

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
58	9	n.d.	Other Document	"Dick Nixon's Pledge for a Better California". 1 pg.
58	9	n.d.	Brochure	"How Dick Nixon will aid California sports". 2 pgs. 5 copies.
58	9	n.d.	Brochure	"How To Fight Communism". 4 pgs. 2 copies.
58	9	n.d.	Brochure	"California Needs a Better Agricultural Climate". 2 pgs.
58	9	09/28/1962	Other Document	Nixon Telethon reminder. 1 pg. 2 copies.
58	9	n.d.	Brochure	"Let's All Vote For Nixon", song. 2 pgs. 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
58	9	n.d.	Other Document	"Win With Nixon Telethon" reminder. 1 pg, 2 copies.
58	9	n.d.	Brochure	"Nixon's Program for Progress". 2 pgs. 2 copies.
58	9	n.d.	Brochure	"Win with Nixon". 2 pgs. 2 copies.
58	9	n.d.	Brochure	"Voter's Check List". 2 pgs. 2 copies.
58	9	n.d.	Brochure	"What is the Brown record?" 2 pgs. 2 copies.
58	9	n.d.	Form	Special Discount Order Form, Richard Nixon's best-seller, "Six Crises". 1 pg, 2 copies.
58	9	n.d.	Brochure	"California's Day of Decision". 2 pgs. 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
58	9	n.d.	Brochure	"Pat Brown and the CDC". 4 pgs.
58	9	n.d.	Brochure	"California Needs a Decisive Governor". 2 pgs. 2 copies.
58	9	n.d.	Other Document	Several Anti-Brown political cartoons.
58	9	n.d.	Other Document	"The Challenges We Face". 1 pg. 2 copies.
58	9	n.d.	Brochure	"Let's Close the Leadership Gap in Sacramento -- Win with Nixon!" 4 pgs. 2 copies.
58	9	n.d.	Newsletter	"News en espanol - Nixon vows to end all political prejudice". 2 copies.

**DICK NIXON'S
PLEDGES FOR A
BETTER CALIFORNIA**



The Sports Advisory Committee supporting Dick Nixon for Governor

Never before has California had a candidate for governor whose belief in the competitive, free enterprise system is so strongly reflected in his interest in sports. It is only natural that Dick Nixon, whose biggest triumphs have been realized against overwhelming obstacles, should show such a deep respect for athletic competition.

The Sports Advisory Committee Supporting Dick Nixon For Governor encourages your active support of his candidacy for governor of California.

COMMITTEE MEMBERS

James T. Agajanian	F. C. "Babe" Herman	Bill Nieder
J. Clifford Argue	Howard Hill	Parry O'Brien
Jon Arnett	Jesse T. Hill	Mel Patton
John Baker	Babe Horrell	Eric L. Pedley
Burr B. Baldwin	Dr. Leslie Horvath	Dr. John W. Perry
Chuck Benedict	Dr. L. C. "Bud" Houser	C. M. Price
Bruce Bennett	Eddie Kaw	Roy Riegels
Frank E. Booth	Jack Kemp	Bill Rigney
Gene Brito	Alex Kerr	Mrs. Helen Wills
Wayne "Buz" Buszek	Mark Kerridge	Roark
Leo Calland	J. Rufus Klawans	Don Robesky
Ken Carpenter	Samuel C. Klopstock	William D. Ross
Billy Casper	Jack Kramer	Harlow P. Rothert
Bob Cathcart	Claude M. Kreider	H. Bliss Rucker
Ralph O. Chick	Colonel Frank Kurtz	Edward Runge
Chuch Connors	Granny Lansdell	William C. Sangster
Ellsworth "Babe" Dahlgren	Jim Lawson	Ambrose Schindler
Dick Daugherty	Harry "Cookie" Lavagetto	Ted Schroeder
Glenn Davis	Dr. Sammy Lee	W. R. "Bill" Schroeder
Peter De Paolo	Woodley Lewis	Gaius Shaver
Craig K. Dixon	John Lindell	Ritchie C. Smith
Carroll M. "Ky" Ebright	Ben Lom	Gordon Soltau
Clinton W. Evans	John Longden	Bill Spaulding
William P. Ficker	Richard B. Luckey	Bud Spencer
Bob Garrett	Larry Lutz	Robert M. Sutton
Frank Gifford	William R. "Link" Lyman	Joe G. Sweet II, D.D.S.
Danny Goodman	George Maderos	Francis Tappaan
Fortune Gordien	Bob Mathias	Dr. Brice U. Taylor
R. A. "Bones" Hamilton	Miss Merle Matthews	Ron Tomsic
Thomas J. Hamilton	Marlin McKeever	Ellsworth Vines
Fred Haney	Mike McKeever	Johnny Weissmuller
Sam Hanks	James McLarnin	Carl F. Wente
Frank Hanrahan	Ernie Nevers	Frank C. Wykoff
		George Yardley



Bob Reynolds, Chairman of the Advisory Sports Committee, introduces Pat and Dick Nixon at September 12, 1962, rally in Sacramento. Dick Nixon believes young people need "the fighting spirit, the determination, the teamwork, the discipline which competitive athletics inevitably instills."

"I am supporting Dick Nixon's candidacy for the California Governorship, because he has served with honor, distinction and integrity the state of California in the capacity of United States Congressman and United States Senator; twice, as Vice President, he has served this great Country of ours with equally high honor and distinction. He is an able administrator and possesses great knowledge in all levels of government. His interest in sports came to my attention many years ago and has served as another bond in our friendship."

Bob Reynolds
Chairman
Sports Advisory Committee

Win with NIXON

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

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

Andrew D. Orrick
Northern California
Chairman
525 Market Street
San Francisco 5, California

How Dick Nixon will aid California sports

Dick Nixon's program for California sports enthusiasts

As California becomes the first state in population, it is vitally important that we have adequate recreational facilities. While we live in the greatest sportsmen's paradise in the world, our state now ranks below New York in public recreation area and below Michigan in campsites.

In January of this year, the report of the Outdoor Recreation Resources Bureau Commission, established by Act of Congress during the Eisenhower administration and consisting of many prominent Democrats and Republicans, was made public after intensive study. Its central recommendation will be a guidepost for Dick Nixon: the need for better and continuous planning, direction, and coordination and cooperation at, and between, all levels of government and private enterprise.

To reconcile our state's diversified recreation needs (senior citizens and young children, wilderness lovers and organized sportsmen, bait and fly fishermen) leadership will be required to evolve a program which:

- ... actually meets needs
- ... actually encourages county, local and private initiative in planning and providing high quality facilities
- ... cooperates with other states on regional problems
- ... conserves our irreplaceable natural resources for future generations.

Action taken in California must of necessity involve both (1) High Density Recreation Areas, to meet the close-at-home needs of our expanding urban population centers, and (2) Wilderness Areas, to be identified and preserved so that citizens today and in years to come can experience the refreshment of a natural wilderness environment.

Dick Nixon's program for California encompasses the following points:

Hunting and private lands

We must adopt a system to open up for hunting additional lands now closed to sportsmen. One constructive plan involves the leasing of private areas by the Department of Fish and Game, with the subsequent charging of hunters a daily fee to make the operation of such a plan self-supporting.

Development of public lands

Nearly half of all the land in the state—47 million acres—is owned by the Federal Government. Great tracts of this land can be withdrawn for joint federal and state use, particularly hunting and fishing where there is no danger to the public.

Federal-State regulations

The state must work to develop its own recreational facilities, rather than always holding out its hand to Washington for federal help.

Legislation

The present local firearms registration is sufficient, and a bill requiring national registration is not needed.

Any bill proposing to outlaw the carefully regulated hunting of dove should also be opposed.

The Tule Lake-Lower Klamath must be retained as one of the greatest hunting and refuge areas of the West.

Safety

Study should be given to regulation of deer hunter numbers in areas where hunter concentrations may impair hunters' safety or the welfare of game. Comprehensive investigation of needs should be made now for possible future use.

The present state administration has shown little leadership in expanding the hunting and fishing resources and areas of California. A greater number of California's waterways and wilderness areas must be developed for present and future use by the growing numbers of sportsmen. We must reverse the trend of too little and too late—fewer and fewer opportunities for more and more sportsmen.



Both a participant and a fan, Dick Nixon is shown here on the links with Randy Scott (left) and Billy Graham. On his college football squad, Dick Nixon admits he saw more action in intrasquad games than in league play. But his coach wanted Dick on the team because of Nixon's inspirational value to teammates.

**HOW TO
FIGHT
COMMUNISM**

BY RICHARD NIXON

NIXON'S VIEWS

Draw the Line on Demagogues

BY RICHARD M. NIXON

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It is not extremism per se of either the right or left which presents a problem in our society today

The dilemma for thinking Americans is how to choose the right course in fighting communism between those who use irresponsible tactics under the banner of anti-communism and those who swing to the other extreme and ignore or underestimate the danger of Communist subversion in the United States.

Every American is entitled to have "extreme" feelings about his country, his political beliefs and the worldwide threat of communism. Our two-party system is broad enough to encompass the whole range of extreme ideas from those sponsored by members of the John Birch Society on the right to those of the Americans for Democratic Action on the left.

Every American has the right and obligation to express his viewpoint, however extreme it may be, for it is the weight of public opinion which shapes our national policy.

Must Draw Line

But when it comes to demagoguery and totalitarianism, then Americans must draw the line. This is the reason I have spoken out against the John Birch Society consistently from February, 1961, to my most recent statement before the California Republican Assembly this month.

I have called upon my fellow Republicans to quit the Birch Society, not because of its so-called extreme views, but because of its totalitarian make-up. The Blue Book of the society, which serves as its

constitution, specifically states: "The men who join the John Birch Society during the next few months or few years are going to be doing so primarily because they believe in me (Robert Welch) and what I am doing and are willing to accept my leadership anyway . . . Those members who cease to feel the necessary degree of loyalty can either resign or will be put out before they build up any splintering following of their own inside the society."

No Choice Left

These are the words of a would-be dictator and they leave members of the society no choice but to agree with Robert Welch and what he stands for or to quit the society. I cannot imagine that the great majority of those who join the society out of a strong sense of anti-communism could possibly agree with Welch's outrageous statements about Dwight D. Eisenhower and the late John Foster Dulles.

In his book, "The Politician," Welch describes Gen. Eisenhower as "a dedicated, conscious agent of the Communist con-

spiracy" and says "There is only one word to describe his purposes and actions. That word is treason." And he describes John Foster Dulles, one of America's truly great secretaries of state, with these words: "I personally believe Dulles to be a Communist agent who has had one clearly defined role to play: namely, always to say the right things and always to do the wrong ones."

I have not been alone in castigating the methods and motives of Robert Welch and his ilk. Gen. Eisenhower, Barry Goldwater, John Tower and Nelson Rockefeller also have spoken out forcibly on this subject.

Our common objections would coincide with a statement on the subject made by J. Edgar Hoover last month in the American Bar Assn. Journal: "Our fight against communism must be a sane, rational understanding of the facts. Emotional outbursts, extravagant name calling, gross exaggerations hinder our efforts . . . We need enlightenment about communism — but this information must be factually accurate and not tailored to personal idiosyncrasies."

