

National Headquarters
DRAFT STEVENSON DRIVE
1254 Redondo Dr., San Jose, California
Arthur L. Johnson, Director -- CYpress 3-4818

June 15, 1960

FINAL INSTRUCTIONS TO PETITION CIRCULATORS

Our petition drive nears its climax and the enclosed press release goes out today to 300 national news media, announcing "STEVENSON DAY" for JUNE 25th. To coordinate activities the following instructions are necessary:

Sidewalk Campaigns

1. Much reliance must be placed, in these closing days of our Drive, on the sidewalk campaigns described in the news release, to be conducted daily by individuals who can spare the time but by GROUPS throughout the nation on Saturday June 18, June 25 (national "S Day") and July 2 and on July 4.

2. All petitions filled to date should be forwarded AT ONCE, by AIR MAIL, to our Los Angeles Office for tabulation and press release purposes if they are to be effective in influencing the delegates to the Convention to DRAFT ADLAI. ALL delegates read the newspapers and magazines, watch TV and listen to radios so that whatever aids the national picture to build up Stevenson helps to nominate him -- the WILL OF THE PEOPLE (as expressed in our petitions) most of all.

3. The DEADLINE for sending in petitions to our Los Angeles Office is JULY 4th at 9 P.M. This will give our volunteer workers all over the nation all day on INDEPENDENCE DAY to complete THEIR task of getting signatures right up to the last minute. YOUR work on that day may keep us independent of Russia, so your own independence may be at stake.

4. The address of our Los Angeles Office is: DRAFT STEVENSON DRIVE, 6363 WILSHIRE BLVD., LOS ANGELES 48, CALIFORNIA. Remember AIR MAIL postage only, as the petitions must reach the volunteer workers who are counting and tabulating the signatures by States and party affiliations by July 5th or 6th to be counted in the national total in time for news releases before the Convention, which opens on July 11th.

Equipment Necessary

1. The only equipment necessary to participate in the sidewalk drives is: (1) an ardent desire to HELP draft Adlai, (2) a strong back and two good feet, (3) a legal-size masonite clip board (\$1.00, any stationery store), (4) a carpenter's apron, if you can afford one (\$1.50, any J.C. Penney Co. store), (5) a card table and a folding chair (if you are unable to stand the rigors of being on your feet for hours and if local authorities will permit).

2. A wire or air mail letter to National Headquarters at San Jose will bring petitions, "GREETINGS" and contribution cards and a limited supply of "ALL THE WAY WITH ADLAI" flasher badges, "VOTE ADLAI" flasher clips, "FOR A BETTER, PEACEFUL WORLD DRAFT ADLAI" small yellow and black bumper strips and a 4"x5" picture of Adlai to staple onto your carpenter's apron if you use one or to thumb tack onto your card table.

3. We are mailing to 300 of our leaders a 4"x5" picture of Ed Sellars of San Jose getting a San Jose attorney to sign his petition on the main street corner in San Jose, just to show how it is done. He has spent every Saturday and many days he has been out of work for weeks in selling Adlai to the citizens of San Jose but there are 200,000 of them and 58,700 in adjoining Santa Clara, who will be reached by groups of four in each city from now on until the Drive ends on July 4th. There are 100,000,000 others to reach throughout the nation. Will YOU help us further to reach 5,000,000 of them?

Finances Urgently Needed

Will YOU not also help us with FINANCES, if you have not already helped to the limit of your capacity? We have not previously issued an appeal for financial help and have been financed by a 'hope and a prayer', answered by only 227 people throughout the nation to the tune of \$2,085.00. (Miss Dorothy Davenport, Greenfield, Mass. \$1,050; Rose L. Teicholz, Jamaica, N.Y. \$100; Inez M. Krensky of Florida and Chicago \$50; L.A. Office of Drive \$50; Henry Nomburg, Floral Park, N.Y. \$50; 7 contributions of \$25; 1 of \$20; 1 of \$15; 1 of \$11; 15 of \$10; 46 of \$5; 2 of \$3.50; 2 of \$3; 24 of \$2; and 123 of \$1).

Expenses have totalled \$5,085.00 (hall rental, organizational meeting, \$100; ads \$505; office supplies \$286; mimeographing \$1045; photostating \$232; postage \$719; printing and folding \$751; press clipping service \$120; badges and "Adlai" clips \$110; Mass. expenses (to open Boston Office \$50; Jay Sanborn's postage for his fine mailings all over the country \$100); clerical help \$467; national director's traveling expense for 2 years in 4 States and his general expenses for phone calls, telegrams, etc. \$600).

The deficit of \$3,000.00 has been made up by your National Director (\$2,000 of it borrowed by him on his life insurance). We face a further deficit of \$1,000.00 for this mailing and current expenses which he positively is unable to meet so aid MUST come from the field if we are to keep functioning until and at the Convention. Each of our active workers can surely afford \$1.00 to \$5.00 and some can contribute as much as \$100.00 to make up these deficits, but "everybody's business is nobody's business" and, as you can see from the above, but 227 people out of 30,000 have given any thought to finances. Finances must be STRESSED. Send in your dollars. Hand contribution cards to EVERYONE requesting "DOLLARS FOR STEVENSON". Any surplus above current deficits will go toward publishing the STEVENSONIAN BULLETIN to drum up enthusiasm for Adlai just before the Convention and to CONCLUDE our big task of drafting Adlai at the CONVENTION. We know YOU will go - ALL THE WAY WITH ADLAI!