

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>
59	3	1962	Brochure	Democrats for Nixon informational brochure. 2 pgs. Duplicate not scanned.
59	3	10/11/1962	Letter	Letter from Bob Haldeman to All Chairman, Staff. RE: Democrats for Nixon Committee. 1 pg. Duplicate not scanned.
59	3	10/09/1962	Memo	Memo from V.R. Fowler to Fred Haffner. RE: Democrats for Nixon Follow-up Mailing ...1 pg.
59	3	1962	Letter	Contact mailing to Democrat from Democrats for Nixon. 1 pg. Attached to previous.
59	3	1962	Memo	Handwritten note. 1 pg.
59	3	10/04/1962	Letter	Letter to Friend from Democrats for Nixon with attachments. 13 pgs. Attached to previous.

We are Democrats for Nixon because we want California to have the best man for Governor!

Z. Wayne Griffin, Chairman of Democrats For Nixon in Southern California, says: "Our governor's lack of leadership is a known fact throughout the world. I am voting for Dick Nixon — who has demonstrated in crisis after crisis his ability to act wisely and well."

Merritt K. Ruddock, Chairman of Democrats For Nixon in Northern California, says: "California can't stand four more years of indecision! We must elect a governor dedicated to bringing new jobs and industry to California. I'm voting for Dick Nixon November 6th."

(A partial list)

Manuel E. Velasquez	Mr. & Mrs. Fred M. Beck	Mr. & Mrs. Robert P. Leonard	R. H. South, M.D.	William H. Karraker	Thomas F. Dempsey, M.D.	Thomas J. Kane, Jr.	Y. Frank Freeman
Mrs. Henry T. S. Bonesteel	Robert S. Bertrand, D.C.	Mr. & Mrs. Melvin McCoy	John C. Rentro	R. E. Landucci	Mike Clark	Richard N. Keller	William T. J. Harris
Mrs. J. H. Haines	Mr. & Mrs. Walter L. Brown	Al Mehn	Mr. & Mrs. Jim Rishwain	Gordon C. Langsdorf, M.D.	John C. Butner, Jr.	Robert U. Loquaci	Ray Hiller
Bert Toth	Mrs. Alan Buckley	Mr. & Mrs. Stephen R. Millar	N. P. Robinson	Alfred H. Jordan	Raymond C. Abst	Thomas B. Marks	W. C. Huff, M.D.
Edmond Penn Watson	W. B. Camp	Lyle V. Murdock	E. Kash Rose, M.D.	Harry I. Jacobs	E. H. Althof	Joseph F. Madeiros, Jr.	Cornwell Jackson
Carol E. Shore	Clyde L. Carlisle	John V. Passaro	Mr. & Mrs. Max A. Starick	Mrs. Theodora J. Jacobsen	Dan Artega	V. L. Nowlin	Ray Jarrard
Don Sherman	Dino Chelini	Levi Pettenger	Mrs. Bertha W. Greene	Eleanor U. Hefte, R.N.	Oliver Aubrey	Stanley Parkinson, M.D.	Bob Jones
Lorraine V. Lilly	Ray De Carlo	Wilson Stegman, M.D.	Mrs. Minnie Hector	Gordon F. Helsey, M.D.	Reeve H. Barceoux	Mrs. A. Gallatin Powers	D. F. Kent
J. T. Waters, D.D.S.	Jordell K. Dellinger	Shirley L. Thompson	Georgia Kiec	Lois I. Henderson	Edward B. Bates	William E. Thomas	Ronnie Knight
F. H. Schwenen	Joseph B. de Rouilhac	Joy B. Crain	Frederick Charles King	John W. Higgins, M.D.	Kenneth W. Botts	A. Ray Tidwell	Irving E. Laby, M.D.
Millard R. Taylor, Jr.	Virgil Dibble	Paul R. Davis	Mrs. Edith V. Thurlwell	Pamela S. Hodges	Harry J. Boyle	Rolland Truman	J. Lowell McAdam
Fred Fuller	William C. Chapman	H. C. Brock	James Henry Strickland	William Hoferer	Richard Deras	Indalecio L. Vazquez	Frank McCoy
Frank Hallner	John Bollie Mullens	Robert A. Borissoff	Walter J. Seaborn	Joseph W. Hankins, M.D.	Louis Domenghini	Otis N. Wilton	Harlow H. McGeath
Paul A. Hay, Sr.	Gardner M. Sanches	Mrs. Augustina L. Montoya	Milton Silberman	Mrs. Ernestine H. Hankins	Francis Dubois	Ray W. Spaulding, D.C.	Louis Mertins
Paul A. Holcombe	J. R. Whitener	Mr. & Mrs. Lino C. Tinajero	A. C. Myers	Harvey H. Harde!	Lester Fonseca	Gus Bogard	Earl Overmyer
Ernest T. Hubbard	Dale Johnson	Beryl Trystad	Erna Moore	Peter Greydanus	Charles M. Gordon	Mrs. Howard E. Carbaugh	Mrs. Edith Warren Quinn
Sylvia J. Mackey	Mr. & Mrs. Emile L. Fousse	A. James Valentine	Mrs. Esther N. Mertins	Jack Gross	Marvin Greenwald	Mark Davis	Charles B. Shattuck
Louise E. Simonson	Mr. & Mrs. Larry A. Huff	Mrs. Kenneth C. Weeks	Jacob Manweiler	Mr. & Mrs. William M. Gaster	Austin M. Healey	Miss Jan Clayton	Robert L. Stevenson
Philipp Heller	William Jarrott	Mrs. William Kenyon Young	J. Coleman Lester, D.C.	Robert F. Gooch	Francis P. Healey	Henry I. Dockweiler	Louis Robinson
Mr. & Mrs. Sherwin I. Arkin	Idalou Jaynes	Jacinto Zamora	Maurice L. Leahy	Donald Finnegan	Fred Hull	Mrs. Irene Dockweiler	N. I. Robinson, Jr.
Bryan C. Arnold	Joseph J. Jozens	Edmond V. Kaiser, D.C.	Edmond V. Kaiser, D.C.	A. Eugene Doss, D.C.	Larry Hutchinson	Mrs. Harriett Enderle	Herbert Russ
Ernest W. Bates	Mr. & Mrs. J. L. Lawhon	Alfred E. Tosson	Martha Kanthak	Fred Erickson	Walter Jebe	Donald E. Fantz	Joseph Schmidl, Jr.
David Zaret, D.C.	William P. Wise				Mrs. Mary Vorhis	Irving M. Walker	R. M. Sloss