Hurts Fight

The irresponsible tactics of Robert Welch and others like him have hurt the fight against communism. His statements have been so unreasonable that a question has been raised as to whether there is any danger at all of Communist subversion in the United States.

But nonsense on one side of the question is no excuse for nonsense on the other side. The current line being taken by too many spokesmen of the national administration is to the effect that "the danger from communism is only from without and not from within."

The Communist threat cannot and should not be treated as two separate problems—one abroad, another at home. The threat is indivisible and it is just as irresponsible to see the danger of communism abroad and be blind to it at home as it is to reverse the blind spot and fight communism at home but refuse to support programs necessary to fight it abroad.

Atty. Gen. Robert Kennedy was quoted recently to the effect that "in this country the Communists have absolutely no following." He apparently based his evaluation on his estimate that there were "only" 8,000 or 10,000 Communists in the United States.

Enemy of U.S.

But what we have to remember is that every Communist Party member in the United States is a conscious, dedicated agent of a potential enemy of the United States — the government of the Soviet Union. The harm done by an Alger Hiss, a Julius Rosenberg or any one of the Communist spies who have been uncovered in the United States is an indication of the extent of the danger a "few" Communists present.

Another way to see the danger in its true proportions is to think how well off our Central Intelligence Agency would be if it had 8,000 or 10,000 Russians who were U.S. agents and potential spies for us within the Soviet Union.

They Care

There is a true need for vigilant anti-communism opinion and awareness in the United States based upon factually accurate information and fostered by a multi-lateral program of education, legislation, continued congressional investigation and vigilant enforcement of existing laws.

It is to the credit of those who join such organ-

izations as the John Birch Society that they care enough about their country to give their time and effort to fight against a philosophy they believe en-

dangers our national security.

It is not enough to tell people that they should get out of the John Birch Society and that they can do nothing in the fight

against communism. What they need is a positive alternative. It is the responsibility of political leaders of both parties to provide this alternative.

In one of the next ar-

ticles which I shall write in this series, I shall set forth what I believe are some positive and constructive programs for fighting communism within the United States.

NIXON'S VIEWS

How to Combat Reds at Home

BY RICHARD M. NIXON

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Because of the irresponsible antics of some self-styled experts on anti-communism, national attention for months has been directed to the subject of how not to fight communism in the United States. It is time now to direct attention to the even more critical problem of how to fight communism at home. Because if there is one thing that is more harmful to the national interest than exaggerating the internal Communist danger, it is ignoring it or downgrading it.

I will suggest here a program of how to mount a responsible attack upon communism and Communist influence within the United States.

First, we must recognize that there is a danger. As Cardinal Cushing of Boston pointed out recently, there seems to be "a concerted campaign to establish the conclusion that there is no internal threat from communism in the United States.

Absurd Premise

"The idea that there is no internal danger from communism contradicts the records of the congressional committees. It rests on the absurd premise that the United States, the prime target, is alone among the nations of the world exempt from concerted Soviet subversion and infiltration."

What is the magnitude of the danger?

J. Edgar Hoover, of the FBI, stated in a recent speech: "I would like to be able to report that the internal enemies of our society have virtually disappeared — that they have faded into the dim past like the dangers of wagon trail and the Northwest frontier. But this is not so . . . From the depths of our criminal and subversive underworlds, strong enemies — deadly enemies — continue to challenge the right of decent Americans to live in freedom and dignity under God . . . The Communist threat from without must not blind us to the Communist threat from within.

"The latter is reaching into the very heart of America through its espionage agents and a cunning defiant and lawless Communist Party, which is fanatically dedicated to the Marxist cause of world enslavement and destruction of the foundations of our Republic."

Sees 'No Danger'

On the other hand, Atty. Gen. Kennedy in a Los Angeles press conference on March 24 pointed out that the Communist Party had only 10,000 members and characterized it as a "political organization of no danger in the United States."

And the California Federation of Young Democrats reflected their estimate of the internal Communist threat when they recently passed resolutions calling for the abolition of the House Committee on Un-American Activities and repeal of the state law requiring state employees to sign loyalty oaths.

Which of these estimates of the threat of communism in the United States is most accurate?

The weight of evidence overwhelmingly supports Mr. Hoover's conclusion.

To say that the Communist Party, because of its small membership, is of no danger in the United States is more than a misinterpretation of members; it is a misinterpretation of history.

Points to Spies

Have we learned no lesson from the Hiss and Rosenberg cases, from the espionage activities of Klaus Fuchs in Great Britain, from the spy ring in Canada or from Robert Coblen and Irving Scarbeck most recently in the United States? The Communists do not need great numbers to steal state secrets.

Equally important, if not as dramatic as spying, is the alarming success of U.S. Communists in planting and spreading ideas that have affected U.S. policy. For example, Communist dupes sold the idea of Mao-Tse-tung as an

"agrarian reformer" — a propaganda line which considerably influenced our China policy with disastrous effects.

To ignore 10,000 American Communists, in short, would be a foolhardy as to underestimate the Communist guerrillas in South Viet-Nam because they are only a few thousand. Communists around the world operate as an elite corps, not as an infantry division.

All Should Help

The fight against communism within our borders should be joined by every thinking American, regardless of political party. It should not be left by default to those who overestimate or underestimate the danger.

As a minimum program for dealing with communism in the United States, I would suggest the following:

1—The establishment of a privately financed national foundation, headed by men of great prestige and experience, which would be equipped to extend a "seal of approval" to responsible groups and organizations fighting communism, after a thorough examination of their personnel, programs and financial records. The private citizen today is in need of some trustworthy guidance in this area. This foundation should be completely nonpartisan. This is not a matter in which Americans should divide as Republicans or Democrats. Too many groups today are confusing the fight against communism with a variety of extraneous political, economic and social issues.

Knowledge Needed

2 — Education at the school age and adult level on Communist tactics, aims and purposes — including high school

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NIXON'S VIEWS

BY RICHARD M. NIXON

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Continued from Page 3

courses on the contrasts between communism and the principles of free societies, implemented first by the selection of authoritative text books and the training of teachers. The great problem in America today is not too much patriotism or too little patriotism but too little knowledge — knowledge about communism and about our own way of life.

3—A similar educational program made available to all Americans traveling or living abroad (private-

ly or in government service) so that they could better serve as ambassadors of freedom throughout the world.

4—Vigorous and strict enforcement of the Subversive Activities Control Act, which requires all Communists to register with the Attorney General, so that they may be labeled properly for what they are.

5—Public support of J. Edgar Hoover and the FBI in the investigation of Communist activities.

Those from the far left who have made Hoover into their personal whipping boy will one day discover how scrupulously his methods have upheld civil liberties while doing a superb investigating job.

6—Public support of investigations by legislative committees in this complex field, including those of the Committee on Un-American Activities, the Senate Internal Security Sub-Committee and the investigating committees of state legislatures. Legislative investigative committees sometimes make mistakes; and when procedures are improper they should be corrected. But I would suggest that those who have been calling for the abolition of the House Committee on Un-American Activities may one day examine its procedures and discover them to be as fair or more fair than the procedures of other investigating committees which have had their support.

The anti-Communist arms of our government deserve support and constructive suggestions from the press and public, not just carping criticism.

Loyalty Programs

7—Public support of loyalty and security programs for federal, state and local employees whose government employment is a privilege, not a right.

8—Denial of the use of tax-supported schools and institutions for speeches by any individuals who have refused to testify before legally constituted grand juries or legislative investigating committees.

I have limited this article to a discussion aimed primarily at the subject of dealing with the danger of communism at home. In my next and last article in this series I shall discuss what I believe are the actions we should take to deal with communism abroad

NIXON FOR GOVERNOR

3908 Wilshire Blvd., Los Angeles 5, California

“Clearly what happens to farming is of concern to every Californian. Agriculture is California’s number one industry and we all have a major stake in its prosperity and growth.”

Richard Nixon—
May 24, 1962

HERE ARE SOME OF THE THINGS DICK NIXON HAS BEEN SAYING TO CALIFORNIA FARMERS:

Farm Costs

The California farmer pays labor costs that are twice the national average. We lead the nation in average pay for farmworkers, and in the quality of the care and facilities provided for our workers. I want California to continue to lead the nation in fair and humane treatment of our farm workers.

But we must not allow perishable crops to rot in fields and orchards because of phony labor disputes and harassment by the State Division of Industrial Welfare.

1. We must have a state administration that will not allow bureaucratic harassment to tip the delicate scales in labor-management relations.

2. I am opposed to a California minimum wage for farm workers, but will support a Federal minimum wage. This is the way to make California competitive on labor costs.

3. My position is clear on the bracero program. I support the farmer’s need for a supplemental labor supply when there is a shortage of qualified workers.

Water

1. The California Water Act, a nonpartisan measure that has my support, must be administered to protect the areas of origin as well as the areas of usage.

2. The quality of water must be protected by adequate drainage and desalinization provisions.

3. My position is clear on the 160-acre limitation. I am opposed to all Federal attempts to impose the 160-acre limitation on State-financed water projects.

4. We must fire William Warne as the director of our water program. And he must be

replaced with the most able administrator in the State, regardless of whether he is a Democrat or a Republican.

Farmer-Government Relations

1. We must have a state administration that will appoint the best qualified man in California to be our Director of Agriculture.

2. We must have an administration in Sacramento that will return the State Board of Agriculture to its former nonpartisan status.

3. We must have a balanced Board of Agriculture, representing all the interests of farming.

4. We must have a state administration that will stand up and fight for California’s share of world markets. I will use my knowledge of the international bargaining table to see that California commodities are not sold down the river by State Department negotiators in Washington, D. C.

5. We must have a state administration that will fight to get California a voice on the U. S. Tariff Commission.

6. California consumers are getting an adequate supply of pure, wholesome milk at prices well below those in comparable metropolitan areas across the nation. I fully support the Milk Stabilization Act, and will see that it is more adequately enforced than it has been in the past.

