

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> |
|-------------------|----------------------|----------------------|----------------------|---|
| 60 | 2 | n.d. | Memo | Re: the campaign's contact division from Robert H. Steele, Chairman - Contact Division. 8 pages. |
| 60 | 2 | n.d. | Memo | Card from Andrew Downey Orrick to "Co-Worker" regarding the campaign and "formula for victory". 1 page, 2 copies. |
| 60 | 2 | 11/01/1962 | Letter | To "Friends" from John Martin Hoffman re: religious freedom. 1 page, 2 copies. |
| 60 | 2 | 10/08/1962 | Letter | To "Fellow Officer" from J.G. Lewis, Chairman of Retired Naval Officers for Nixon. 1 page, 2 copies. |
| 60 | 2 | 10/25/1962 | Letter | To "Fellow Physician" from Henry Gibbons, M.D. 1 page, 2 copies. |
| 60 | 2 | n.d. | Letter | To "Fellow Californian" from William N.L. Hutchinson, Jr., Chairman of the Securities Industry for Nixon. 1 page, 2 copies. |

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|-------------------|----------------------|----------------------|----------------------|---|
| 60 | 2 | n.d. | Letter | To Members of the Securities Industry for Nixon Committee from W.N.L. Hutchinson, Jr., Chairman of the Securities Industry for Nixon Committee. 1 page, 2 copies. |
| 60 | 2 | n.d. | Letter | To "Fellow Employment Agency Owner and Staff" from Richard Brazzeal, Chairman of Employment Agencies for Nixon. 1 page, 2 copies. |
| 60 | 2 | 10/31/1962 | Letter | To "Voter" from the Northern California Ethnic Groups Advisory Committee for Nixon. 1 page, 2 copies. |
| 60 | 2 | 09/01/1962 | Letter | To "Fellow Republicans" from "Women for Nixon". 1 page, 2 copies. |
| 60 | 2 | 10/26/1962 | Letter | To "Sir" from the "Nixon for Governor Committee" of the Northern California Paint Industry. 1 page, 2 copies. |

CONTACT DIVISION

MISSION:

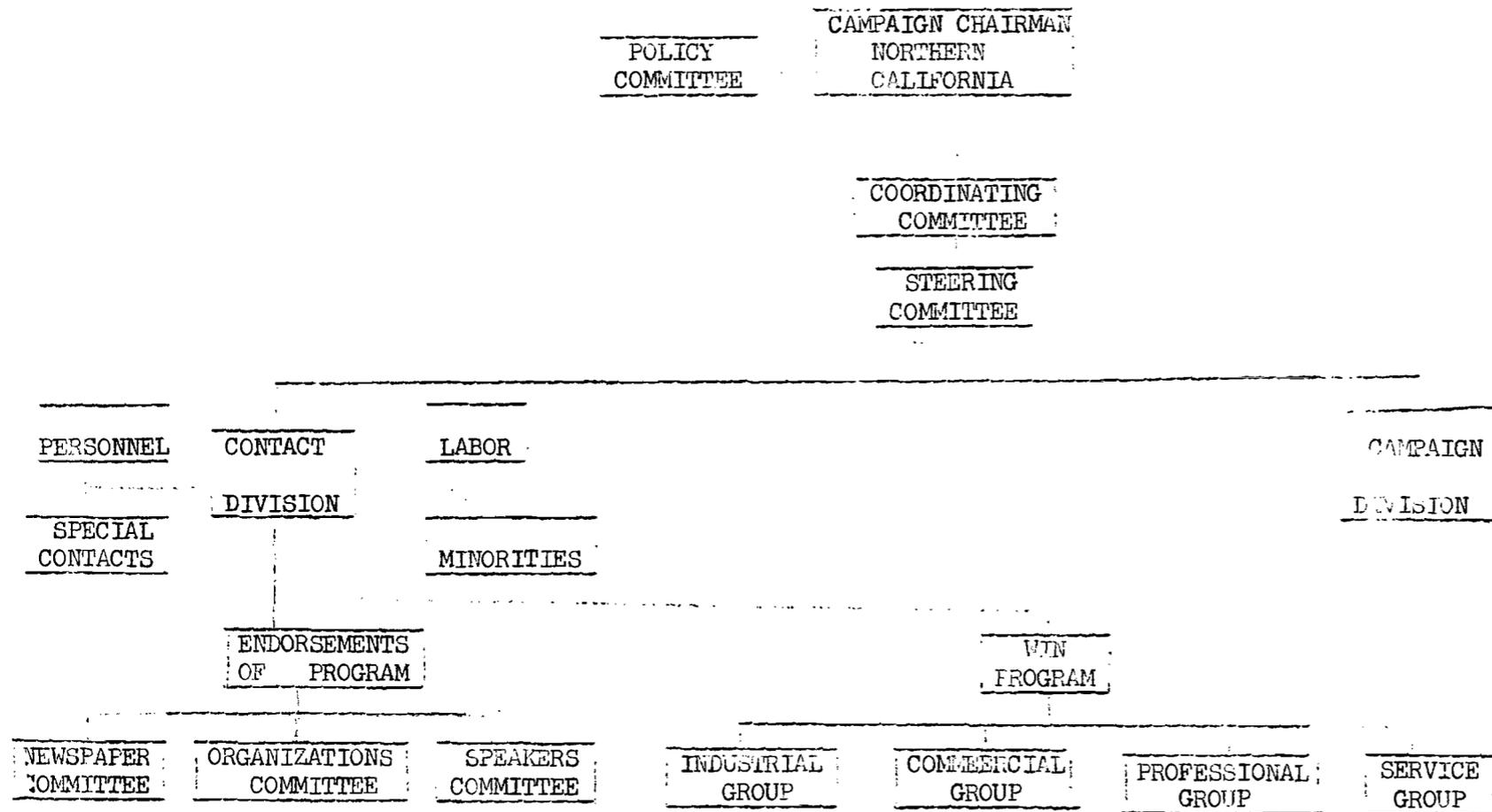
To organize, through the Nixon County Chairmen, all campaign effort and contacts other than that normally done in the past by the Precinct Organization, Telephone Committee, Publicity and Advertising men.

To assist the Nixon County Chairmen in every way to implement such programs.

IMPLEMENTATION

- 1) The organization will be established immediately and appointments made through the Nixon County Chairmen for each county as rapidly as possible.
- 2) Because of the WIN Program's organization through occupational groups, we will initially stress organization in the large urban areas.
(See attached population sheet).
- 3) To assist Nixon County Chairmen in locating good leadership personnel through a Personnel Committee.
- 4) To see that all activities are informed and coordinated and that necessary manuals and training schools are supplied along with any other needed help to make this an effective and winning operation.

NIXON CAMPAIGN ORGANIZATION CHART - CONTACT DIVISION



1. A WIN Chairman and an Endorsement Chairman will be designated directly under each Nixon County Chairman.
2. Depending on the problem and the personnel available, certain parts of Northern California may be grouped into areas under an Area Director.

CONTACT DIVISION

STAFF FUNCTIONS

PERSONNEL COMMITTEE:

MISSION:

After consultation with Nixon County Chairmen, to assist them to recruit, train and evaluate the efforts of the personnel who run the WIN and Endorsement Committees in each county.

Recruitment aid will be through San Francisco contacts in the various Northern California urban areas.

Evaluation of personnel recruited will be through their performance and some field trips.

Preparation of appropriate training material and organization of training sessions will be done in cooperation with WIN and Endorsement Chairmen.

SPECIAL CONTACTS:

This will include important people with special abilities and contacts. This is a unique type of contribution that can be made by these people in their own way. This group will be added to as the campaign progresses.

CONTACT DIVISION

LINE FUNCTIONS

ENDORSEMENT PROGRAM:

MISSION:

Responsible for securing the endorsement of all endorsing agencies in Northern California. This will include all newspapers, and all endorsing organizations and people.

Definite goals and objectives are to be given to workers in this committee, which should result in more enthusiasm and greater attainment over the course of the campaign. In striking for definite goals of endorsement from every conceivable agency more endorsements will be obtained and greater by-products of campaign-impact on the non-endorsers obtained.