And thousands more!

DEMOCRATS FOR NIXON 3908 WILSHIRE BLVD., LOS ANGELES 5, CALIFORNIA

**IMPORTANT
NEWS FOR
CALIFORNIA
DEMOCRATS**

Thousands of Democrats agree...

DICK NIXON IS THE BEST MAN FOR GOVERNOR OF CALIFORNIA

Smash Dope Peddling — Cut Crime!

By the time you read this page, there will have been four major crimes committed in California.

During the Brown administration our local law enforcement officers have not received the strong support they need. The Governor's office is the weakest link in our law enforcement chain.

Brown has a consistent record of stalling on vital narcotics and crime legislation. In 1959, he called a State Assembly Committee's report on the seriousness of crime "a waste of the people's money."

Dick Nixon's program includes:

1. The death penalty to big-time dope peddlers.
2. A realistic legislative program backed by strong leadership.
3. Establishment of a Governor's Council on Crime Prevention and Law Enforcement to see that the state gives proper backing to local law officials.



Harry Truman's cousin, Roland Truman, is endorsing Dick Nixon For Governor. Roland Truman, a prominent Southgate attorney, will support some Democrats, but not Brown.

DID YOU KNOW?

- ... that in Brown's first year as governor, the largest single tax increase in the history of any state became law in California.
- ... That California unemployment is up 44.8% in 3 years under Brown.
- ... Business bankruptcies have gone up 54% — more businesses have gone under in California than in New York, Pennsylvania, Texas, Ohio and Michigan combined.
- ... that California has the worst record of major crime in the nation in spite of the efforts of dedicated local law-enforcement officials.
- ... that the costs of running Brown's own office have increased 52.7% since he became governor.



Dick Nixon carries his campaign to the people of California. As a California Congressman and Senator, he consistently voted for measures that insure equality of opportunity and recognize the worth and dignity of every person.

More Jobs

More than 320,000 Californians are out of work today. The Brown administration failed to meet the challenge of growth.

