORTED REAGAN BUTTONS: _____		(15.00 per 500)	_____
REAGAN BAR PINS		(.50 each)	
MEN'S LAPEL: _____			_____
WOMEN'S CLASP: _____			_____
NEWSPAPER REPRINTS: _____		(6.83 per 1,000)	_____
QUARTER CARDS: _____		(.08 each)	_____
ONE SHEET POSTERS: _____		(.15 each)	_____
24 SHEET BILLBOARD PAPER: _____		(7.50 each)	_____
BUS CARDS (2' X 6'): _____		(1.50 each)	_____

SHIPPING COSTS: _____

ADDRESS ORDERS TO:

TOTAL CHARGES: _____

MR. CLIFF STANDING
REAGAN FOR GOVERNOR HEADQUARTERS
3257 WILSHIRE BOULEVARD
LOS ANGELES, CALIFORNIA 90005

(213) 381-5771