(a) NEWSPAPER COMMITTEE

This committee will be manned by experienced people who know campaigning and the Press, and who have solicited endorsements from the Press in the past.

They will list all newspapers published in the county, including papers that may never have endorsed before.

A campaign of solicitation will then be laid out and cleared with the Northern California Endorsements Chairmen, who, in turn, will clear with Mr. Haldeman.

The strategy of solicitation is of top importance. Mr. Nixon's personal efforts will be required in many instances. This should be supplemented by other known effective men in the community on a carefully planned and cleared program.

This committee is responsible not only for planning but for all follow through. In its planning, it is responsible for recommending the placement of advertising in the local press in possible furtherance of its responsibilities.

(b) ORGANIZATIONS COMMITTEE

This committee also requires people with political experience as candidates or Campaign managers.

It will compile a list of all organizations in the county. This list will include:

1. Nationalities Groups and Organizatinss
2. Republican Organizations
3. Civic and Trade Organizations
4. Service Clubs and Fraternal organizations
5. Any other possible endorsing clubs or groups
6. A list of important citizens or celebrities whose personal endorsement has news and other values.

All organizations and people on this list that normally endorse, or have done so in the past, will be set forth as immediate targets.

All others will be screened with the view of determining if a favorable endorsement of Nixon for Governor might be obtained for the first time. Cautious approaches can be made to strong Nixon members to sound out these borderline groups.

The usual endorsing groups and people plus the "possibles" will make up the target for this committee.

A second duty of this committee is to work closely with the County WIN Committee, and, as they organize Professional and Occupational Groups, to form them into Endorsing Committees and see that suitable releases are obtained in the local press.

In addition, a third duty is to organize Special Interest Groups (and celebrities), which the WIN Committee is not concerned with, into Endorsing Committees. These would generally be as follows:

1. Veterans for Nixon
2. Democrats for Nixon
3. Labor for Nixon
4. Individual Celebrities, or Committees, endorsing Nixon.
 - a. Political
 - b. Sports
 - c. Movie
 - etc
5. Various other groups for Nixon

It must be strongly emphasized that the procedure of soliciting the endorsement of clubs and associations requires a knowledge of their procedures and members, and will necessitate intensive work on many key members far ahead of the actual endorsement meeting.

WIN PROGRAM

MISSION:

To organize a direct, personal contact political organization among occupational groups. Every industry, business and occupational group must have a Nixon Chairman and Committee. These, in turn, must establish Nixon Chairmen and Committees down to each individual shop unit.

This, in effect, is a "grass roots" organization established on an occupational basis. The community of interest among fellow workers is often stronger than among neighbors, particularly in cities with their transient populations. Therefore providing more effective political contact. The WIN Program, in conjunction with a Precinct Organization, should give the Nixon Campaign a "one-two punch" of direct personal contact with the voter, at work and at home, that no other campaign can begin to match.

(a) ORGANIZATION

Organization for this Program starts with a County WIN Chairman under the County Nixon Campaign Chairman. Under him, Chairmen will be recruited for the major basic occupational breakdowns, i.e. Industrial, Professional, Commercial, Services, etc. Further breakdowns will be made as appropriate, for example, the Chairman for banks recruiting a chairman in each bank to form a group in his particular bank, etc.

A Manual is now in preparation describing the organization and operation, listing all occupational groups. Also, WIN Chairmen will have a special training meeting in the near future to aggressively kick off the program.

This is a new weapon which should be more effective with many voters than the Precinct Organization, as it reaches them directly through their co-workers. We must drive hard to establish this program now, as it will easily double our campaign effectiveness this Fall.

(b) OPERATION

WIN workers in units at every level of each occupational group will regularly contact co-workers to "sell" Nixon and his philosophy; recruit volunteers for the Nixon campaign, and gather information on reaction to issues and progress of Nixon campaign.

(c) SPEAKERS COMMITTEE

A major tool in the solicitation of endorsements from groups, individuals and the community is an able and well-informed Speakers Committee.

Trained speakers must speak on all occasions to all groups through every possible medium. However, their main goal will be the ultimate endorsement of Nixon by every organization, agency and person within the sound of their voice. The principal call upon the efforts of this committee will be by endorsing or possibly endorsing groups, therefore they are basically part of the Endorsement Program.