Unemployment up 44.8%... taxes up \$1 billion... cost of government up... this is the record of the Brown administration.

New investments and jobs will not come to California as long as industry is sand-bagged by new taxes and harassed by anti-business bureaucrats as at present.

As Governor, Dick Nixon will give California the following:

1. A four year plan to provide 1,000,000 new jobs in private enterprise.
2. A state government that will vigorously crusade for new business.
3. An administration that will make taxes low enough to attract industry and thereby create new jobs.



A man of international stature, Nixon is shown here during his famous kitchen debate with Nikita Khrushchev. No man can do a better job in protecting our state's interest in today's competition among states and nations.

Nixon's pledges

As Governor of California, Dick Nixon pledges:

1. That California will lead the Nation in job opportunities for all our citizens by creating the best climate for new business investment.
2. To replace the spineless, soft-on-crime attitude of the present Administration with strong, vigorous backing of local law enforcement officials.
3. To cut the costs of State Government so that we can reduce the tax burden borne by our citizens.
4. 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.



Dick Nixon is vitally interested in the welfare of every Californian. He will clear away red tape from our state's welfare program, give more local control to local problems.

**Democrats traditionally
vote for the best man**

**VOTE FOR
DICK NIXON
NOV. 6**



NIXON FOR GOVERNOR

3908 Wilshire Blvd., Los Angeles 5, California; DU 5-9161

October 11, 1962

TO : All Chairmen, Staff
FROM : Bob Halderman, Campaign Manager
SUBJECT: Democrats for Nixon Committee

Last week the "Democrats for Nixon" Committee officially opened their statewide drive to enlist 200,000 members.

Already over 300 community chairmen have been appointed and 8,700 members have signed pledge cards supporting Nixon for Governor.

EVERY ONE OF US SHOULD IMMEDIATELY GIVE FULL SUPPORT TO THIS VITAL CAMPAIGN ACTIVITY.

By return mail, please send the names, addresses and other helpful information on all Democrats now part of your local committees, for our records and mailing list ... AND the names and addresses of all your Democrat friends, neighbors and business associates that you know or believe to be friendly to Nixon. They will be sent immediately a written invitation and literature urging them to join the statewide Democrats for Nixon Committee.

Please send these names TODAY to:

Democrats for Nixon Committee
525 Market Street, Room 601
San Francisco 5, California.

Thank you!

October 9, 1962

Our file
along with
copies of all
other Dem
mailings?

Memo to Fred Haffner

From: V. R. Fowler
cc: H. R. Haldeman ✓

Re: Democrats for Nixon Follow-Up Mailing From Initial
Mailing List Compiled by Escherich

Dear Fred:

This is to advise you that the mailing on the enclosed
letter signed by Wayne Griffin and Merritt Ruddock to
step up recruiting for Democrats for Nixon was completed
yesterday. This mailing included the "What is the Brown
Record Folder?"

Sincerely,

Vincent R. Fowler
Vincent R. Fowler

VRF/b

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

Z. WAYNE GRIFFIN,
Chairman, Southern California

MERRITT K. RUDDOCK,
Chairman, Northern California

Dear Fellow Democrat:

More than 8,000 Democratic volunteers already are actively working for Dick Nixon's election for Governor of California. We believe it is high time that our state gets the strong leadership necessary to truly make it First in the Nation. Pat Brown cannot provide that kind of leadership.

Among the many reasons we are refusing to support Brown is the fact that he has failed to repudiate the left-wing California Democratic Council which has hand-picked many of our party's candidates in the forthcoming election. The CDC does not represent the views of the rank and file Democrat, and its powerful influence can be eliminated only by the defeat of its candidates -- starting with Pat Brown!

There are many other compelling reasons for responsible Democrats to refuse to support Pat Brown and I urge you to take three minutes of your valuable time to read the enclosed folder, "What is the Brown Record?"

Our goal is to enlist 200,000 Democrats for Nixon and your help is needed. Please fill in the enclosed card and return it to us today in the self-addressed stamped envelope which is also enclosed for your convenience. Even if you have already signed a similar pledge card we'd appreciate your filling in this one so we may update our records.