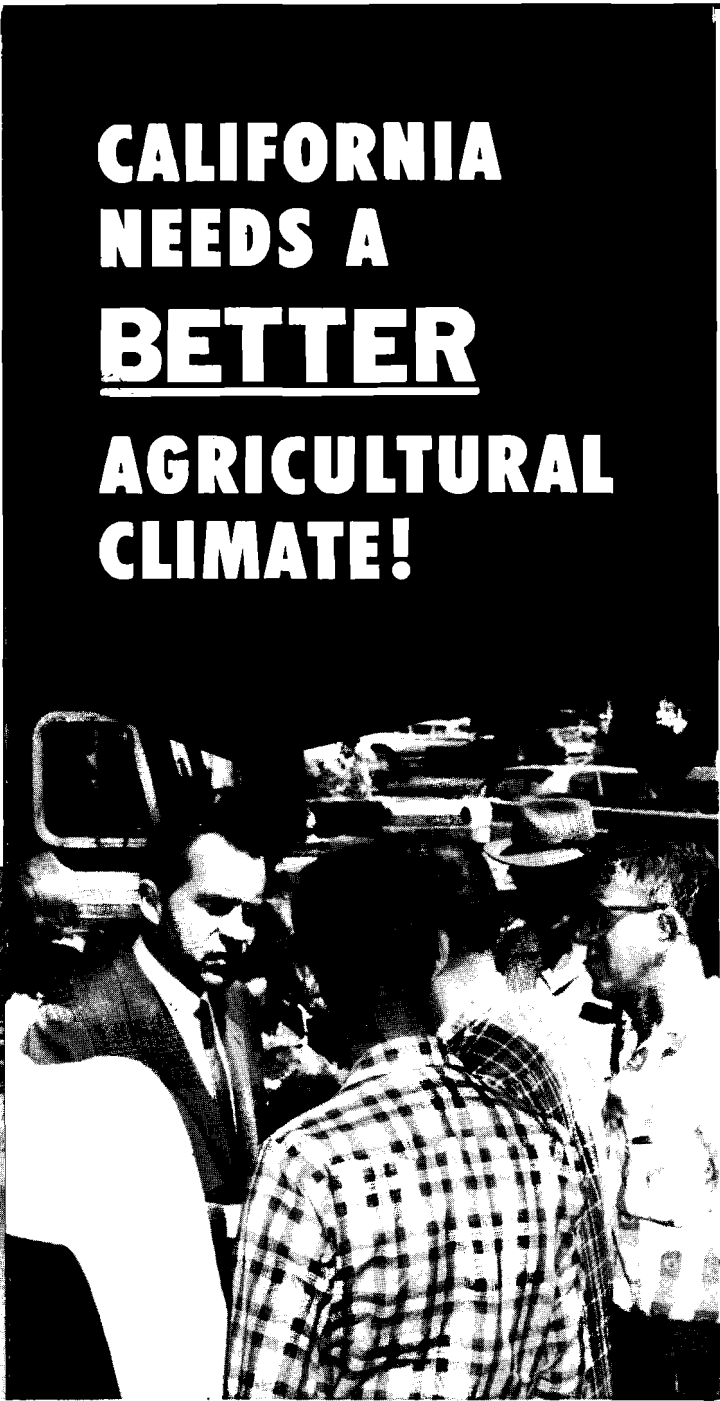
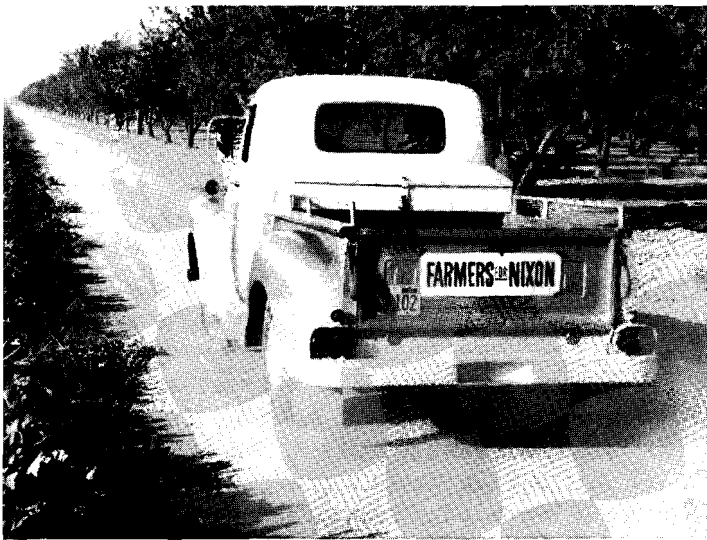
7. California’s marketing orders have been a lesson to the nation. Through these farmer and processor financed and directed commodity orders the producers of this state have worked effectively to solve their marketing problems. I give my full support to market orders that are planned and directed by farmers or farmers and processors. I oppose turning over our commodity direction to bureaucratic planners in Washington, D. C.

Where Dick Nixon stands . . .

“ We must do two things. First, we must provide jobs for our growing population. Second, we must provide the necessary state services without discouraging new business from coming to California because of high taxes. To achieve these goals, it is essential that we cut the present administrative waste in Sacramento. ”

“ Our state government is drifting into a position of subservience to our national government. We must maintain our state's sovereignty. ”

“ California faces fiscal chaos. It receives more money from state taxes and spends more than any other state in the Union. You tell me . . . can this go on indefinitely? ”



CALIFORNIA NEEDS A BETTER AGRICULTURAL CLIMATE!

CO-CHAIRMEN OF FARMERS FOR NIXON

J. L. SULLIVAN
Yuba City

HARVEY A. LYNN
Arlington

W. B. CAMP
Bakersfield

RAYMOND F. HANSEN
Norwalk

S. V. CHRISTIERSOHN
Salinas

BRUNEL CHRISTENSEN
Likely

JOHN SPARKMAN
Poway

EARL S. SMITTCAMP
Clovis

KEITH REEVE
Tracy

AL TISCH
Hamilton City

JOHN V. NEWMAN
Oxnard

WARREN BROCK
El Centro

DON FLOURNOY
Likely

UGO CAVAIANI
Ballico

WES SAWYER
Waterford

JOHN ZUCKERMAN
Stockton

MAS OJI
Yuba City

PETER FLORSHEIM
Los Gatos

JACK Z. ANDERSON
San Juan Bautista

NIXON FOR GOVERNOR

SEPTEMBER						
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30						

FRIDAY

28

SEPT. 1962

See and hear
 Dick Nixon face the
 hottest political questions
 Californians can ask!
TONIGHT on the big 3-hour
NIXON TELETHON
 KSBY-TV Ch 6
 10 pm to 1 am

Friday, September 28, 1962





LET'S ALL VOTE FOR NIXON

Words and Music by
J. MALOY ROACH (ASCAP)
(Writer of ONE LITTLE CANDLE)

Moderate March Tempo

G D7 G

LET'S ALL VOTE FOR NIX-ON, next e - lec - tion day LET'S ALL VOTE FOR NIX-ON,

A7 D7 G B7 Em Em7

let him lead the way. He's a man of ser - vice, to hu - man - i - ty.

A7 D7 C

Just the one to serve us, and it's plain to see He was the best Vice - Pres - i - dent we've

Arr. by Floyd Bartlett

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G C G A7

ev - er had on that we must a - gree As the Gov - er - nor of the Gold - en

A7 D7 G

State He'll be great for you and me. LET'S ALL VOTE FOR NIX-ON,

D7 G A7

next e - lec - tion day. LET'S ALL VOTE FOR NIX - ON, Let him lead our

D7 G G7 C Cm G D7 G

way Let's all vote, Let's all vote, LET'S ALL VOTE FOR NIX-ON!

Let's All Vote For Nixon - 2

"Let's All Vote For Nixon"

Words and Music by J. Maloy Roach, (ASCAP)

I'm voting for Dick Nixon for Governor because California needs his proven, experienced, decisive leadership.

Signature Line

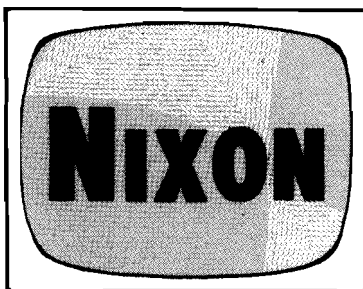


FROM _____

TO _____



WIN WITH



TELETHON

Watch

LIVE FROM SACRAMENTO

NIXON

TELETHON

Tuesday, October 16

Channel 3

KCRA-TV

9:30 P.M. to 12:30 A.M.

There will be no holds barred on this exciting, dramatic, history-making TV appearance by Dick Nixon. He wants to answer your questions about his program for progress for California. Join your friends and neighbors in participating in this unique live telecast which Dick Nixon has planned for you.

- Send in your Telethon contribution today. (Use the enclosed return envelope and card.)
- Send in the question(s) you would like Dick Nixon to answer on the Telethon.
- Invite ten of your friends -- at least two of them Democrats -- to your home on the night of the Telethon to watch the show.
- Work now -- right through November 6 -- to help elect Dick Nixon as the next Governor of California.
Yours to WIN WITH NIXON!

Andrew Downey Orrick

Andrew Downey Orrick
Northern California
Campaign Chairman

DICK NIXON speaks out

WATER: "I have proposed a 13-point program to speed up construction of dams and aqueducts, to eliminate the present administrative hodge-podge created by William Warne, to reactivate the Power Committee, to put checks on executive power over water projects, and to oppose the 160-acre limitation where State water development is concerned."

CIVIL RIGHTS: "We cannot achieve progress and opportunity for all through purely legalistic approaches. A more positive approach is necessary. That is why, as Governor, I will use the moral and persuasive powers of my office to bring employers together for voluntary action in the field of equal job opportunities, and opportunities for promotion."

PARKS AND RECREATION: "Now is the time to move rapidly forward with a long-term program of land acquisition and development to keep pace with legitimate popular demand for adequate outdoor recreation facilities. In taking over land, there should be more consideration than in the past for the opinions of local residents. And a tight, responsible administration of the acquisition program is imperative."

COMMUNISM: "At the next session of the legislature, I will present a first priority anti-communist program. Among its provisions: it will deny the use of tax-supported institutions for speeches by any individual who refuses to comply with Federal and State subversive control laws or refuses to testify before Grand Juries or legislative committees investigating subversive activities..."

BOSSISM: "In less than four years, the mainstream of California politics has been polluted by Pat Brown's use of imported Tammany Hall political tactics. Our state, which from the time of Hiram Johnson, has established a reputation for placing the interests of the people above partisan considerations, has now been contaminated by a foreign agent-machine politics."

MEDICARE: "I am opposed to government medicine such as the compulsory King-Anderson Bill. I favor the Kerr-Mills Act, which provides for medical care for aged persons in need, and I will work to strengthen its implementation in California. There must also be more aggressive leadership to encourage the expansion of private health insurance programs."

INTERNATIONAL EXPERIENCE: "The people know that first-hand knowledge of such matters as world trade and international negotiations will be a vital asset to California. California industry, agriculture and labor are threatened by foreign competition... I have the background, the knowledge, and the will to fight California's battle in this important arena."

LEADERSHIP: "What we desperately need in state government is not just a decisive leader as Governor, but a Governor who will surround himself with men and women of quality, men and women with fresh ideas, men and women of proven administrative ability. Only in this way can we close the leadership gap in California government."

CALIFORNIA DEMOCRATIC COUNCIL: "In this crusade for a better California, we will be joined in November by hundreds of thousands of Democrats, who believe in our principles, and who recognize that the radical CDC clique controlling the Democratic Party in California is not representative of their philosophy."

FEDERAL AID TO EDUCATION: "There is only one effective answer to the pressures for vastly increased federal aid. Our state and local school districts... must assume the burden of responsibility. The most effective way to avoid dictation on education from Washington is to do a better job of meeting the needs of education at home."

Nixon's Program For Progress



Never in the history of California has any candidate for Governor so clearly spelled out his position on the major issues confronting the state.

