

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>
67	4	n.d	Other Document	Notes re: Primary Resulsts. Detailing the various counties and the percentage of voters voting for Nixon or Brown. 3pgs.
67	4	8/01/1962	Report	A Complete Analysis of Final Official Primary Resulsts for Governor. 19 pgs.
67	4	7/25/1962	Report	A report re: The Republican vote for Governor in Los Angeles County. 6pgs.
67	4	n.d	Other Document	A note re: dividing the state into fifths. 1pg.
67	4	6/22/1962	Report	An analysis of the Democratic vote in the June Primary. 2pgs.
67	4	6/11/1962	Report	An Analysis of the Republican Gubernatorial Primary Vote. 7pgs.

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67	4	6/12/1962	Report	Further reflections on the June Primary results. 2pgs.
67	4	8/27/1962	Report	The Media Distribution and the June Primary Vote. 5pgs. [1 duplicate, not scanned]
67	4	1962	Report	An analysis by county and town of the media distribution for the primaries. 13pgs.

Primary Results

State Total	7,052 #	100/ %	40 Repub Reg %	69 53 Turnout		65 Nixon %	81 Brown %	5 White In	8 Blacks
				Rep	Dem				
Los Angeles (1)	2,811	40	40	68	50	(67)	(85)	3	(9)
Alameda (2)	442	6	37	68	56	(69)	(85)	3	8
San Diego (3)	439	6	(46)	(70)	(56)	(70)	74	(11)	6
San Francisco (2)	367	5	35	63	(58)	(75)	(88)	-	8
Orange (1)	328	5	(50)	(74)	51	61	75	(7)	7
Santa Clara (2)	273	4	(44)	67	53	(68)	(84)	3	(9)
San Mateo (2)	211	3	(44)	63	50	(70)	(86)	3	7
Sacramento (4)	214	3	36	(73)	(58)	50	78	(7)	8
San Bernardino (5)	208	3	40	66	52	(70)	80	4	8
Contra Costa (2)	191	3	38	(71)	(58)	(68)	80	(7)	7
Fresno (6)	141	2	31	69	(56)	63	78	(6)	(10)
Riverside x	129	2	(46)	(70)	(56)	(70)	79	5	8
Kern x	113	2	35	(72)	53	55	73	(8)	8
San Joaquin x	99	1	38	(76)	(57)	(67)	73	(7)	(10)
Ventura x	81	1	39	(72)	(57)	60	77	(10)	7
Santa Barbara x	76	1	(47)	69	51	65	79	(9)	7
Marin (2)	72	1	(51)	(72)	(59)	(70)	(82)	(7)	8
17 Counties	6,195	89							

1 LA-Orange	3,139	45
2 SF-M-SM-SC-CC-AI	1,556	22
3 San Diego	439	6
4 Sacramento	214	3
5 San Bernardino	208	3
6 Fresno	141	2
	5,697	5,489 7881

Registration - Democrat		
Primary -	3,997	
Increase	503	
Final	4,500	4,500
Turnout - %	85%	✓
#	3,825	3,825
Brown Defection %	25%	20%
#	956	765
Brown Vote Dem	2,869	3,060

Repub Regis		
Primary	2,834	
Increase	366	
Final	3,200	
Turnout - %	90%	
#	2,880	2,880
Nixon Defection %	10%	10%
#	288	288
Brown Repub	288	288
Dem	2,869	3,060
Total	3,157	3,348

Nixon Repub	2,592	2,592
Dem	956	765
	3,548	3,357

Registration - Total

Primary 7,052

Increase - 10% 705

Final 7,757

Undecided 11% 853

Brown 46% 3,568 x 80% = 2,854 n 85% = 3,033

Nixon 43% 3,336 x 90% = 3,002

		Repub	Dem	Other
Total Registered	7,500	3,000	4,275	225
Brown 46	3,450			
Nixon 43	3,225			
Undecided 11	825			

			⁴⁰⁰ 4,000				
Total Registered	1,000			570		30	
Brown 46	460	10%	40	72%	411	30%	9
Nixon 43	430	80%	320	19%	104	20%	6
Undecided 11	110	10%	40	9%	55	50%	15

	Total	Nixon	Brown
85% Dem	484		
90% Repubs	360		
80% Other	<u>24</u>		
	868		

Harold H. Griffin
8/1/62

Complete Analysis of Final Official Primary Results For Governor

In assessing the complete official returns of the June, 1962, primary, four tables have been compiled, each of which taken both separately and together shed significant light upon the behavior of California voters last June. These are:

- (1) An itemization by vote totals and percentages of the Democratic vote, including write-ins for Nixon and Shell, by county.
- (2) An itemization by vote totals and percentages of the Republican vote, county by county.
- (3) A county-by-county breakdown of Democratic and Republican voter turnout for Governor, as percentage of registration.
- (4) A county-by-county breakdown of persons who went to the polls but cast blank ballots for the office of governor.

Table I: The Democratic Vote

On the Democratic side, the final official vote was reported as follows:

Brown-----	1,739,792	(81.4%)
Three Unknown Democrats---	294,363	(13.8%)
Nixon Write-Ins-----	35,883	(1.7%)
Shell Write-Ins-----	66,712	(3.1%)
TOTAL DEMOCRATIC VOTE	<u>2,136,750</u>	(100.0%)

The Brown Vote: Even though Brown averaged 81.4% of the vote statewide, he received more than 80% in only 10 counties, including most of the largest ones by population:

Alameda, Los Angeles, Marin, Plumas, San Bernardino, San Francisco, San Mateo, Santa Clara, Sierra, and Solano.