Sincerely,

Merritt K. Ruddock

Merritt K. Ruddock
Chairman, Northern California
Committee

Z. Wayne Griffin

Z. Wayne Griffin
Chairman, Southern California
Committee

P. S. : Please list on the back of the card the names, addresses and phone numbers of any other Democrats you believe would be interested in joining the Democrats for Nixon Committee.

our perm. file
to be sure we are
assembling all Dew.
for N. mat'l. - pls

BOB HALDEMAN

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MAdison 7-0924

Z. WAYNE GRIFFIN,
Chairman, Southern California

MERRITT K. RUDDOCK,
Chairman, Northern California

October 4, 1962

Dear Friend:

We are delighted that you are going to serve as County Chairman in the Democrats For Nixon campaign, and we want you to know how much we appreciate your effort.

Of all the jobs to be done, getting our message across to every Democrat in California is top priority. No matter how effective our message may be, no matter how forceful the case we present for vigorous new leadership in Sacramento, it will do us no good unless we have a legion of workers and spokesmen. That is where your efforts will count.

The material in this manual will give you some of the ideas and the ammunition you need. Our campaign staff at State Headquarters, 641 South Flower Street, Los Angeles 17, California is at your service.

Thank you for your help and may we have great success on the Democrats For Nixon trail.

Sincerely,

Z. Wayne Griffin

Encls.

**NEWS
RELEASE**

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

Manual for Committee Chairman

News-statements issued by the State Headquarters will be tied in with campaign developments. They will be fed to the county and local Committee Chairman. It is important that all Committee Chairmen receiving press releases from State Headquarters must not submit the copy as is.

BE YOUR OWN REPORTER

These statements should be issued in your own name to the local press, radio and television. Emanting from a local source, it has special interest and enhances the report. Phoning in the news-statement to the local radio news bureau for rebroadcasting on local newscasts is invaluable in giving it that-on-the-spot-flavor.

THE TIE-IN

Wherever possible, the local chairman should tie in any news or announcements with an event occurring in his community. For example: Mr. Nixon will be a guest at the Palomar College in San Diego for a barbecue. Mr. John Doe, the newly appointed chairman of the San Diego County DEMOCRATS FOR NIXON will also be present.

ALWAYS IDENTIFY

Wherever possible identify the Chairman of the DEMOCRATS FOR NIXON Committee with a local affair. For example: "Mr. John Doe, Chairman of the Ventura County DEMOCRATS FOR NIXON, will speak at the Rotary Club in Oxnard."

THE SOCIETY ANGLE

Whenever a prominent Democrat of your community has agreed to serve with the DEMOCRATS FOR NIXON Committee -- a news-item should be sent to the local press:

"Mrs. Jane Doe - long time president of the Garden Club and active for years in the community affairs of San Mateo County is giving a tea for the DEMOCRATIC WOMEN FOR NIXON at her Hillsborough home.

COFFEE KLATCH

Inform the newspapers of the opening of the local headquarters, and identify the location by having a coffee klatch. This also enables you to recruit volunteers for the campaign.

NEW MEMBERS

Always announce the appointment of the committee officers, and if possible try to plant a photo of the committee chairman in the local newspapers. Each week give the newspapers a compiled list of your committee members especially highlighting the new volunteers.

NO-HOST LUNCHEON

When you have enrolled enough volunteers, arrange a no-host luncheon and see that the local press, radio and television stations know about it, and publicize it. Also a local headquarter daily coffee klatch is an effective way of whipping up enthusiasm for the volunteers.

**NEWS
RELEASE**

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

"WHAT CAN I DO TO HELP?"

You have joined our candidate on the battle line of his campaign. Every day from now through November 6, over a cup of coffee at the corner drug store - creamed chicken and peas at lunch, or -- creamed chicken and peas at night, you're going to be talking "people-to-people" about Democrats For Nixon. Whether it's one person or a thousand, they want to be asked to help. We need them. Tell them so. But you need to do more than ask them to help. You need information about what they can do.

Here it is.