This is Dick Nixon's Program for California:

Expand job opportunities, for a population that increases by 1600 each day, through a new administration that will encourage free enterprise, keep costs of government down, and avoid new taxes.

Cut crime by backing up local law enforcement officials with a realistic legislative program, including the ultimate penalty for big-time dope peddlers, and a top-level State crime commission.

Attract new industry by starting a "California Crusade for New Business Investment," cutting government expenditures so as to avoid tax increases, opening new markets for our products at home and abroad, maintaining a balance between labor and management at the bargaining table.

Cut the cost of government by correcting unsound fiscal policies, wiping out frills and extravagance, and eliminating red tape and excess paper work.

Streamline welfare programs by adopting my five-point action program that will clear away red tape, give greater local control to meet local conditions, and restore the concept of personal responsibility.

Improve education by resisting Federal control, while giving a wider choice of textbooks, more fully recognizing the need for vocational training, initiating effective anti-communist education, and re-examining the tax structure to relieve economic pressure on education and real property taxpayers.

Reorganize government by undertaking my 10-point program to eliminate the super-cabinet, headed by \$25,000-a-year men; throw out State-paid press agents; investigate government operations, and revise the State Constitution.

Encourage agricultural development by appointing the best-qualified men to key jobs in the State Department of Agriculture, without regard to politics.

This is the record under Brown:

California has more people unemployed than any other state. Our State has had a higher-than-average unemployment rate for the past three years.

California now has the greatest number of crimes of any state—as many crimes were committed in California in 1961 as in New York, New Jersey, and Pennsylvania combined.

California ranks ninth among the major industrial states in starting new plants, according to an independent magazine. This year, New York has built three times as many new plants as California.

California has the most costly State Government in the nation. The cost of the Governor's office alone has gone up 52.7% under the present administration.

Two national magazines have singled out our welfare programs as shocking examples of slipshod administration. California welfare costs have risen 25% in the last two years, while the population has only gone up 7.5%.

California ranks close to the bottom (44th) in the ratio of teachers to pupils in our public elementary and secondary schools.

There are 360 boards, commissions, and agencies in California. The present Governor's plan has not eliminated a single job or abolished a single agency.

The State Board of Agriculture has been turned over to one political party. One recent State Director of Agriculture was involved in a national scandal; another tried to bury the Department in a bureaucratic

Dick Nixon's pledges for a better California

As Governor of California I pledge:

- To bring to California a State Administration that is worthy of the first and greatest State in the Nation. I will put an end to rule by clique and crony.
- To bring into State Government a team of the best executives and technicians in the State. And I will kick the second-raters and political hacks out of Sacramento.
- That California will lead the Nation in job opportunities for all our citizens by creating the best climate for new private investment of any state in the Union.
- An Administration dedicated to attracting new industry — not an Administration that can be smug when we rank ninth among the major industrial states in building new plants since the beginning of 1961.
- To replace the spineless soft-on-crime attitude of the present Administration with strong, vigorous backing of local enforcement officials.
- To wage an all-out campaign to make the homes, streets and highways of California safe for our citizens.
- To cut the costs of State Government so that we can reduce the tax burden borne by our citizens.
- To initiate the most effective State program in the Nation for fighting communism — a program that will include education, on the student and adult levels, on both the dangers of communism and the positive alternatives of freedom.

This pamphlet expresses Dick Nixon's position on some of the vital issues facing California today. If an issue of special concern to you has not been covered here, please write to: Dick Nixon, Nixon for Governor Headquarters, 3908 Wilshire Blvd., Los Angeles 5, California. The information you seek will be sent to you immediately.

In a major Telethon on May 29th, Dick Nixon answered 146 questions on State issues. Some of the more important issues have been discussed in this pamphlet.

Win with NIXON

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Harold C. McClellan
So. California Chairman
3908 Wilshire Boulevard

Andrew D. Orrick
No. California Chairman
525 Market Street

California is now in competition with the rest of the nation to attract the new industry we need to provide the hundreds of thousands of additional jobs required by our growing population each year. Our labor/management policies must maintain a balance between the bargaining power of management on the one side and labor on the other. Once that balance swings too far one way or the other, the result is labor/management strife which will drive away rather than attract new business investment.”

Richard M. Nixon

Dear WIN Worker:

I want to thank you for volunteering your time and efforts as a member of your company's WIN team.

Never before in any major election has there been such a concerted effort to reach so many hundreds of thousands of voters at their place of employment than the one we will be making together during the coming weeks and months in presenting our realistic program of "Decisions for Progress" for a better California.

Your active participation in this history-making undertaking will be invaluable and a vital factor in the outcome of the election.

I will be hoping to have the pleasure of seeing you and your fellow-employees at some point along the campaign trail. In the meantime, I know you will make the most of your opportunities to get our message across to your fellow-workers.

Let's all get together and W I N I

Sincerely,



Win-with-NIXON

STATE HEADQUARTERS

3908 Wilshire Blvd., Los Angeles 5, California

DUnkirk 5-9161

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

JOHN V. VAUGHN
So. California WIN Chairman
3908 WILSHIRE BOULEVARD
LOS ANGELES 5, CALIF.

RICHARD NAIR
No. California WIN Chairman
525 MARKET STREET
SAN FRANCISCO 5, CALIF.

Win with NIXON

VOLUNTEER SUPPORT PROGRAM



Win

What is the WIN Program?

In hundreds of large companies throughout California, committees of employees are being organized to work in the forthcoming election campaign. Service on such committees will be volunteer... and representing all operating levels, occupation groups, divisions and departments.

In addition to the major corporations and plants participating in the WIN program, thousands of smaller business offices, shops, filling stations, pharmacies and professional offices are joining this campaign crusade. The following suggestions may be applied to these smaller employee groups as well as to larger ones.

What does the WIN committee do?

Each committee makes its own rules and plans its own program. The ultimate objective is to—

- Contact all fellow workers in each company—
- Make sure they understand Dick Nixon's philosophy
- Provide them with campaign literature, badges, bumper strips, etc.
- Convince them to vote for Dick Nixon on November 6.

What to do first All those from your company officially enrolled with Nixon Headquarters as members of your committee should meet to decide upon a Chairman and perhaps one or more Co-Chairmen.

1. As soon as you have done this, please send these names to WIN Director, Nixon Headquarters, so they may be recorded.

2. Either the Chairman of your committee, or someone appointed by him, should talk with the appropriate executive of your Company to determine what ground rules he would like you to adhere to. Your activities should be carried on within company policy, but you should try to get approval for such things as the use of company bulletin boards, signs in the work areas, etc.

3. Try to obtain a list of names, home addresses and telephone numbers of all fellow employees. If your personnel office is unwilling to release this list, perhaps the Personnel Manager would be willing to address envelopes for your mailings of letters and literature.

If a complete list of personnel home addresses is not available through any source, then you can

with NIXON

build your own by having members of your committee circulate a "Pledge of Support" form. This list will be most valuable later on for use in recruiting additional workers for campaign jobs and election day work.

Expand your committee

4. Get busy on finding new members for your committee. Besides making sure that you have a representative from each occupational group, department and division, you should strive for at least ONE COMMITTEE MEMBER FOR EACH 10 EMPLOYEES (*i.e.*, 250 total employees in the company should have a WIN COMMITTEE consisting of at least 25 members).

Plan your program

5. Now you have the solid core of workers needed to cover your company. Arrange a meeting with your entire committee to make certain you are in agreement on your aims and objectives and to distribute to each member a kit of material and literature which Nixon Headquarters will supply.

In smaller companies, this meeting could be held at lunch time, during rest periods, or before or after work. In larger companies and plants, it would be advisable to hold the meeting AWAY FROM THE PLANT in a centrally-located hall.

Schedule activities

6. Committee Co-Chairmen should have a suggested action program and time-table of activities prepared to present to the entire committee. At least one mailing should be planned to go to the HOMES of all employees. This would include a letter from the committee (mimeographed) and Nixon literature which will be provided by Nixon Headquarters upon request. Nixon Headquarters should be notified of these planned mailings as far in advance as

VOLUNTEER SUPPORT PROGRAM

possible. Perhaps the company will be willing to provide envelopes and postage. This should be discussed by the committee Chairman and the appropriate executive in their initial meeting.

Suggested activities Dick Nixon is sure to speak at a Nixon Rally somewhere in your area at some time during September or October. When a Nixon appearance is announced for your community, "talk-it-up" among fellow employees.

Organize a Nixon Rally Caravan. Dress your cars up with banners. Pick up fellow workers, take them to the rally to see and hear Dick Nixon in person.

TV Debates and Telethons—Headquarters will notify committees of all scheduled Nixon TV appearances. Committee members should plan "coffee-hours" at their homes and invite 10 or more fellow employees in to watch the telecasts.

Bumper Strips are one of the most effective promotional items. Order a supply and plan a day when each member of your committee can station himself at the parking lot exits to seek approval for placing a bumper strip on each employee's car.

Undecided Voters. In talking to your fellow employees, you will find many who have not made up their minds which way they want to vote. Fill out the "Undecided Voter" forms sent you, giving names and HOME addresses. Send completed forms to WIN Director, Nixon Headquarters, as early as possible. A personal letter from Dick Nixon will then be sent to these UNDECIDED VOTERS soliciting their support.

Continue your activities with increasing tempo, from now until November 6. By person-to-person contact, letter or telephone, pass on all information you can assemble to your fellow employees and keep selling the truth—Dick Nixon... and what he stands for... are what California needs.

libel
THE ARTFUL DODGER



False ideas can be planted without actually stating them: "What did the mayor do with the payoff money?" or "Some say it wasn't the mayor, but his assistant." *Don't be fooled by weasel-wording — it's a cheap trick to avoid libel suits!*

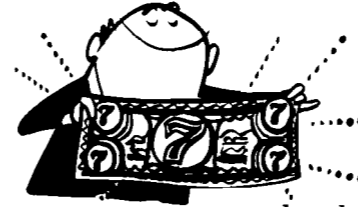
BEWARE THE WITCHING HOUR



Smear artists usually wait for the last minute to launch their most damaging lies. Be skeptical about any new charge that appears for the first time just before Election Day. *Don't let a last-minute smear panic you into switching your vote!*

ON \$7 BILLS

Some organizations and publications that crop up out of nowhere in election campaigns are "just as phony as a \$7 bill. Make sure the name of



the organization is *exactly* what it "sounds something like." Look for names of officers, and the address. Check by phone or in person. *Don't forget: you can't buy facts with \$7 bills!*

SO WHATMANSHIP

This is your best defense against irrelevant statements. If it doesn't have some reasonable connection with the candidate or the office he seeks, ask yourself, "so what?" *Don't let irrelevant matters hide the real issues!*

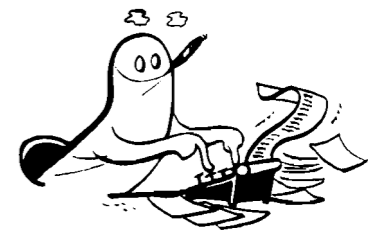


Make Your Vote Count—Use This

VOTER'S CHECK LIST

FROM THE
Fair Campaign Practices Committee, Inc.
45 East 65th Street New York 21, N. Y.

