

Richard Nixon Presidential Library  
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Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
59	11	10/25/1962	Memo	Memo from Sammy to Rose about mailings. 1 pg.
59	11	10/23/1962	Letter	Contact mailing to Californian from Harold McClellan. 1 pg. Attached to previous.
59	11	10/17/1962	Newspaper	Copy of the Los Angeles Times article, Nixon Denies Reports He'd Slash Welfare Aid. 1 pg. Not scanned. Attached to previous.
59	11	1962	Newsletter	Richard Nixon Speaks to California's Senior Citizens. 2 pgs. Attached to previous.
59	11	1962	Newsletter	Nixon for Governor newsletter, Poll Shows Richard Nixon Leading the City of LA...2 pgs. Attached to previous.

# Nixon for Governor

To: ~~Boss~~

Date: Oct. 25, 1962

From: ~~Sammy~~

Subject: ~~Mailing~~

Distribution: ~~W. and J., Boris Jones, H. Asimtsch, C. McClellan, Neil Office,  
H. Winn, Ed Slevin, Dorothy Knight.~~ ✓

Attached are copies of two mailings which went out Oct. 23:

- 1) Letter to Senior Citizens w/BN statement and press release, from C. C. McClellan and Cowney Erick. Sent statewide to Senior Cit. Clubs.
- 2) Newslette, Senior Citizens BN statement & press release, and newspaper ads sent to L. A. County Community Headquarters.



## NIXON FOR GOVERNOR

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

October 23, 1962

Dear Fellow Californian:

There appears to be an under-current of rumors and anonymous mailings circulating in California that Dick Nixon, as Governor, is against pensions for senior citizens and would cut them. Such rumors are blatantly false and misleading. Mr. Nixon has denied them and Governor Brown has said publicly that he has no reason to believe Mr. Nixon is against pensions.

Despite these denials, there may well be many senior citizens who remain in needless fear that their pensions might be reduced. These fears can be alleviated if the people in your organization could read for themselves Mr. Nixon's program for senior citizens on pensions, medical care and tax reform. For that reason, I am sending you excerpts from Mr. Nixon's 15 minute broadcast on the subject last October 6.

Partisan politics aside, I would hope that you can circulate the enclosed Nixon program for senior citizens among your group so that they may be better informed on this issue so vital to them.

With every good wish to you and the people you serve,

Sincerely,

*Andrew Downey Orrick*

Andrew Downey Orrick  
Northern California  
Campaign Chairman

*Harold C. McClellan*

Harold C. McClellan  
Southern California  
Campaign Chairman



Nixon for Governor  
3908 Wilshire Blvd.  
Los Angeles 5, California

VOTE FOR NIXON  
Nov. 6

RICHARD NIXON SPEAKS TO CALIFORNIA'S SENIOR CITIZENS

A digest of his statewide broadcast on  
October 6, 1962

Nearly nine Californians out of every 100 are over 65. If our 1.7 million senior citizens were all in one city, the population would surpass Baltimore, Maryland -- the sixth largest city in the United States.

These people must have the opportunity to lead productive lives. California cannot afford to lose the talent and wisdom they have gained over the years. They must have a chance to enjoy retirement.

Here are five ways I hope to lead the way as Governor in the next four years for older people to manage their own affairs and to have new dignity, happiness and comfort.

1. TAX REFORM

I propose three immediate actions. First, I will provide leadership from the Governor's office to get tax relief on the homes of senior citizens who have limited incomes. SECOND, I WILL OPPOSE SUCH MOVES AS THE ONE PROPOSED BY THE STATE BOARD OF EDUCATION TO IMPOSE A STATEWIDE PROPERTY TAX FOR THE FIRST TIME IN CALIFORNIA HISTORY. Third, I will recommend that the California income tax be changed to give a double exemption amounting to \$3,000 to those over 65 and those who are blind.

2. MEDICAL AID

For 14 years I have supported the voluntary insurance principle as an effective approach to the problem of medical care. It uses government to spread the risk. But it keeps government from coming between the patient and his doctor. As Governor, I will continue to work to encourage the expansion of voluntary health insurance in California.

I will support Congressional action for government participation in the payment of premiums for private health insurance plans. SUCH LEGISLATION WOULD COVER ALL PERSONS OVER ALL PERSONS OVER 65, NOT JUST THOSE ON SOCIAL SECURITY. It would also provide for the cost of out-patient care and cover doctors' bills.