1. Address and/or stuff envelopes at their community centers. Be sure to give them the name and address of the person in charge of volunteers and his phone number. Repeat it slowly so that it can be written down.
2. Insert telephone numbers on precinct sheets or lists to have them ready for telephoning to GET OUT THE VOTE FOR NIXON ON ELECTION DAY.
3. Have a Democrats For Nixon night in their homes to discuss the campaign, the candidates, and the issues, and distribute campaign materials or build such a gathering around a particular TV campaign program followed by discussion. (You might suggest that they get their friends to have a Democrats For Nixon night too. Campaign literature, buttons, etc., are available at their community center.)
4. Do precinct work. Every block in every California town needs a worker. We need them.
5. Get out their Christmas card lists, membership lists of organizations to which they belong, and write all these people in California - and their relatives - urging them to VOTE FOR NIXON.
6. Give financially to the campaign - pennies or dollars.
7. Young women can be "Nixonettes," or precinct workers or recruit their friends as telephoners or baby sitters on Election Day. Young men can help Dick Nixon by putting Democrats For Nixon windshield and bumper stickers on cars in shopping center and other parking lots (after receiving permission!) or drive voters to the polls or do precinct work.
8. Get 10 people to talk about the work for Democrats For Nixon.
9. Make sure their neighbors on both sides and across the street have literature about Nixon and stickers for their cars.
10. Recruit other people to volunteer whatever time they can to work at headquarters or at home.
11. Serve on a committee for Democrats For Nixon with other people in their profession.
12. Show their support for Nixon through public use of their names.
13. Tell the Nixon story to organizations to which they belong.
14. Impress on their friends the importance of each INDIVIDUAL VOTE. Elections have been lost by 1/2 vote per precinct!



DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924
QUESTIONNAIRE FOR APPOINTEES AND STAFF MEMBERS OF

DEMOCRATS FOR NIXON

DATE _____

1. Name _____ Tel. No. _____
2. Home address _____
3. Wife/Husband - first name _____ (wife's maiden name _____)
4. Children's names and schools _____

5. Most recent business affiliation _____
6. Address: _____ Tel. No. _____
7. Your College _____ Class offices? _____
8. Position with Democrats For Nixon Campaign _____
9. Have you ever held Political Office? _____ If so, what and where _____

10. Worked in a Political Campaign? _____ If so, when and where _____

11. What Fraternal, Social, Religious, Civic Organizations _____

12. What offices have you held in them? _____
13. Name of your local weekly/daily newspaper/s _____
14. Name / address of any Religious, Trade, Technical, Fraternal or Alumni publications to which story should be sent; _____

15. Military Service (when, rank, honors/decorations) _____

PLEASE RETURN TO: DEMOCRATS FOR NIXON
641 So. Flower Street
Los Angeles 17, California

**NEWS
RELEASE**

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MAdison 7-0924

Democrats for Nixon Headquarters throughout California have been beseiged with telephone calls and telegrams since Richard Nixon's joint appearance with Edmund G. Brown before the United Press International Conference in San Francisco, it was revealed today by Z. Wayne Griffin, Co-Chairman.

A survey of the State Headquarters showed that more than 700 congratulatory telegrams had been received, and thousands of phone calls were taken in the two hundred state headquarters.

The switchboard at the Democrats for Nixon Headquarters in Los Angeles was jammed for hours after the program was seen on television and heard on radio. "Dick Nixon scored a knock-out over Brown before the eyes of millions of Californians," Z. Wayne Griffin said:

"Without question, this was the most dramatic event of the campaign thus far, and the difference between Dick Nixon and Mr. Brown was so clear-cut that two definite effects already are apparent -- (1) Democrats for Nixon workers already have volunteered by the hundreds as a result of Mr. Nixon's inspired, hard-hitting discussion of the issues. (2) The number of undecided voters in California has drastically decreased with thousands of these people going to the support of Nixon after seeing directly the differences between his program and those of Mr. Brown.

"Even notes and planted questions couldn't help Mr. Brown. Typically, many of the telegrams described the joint press conference as a mismatch."

Z. Wayne Griffin, co-chairman of the Democrats for Nixon, said that as a result of the dramatic televised press conference, our executive committee has sharply raised its sights for working members, and now is dedicated to forming an active committee of 15,000 working Democrats instead of the 10,000 as previously announced. Griffin and Ruddock said the committee now has 8,725 workers pledged to work actively for the election of Dick Nixon with more coming in daily.