CHECK HERE
to
SPOT SMEAR!



INVISIBLE AUTHORS

Who wrote it? Who published it? *Missing name or address* means the author is hiding. Ask yourself *why*. (Anonymous campaign literature is against the law in national and most state elections.) *Don't let invisible authors tell you how to vote!*

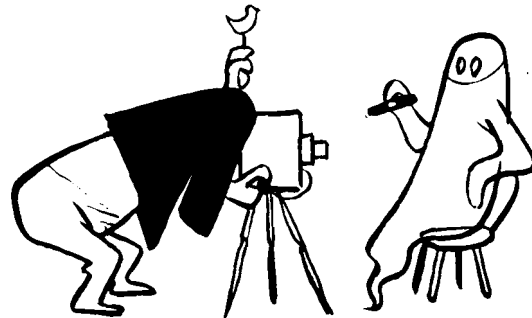


THE MISSING PAPERS



Where is the proof? If a sensational charge is not documented, insist on seeing the evidence before you believe it. *Don't fall for guilt by accusation!*

THE LITTLE MAN

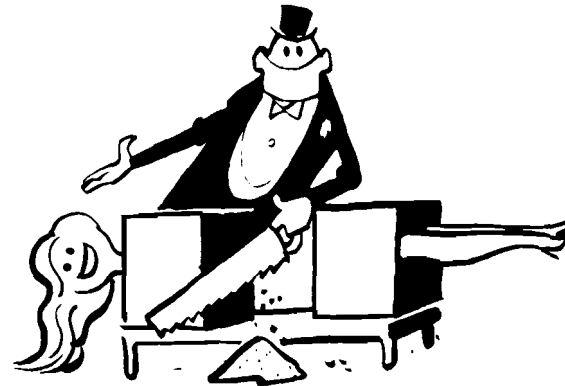


WHO WASN'T THERE

Photo trickery can sneak people into or out of real pictures. If a photo seems too "pat" or incriminating, ask the person it's aimed at. If it's a fake, he should be able to prove it. *Don't be tricked by trick photography!*

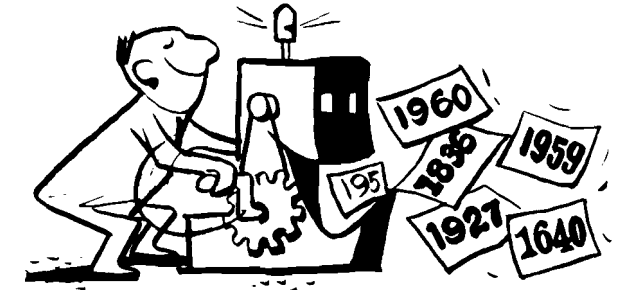
part of NOTHING BUT THE TRUTH

Leaving out a key word can reverse the meaning of a quotation. (Black is ~~never~~ white.) By itself a single vote or statement often is misleading. *Get the whole story!*



SECRETS OF WIFE-BEATING

Do you still beat your wife? *There is no right answer.* Either way, you lose. "I have no proof he still beats his wife, as everybody believes," is a switch on the same trick. *Don't let political con men start a rumor by denying one you've never heard!*

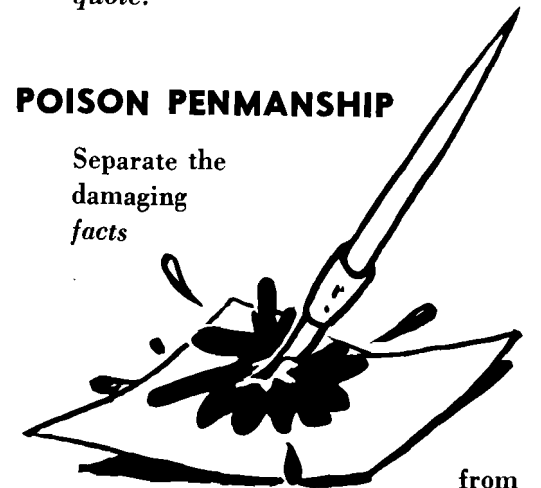


THE WONDERFUL TIME MACHINE

Note the dates on quotations. Statements of 10 or 50 or 100 years ago often don't have the same meaning today. Parties and other organizations change with the times. *Don't base your vote on an out-of-date quote!*

POISON PENMANSHIP

Separate the
damaging
facts



from
words and pictures dripping with
hate. True charges usually can be
made straight out. *Don't let hate
words brainwash you!*

Governor of California—

edge:

bring to California a State Administration that is worthy first and greatest State in the Nation. I will put an end to clique and crony.

bring into State Government a team of the best executives technicians in the State. And I will kick the second-raters political hacks out of Sacramento.

hat California will lead the Nation in job opportunities for our citizens by creating the best climate for new private investment of any State in the Union.

An Administration dedicated to attracting new industry—not an administration that can be smug when we rank ninth among major industrial states in building new plants since the beginning of 1961.

To replace the spineless, soft-on-crime attitude of the present administration with strong, vigorous backing of local enforcement officials.

To wage an all-out campaign to make the homes, streets and highways of California safe for our citizens.

To cut the costs of State Government so that we can reduce the tax burden borne by our citizens.

To initiate the most effective State program in the Nation for fighting communism—a program that will include education, on the student and adult levels, on both the dangers of communism and the positive alternatives of freedom.



Give California a decisive Leader!



**Dick Nixon's
pledges
for a better
California**

**Win with
NIXON**

Vote for Dick Nixon for Governor, Nov. 6

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

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

Andrew Downey Orrick
Northern California Chairman
525 Market Street
San Francisco 5, California

What kind of a Governor has BROWN been?

**Every thinking Californian
should decide for himself**

Here is Brown's "box-score" in nine crucial areas

FACT: California today has the highest total state and local tax collections in the nation.

FACT: In Brown's first year as governor, the largest single tax increase in the history of any state became law in California.

FACT: During Brown's four years as Governor, per capita tax collections have gone up 23%... per capita income only 9%.

QUESTION: Can California stand 4 more years of tax increases?

FACT: Brown's high-tax policies are preventing new industries from coming to California—and even forcing some existing businesses to leave California.

FACT: California unemployment is above the national average.

FACT: New York had more than three times as many new industrial plants start last year as California.

QUESTION: Do you want to see the Brown trend continued... with more and more California jobs—perhaps your job—threatened?

FACT: Brown has a world-wide reputation—for indecision. Cases where he has embarrassed Californians include:

- (1) the Democratic Convention in 1960;
- (2) the Chessman case;
- (3) outlawing professional boxing in California;
- (4) need for narcotics legislation in California.

QUESTION: With California industry, agriculture

state have a governor who lacks international stature or experience... a man who has consistently failed to stand up and protect our interests?

FACT: California's state government spends more money than any other state in the nation.

FACT: The costs of running Brown's own office have increased 52.7% since he became governor.

FACT: Brown has superimposed on the already thick layers of state government an extra layer of "fat"—i.e., his "superagency" plan.

QUESTIONS: Should California's future growth be penalized by Brown's bureaucratic empire? Should California continue a program of extravagant spending that includes 51 press agents on the state payroll?

FACT: California has the worst record of major crime in the nation, in spite of the efforts of dedicated local law-enforcement officials.

FACT: In 1959 and 1960, Brown ignored the need for better narcotics control legislation, despite a petition signed by hundreds of thousands of citizens, despite pleas from civic and church groups, despite deaths in Los Angeles County High Schools.

FACT: In 1961, Brown consistently delayed effective narcotics legislation until the State Legislature forced him to act.

QUESTIONS: Do you think the present governor, by word or deed, has recognized the seriousness of the problem?

Do you think he is capable of supplying the leadership to attack the problem?

FACT: California has the largest number of students of any state in the nation, but in the pupil/teacher ratio (number of students per teacher) ranks 44th.

FACT: The "Master Plan For Education," claimed by Brown as one of his accomplishments, is actually a bi-partisan achievement, with most of the work done in the Knight administration.

QUESTIONS: Has the Brown administration ever shown it wishes to avoid control of education from Washington, D.C.? Has it ever shown it believes in more local and state action in education and welfare?

FACT: The Fair Employment Practices Commission established during the Brown regime has made no significant breakthroughs in opening up closed fields of employment.

FACT: Democrat "liberals" redistricted the majority of Los Angeles Negroes into one Congressional district, forming, in effect, a Negro "ghetto." The Los Angeles Sentinel commented as follows: "the actions of the

ernment reveal them as the true enemy of the development and self-expression of our community."

FACT: At the Governor's conference in 1962, Brown said he didn't want a resolution on civil rights ever presented, because it might "divide" the Democrats. When a resolution finally was introduced, Brown was absent when the vote came.

QUESTION: Are you proud of a governor with such a record in the field of equal opportunities and civil rights?

FACT: The Brown administration has urged a state minimum wage law for farm workers, which would place many California farmers in a position where they could not possibly compete with other states.

FACT: Brown has made three "political appointments" to the key position of Director of Agriculture. The first, William Warne, a former Federal Foreign Aid Administrator, was cited by Senate and House Committees for "boondoggling" in Iran, Korea and Brazil. (Warne TODAY is Brown's Director of Water Resources.) The second appointment to the Agriculture post, James Ralph, was subsequently fired from a national administration post (Assistant Secretary of Agriculture) for involvement in the Billie Sol Estes case. The third appointment, Charles Paul, was picked for political purposes over the heads of qualified career men.

QUESTION: Can California hope to compete successfully in the world agricultural market with its problems handled by misplaced persons, second-rate administrators and political hacks?

FACT: One of Brown's sons-in-law is Assistant to the State Director of Corrections.

FACT: Another of Brown's sons-in-law is a Deputy Attorney General.

FACT: Brown's brother is a State Inheritance Tax Appraiser.

FACT: Brown's record of appointments shows nearly four Democrats for every Republican.

FACT: Brown appointed Dutch Woxberg, a former Jimmy Hoffa aide, to a state post (Small Boat Harbors Commission).

FACT: Our State Director of Finance is a newspaperman, without financial experience.

FACT: Regarding the appointment of judges, Brown says... "I have picked them irrespective of their politics." The record of judicial appointments: 165 Democrats, 34 Republicans, 1 no party affiliation.

QUESTIONS: Do you like political bossism... with government by-and-for cronies?

Do you wish to see a political dynasty built in California?

What they say about Brown

Arthur McCardle, chairman of the Veteran Board, resigned with these words:

I have nothing but absolute disgust and repulsion for the lies, deceit and treachery coming out of Sacramento.

Robert McCarthy, former Chief of the Department of Motor Vehicles under Brown, resigned with this blast:

It has become increasingly difficult for me to work for a spineless administration that lacks both courage and principles.

When I accepted your appointment in January, 1959, we agreed to the seriousness of the traffic problem and the need for vigorous leadership.

Since this time, your support has dwindled steadily and by now has completely disappeared.

During the past two years more than \$4,500,000 has been saved in the operation of this department with no support whatever from you.

Leadership on your part could have saved the people of California additional millions in the operation of other departments.