A Northern California Speakers Chairman will assist each County Speakers Chairman by providing a Speakers Manual and assisting in training speakers. He will also coordinate and help provide speakers for Northern California.

INTRODUCTION:

Attached is a new approach to political campaign organization. It has been carefully thought out to deliver the maximum punch directly at vote getting for Nixon for Governor.

The attached organization represents our best thinking at this time. It will probably be slightly modified from time to time due to the talents of personnel recruited, changing conditions and results of experience. It must be slightly modified for each county because of particular circumstances in each county and the abilities of personnel assigned to this Division.

However modified, the basic philosophy of this organization will remain. It is a dual attack as follows:

(1) WIN COMMITTEE

This committee will organize a "Precinct" committee on an Occupational Basis rather than a Geographical Basis. It will influence voters through a "pocketbook" community of interest as workers subject to the same occupational interests, rather than "neighborhood" community of interests of people living in the same area.

(2) ENDORSEMENT COMMITTEE

This committee will seek out, in an organized manner, and win the maximum number of possible endorsements for Nixon for Governor. In close cooperation with the WIN Committee it will organize all endorsing groups and work with the publicist to see that maximum publicity is gained for its efforts.

A full time field man is necessary for both the WIN and Endorsement Programs. It is also assumed an adequate budget will be allocated this operation.

Robert H. Steele, Chairman
Contact Division



Dear Co-Worker

Your work and dedicated devotion throughout this campaign is producing a surge of strength among all of us....
Victory is in the air!

We have but a brief time remaining until all of California will join with us in saluting our new Governor,
Richard M. Nixon.

In these closing days, we must all concentrate and redouble our efforts on the following formula for victory:

- a) Selective literature distribution and placing of bumper strips on all possible cars.
- b) Recruitment of new workers for Operation Telephone and the Victory Squad election day activities.

These all important programs will not only make our victory an impressive one, but they will also provide
the continued enthusiasm and spirit which has grown increasingly strong each day of the campaign.

Keep up your fine work and best wishes.

Win With Nixon

A handwritten signature in cursive script that reads "Andrew Downey Orrick".

Andrew Downey Orrick
Chairman, Northern California
Nixon for Governor Campaign

from the desk of... JEAN M. DEWEY

November 3, 1962

BOB HALDEMAN:

Per your request

JMD

JOHN MARTIN HOFFMANN
17752 MEEKLAND AVENUE
HAYWARD, CALIFORNIA

November 1, 1962

Dear Friends:

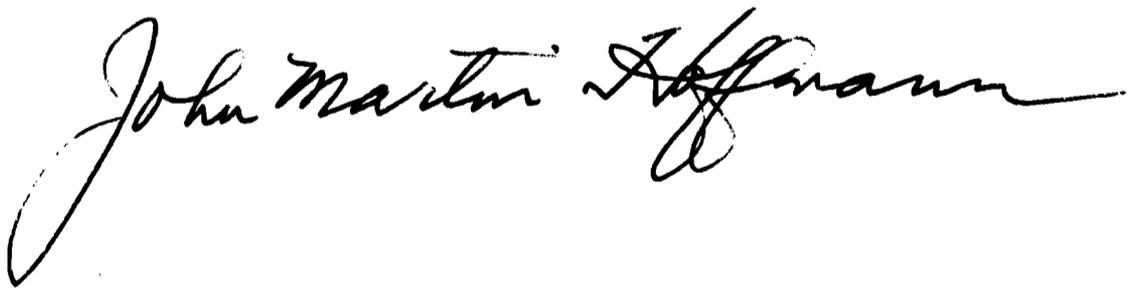
During eleven sessions of the legislature (regular, budget and special sessions) I represented the cause of religious freedom at the State Capital. My efforts included the handling of over three thousand bills introduced in the legislature with a loss of only one bill. This bill was a direct attack upon those who presume to think and act for themselves in the practice of their well-recognized religion.

After the bill was enacted, representations were made to the incumbent Governor showing the true nature of the bill -- that it had been enacted by the legislature as a result of political pressure and a fear complex for which there was no basis in fact. The Governor was requested to veto the bill. This he did not do.