"Mr. Nixon will continue to seek additional opportunities for a debate with Mr. Brown", Griffin said. "There is no question but that the voters want to see more direct man-to-man debates in California. Unfortunately, Mr. Brown is in retreat. We believe that the pressure of California voters will cause the Governor to reconsider his position. If he fails to do so, it can only mean that he does not have enough confidence in his own ability and his own record to place it before the voters for this kind of scrutiny".

**NEWS
RELEASE**

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

COMMUNITY CHAIRMEN: This is a suggested story for immediate release to local radio stations, weekly and daily newspapers. This should be retyped and delivered as soon as possible.

State News Bureau

Dissatisfied Democrats in _____ (Community) _____ were urged to register their disappointment with the Brown administration today by signing up as charter members of the newly formed _____ (Community) Democrats for Nixon Committee.

_____ (Name) _____ has been named chairman of the local committee, which has opened headquarters at _____ (Address) _____.

The _____ (Community) Democrats for Nixon Committee is part of a state-wide organization formed last week with an initial membership of 8,000 members.

"This committee is the result of the widespread support among Democrats throughout _____ (County) _____ for the election of Dick Nixon," _____ (Chairman) _____ said.

"Pat Brown simply has not and cannot provide strong leadership which the first state in the nation deserves. His weak leadership has clearly been shown over and over again in all fields of government including education, governmental economy, welfare, law enforcement and fiscal operations.

"We are distressed, also, that Pat Brown has encouraged our party to be taken over by the left-wing California Democratic Council. This organization does not represent our views.

"Dick Nixon has demonstrated his determination and ability to lead our state in the crucial years ahead. We must be thinking of providing new jobs for the thousands of new residents each week. We must be thinking of ways to attract new business and investment. We must also be thinking of ways to improve the level of our education in California.

"Dick Nixon can and will return strong decisive leadership to Sacramento," _____ (Chairman) _____ concluded.

The new Democrats for Nixon chairman urged all _____ (Community) Democrats who are interested in serving on the committee to contact him at _____ (Address) _____ (and Telephone) _____.

(date)

-30-

**NEWS
RELEASE**

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

The statewide organization of Democrats for Nixon, with an initial membership of 8,725, opened its main headquarters last week at 641 South Flower Street, Los Angeles.

Dissatisfied Democrats were urged to register disappointment with the Brown administration by signing up at Democrats-for-Nixon headquarters which will be opened in key cities throughout the state within the next two weeks.

The appeal to dissatisfied Democrats was made today by two leading Democrats who will serve as co-chairmen of the organization.

Z. Wayne Griffin, Los Angeles business and civic leader, was named Southern California chairman. He is a well known motion picture producer and past president of the Hollywood Bowl Association.

Merritt K. Ruddock, Belvedere, business leader and a trustee of Occidental College and the World Affairs Council of Northern California, was named northern chairman.

Griffin and Ruddock issued the following joint statement:

"As a result of the dramatic televised press conference, our executive committee has sharply raised its sights for working members, and now is dedicated to forming an active committee of 15,000 working Democrats instead of the 10,000 as previously announced. Griffin and Ruddock said the committee now has 8,725 workers pledged to work actively for the election of Dick Nixon with more coming in daily.

"A survey of the 8,725 Democrats who have volunteered to work actively for Dick Nixon's election shows these predominant reasons for our participation in this campaign.

1. We are convinced that California must have strong leadership which only Dick Nixon can provide. Our industries and the jobs of millions are in real danger. Pat Brown has failed to provide this leadership, his has been a reign of indecision.

Even on questions as simple as boxing, he vacillates.

2. We are distressed at the takeover of our Democratic Party by the left-wing California Democratic Council. The Council does not represent the views of the rank and file Democrat, and its powerful influence can be eliminated only by the defeat of its candidate. The final blow on this came last week at the Los Angeles Press Club when the Governor described this as a 'good Democratic organization.'

-OVER-

Brown said he had no reason to disavow the California Democratic Council. We do. This organization which calls for admission of Red China into the U.N., works against rather than for the true principles of the Democratic Party.

3. We are shocked to find that Gov. Brown has endorsed such candidates as Assemblyman Phillip Burton and John O'Connell, participants in the San Francisco riots against the House unAmerican Activities Committee. Even at this point, for the sake of the Democratic Party, we call on Brown to repudiate these men.