My attempts to curb the drunk driver, while initially receiving lip service, saw you cave in to pressure for a softer law. Leadership here could have saved lives. These experiences are symptomatic of a sick administration.

This is the record of Brown "firsts" for California

1. **FIRST** in total state taxes.
2. **FIRST** in total general expenditures.
3. **FIRST** in sales taxes.
4. **FIRST** in property taxes.
5. **FIRST** in total number of state employees and payroll.
6. **FIRST** in business failures among major business states.
7. **FIRST** in bankruptcies.
8. **FIRST** in highway fatalities.
9. **FIRST** in major crime.
10. **FIRST** in total criminal offenses.

Are these the "FIRSTS" California wants?

***For a California that's FIRST in
Achievement, give California a Leader***

**VOTE FOR
DICK NIXON
FOR GOVERNOR**

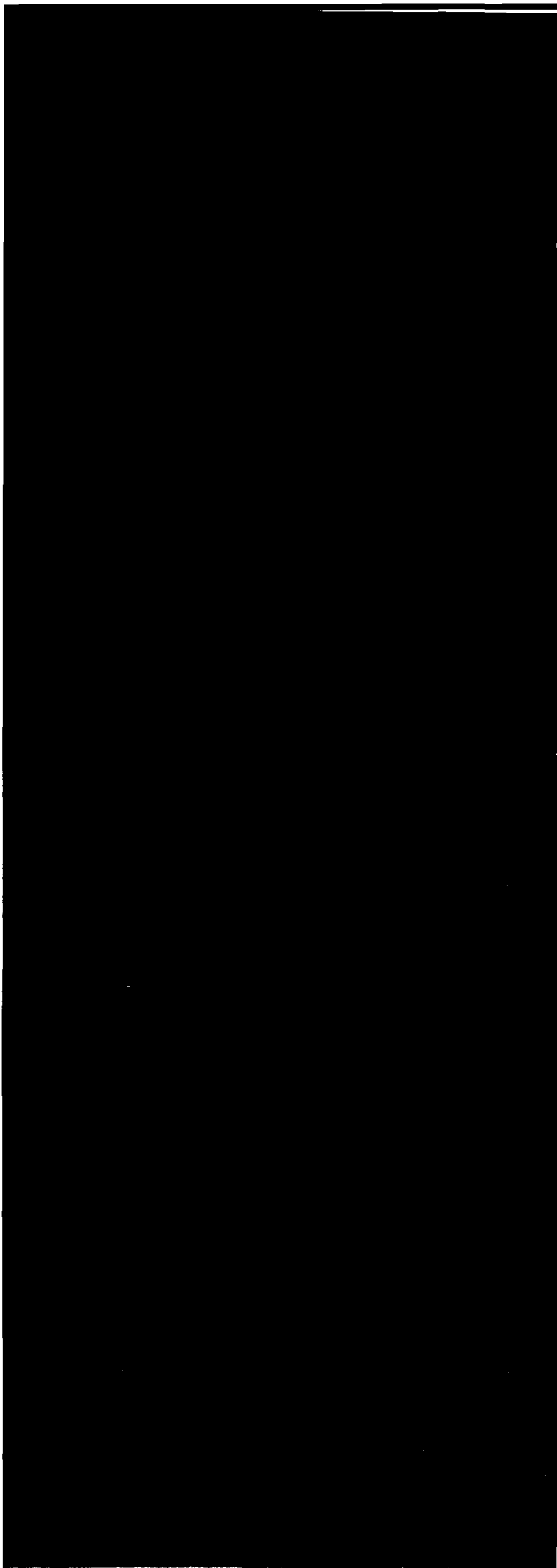
DEMOCRATS FOR NIXON

Z. Wayne Griffin
3908 Wilshire Blvd.
Los Angeles, Calif.

Merritt K. Ruddock
525 Market Street
San Francisco, Calif.

What is
the
BROWN
record

?



SECRET

*Biography of California's
Foremost Leader*

born in Yorba Linda, California—January 9, 1913

19-1930 Attended public schools in California; worked in family grocery store.

30-1934 Attended Whittier College; President of student body; graduated second in his class.

34-1937 Attended Duke University Law School; President of Law School student body; graduated with honors.

37-1941 Admitted to California Bar; joined Whittier law firm; became a general partner within one year.

40 Married Patricia Ryan, a Whittier school teacher. Two daughters: Patricia, born in 1946; Julie, born 1948.

42-1946 Served in U.S. Navy; South Pacific Combat Air Transport Command; left active duty in 1946 as Lieutenant Commander.

46 Elected to U.S. House of Representatives over five-term opponent by more than 15,000 votes.

48 Re-elected to House as candidate on both Republican and Democratic tickets.

50 Elected to U.S. Senate by 700,000 votes—the largest plurality of any Senator running that year.

52 Elected Vice-President of the United States.

56 Re-elected Vice-President of the United States.

60 Candidate for President of the United States. Received 49.9% of popular vote, and carried 26 of the 50 states. Beat Kennedy in California.

61 Entered private law practice in Los Angeles, California.

62 Candidate for Governor of California.

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Richard C. McClellan Andrew D. Orrick

California Chairman No. California Chairman

108 Wilshire Boulevard 525 Market Street

Los Angeles 5, California San Francisco 5, California

Win with NIXON

**California's
Day of
Decision**



Your vote for
DICK NIXON

A DECISION
FOR PROGRESS

**Our State's Future—Our Own Future—
Is At Stake!** *The record speaks for itself—*

**New Industry Shuns California
Because of High Taxes**

CALIFORNIA TAXES NOW HIGHEST IN NATION

Governor's Lack of Leadership Causes Concern

CHESSMAN CONTROVERSY AROUSES NATION

You've read the headlines. You know the present administration's sorry record.

California's most crucial hour is at hand! On November 6, 1962, the people of California will cast their ballots for our state's next governor. Will

our state continue to flounder under the present regime's load of high taxes, indecisiveness, mismanagement? Or will California take its "place in the sun" as the number one state under Dick Nixon's effective, courageous leadership? The decision for progress must be made by you.

Here's why Dick Nixon's election is important to you

DICK NIXON • A man to match California's greatness!

*Compare the candidates: Here are the reasons
to vote for Dick Nixon as Governor of California
is a decision for progress:*

*Record of achievement
Action for ALL the people
of his native state*

Congressman and Senator representing California's interests. 8 years Vice President of the United States. Compare this record against the record of Dick Nixon as opponent. Only Dick Nixon has the knowledge, national and international affairs a man must have in 1962 to lead California decisively. Only Dick Nixon can make California the state *first* in opposition to the present Governor as population.

protect your job and keep taxes down. California's present tax rate is the highest per capita in the nation. New industry will *not* move to California at a fast enough pace if taxes continue at present high levels. Your future job depends on California's future economy. *Only* Dick Nixon has the ability and experience in both the legislative and executive branches of government—plus the ability to do something about taxes—that can bring California back to the top.

2 To advance free enterprise and halt the menace of "big government." Dick Nixon knows what has made this land the most productive of all. It's the free enterprise system. He believes the *right* way to get a job done is to turn first to private enterprise... and *not* to a bungling bureaucracy such as that now operating in Sacramento. As governor, Dick Nixon will be dedicated to the principle that the best answer to bigger government in Washington is better government in Sacramento.

3 To provide strong, able and decisive leadership. The lack of leadership of our present governor is a known fact throughout the world! Can California stand four more years of indecision? We *must* elect Dick Nixon—who has demonstrated in crisis after crisis his ability to act wisely and well.

4 To end "boss rule" and political machines. You know what has happened to California political life in the last 4 years. An unending record of political "cronies" taking office—the building of a vast political machine such as California has never known before. Dick Nixon will stop this vicious trend by appointing the best men and women—Democrat or Republican—to responsible jobs. He will make Sacramento a showcase—not a sore spot.

5 To represent California's real stature before the Nation and the World. Dick Nixon towers over his opponent in national and international stature. Dick Nixon is known and respected by leaders throughout the world. He has the confidence

experience in dealing with the issues that concern us all—defense, welfare, employment. Can any man do a better job in protecting our state's interests in today's fierce competition among states and nations?

6 To grow with proven accomplishment. The true measure of a man is his record of accomplishment. Compare the two men here. Dick Nixon has helped make decisions concerning our national defense, has presided over meetings of the Cabinet and the National Security Council during President Eisenhower's illness, has helped settle national strikes, has stood unflinchingly in the face of Communist mobs in foreign lands. Can you think of *one* such accomplishment of our present governor?

7 To provide equal opportunity for all. Look at the record. It proves that Dick Nixon has always believed in *and voted for* measures that respected the dignity and worth of the individual—regardless of race, creed or color.

8 To assure fair treatment for labor and business. During the 1959 nationwide steel strike, Dick Nixon studied both points of view... and came up with a proposal that both sides could endorse. Through the years, he has gained the respect of both labor and management.

9 To stop the rising crime rate. Dick Nixon is pledged to replace the spineless soft-on-crime attitude of the present Administration with a strong and responsible program vigorously supported by local law enforcement officials.

10 To lead the nation in an effective program for fighting Communism. For 15 years, Dick Nixon has been in the front ranks of those opposing Communism. He knows and understands the danger of Communism from the inside and

*Give California
a decisive leader!
Vote for Dick Nixon
for Governor November 6*





The CDC says:

We approve the expressed opinion of the United Nations Ambassador Adlai Stevenson...that recent votes point to the eventual admission of Communist China to the United Nations. It is obvious that only by eventual admission of Communist China can the jurisdiction of the United Nations be extended to it...

March 5, 1961, CDC Policy Statement

The CDC says:

The House Committee to Investigate Un-American Activities should be abolished.

February 14, 1960, CDC State Conference

Pat Brown says:



"I want this organization (CDC) to flourish and grow."

March 3, 1961

Pat Brown says:



"I am a champion of the CDC."

March 3, 1961

The CDC says:

We believe the United States should not increase its military appropriations; in the unfortunate event of a deadlock in the (Geneva) negotiations, the United States should declare an indefinite suspension of nuclear weapons tests, and refer the problem of achieving a worldwide ban to the United Nations.

February 14, 1960, CDC State Conference

The CDC says:

All state and federal non-disloyalty oaths should be abolished.

February 14, 1960, CDC State Conference

Pat Brown says:



"I want to help it (the CDC) and I want to protect it"

March 3, 1961

Pat Brown says:



"The CDC is my strong right arm"

1959

BROWN NOW SAYS *he doesn't agree with five of the stands taken by CDC.*

BUT

He did nothing when the resolutions were adopted; he did not oppose them at the time; he did not repudiate them until now when he is running for re-election.

When a voter wrote to Brown on September 12, 1960, and asked him "Do you as a Democrat, as Governor of our state, honestly and sincerely feel that an organization is your strong right arm which in essence recommends the following: That we abolish the House Un-American Activities

Committee. That Communist China be admitted to the United Nations. That the President review the facts in the Morton Sobell case. That the Post Office Department's censorship powers be restricted. That we do away with loyalty oaths.", he replied as follows:

Your letter of September 12 impugns the motives and loyalty of good Democrats, good Californians and good Americans.

