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CALIFORNIANS WHO KNOW
ANSWER THESE IMPORTANT QUESTIONS
ABOUT
CALIFORNIA'S NEXT GOVERNOR - -

- . . . Is he a man of real intelligence, judgment and "know-how"?
- . . . Does he understand and support the principles of individual opportunity, economic conservatism and fiscal responsibility?
- . . . Is he able to make decisions and carry out policies essential to the growth and prosperity of our State?
- . . . What are the assets of his past experience which qualify him to serve the interests of California?
- . . . Is his dedication to public service buttressed by a sense of fair-play, honesty and selflessness?

DICK NIXON:

Among those most closely associated with Dick Nixon during his eight years of service as Vice President of the United States -- men and women who watched him work in the confines of Eisenhower Cabinet Meetings and Executive Conferences and, therefore, are well qualified to assess his real competence and performance -- were a number of well-known California business and civic leaders.

Their appraisal of Dick Nixon is of vital importance to the people of California as they prepare to make their "Decision for Progress" on November 6 . . . a decision which will not only make Dick Nixon our next Governor, but will also help California become first in opportunity, as well as in population.

Here is what these Californians -- fellow members of the Eisenhower team -- who know Dick Nixon have to say about his ability, his philosophy and his leadership:

"Our freedom is calling out in the land today for sharp decisions and determined action by all of those who would defend it . . . By long service to his Country and proven administrative experience, Dick Nixon has these qualities to furnish broad leadership in handling the governorship of the Union's most highly populated and exciting state."

-- Frank H. Higgins
Atherton, California
Former Assistant Secretary
of the Army

"Dick is, by experience, instinct and training, a sound, 'conservative, fair, honest and representative American. He would serve and protect the freedoms and interests of every individual citizen. "

-- John J. Allen, Jr.
Oakland, California
Former Under Secretary of Commerce

"Dick Nixon is eminently qualified to be Governor of California. His work in Washington required much executive 'know-how' and ability. He is familiar with modern problems at the local, state, national and international levels. With this experience and knowledge he combines the knack of getting along with people with the ability to get things done. "

-- Dana Latham
Los Angeles, California
Former Commissioner Internal
Revenue Service

"Richard Nixon has always had the highest respect of citizens throughout the Country, for his intelligent grasp of the process of government at all levels as well as his brilliant understanding of vital issues. "

-- Alice K. Leopold
San Francisco, California
Former Assistant to the Secretary
of Labor and Director of the
Women's Bureau

"California's explosive growth to its present position as the most important state in the Union requires that we elect a Governor with unusual qualifications. My close association with Dick Nixon has convinced me that he has exactly the qualities we need to guide our great State over the next four years. "

-- Edson O. Sessions
Lafayette, California
Former Deputy Postmaster
General and later
Ambassador to Finland

"As Governor, Dick Nixon would, in matters relating to the development of California's resources, rely primarily on the State's capacity to finance rather than abandon private or State rights to more centralized power of the Federal Government in exchange for Federal subsidies. "

-- Karl Brandt
Palo Alto, California
Former Member, Council Economic Advisers

"Dick Nixon is strictly a conservative in economic affairs; he has demonstrated his fiscal responsibility throughout his whole political career. In human affairs, he is tolerant and sympathetic, but always realistic and forthright. He has the courage to stand up and fight for what he believes to be right and to oppose what he thinks is wrong. In my book, Dick Nixon has the intelligence, integrity and experience to serve California best. "

-- Harold C. McClellan
Los Angeles, California
Former Assistant Secretary
of Commerce

"California needs a man of first rate quality and experience to lead its government. Dick Nixon's strong character and decisive judgment give complete assurance that the fight against communism and governmental waste and strangulation will be conducted vigorously and wisely. "

-- Andrew Downey Orrick
San Francisco, California
Former Member Securities and
Exchange Commission

"As a former Congressman and Senator of our great State, and later as Vice President of the entire United States, Richard Nixon is qualified as a statesman with unique experience. I sincerely believe we should avail ourselves of his talents at this time. "

-- Irene Dunne
Beverly Hills, California
Former Member of the United
States Delegation to the
United Nations

"I believe Dick Nixon possesses the exceptional qualities needed to lead the Nation's largest state because I witnessed his performance as Vice President in meetings of President Eisenhower's Cabinet . . . He has keen intellectual ability, great energy, excellent judgment, and a vast knowledge of domestic problems."

-- Neil H. Jacoby
Los Angeles, California
Former Member President's Council
of Economic Advisers

"From the beginning, Dick Nixon's career has been characterized by integrity, hard work, dedication and a philosophy of responsible conservatism. His past record of service to the Nation in the executive and legislative branches qualifies him uniquely to bring to Sacramento the caliber of executive leadership his native state needs so desperately today."

-- Thomas P. Pike
Los Angeles, California
Former Assistant Secretary
of Defense and later
Special Assistant to the
President

"The citizens of this State are exceedingly fortunate that Richard M. Nixon is a Californian. All voters can be proud that they have the opportunity to elect as Governor in November this Californian whom nearly half of the voters in the Country wanted to elect President of the United States in 1960."

-- George T. Moore
Arcadia, California
Former Assistant Secretary of Commerce

"I believe that Richard Nixon is the most qualified man to be Governor of the great State of California. He possesses outstanding qualities of leadership, combined with a thorough knowledge of the State -- its needs, problems and potentials. He is a vigorous young man of integrity, foresight and fortitude."

-- Ivy Baker Priest
Beverly Hills, California
Former Treasurer of the
United States

"Dick Nixon is thorough in learning the facts of a matter, intelligent and fair in arriving at a decision, and effective and decisive in attaining the desired goal once a course of action has been determined. "

-- Clarence Morse
San Francisco, California
Former Chairman Federal Maritime Board

"The understanding of government in its relationship to people, the necessity for maintaining sound fiscal policies, the ability to recruit capable personnel, are representative of the assets which Dick Nixon can bring to California's State Government, thus assuring continued growth and prosperity. "

-- Henry Kearns
Pasadena, California
Former Assistant Secretary
of Commerce

"Having had the privilege of working closely with Dick Nixon for five years in Washington, I believe he is admirably qualified to govern our Nation's Number One State. He is sound, capable, honest, sincere, and dedicated to public service. In all, he possesses the ability to make the incisive judgments which are the marks of a great leader and able administrator. "

-- Maurice H. Stans
Los Angeles, California
Former Director of the U. S. Budget

"Through Richard Nixon, California can not only live up to its own responsibilities but, by its example, also show the way to vital and dynamic contribution to the strength of the Country as a whole. It is for these reasons that Dick Nixon deserves our wholehearted support in the November election. "

-- James David Zellerbach
San Francisco, California
Former Ambassador to Italy