4. We approve of Dick Nixon's constructive program to fight communism in California. Gov. Brown obviously has no understanding of this problem. At the Los Angeles Press Club, for example, he said that if he became convinced there were Communists in the Democratic Party, he would ask the attorney general to take action under the Smith Act. He should know that the Smith Act does not make it illegal to be a member of the Communist Party.

5. California's crime rate has soared disproportionately with our increase in population. We approve of the Nixon program to strengthen the hand of local law enforcement officers. We deplore the efforts of the governor to sweep the problem under a rug of statistics. We want action, not Brown apathy.

6. Gov. Brown's administration has created a billion dollar increase in taxes during his four years in office. Plainly our taxes are too high. We want a Governor who will do something about them. We are convinced the Dick Nixon program will accomplish this. A place to start is by decreasing welfare chiselers. We like the Nixon program to cut \$27 million in welfare waste. We find it distressing to learn of the Brown attitude that nothing can be done. Something must be done about chiselers.

7. Basically, we are dedicated to work for the election of Dick Nixon because we believe he offers a positive hope for good government.

We are in a series of crises in California and must vote for a man not a party. Any objective voter who places Nixon against Brown, man to man, can only agree that Dick Nixon is far and away the stronger leader. We would hope that a debate between the two men could be arranged to make the contrast more dramatic.

8. We welcome into our organization all Democrats and Independents who want strong leadership for California. We are in a crusade to win."

Members of the organizing committee include:

Walter Jebe, San Francisco Democrats for Nixon chairman, photography supplier and president of the Northern California Master Photo Dealers and Finishers Association. Jebe was an active campaigner for Pat Brown in 1958.

Harlow H. McGeath, San Diego Democrats for Nixon chairman, vice-president of a savings and loan association. He is president of the Personnel Management Association and a member of the board of directors of the YMCA and the Urban League.

Austin M. Healey, of Fresno, has been in the retail office furniture business for 40 years. Healey was chairman of the California Veterans Board for 16 years under former Governors Earl Warren and Goodwin Knight.

-MORE-

Earl Overmyer, captain of the Huntington Beach Fire Department.

Dan Arteaga of Richmond, is a member of the Contra Costa County Central Labor Council and the executive board of the Richmond Painters Local 560.

Richard N. Keller, of Citrus Heights in Sacramento is an industrial contract coordinator and a vestryman of St. Francis Episcopal Church.

Harry J. Boyle of Lake County, is former chairman of the San Francisco World Trade Authority and a past member of the Bay Area Council board of governors.

Henry Dockweiler, Los Angeles attorney and civic leader.

Charles B. Shattuck, Los Angeles realtor, past president of the California Real Estate Association.

INSTRUCTIONS

I PRELIMINARY

When an organization asks you to speak on behalf of Dick Nixon, it is important that you make the best presentation possible. The following recommendations are set down to help you do that.

Find out in advance:

1. The correct name of the organization.
2. The time and location of the meeting (exactly how to get there if meeting is distant from your home or place of business).
3. Brief history and purposes of sponsoring organization.
4. Kind of meeting, i.e., formal or informal; home or meeting hall; tea, dinner, coffee hour; seminar, debate, forum, etc.
5. Total time allotted to you including speech and question and answer period or, if formal speech is not scheduled, time for each presentation if debate, panel, or other presentation.
6. Your position on program.
7. Names and titles of other speakers (if any) and their positions on the program.
8. Names of President, Hostess, Program Chairman and Presiding Officer.
9. Will lecturn be provided or will you stand behind table, be seated, etc.
10. Anticipated size of audience, age, sex and interests of its members.

II PREPARING YOUR SPEECH

1. Know how to choose your subject, then
 - a. Know your subject.
 - b. Know how to attack.
 - c. Know how to defend.

2. Remember these ingredients for effective speaking:
 - a. The fewer issues the better.
 - b. Speak of Dick Nixon's record and his stand on issues rather than of the attacks on them.
 - c. Clear structure
 - introduction
 - body (contains proof)
 - conclusion
 - d. Humor.
3. Remember that Dick Nixon will be the prime target of all California Democratic office seekers, their supporters, and numberless Democrats who are appointees and legislators from Washington, D. C. and from other states.

