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Senator Hubert H. Humphrey has accepted appointment as General Chairman of the Stevenson-Kefauver Campaign for Minnesota, it was announced today by James Finnegan, National Campaign Chairman.

"We are fortunate and pleased at Senator Humphrey's willingness to mobilize all the Stevenson-Kefauver forces in Minnesota into an aggressive campaign under his direction," Finnegan said. "Despite his other responsibilities as Vice Chairman of the Democratic Senatorial Campaign Committee, and our need for his services in other states as one of the party's leading and most popular speakers, Senator Humphrey has accepted the added task of directing the Minnesota campaign and will devote a great deal of his time between now and the election in his home state for that purpose."

Senator Humphrey, in accepting the appointment, announced he would immediately create a state-wide Stevenson-Kefauver Campaign Committee made up primarily of the full slates of both Stevenson and Kefauver delegates. This will provide an active working force of both Stevenson and Kefauver workers in every part of the state to support and supplement the work of the regular party organization.

"Of course, the main burden of the campaign will rest upon the shoulders of the regular DFL organization at the state, district, and county and ward levels, where extensive activity is already well under way in campaigning for the entire Democratic slate of national, Congressional, and state candidates," Senator Humphrey explained. "We welcome and want more willing workers in political activity, and we are going to broaden our base for the state-wide campaign just as much as possible, seeking the help of independents, new Democrats, old-timers willing once again to answer the call to action, our active Young DFL groups, farmer, labor, business and professional leaders, along with anyone else wanting to share in our drive for a Stevenson-Kefauver victory."

At the same time, Senator Humphrey announced creation of a General Campaign Executive Committee consisting of himself as General Chairman; Ray Hemenway of Albert Lea, State DFL Chairman; Ann Vetter of Minneapolis, State DFL Chairwoman; Gerald Heaney of Duluth and Ione Hunt of Montevideo, National Democratic Committeeman and Committeewoman; and ten Vice Chairmen, five of whom were pre-primary Stevenson supporters and five pre-primary Kefauver supporters, plus a Treasurer and Secretary.

The Vice Chairmen will include: Congressman Eugene McCarthy of St. Paul, Congresswoman Coya Knutson of Oklee, Mrs. Alpha Smaby of Minneapolis, State Railroad and Warehouse Commissioner Hjalmer Peterson of Askov, Richard Plunkett of Rochester, Robert Short of Minneapolis, Mrs. Evelyn Malone of Windom, Don Wozniak of St. Paul, State CIO President Robert Hess, and Peter Popovich of St. Paul.

The Executive Committee will be the coordinating vehicle for all groups and forces working in the campaign, including the regular DFL party organization, independent committees, and the Volunteers for Stevenson and Kefauver.

Finnegan commended Senator Humphrey for the organizational setup of the campaign for Minnesota, declaring it parallels the national organizational pattern as an effective means of achieving maximum support of both regular party workers and independent volunteers.

Minnesota state officers of the Volunteers group, which will be represented on the campaign Executive Committee for coordinating purposes, will be announced soon by Barry Bingham, National Volunteers Chairman. It will be aimed primarily at recruiting independent voters.

Senator Humphrey also announced the designation of Herbert J. Waters of Minneapolis and Arlington, Virginia, as Minnesota's Campaign Director. Waters, Senator Humphrey's Administrative Assistant in Washington, occupied a similar role for Senator Humphrey's successful campaign for re-election in 1954.

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Meeting of Executive Committee of Stevenson-Kefauver Campaign Committee.

Held in Parlor E at the Nicollet Hotel, 12:30 p.m., Friday, September 14, 1956.

Present were: Senator Hubert Humphrey, Herbert Waters, Robert Short, Richard Plunkett, Don Wazniak, Coya Knutson, M.J. Daly, Peter Popovich, Ione Hunt, Bob Hess, Martin Haley, Eugene Mc Carthy, Alpha Smaby, Gerry Heaney, Tom Hughes (for John Bystrom), Cecil Newman, Hjalmer Petersen and Mrs. Evelyn Malone. Ann Vetter came in late.

Meeting called to order at 1:25 p.m. by General Chairman Senator Hubert Humphrey. Senator Humphrey thanked everyone for attending and appreciated their willingness to come.