It does so without a single specific allegation of disloyalty.

You are entitled to your opinions, but I don't feel they entitle you to anything else. I do not feel your letter is worthy of a further reply.

Sincerely



EDMUND G. BROWN, Governor

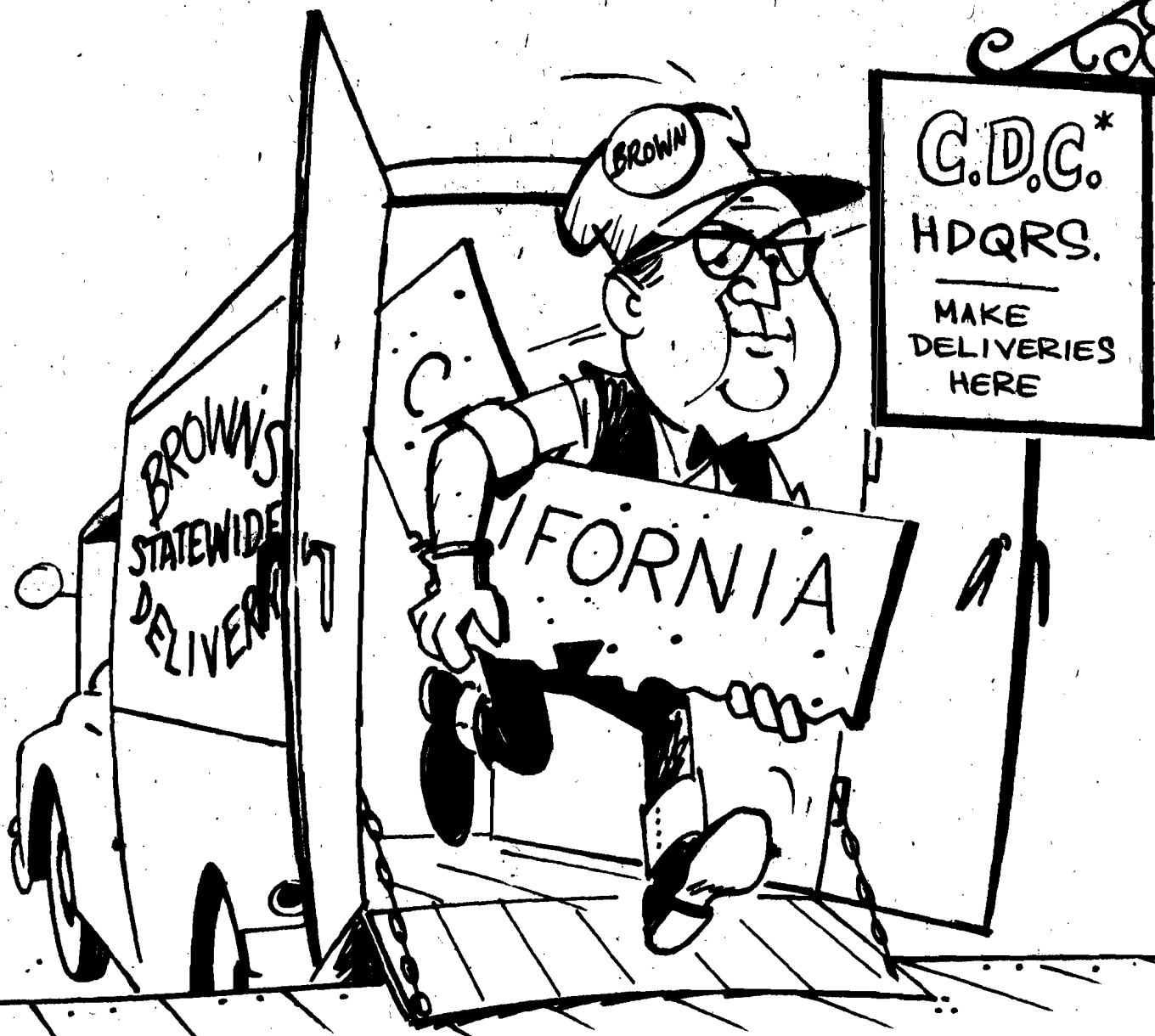
THE CDC WON'T LET BROWN SHAKE IT OFF HIS BACK

Joseph L. Wyatt, Jr., past president of the CDC, on August 9, 1962, wrote "on all of the major issues which concern the state of California in the forth coming election campaign, CDC and the Governor have agreed."

DEMOCRATS FOR NIXON

Z. Wayne Griffin
3908 Wilshire Blvd.
Los Angeles, Calif.

Merritt K. Ruddock
525 Market Street
San Francisco, Calif.



* CALIFORNIA
DEMOCRATIC
COUNCIL

SIGNED, SEALED and DELIVERED



HELP
WANTED

RESPONSIBLE GOV'T
POSITION

APPLY: E. G. BROWN

How much
experience have
you had?

None

Good...you're hired



California unemployment above national average



Brown's high tax policies force industry away



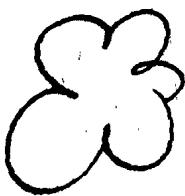
California has worst major crime rate in U.S.



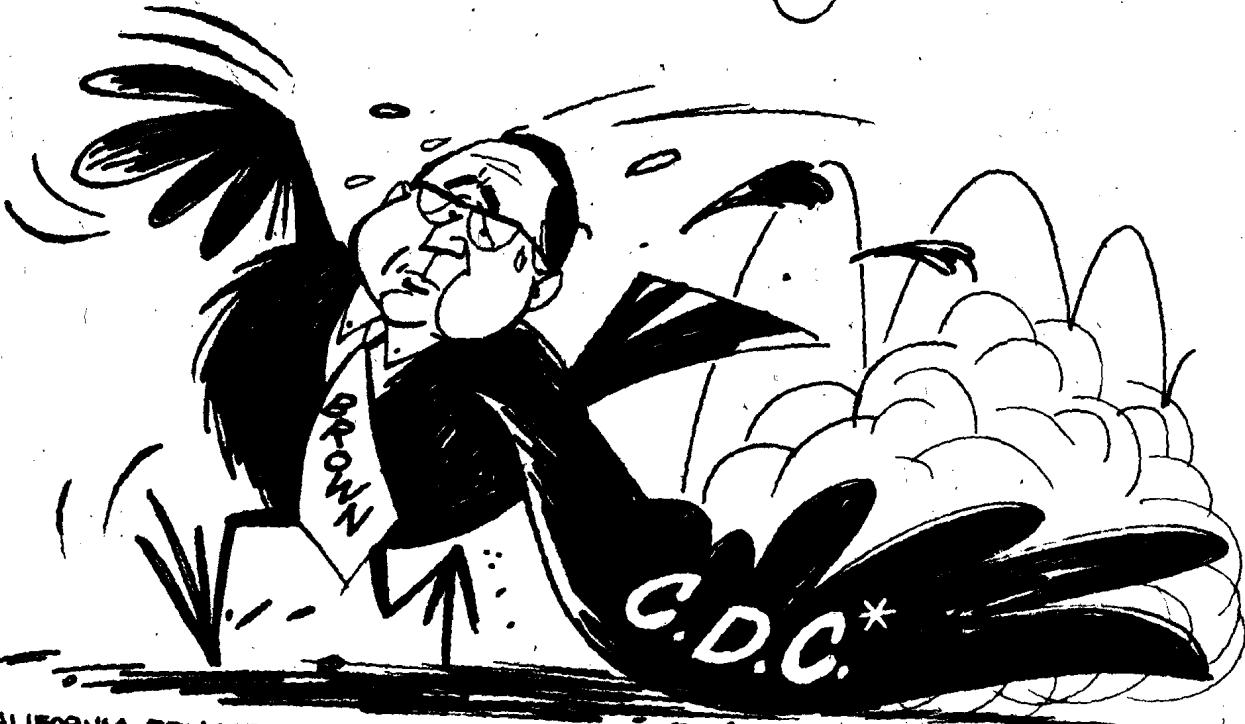
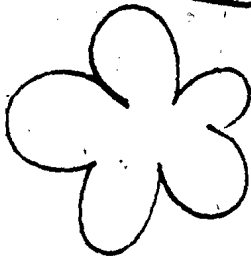
"I'm proud of my record"



The last roundup



HE'LL NEVER
GET OFF THE GROUND
WITH THAT
LEFT WING



* CALIFORNIA DEMOCRATIC COUNCIL

7-3

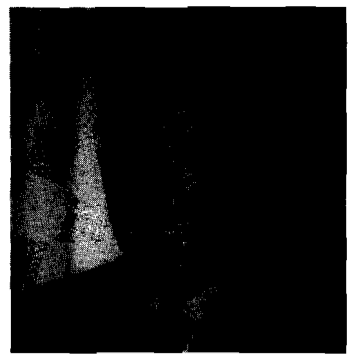
NIXON FOR GOVERNOR

SOUTHERN CALIFORNIA

3908 Wilshire Boulevard • Los Angeles 5, California • DUnkirk 5-9161

Valley Knudsen, Vice Chairman

Henriette Cowgill, Co-ordinator



The Challenge We Face

DO YOU REALIZE

That we have a real opportunity to elect a top leader as Governor of our great State of California when we go to the polls June 5 and elect Richard Nixon.

DO YOU REALIZE

That Richard Nixon's vast experience representing California in the United States Congress and Senate and, later, as Vice-President makes him the **BEST QUALIFIED CANDIDATE FOR GOVERNOR.**

DO YOU REALIZE

That Dick's unquestionable integrity and decisive leadership will restore confidence in the governorship and help preserve States' Rights.

DO YOU REALIZE

That because he is such an able and qualified leader with vast experience he has become the number one political target in America.

DO YOU REALIZE

That the **DECISION** is ours to **ELECT** Richard Nixon. We must accept the challenge and disprove the systematic campaign to undermine him.

DO YOU REALIZE

WE MUST BE WELL INFORMED AND HAVE THE SKILLS TO COMBAT THE OPPOSITION'S MIS-INTERPRETATION OF THE FACTS.

THIS IS THE CHALLENGE WE FACE!

Join with us in this campaign and help elect Dick Nixon and get top leadership in our State.

VOTE JUNE 5 . . . VOTE JUNE 5 . . . VOTE JUNE 5 . . . VOTE JUNE 5

LET'S CLOSE THE "LEADERSHIP-GAP" IN SACRAMENTO --- WIN WITH NIXON !!!

The following excerpts were compiled from some of the many speeches made by Richard Nixon throughout California on issues and conditions of statewide interest. Dick Nixon is conducting a long, intensive, hard-hitting, factual, knowledgeable and heavily scheduled campaign.

Let us do our part by getting out a **B I G NIXON VOTE FOR VICTORY** at the June 5th Primary!!