III GIVING YOUR SPEECH

1. Speak from notes or memorize what you have to say but do not read your speech.

There is only a handful of capable "reader-speakers" in the entire country today.
2. Communicate visually with your audience.
 - a. Reinforce what you are saying with smooth body movements.
 - b. Remember that eye contact with your audience is necessary.
 - c. Avoid distracting body motions such as taking off and putting on your glasses, "hacking", unsmooth motions of your hands, maintaining a disconcerting eye level above the heads of your audience, etc.
3. Develop your own effectiveness.
 - Do not imitate the style of other speakers.
4. Be sure to study the section of this manual which lists some of the things members of your audiences can do to help in the campaign and tell your audiences what they are.

5. If the program schedule calls for time for a question and answer period, (and you should prepare for it even if you have to cut short your formal speech) be sure the audience knows. If the Program Chairman is not wise enough to "plant" a question or two as a warm-up, you should have an additional comment in reserve which you might phrase in the way of a question to yourself to start the ball rolling. (Example: "Many Californians have asked me what they can do to help Dick Nixon to be elected Governor.")

IV AFTERWARDS

1. Write "thank you" notes immediately to those presiding at the meeting (and the hostess if the meeting was held in a home).
2. Complete the Speakers' Bureau report form about the meeting which you have addressed and forward it as quickly as possible to the Speakers' Bureau.
3. If anything occurred at the meeting which should be made known to the campaign organization immediately, please do so. Do not wait to incorporate it in your written report.
4. If persons at the meeting tell you they want to help Dick Nixon, take their names and addresses and give them immediately to the campaign organization so that they can be contacted and put to work.

DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

Z. WAYNE GRIFFIN,
Chairman, Southern California

MERRITT K. RUDDOCK,
Chairman, Northern California

ORDER FORM

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641 SOUTH FLOWER STREET
LOS ANGELES 17, CALIFORNIA

Please send me the following items:

- _____ 1. Manual for Committee Chairman
- _____ 2. What Can I Do To Help?
Instructions for Committeemen
- _____ 3. Questionnaire for Appointees.
- _____ 4. How the People of California
Voted for Dick Nixon in 1960
- _____ 5. Instructions...for Speakers
- _____ 6. Campaign Photographs
- _____ 7. Registration Cards
- _____ 8. Phamphlets
 - A. What Is The Brown Record
 - B. California's Day of Decision
 - C. Nixon Program For Progress
 - D. Nixon Sticker
- _____ 9. Bumper Strips
- _____ 10. News Clipping
- _____ 11. Photograph

Mail To:

Name

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DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MAdison 7-0924

TO: DEMOCRATS FOR NIXON COMMUNITY CHAIRMEN

FROM: STATE HEADQUARTERS NEWS BUREAU

Z. WAYNE GRIFFIN
Chairman, Southern California

SUBJECT: CAMPAIGN PHOTOGRAPHS

MERRITT W. RUBIN
Chairman, Northern California

We have compiled an excellent set of recently taken photographs of THE NIXONS IN ACTION which are available to you at cost. The set includes person-to-person scenes of the Nixons campaigning among farmers, senior citizens, construction workers, minorities, and so on. There are hundreds of effective uses for these attractive campaign pictures. Use them in local publicity -- newspaper advertising -- bulletin boards -- literature. DISPLAY THEM IN YOUR HEADQUARTERS -- PASS THEM OUT TO SUPPORTERS.

The set consists of twenty (20) 8 x 10 glossy photographs - all suitable for framing. Five of the pictures are "official" campaign portraits of Dick and Pat Nixon and their two teenage daughters.

THESE SETS ARE AVAILABLE TO COMMUNITY CHAIRMEN AT COST: All twenty pictures at \$5.00 per set. In addition, glossy 8 x 10 portraits of the Nixons (individually or together) are available.

PLEASE RUSH YOUR ORDER WITH CHECK OR MONEY ORDER TO DEMOCRATS FOR NIXON HEADQUARTERS, 641 South Flower Street, Los Angeles 17, Calif.

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Please rush me the following photographs:

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_____ RICHARD NIXON (25 GLOSSY PICTURES FOR \$2.50)

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_____ THE NIXON FAMILY (25 GLOSSY PICTURES FOR \$2.50)

_____ DICK AND PAT NIXON TOGETHER (25 GLOSSY PICTURES FOR \$2.50)

(Make check payable to DEMOCRATS FOR NIXON)

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