Senator said:

1. We have a campaign to win and cannot win it by spending time and energy on each other. We have opposition and that is the Republican Party and their candidates. A heavy task is cut out for us. We need undivided loyalty on the part of every person in our party. The national ticket, the state ticket, Congressional candidates and state legislatures need to be coordinated. We need cooperation from the party organization, party workers and volunteers. I am not willing to spend time listening to persons who do not wish to cooperate and iron out lack of cooperative efforts. We do not have time to fool around. It is late - the 15th of September -- time for us to move into action. We want to carry the state and have good opportunity to do it. We also want to carry the state for Freeman, constitutional officers and state legislators. Theme I want to emphasize is we must work together and then we can win. Need cooperation.

2. Executive Committee is over all campaign committee. Trying to follow in this state what is the national pattern. The committee is made up of the top party officers, and equal number of people who were in responsible presidential primary leadership positions. That is all over, and we should not talk about it any more. We should talk about DFL and ticket people. We must tie in national, state and congressional tickets and also liberal legislators.

The campaign must be ^{WON} ~~one~~ in every district, county, precinct.

3. We must have coordinated physical facilities. Herb Waters to be campaign director for the campaign committee. This is the coordinating committee for the DFL and Volunteers. We must emphasize all candidates together. The DFL is to work on the state office level for state candidates. The Districts work on Congressional Candidates, state candidates and national ticket. Volunteers for Stevenson-Kefauver primary responsibility is for the Stevenson-Kefauver program in Minnesota. They will work through officials in this

coordinated group and try to coordinate activities with rest of the state. But the Volunteer Committee is to work on gaining as many independents as possible. Broaden the base of activity.

The physical ^(Facilities) volunteers, money, etc. are all to be coordinated. Each making its respective contribution.

Mrs. Smaby is to work on office space.

Every district chairman, chairwoman and district officials should be called upon by this committee to go from county to county and hold ~~county~~ county meetings and district meetings. District campaign committee should be everybody who participated in Stevenson-Kefauver presidential primary. Candidates in these districts should be brought in also. There should be no programing or planning at district levels without including all.

Next week we should get a letter out to district chairman saying we would like to have them broaden the base of the district committee for the purpose of the campaign. All people actively participating in our party functions — presidential primary and state primary. They should be made to feel a part of the over all organization. They should let us know when they are having a meeting and someone of this group should attend. District chairmen to take responsibility; they should contact county committees, raise money.

There are two areas which need special work. Hennepin and Ramsey Counties. We are losing strength in Hennepin County. We cannot win an election for everybody without carrying Hennepin County and we have to carry it big.

Bookings must be done ~~with~~ out of one central place. There should be no argument about where people should go. Everything should go through central office and Herb Waters. Suggestions should be made to him. For state officials should work through John Bystrom and/or Jack Puterbaugh. Let people know when national persons coming in, chairman of county, district, Congressional candidates, etc. Know where to send people, make notifications from central source.

Stevenson's campaign schedule not going to get broadest strength at airports. Need broader base. 1 1/2 million people in Twin Cities. He should be brought directly into Twin Cities and as suggestion, work through area by rallies, luncheon, etc. and then to bean feed.

Popovich: We have to know how many times they will be in state. Is Stevenson to be here only one day? Bean feed day only? Spending too much time in Twin Cities.

Senator: Need to organize farm people. As example Benson's statement coops are socialist. This primary responsibility of Senator and Congressmen, because of national legislation.

Can use men like Al Johnson and Jim Daly to go out around the state keeping people firm up on national and state ticket. Provide money for transportation and some expense money. If national speaker comes in for Republicans need men out to answer. We need to get on the offensive. Need to keep the candidates out front and on front page. Things will really begin to get going the last week of September and first week of October. Give example of respective Senatorial campaign committees financial statements.

Finances: No money. We have to raise it. Need to raise money for the volunteer headquarters. Do not program more than we have money. Everyone has to try to raise money.

Ione Hunt: Seventh District meeting on Sunday. A.I. Johnson make pitch for financing.

Senator: Congressional candidates need help. We need to make the pitch for money at all times.

Popovich: Need money from March campaign deficit.

Senator: National Committee to take care of deficit of Kefauver primary. and ~~XXXXXXXXXX~~ Stevenson campaign had slight reserve.