Subsequent to the bill becoming a law, and in fact during the present campaign, the Governor has been requested to issue a statement indicating his support of the right to religious freedom, and this he promised to do. I have personally talked with the Governor and his secretaries and other officials high in the councils of the Governor and his staff. On each occasion I have been assured that this statement would be forthcoming immediately.

The time for thinkers has come, and I feel it is your duty as a thinker to carefully examine this action on the part of the Governor and the powerful group surrounding him in Sacramento and to definitely make a decision as to whether or not you care to support a regime exercising such unconscionable and irresponsible actions. Wisdom in human affairs means doing that which is most nearly right under all the circumstances.

Sincerely yours,

A handwritten signature in cursive script that reads "John Martin Hoffmann". The signature is written in black ink and is positioned below the typed name.

J. G. LEWIS
CAPTAIN, USN (RETIRED)

Chairman

F. N. KIVETTE
VICE ADMIRAL, USN (RETIRED)

T. J. HAMILTON
REAR ADMIRAL, USN (RETIRED)

G. M. RICHARDSON
REAR ADMIRAL, USN (RETIRED)

C. B. BEASLEY
REAR ADMIRAL, USN (RETIRED)

G. L. PURMONT
CAPTAIN, USN (RETIRED)

E. F. STEFFANIDES
CAPTAIN, USN (RETIRED)



RETIRED NAVAL OFFICERS FOR NIXON

525 Market Street, San Francisco 5 - DO 2-5576

October 8, 1962

Dear Fellow Officer:

We retired Naval Officers in the 12th Naval District are forming a Committee to support Dick Nixon in his race for Governor in November and we invite you to join. In Dick Nixon, we know that California's 17 million people have a dynamic leader who understands the state's problems arising from great growth and change, and will initiate sound solutions to reduce our ever increasing tax burden.

We feel that Dick Nixon will discontinue the present policy of looking to the Federal Government for solutions for California's problems and will bring about a new administration that will assume fiscal responsibility in the interest of public welfare. Whether you are a Republican, Democrat or Independent, we ask you to join us and make your opinion heard and your influence felt by pledging yourself now to support Dick Nixon for Governor and to urge your friends and neighbors to do the same on November 6th. We can do our part to return sound government to Sacramento.

Please complete the enclosed envelope today and return it to Nixon Headquarters as an indication of your interest.

WIN WITH NIXON

J. G. Lewis, Chairman
Retired Naval Officers for NIXON

NORTHERN CALIFORNIA PHYSICIANS FOR NIXON

NIXON FOR GOVERNOR COMMITTEE
525 Market Street, Room 619
San Francisco 5, California

HENRY GIBBONS, M.D., *Chairman*

GRANT BARE, M.D.

WILLIAM T. BENDER, M.D.

WALTER BIRNBAUM, M.D.

WARREN BOSTICK, M.D.

DONALD M. CAMPBELL, M.D.

JOHN W. CLINE, M.D.

MYRON B. CLOSE, M.D.

FRED DAVIS, JR., M.D.

TOM ELMENDORFF, M.D.

AUGUST F. GIBERSON, M.D.

RODNEY HARTMAN, M.D.

GEORGE K. HERZOG, JR., M.D.

ALLEN T. HINMAN, M.D.

MATTHEW N. HOSMER, M.D.

CHARLES W. LEACH, M.D.

EDWARD LISTON, M.D.

HARRY R. LUSIGNAN, M.D.

CAROL McKENNEY, M.D.

HERBERT C. MOFFITT, JR., M.D.

DWIGHT H. MURRAY, M.D.

NORMAN PANTING, M.D.

DOHRMANN K. PISCHEL, M.D.

OSCAR C. RAILSBACK, M.D.

HARTZELL RAY, M.D.

NORMAN E. RINGER, M.D.

EMMET L. RIXFORD, M.D.

KARL L. SCHAUPP, JR., M.D.

RALPH C. TEALL, M.D.

MAX A. WATERS, M.D.