DEFENSE CONTRACTS - 2-16-62 - Sacramento - "Defense plants account for 23 percent of all factory jobs in California. Missile and aircraft production provide 82 percent of all jobs in San Diego and 27 percent of all jobs in Los Angeles and Long Beach area. It should be perfectly clear that anyone who is Governor of California must have experience with national defense matters."
2-22-62 - Woodland Hills - "It would be indefensible to see contracts important to our national security being given to small, inefficient plants while our own giant defense industry begins laying off workers to prove that California too has people unemployed. The ultimate result of giving priority to unemployment over performance would be disastrous."

SOVEREIGNTY OF STATE - 12-2-61 - Santa Maria - "California will soon become first in population in the nation. I say it is time to mount a crusade in this state for new leadership to see to it that California will not also be first in crime, first in high taxes and first in bungling bureaucracy."

CONSTITUTIONAL REFORMS - 4-24-62 - "For the next Governor of this state there can be no more urgent assignment than to lead the fight for four major constitutional reforms:

(1) A complete, top to bottom overhaul of the present hornets nest of more than 350 swarming independent and semi-independent commissions, bureaus, agencies and departments that comprise the executive branch of state government.

(2) Institution of annual legislative sessions would permit long-range committee investigation in depth with no danger of simply putting off major issues two years at a time.

(3) Unfreeze that 2/3rds of the annual state budget which now is not subject to review or control by the legislature.

(4) Senate reapportionment."

AGRICULTURE - 3-16-62 - San Bernardino - "A spirit of harmony and trust and cooperative effort must be restored to California agriculture, if all of us are to reap the rewards of sustained prosperity and greater productivity. That is the spirit - on the farm, in business and industry - that creative leadership can restore."

BROWN - 4-20-62 - San Francisco - "Getting rid of the present Governor's super cabinets will be one of my first acts."

WELFARE & FISCAL RESPONSIBILITY - 12-2-61 - Santa Maria - "We now spend more than \$500 million annually on social welfare, highest by far in both total amount as well as average benefits of any state in the United States. At a time when numerous California counties have held Grand Jury investigations into welfare costs, expressing anything but apathy about their state government, Brown and his machine chose to ignore their concerns and stepped up the handouts."

NEW INDUSTRY & TAXES - 2-26-62 - San Mateo - "Our state government must adopt an attitude which will inspire confidence in those who are considering investment here. We cannot afford near sighted budget policies which in effect say 'tax and spend what the traffic will bear' without regard to the effect these policies will have on future economic growth and on jobs for everyone."

12-2-61 - Santa Maria - "Already many firms are bypassing California as a site for new and expanding plants. They find added taxes burdensome and a dangerous drain on the margin of profits necessary for new investments and new jobs."

MEDICAL CARE FOR THE AGED - 2-22-62 - Woodland Hills - "We must all recognize that there is a need for medical care for the aged. We have legislation to cover medical care for our elderly people in need, the Kerr-Mills Act. The King-Anderson bill is not really a medical plan at all, it is a hospital care plan and an inadequate one at that."

EDUCATION - 4-5-62 - Santa Rosa - "Detailed control of our schools and school budgets, and of the curriculum must remain in the hands of the local boards."

4-4-62 - Santa Clara - "Local control of public education is a full-time hundred percent matter - and any retreat represents an opening wedge that may pull down, ultimately, our whole free way of life."

JUNIOR COLLEGES - 3-9-62 - Glendale - "What is needed - now, and not ten years from now when the problem is on our front doorstep -- is a new chapter in the Education Code which specifically defines the status of our junior colleges, which spotlights their unique function as a bridge between high school and the college and university, and which balances fairly their privileges and responsibilities."

VICTORY IN '62 - 4-25-62 - San Diego - "Our goal should be to beat the opposition - not each other. I intend to continue to follow the policy that I have adhered to throughout my political career. I believe that the best way a candidate can prove he deserved the nomination of his party is by demonstrating how effectively he can campaign against the man who will be his opponent in November rather than against his fellow Republicans who are seeking the nomination. Our party has one special interest and only one: it seeks to serve the best interests of all the people, all the time."

BROWN - 4-28-62 - Sacramento - "The seeds of special interest politics were planted by new dealers and nurtured along the new Frontier. But Governor Brown, now a willing puppet of the left wing CDC has brought it to full bloom right here in California -- weeds and all. The choice is between standing pat for four more years of policies of incredible indecision and bungling or moving ahead with the decisions for progress California needs."

SQUAW VALLEY - 5-2-62 "The shenanigans are still unexplained by the Brown Administration. Why didn't Brown cancel his crony's contract after the Newsom outfit was found guilty of serving liquor to minors, and was cited for more than 30 concession violations?"

GOV'T SPENDING - 5-4-62 - Oakland - "The only way to curb the runaway spending of the Brown Administration is to go on a fiscal diet. Keep away from government sweets. This is exactly what I propose to do. We remember Brown's tax increase of over 250 million; we don't want it to happen again. I will fight to see that it doesn't."

FEDERAL ENCROACHMENT - 5-1-62 - Beverly Hills - "In those areas closest to the human and individual needs of the American people - welfare, education, housing and urban renewal, to mention but a few - there is still room for state and local autonomy and for private initiative. Not only room, in fact, but an urgent necessity unless we are prepared to deal away our liberties lulled by the tempting offer of governmental handouts."

EDUCATION ABOUT COMMUNISM - 3-24-62 - Ventura - "We must train our teachers especially so that they in turn can instruct our young people in the true nature of the cold war and the present menace to our way of life."

CRIME AND CAPITAL PUNISHMENT - 12-3-61 - Santa Monica - "California has experienced a 90.3 percent increase in major crime during the last 6 years. I disagree with those who attempt to throw the blame on local enforcement officials. Leadership on the state level through state laws, as well as the attitude of the Governor of this state on what I believe is an absolutely necessary deterrent to crime - capital punishment - has an undeniable effect on the problem of law enforcement. If the criminal elements get the idea that the State administration is soft on crime, the inevitable result is to encourage those elements rather than to deter them."

LOYALTY OATH - 3-10-62 - "I support the California State Loyalty Oath. I believe it should be applied with full legislative intent. Public employment is a privilege as opposed to a right and we have every reason to require public employees to take the loyalty oath."

BOSSISM - 5-10-62 - Escondido - "In less than four years, the mainstream of California politics has been polluted by Pat Brown's use of imported Tammany Hall political tactics. Our state, which from the time of Hiram Johnson has established a reputation for placing the interests of the people above partisan considerations, has now been contaminated by a foreign agent -- machine politics. All Californians, regardless of Party affiliation, should mourn the passing of our nonpartisan tradition of State Government. Easterners who have moved to California know what happens when bossism takes over. Pat Brown is teaching the rest of us these grimy facts of political life."

STATE GOVERNMENT REORGANIZATION - 4-26-62 - San Francisco - "What is needed is not more layers of government -- but fewer. Getting rid of the present Governor's super-cabinet will be one of my first acts."

4-24-62 - Los Angeles - "A complete, top-to-bottom overhaul of the present hornet's nest of more than 350 swarming independent and semi-independent commissions and bureaus and agencies and departments. . . ."

WATER - 4-26-62 - San Francisco - "Water requires freedom from politics and federal meddling. California water developments prove that self-government at the local level is the best government. Water projects already built are the best possible evidence of the effectiveness of local self-government. The job of the state should be to encourage this kind of achievement, not displace it with larger government.

I am against the 160-acre limitation at all times and in all places where state water development is concerned.

The Santa Margarita battleground stands as a prime example of the vigilance we must always exercise to resist the ungrounded assertion of alleged federal rights over ours on our own water.

Just as the Feather River Project and other units in the California Water Plan were planned by past administrations almost 20 years ago, so it is up to us to lay out a resourceful plan for the generations to come.

We should not dismiss the possibilities for the future in the conversion of sea water."

LOUIS FRANCIS AMENDMENT - 5-3-62 - Los Angeles - "No one concerned with the security of our State and Nation can quarrel with the aims - which are designated to combat the communist menace in California. Unfortunately there appears to be a fatal Constitutional flaw. Because of

loose drafting in Section 3, which allows a wide assortment of groups and individuals to designate subversives, the amendment may inadvertently give the communists a constitutional escape hatch. Communists ferret out a legal loophole with the cunning of a rat after cheese. My alternative is this: at the next session of the legislature I will present a program (that) will: (1) deny use of tax supported institutions for speeches by any individual who refuses to comply with Federal and State subversive control laws (2) stress hard-hitting enforcement of laws now on the books, including loyalty oaths. (3) Activate on a statewide basis educational programs on the tactics and strategy of communism on the school and adult levels (4) emphasize the teaching of teachers and the use of authoritative textbooks to do this job."

LAW ENFORCEMENT - 4-28-62 - Sacramento - "Instead of endless delays and foot dragging in supporting city and county law enforcement officials in such vital fields as narcotics control and suppression of organized syndicate crime, new leadership in Sacramento could be counted on for timely and vigorous action geared to meet these dangers. Instead of years of indecision over the punishment of Caryl Chessman, such leadership would move to reverse the growth in the major crime rate - one area in which California has no desire for continued number one ranking."

EDUCATION - 4-28-62 - Los Angeles - "With the exception of six other states, California has the most crowded classrooms in the nation. Between the eighth and twelfth grades one out of every four pupils drops out of school. In terms of unemployment, juvenile delinquency and the state's welfare programs, this is 'social dynamite'. The solution lies in increasing the number of teachers in California and using our school buildings to greater purpose, so that we can arrive at an improved pupil-teacher ratio. Teachers should be relieved of non-teaching duties insofar as possible. Our state is arbitrarily imposing more and more curricular assignments on local school districts and at the same time assuming a decreasing percentage of the costs. We can't have it both ways. We should limit ourselves to a statewide floor of curricular requirements and allow maximum local autonomy of school districts.

I do not believe any problem confronting the Governor of this state should have a higher priority than a complete re-examination of the state and local tax structure with the objective of relieving economic pressures on education and on the real property taxpayer.

We must recognize more adequately the needs of students who want vocational training."

FEDERAL AID TO EDUCATION -4-28-62 - Los Angeles - "The most effective way to avoid dictation on education from Washington is to do a better job of meeting the needs of education at home."

BOND ISSUES ON JUNE 5 BALLOT for construction of new school, college, and university buildings - "For the present there is no doubt we need more classrooms. For this reason I urge support for the two State bond issues proposed for the construction of new school, college and university buildings."

JOBS AND PRIVATE ENTERPRISE - 4-27-62 - Anaheim - "A few more years of wasteful, inefficient, and patronage-plagued state government will inevitably mean still bigger budgets and a more crushing tax load. And there is no surer way to scare off the new investment we must have to provide new jobs for our increasing population. If California is going to provide productive jobs for its skilled citizens, we must have a new administration in Sacramento pledged to holding down expenditures and offering a reasonable hope for eventual tax cuts.

What California needs are some decisions for progress and men capable of carrying out those decisions so that this State once again can forge ahead and lead the nation in efficient state government -- government which will attract to California the new investment in private enterprise which will mean new jobs for California's increasing population."

NEWS en español

In Dramatic Speech

NIXON VOWS

END TO ALL

“POLITICAL

PREJUDICE”

— STORY ON PAGE TWO —