Mrs. Smaby: Mailing this weekend to all petition signers. 10,000 to 15,000 which is a pitch for money. She has no Kefauver lists. Literature must be paid for in advance. When passing out literature to districts, etc. they should pay for part of it. Same for buttons. Need money to buy buttons and then make enough ~~back~~ money on sale of buttons to keep reserve in treasury. Need pictures for headquarters. One picture of Kefauver which has been sent to Winona for Rally.

Senator: Should tell district officers they must raise money for specific things.

Short: Need money. We must get pictures. Cannot wait until we have the money.

Mrs. Smaby: DFL gave them ~~\$1K~~ \$1700.

Haley: Al Coleman of 20th Century for picture blow ups.

Senator: We should get as much free material as possible.

Wozniak: Can not be directly pay as you go.

Senator: Nobody is borrowing money while I am chairman. Do the best we can with the money we have.

Daly: After election over cannot get any more.

Heaney: Stevenson-Kefauver and National Committee working together on fund raising. There are three major projects:

1. October 20 closed circuit nationwide TV program
2. October 16 - national fund bid, geared to \$5 booklets.
We have ordered supply of \$5 booklets to have them.
We should collect \$30,000 - cost of bringing it into Minnesota.

Fund Raising: Immediate attempt to raise sufficient money for TV. The responsibility is divided to get the money.

The Monday before the bean feed call the first meeting of arrangements committee for closed circuit TV. Have immediate need for money. 100 people from all over the state down. We need a finance committee of people who are really going to work - no honorary list and we have to be hard boiled about it.

18th of Sept.

On statewide ~~ESSEX~~ TV, Cecil, Senator Kefauver, Senator Humphrey and Governor Freeman - 21-22 minutes. 5 minute pick ups of Blatnik, Coya, Clint Haroldson in their districts as well as Wier, Mc Carthy, Zupp and Fredrickson, Marshall(?) Robbie all at same time. Thus don't have to have Congressional candidates travel into Twin Cities. Program from 7 to 7:30 on Tuesday, September 18.

Popovich: Questions of policy: How much money needed, who is to get it and will there be a Treasurer of this committee or a Finance Committee?

Heaney: Central over all committee collecting money for Presidential campaign. It will be spent through this committee. Majority of the money has to be raised by this group and some by volunteers.

Senator: National committee wants a State Finance Director to work with national committee for national campaign.

Heaney: He and Ione asked to name the person.

Senator: Same person could be treasurer of campaign committee

Heaney: Over all observation. My opinion after studying primary election returns, of 1952, 54 and 54 primaries. Agree with Senator 100% of our problem is Twin Cities, disagree a little about Ramsey. We can never win a statewide election unless Hennepin carried by bigger majority than 1954. Real problem in the 6th. Orv and Stevenson and Kefauver stronger than we have reason to expect in 1st and 2nd. Stronger in 7th and 9th. 8th except for Itaska County good. Itaska beginning to work itself out now. It is important to concentrate on Hennepin and Ramsey Counties. We need a Speakers Bureau. We can't rely on labor unions telling people how to vote - we need speakers on state and national issues. The people are receptive we must tell them why and wherefor.

Should bring Stevenson into the Twin Cities instead of flying him around. Girls sell tickets for bean feed. Have asked David Mc Donald to come into Hibbing. Don't care if anyone else comes in or not.

Kefauver should come into Mpls. Go to St. Cloud and up into 9th District -- if it can be done. We can set tone of campaign by Kefauver's first visit into Minnesota. Should set tone as Kefauver vs Nixon campaign. Kefauver will be followed in two days by Nixon. Talk about Nixon and Ancher then ~~of~~ Ancher has to go on radio with Nixon. It is up to us to keep that issue alive.

Senator: Speakers Bureau must include us. Need advance programing. We should focus attention on key figures of campaign. We need to have streets and areas worked a couple days before people come in.

Finance: One central place where money comes in. Candidates for Congress have their own district committees and expect that to take most of attention from district financing. We should have the same person Iow, Gerry and Senator agree upon as Finance Director to serve as Treasurer. Money used to help national ticket, volunteers and TV broadcasts. We need to bring the national ticket to the forefront on tv. We need to tie everybody on the ticket in. Major responsibility in our hands.

There is to be loyalty in this group.

Short: Let's clear arrangements on Kefauver trip.