October 25, 1962

Dear Fellow Physician:

The time is now, the issue is at hand

Dick Nixon is fighting a battle to advance the cause of liberty. In contrast, Democratic office seekers are attacking these things:

--- Our freedom as independent doctors

--- The rights of businessmen to operate free of governmental restriction

--- The opportunity of self-government in the communities in which we live.

This is the question - are we as citizens going to be allowed to solve our own problems, or will we be faced by more and more governmental interference?

Last May we wrote to urge you to join the Northern California Physicians for Nixon Committee, and to contribute to the Primary campaign. The response was magnificent. Now we write to ask this of you:

1. VOTE FOR NIXON on November 6th.
2. Volunteer with your local Nixon Headquarters to work at the polls on election afternoon.
3. If you have to be away on November 6th, apply for an absentee ballot.
4. Insure that all of your staff, associates and family vote for Dick Nixon.
5. Help pay for the final big push that will bring victory at the polls.

Please return the enclosed envelope today.

Keep Campaigning



Henry Gibbons, M.D., Chairman



SECURITIES INDUSTRY FOR NIXON

525 Market Street
San Francisco 5, California

WILLIAM N. L. HUTCHINSON, JR.
Chairman

PETER D. COSTIGAN
Vice Chairman

JAMES B. BLACK, JR.
SPENCER BRUSH
GEORGE W. DAVIS
DEAN DILLMAN
MARK C. ELWORTHY
CHARLES W. FAY
MARCO F. HELLMAN
ARTHUR R. MEJIA
JAMES L. MURPHY
GEORGE J. OTTO
KENNETH R. REARWIN
ALBERT E. SCHWABACHER, JR.
J. ROBERT SHUMAN
ROY L. SHURTLEFF
N. CONNOR TEMPLETON
DEAN WITTER

Dear Fellow Californian:

As part of the investment community, the members of this Committee are particularly concerned about the lack of leadership in evidence in Sacramento. We feel that the development of California business is being clearly stifled by high taxes, by indecision in high places and by administrative incompetence.

That is why we have formed a Committee to assist in the election of Dick Nixon as California's next Governor.

Mr. Nixon is a man of intelligence, character, and ability, who has eminently demonstrated his qualifications for this office through a sixteen year career of public service.

Whether you are a Republican, a Democrat, or an Independent, we ask that you join the campaign to elect Dick Nixon. In particular we urge you to do the following:

1. Sign your name on the enclosed envelope, so that we can count you as a member of this Committee.
2. If you have not yet donated to the campaign through the regular United Republican Fund appeal, please enclose your contribution for better State government.

May we hear from you this week or next.

Sincerely,

SECURITIES INDUSTRY FOR NIXON COMMITTEE

To Members of the Securities Industry for Nixon Committee:

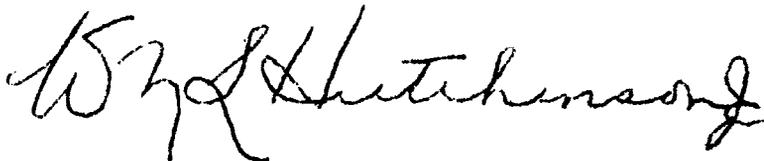
Your response to our appeal to you to join this Committee, and your contribution of funds to the Nixon campaign, is greatly appreciated.

The replies which we, as well as other Nixon's committees have received in response to mailings, have numbered in the thousands. This factor, combined with the tremendous crowds the candidate is drawing, the favorable press and the success of the Democrats for Nixon organization have all created an air of great optimism.

We are confident that we are on our way to victory.

Again, thank you for your contribution.

Sincerely

A handwritten signature in cursive script, reading "W.N.L. Hutchinson, Jr.", written in dark ink.