I will seek to amend the California Medical Assistance Program for the Aged, passed in 1961, to ELIMINATE THE 30-DAY WAITING PERIOD. Cost of treatment does not wait 30 days and neither should payments under this program.

3. **ELIMINATE CHISELERS--PROTECT THE DESERVING:**

Unless steps are immediately taken to restore public confidence, there will be a serious public reaction to the whole welfare program. I propose a program to save \$27 million annually in the handling of welfare. This savings will come primarily from tightening regulations in the ANC program, which now makes it more profitable for a man not to work than to work. AND THIS SAVING WILL BE MADE WITHOUT CUTTING ONE CENT FROM ASSISTANCE TO THE AGED, THE BLIND OR THE HANDICAPPED. My program wholeheartedly supports aid to the aged, the blind, the disabled, and needy children. My program is aimed at getting chiselers off welfare rolls.

4. **HOUSING**

WE MUST CREATE MORE HOUSING FOR THE ELDERLY AT PRICES THEY CAN AFFORD. I will work to establish a California Housing Finance Agency to harness private investment to build housing for the aged.

5. **USEFUL LIVES**

We must make maximum use of the talent and wisdom of our senior citizens. I will mobilize the great talents, skills and training of our senior citizens in a "CALIFORNIA LEGION OF SERVICE." Retired persons will be asked to join "CALegion" and help train our young people. The way this new plan will work is that a "CALegion" Council will study community needs throughout the State and then issue calls for volunteers as need develops.

These are the five ways that I'll bring an added dignity to the lives of our senior citizens--not by degrading them with bureaucratic harassment and red tape, but by making government responsive to real needs.

# NIXON FOR GOVERNOR

## NEWS LETTER

### POLL SHOWS RICHARD NIXON LEADING IN THE CITY OF LOS ANGELES

Yesterday, October 22nd, the Los Angeles Herald-Examiner reported the results of a Western Opinion Research Center public opinion poll on the campaign. Following is the question and percentage result relative to the gubernatorial race:

QUESTION -- If you were voting today, whom would you support for governor of California?

ANSWER -- Richard Nixon, 47.1%. Pat Brown, 46.5%.  
Other answers, 6.0%.

Needless to say, this poll result serves to verify and further confirm our soundings to the effect that Dick Nixon will win a great victory on Election Day. However, in order for this prediction to come true, it is necessary that we all make a continuing 100% effort in support of Dick Nixon's candidacy between now and November 6th.

### VICTORY SQUAD VOLUNTEERS -- LET'S GET 'EM SIGNED UP!

The most important task facing each community chairman for the balance of the campaign is the job of enlisting victory squad workers. We must have these workers in order to make sure that we get out the Republican vote. Each headquarters is being asked to supply a minimum of 100 victory squad workers -- this is only 20 workers per day for 5 days which is hardly an impossible assignment.

Each one of our headquarters should have telephoners busy calling Republicans in the local community to recruit victory squad workers. It should be emphasized to those telephoning that they should:

1. Make it clear to each prospect that his services are needed from 3 to 7 in the afternoon on election day to help get out the Republican vote and that he can indicate the area in which he wants to work.
2. Fill out the victory squad application cards as they enlist the volunteer over the telephone. Do not mail the card to the prospect. Instead, fill it out as he is recruited.

-more-



3. At the end of the day, collect and mail the cards directly to the Victory Squad Headquarters at the address shown on the face of the card. Mail in a sealed envelope "FIRST CLASS."
4. Code each card with the initial "N" on the upper right hand corner and list your headquarters abbreviation.

Of course, everyone of our leadership group should plan to participate in victory squad activity on election day. Each such person should also fill out and mail a card to Victory Squad Headquarters.

Remember -- all of our activity over these many months doesn't mean a thing if we fail to get out the vote on November 6th.

\* \* \* NEWSPAPER ADS \* \* \*

Enclosed is a sheet of suggested ads to be run in your local newspaper. They can be sponsored by local businesses or individuals. Or, they can be run over the name of your committee.

Read over this sheet and after you have decided on how you want to proceed you are asked to order mats from Sammy Sammelman at State Headquarters. Check the language on the top right of the sheet for more specific instructions.

SENIOR CITIZENS AND WELFARE AID EXCERPTS

On October 6th, Dick Nixon broadcast his program for California's senior citizens on pensions, medical care and tax reform. Enclosed is an excerpt of that speech and a later news release under date of October 17th. Additional copies of either or both can be ordered from State Headquarters. (Tel: DU 5-9161, ext. 59)