Coya: Estes sent wire he would be in Moorhead on Wednesday night.

Plunkett: Have to leave but Stevenson in Twin Cities is OK.

Popovich: Is there really unity is the question being asked. We need letterhead with committee on it.

Senator: I agree - everything from the office must emphasize this point. We should talk about campaign committee for Stevenson-Kefauver.

Wozniak: Does committee get any money from the bean feed.

Hess: Money goes for sample ballots throughout state.

Senator: \$8,000 for sample ballots, plus postage, plus \$4800 for TV. The ballots are about a \$2100⁰ project. So we can't count on money from bean feed.

Senator: Closed circuit TV - 50% national - 50% our campaign committee.

Coya: Wednesday night, Sept. 19 at 8:00 p.m. at Field House, TV Arranged has been set up for Kefauver in Moorhead.

Short: Who gave commitment to Haroldson

Senator: State Office. The schedule made up in Washington.

Herb: Candidates are being scheduled through Campaign Committee. Jim Rowe is in charge of it. Sent wire to Ray with copy to HHH Office. Also Freeman a copy of the dates Stevenson was available and dates Kefauver available. Kefauver's scheduling man is Charlie Tyroler. Herb talked to him. Schedule being made up there because they were taking off on Tuesday. Herb checked and cleared schedule with Tyroler.

Wozniak: other areas where Kefauver needed. We worked southern Minnesota most in Minnesota primary.

Senator: Worthington necessary.

Herb: Need press conference for national press.

Senator: Candidates aiming for nationwide news and this time in schedule is important.

Short: Talked to Anderson. There were to be absolutely no press releases as to where man would appear. But read in paper that Kefauver would make these stops. Called Heaney on Friday, again on Monday. Didn't hear anything from Gerry until today. Schedule must be revised here. Kefauver will appear in Coya's district regardless of where we schedule him.

Senator: Schedule worked out in Minnesota (every state is working on the scheduling in their area).

Short: Kefauver has only two days not booked.

Wozniak: We covered first and 2nd districts.

Senator: Want Kefauver to go to St. Cloud and Moorhead. a DC 6 can go into Fargo Moorhead airport.

Short: Kefauver should fly to Mpls-St. Paul airport and have press conference there when he arrives. He enters Minnesota at that point to begin his schedule. His Wisconsin schedule should bring him into airport at 1:30 p.m. the 18th. He is coming from Madison or La Crosse. Rally at airport, parade through Mpls and St. Paul, rally in St. Paul.

Senator: Suggested Kefauver come into Duluth airport and then to St. Cloud that night into Moorhead and from Moorhead into Worthington the next day, but can TV show be done from Moorhead? Or Duluth to St. Cloud and then into Mpls.-St. Paul for TV program and rally in St. Paul. Herb, Mrs. Smaby and Short work out TV.

Wozniak: Not so important to cover 1st and 2nd districts.

Should go - Mpls to St. Cloud to Mpls. 2nd day Mankato, Worthington and to Fargo-Moorhead.

Short: Need to bring Kefauver into Mpls. for publicity.

Herb: St. Cloud rally on Tuesday afternoon.

Hess: Don't worry about Rock, Nobles area and north in 7th district.

Senator: Mpls., St. Cloud, Mpls. on 1st day. 2nd day drive to Worthington via caravan and stop a few minutes in Mankato. or Mpls. to Sioux Falls and drive to Worthington and then back to Sioux Falls to fly to Fargo-Moorhead. or Mpls. to Mankato to Worthington to Sioux Falls to Moorhead. Herb and Bob Short to work it out with Mrs. Smaby.

Senator: Turkey Day introduction be done by officials. I will announce as General Chairman where Kefauver will be.

Mrs. Smaby: Money needed by next week - ~~XXXX~~ \$10,000. Need \$1700 to return to DFL, need supplies, TV, telephone, campaign material, etc.

Popovich: Need to get public relations man.

Money to be raised: Hess \$1,000, Humphrey \$1000, Popovich, call people, Gerry Heaney, \$1,000, Crammond \$600. \$4,992 by Tuesday. - Moorhead program.

Ione: Two areas in 7th have to worry about - Redwood County and Douglas County (Elbow Lake, Fergus Falls and Alexandria.) Moorhead draws North of area not south.

Adjourned at 3:50 p.m.



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