W.N.L. Hutchinson, Jr.
Chairman



EMPLOYMENT AGENCIES FOR NIXON

525 Market Street
San Francisco 5, California

Organizing Committee

GILBERT J. AMMON
ANTONIA ANDERSON
ROY S. BADOVIN
ALICE BARTLETT
BETTE BAYS
PHYLIS BRADLEY
RICHARD BRAZZEAL
LAURA J. CAREY
ANN M. COBB
CELIA DE VINE
MARION DIMOND
JOHN T. DILLON
BEATRICE R. DUNLAP
MAY GREENE
NEIL HINCKLEY
GEORGE IVES
DOROTHY JAMES
THERESE JORDAN
CARRIE MARKS
BURTON MARTEL
MYRA MC DOWELL
ROBERT E. MOREHOUSE
H. RICHARD NOONAN
MICHAEL PAIGE
ROBERT P. SPEITH
FLORA E. TALMADGE
DAVID E. TEMPLE
CHARLES B. VON STORCH
WALLACE WILLARD

Dear Fellow Employment Agency Owner and Staff:

I am sure that you are interested in good government at all levels, particularly in Sacramento.

A group of us engaged in the employment agency business are forming an Employment Agencies For Nixon Committee, and we invite you to join. In Dick Nixon we know that California's 17 million people have a dynamic leader who will understand the state's critical business problems and who will initiate sound solutions to expand our progress and prosperity.

If we are to provide jobs for a population which increases by 1,600 each day, we must have a new administration in Sacramento that will encourage free enterprise, keep costs of government down and avoid new taxes, thus attracting new industry and employers to California.

The present practice of Bureaucratic harassment and excessive taxation of business must be stopped, or we cannot expect maximum prosperity for ourselves or expect new industry to invest in California. This year a number of well known major manufacturing firms have announced they are leaving the state or expanding elsewhere.

Can there be any question in your mind as to which candidate is your best friend? Join with us in helping to restore the best possible business climate to California. Do your part in stopping the ever increasing socialistic trend in our state government. Vote for Dick Nixon on November 6, and request your friends and associates to do likewise.

Please complete the enclosed card and return to Nixon Headquarters today. Your financial contribution will help pay for this and other campaign efforts on behalf of Dick Nixon.

WIN WITH NIXON

Richard Brazzeal, Chairman



NIXON FOR GOVERNOR

Northern California Office

Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576

ANDREW DOWNEY ORRICK
Northern California Chairman

NORTHERN CALIFORNIA ETHNIC GROUPS ADVISORY COMMITTEE

October 31, 1962

Chairman

NICHOLAS A. LOUMOS

Vice Chairman

CARLOS BEA

Advisory Members:

- JOHN ABRAHAM
- GREGORY K. BOLOGOFF
- ULPIANO BORJA
- GEORGE P. CHERAKIS
- CHARLES T. CHESTERMAN
- MRS. ARIADNA DELIANICH
- MISS ROSE M. FANUCCHI
- THEODORE FISCHER
- MRS. MARY HATZIS
- TEOFIL KOT
- JAN W. LEDNICKI
- MIGUEL LEITE
- MILTON K. LEPETICH
- JAMES H. LOO
- ALFREDO MALVINO
- CIPRIANO MASICLAT
- CAMELLO D. MELLO
- JOHN NADY
- ALEJO PADUA
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- MRS. WANDA POMYKALSKI
- ELIJA RADOJEVICH
- HENRY M. SANTE
- HAIG SHERJIAN
- MRS. ANTOLOLE SKRIPKIN
- DR. NICHOLAS TESAURO
- P. D. URREA
- MRS. DOROTHY VUKSICH
- DR. THOMAS WU

Honorary Chairman

MRS. WILLIAM McPHUN

Dear Voter:

The Cuban situation justified the stand taken by Richard Nixon in his recent campaign in which he warned the people of the Communist menace. When President Kennedy issued his ultimatum to Castro, Nixon unequivocally approved the President's action, stating that the situation transcended party debate thereby demonstrating that he possesses statesmanship qualities.

As Vice President, Nixon was delegated by former President Eisenhower to visit many of the free countries of the world and spread the gospel of Democracy, which he did very effectively. He has been in constant touch with the international situation and he knows how the Communists operate.

We believe Richard Nixon with his background and his all around administrative ability, as indicated by his fifteen point program, will best serve our State as its Governor.

We urge you to vote for Richard Nixon for Governor.

NORTHERN CALIFORNIA ETHNIC GROUPS
ADVISORY COMMITTEE FOR NIXON

WOMEN FOR NIXON

525 MARKET STREET, Room 619, SAN FRANCISCO, CALIFORNIA

Chairman, Northern California

MRS. FREDERICK J. HELLMAN

Executive Committee:

MRS. JOSEPH R. KNOWLAND

Alameda County

MRS. MERRITT K. RUDDOCK

Marin County

MRS. LLOYD E. EISENHOWER

San Francisco County

KATHLEEN NORRIS

Santa Clara County

MRS. HENRY BOSTWICK, JR.

San Mateo County

September 1, 1962

Dear Fellow Republican:

Join WOMEN FOR NIXON!

WOMEN FOR NIXON is a new organization designed to mobilize energies and dollars of all women in Northern California who are concerned about the future of their State.

The growth of California, its prosperity and work opportunities, will be determined by the election this November. Rarely before have we been offered such a clear choice - a choice between a man of proven ability and leadership or continued incompetent administration and costly indecision.

As a member of WOMEN FOR NIXON, your contribution, whether large or small, will be used primarily in your own county to help buy bumper strips, posters and other campaign essentials so vital to a successful election.

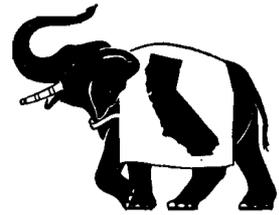
California, as the largest State in the Union, must have the best qualified Governor available. We, the WOMEN FOR NIXON, intend to insure efficient government in Sacramento by electing Dick Nixon.

THE IMPORTANT THING IS TO ENLIST TODAY!

Sincerely yours,



NIXON FOR GOVERNOR COMMITTEE



NORTHERN CALIFORNIA PAINT INDUSTRY

525 MARKET STREET, ROOM 619
SAN FRANCISCO 5, CALIFORNIA

October 26, 1962

WESLEY ADAMS
A. C. ANDERSON
E. W. BACIGALUPI
BARRY BELLPORT
W. R. BOWMAN
WALTER N. BOYSEN
A. H. BRAWNER
W. P. F. BRAWNER
M. L. BYRON
BILL CRAWFORD
FRED DANNENFELSER
L. M. DU COMMUN
W. C. ELLIOTT
J. W. GKONOS
HAROLD R. HARLAN
HAROLD R. HARLAN, JR.
GREGORY HARRIER
GIL C. HOHMANN
E. T. HOUSEKEEPER
ROY KOREN
E. A. KOZIOU
JOHN H. LATHE, JR.
NELSON V. LINK
R. T. M. LAREN
J. H. MEYERS
R. E. MINUCCIANI
WILLIAM PARLE
E. O. RUSSELL
GEORGE SNOCKNER
C. P. SONDHAUS
ARNOLD STOUTLAND
DEXTER J. TIGHT
F. E. TIPPLET
J. G. TRAGER
GUY WEISMANTEL
FLORENCE WOLF
PAUL WOOD

Dear Sir:

Cuba Berlin Oxford, Mississippi
California. World, national, and local problems - all are
your problems. What can you do about them?

The first step each of us can take is to elect
candidates for State offices who are best equipped to deal
with the complex problems facing California today. Study
the record of each candidate with care. Reject those who
lack the qualifications we need in our leaders now more than
ever before: courage, decisiveness, dedication, experience,
endurance, administrative ability.

Many of us are registered Democrats. Many
more of us voted for Pat Brown in 1958 believing he would
be a good Governor. We were dead wrong. None of us are
voting for him in 1962. We are fed up with burgeoning
bureaucracy, indecision, and doubletalk - with committees to
study committees and government by hindsight.

We believe Dick Nixon is far better qualified
to guide the destiny of our great State during the next four
years. He has the guts, brains, and no-nonsense know-how
we need. He has a positive program to create the business
opportunities and jobs essential to the future welfare of
the people of California.

We urge you to compare the candidates. Ask
yourself the question: "Which man would I hire to work for
me?" Then select that man to work for you as Governor by
casting your vote for Dick Nixon on November 6. Urge your
friends and associates to do likewise. He needs our help -
and we need his.

Sincerely,

P.S. Your contribution, no matter how small, will be
appreciated to help cover the cost of this mailing.