He received less than 75% in 22 counties. His highest percentage was recorded in San Francisco (88.4%) which uses voting machines, and his lowest percentage was in Sutter (60.1%).

The Vote for the Three Other Democrats: Because of the completely unknown character of Brown's three opponents, their vote must be

regarded almost solely as an anti-Brown protest vote. Two facts support this thesis: (1) The combined vote for the three Democrats was spread far more evenly throughout the state than the votes for Brown or the write-ins for Nixon and Shell, and (2) No one of the three candidates displayed sufficient popularity to open up a gap over the rest of the field, and the total statewide vote for each of the three was nearly equal: Stuart—103,654; Moore—100,237; and Hamilton—90,472.

Most counties clung close to and slightly above the statewide average of 13.8%. However, seven counties recorded combined votes for them of less than 12%, and 14 counties recorded votes of greater than 18%. But no county polled less than 10% for these candidates.

The Shell Write-In Vote: Although Shell's state average was 3.1%, there was a wide disparity in the returns from county to county. Shell polled more than 5% of the Democratic vote by write-in in 25 counties. These were generally the smaller, rural counties; however, the list included Monterey (7.6%), Sacramento (5.9%), San Diego (6.6%), Kern (5.6%), and Ventura (6.9%). Shell's two highest counties were Glenn (18.0%), and Sutter (14.3%), and these were also the TWO LOWEST counties for Brown. Shell's vote was less than 2% in nine counties, including most of the larger, metropolitan areas: Los Angeles (1.4%), Alameda (1.5%), San Mateo (1.8%), Santa Clara (1.5%), and San Francisco (.2%). San Francisco's abnormally low write-in vote is undoubtedly explained by their use of voting machines.

The Nixon Write-In Vote: Nixon's state average was 1.7%. He polled less than 1.5% of the vote in 19 counties, including most of the larger, metropolitan areas such as Los Angeles (.8%), San Francisco (1.3%), Alameda (1.2%), San Mateo (1.5%), and Santa Clara (1.3%). Nixon received

7.

largest counties by population, Nixon defeated Shell by greater than a 2-1 margin in eight of them, excepting only Sacramento and Orange.

Shell: Nixon's margin was 3-2 over Shell or less in 19 counties. In seven of these, Shell defeated Nixon. These counties are as follows, with the counties which Shell carried marked (*):

Amador, Butte, El Dorado, Glenn, Humboldt, Kern, Lassen, Nevada*, Placer*, Plumas*, Sacramento*, Shasta*, Sierra*, Stanislaus, Sutter, Tehama, Trinity*, Yolo, Yuba.

The pattern set by these 19 counties is clear. All can be classified as either San Joaquin Valley, Sacramento Valley, or Mountain Counties. With the exception of Sacramento, all are primarily rural and small. Of the 10 largest California counties, Sacramento is the only one in which Shell polled more than 40% of the vote.

The Gale and Brown Vote: As can be seen from the statewide totals, the vote for Gale and the Brown write-in vote both amount to less than 1% of the Republican vote total. Because these votes are so statistically insignificant, and because they are spread fairly uniformly over the 58 counties, they have been ignored as far as table II is concerned, and the figures given for Nixon and Shell are in percentages of the combined Nixon-Shell total, for a more accurate head-~~to~~ comparison between the two.

The Christopher Vote: The county-by-county vote totals for Christopher for Lieutenant Governor are included on Table II for an additional comparison. Despite a uniform statewide drop-off in vote from Governor to Lieutenant Governor, from a total of 1,964,298 to 1,831,131, Christopher compiled a larger total vote than did Nixon in 38 counties, and Nixon a larger total than Christopher in only 20. This is probably a reflection more of Shell's greater strength over McCarthy (Christopher's opponent) than it is a reflection of

Christopher's strength over Nixon. Shell received far greater publicity and traveled much more widely during the campaign than McCarthy. Yet, it is probably significant that among the 20 counties in which Nixon ran stronger than Christopher, are included Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Santa Barbara—all of the counties in "deep Southern California." It was well-known that Christopher was the mayor of San Francisco, but much less well known that McCarthy was also from the North. Thus it is possible that Christopher's relatively poorer showing in all of the "deep South" counties might reflect some degree of anti-Northern sentiment. With few exceptions, Christopher ran strongly in nearly all of the Northern counties. Therefore, the primary results do not seem to indicate any important degree of personal animosity toward Christopher in his home area, where he is most familiar.

Table III: Democratic and Republican Turnout

The vote totals for both the Democratic and Republican votes in Table III include not only the votes for all major and minor candidates, but write-in votes for members of the opposite party. By this measure, Democratic turnout for governor was 2,136,750 against a statewide registration of 3,996,964, for a percentage of 53.46%. Republican turnout was 1,964,298, against a statewide registration of 2,833,889, for a percentage of 69.31%.

Turnout was generally lower on both the Republican and Democratic sides in the larger, metropolitan areas, and highest in the smaller, rural counties. For the Democrats, the top counties were Alpine and Amador, both with 70.8%, and the lowest county Los Angeles with 49.5%. The top county for the Republicans was Alpine (93.2%), and the lowest San Francisco (62.8%).

The average turnout differential between the Democrats and the Republicans statewide, was about 16%, and there was only one county in which the differential was less than 9%: San Francisco (Republican--62.8%, Democratic--57.6%).

Comparing Table III with Table I, it can be observed that the larger, metropolitan counties with the lowest vote turnouts tended to go most heavily, percentagewise, for Brown. In the smaller, rural counties, with high vote turnouts, there was a tendency toward a much greater "anti-Brown" vote. Here is the picture:

<u>Democratic Turnout</u>	<u>Average Percentage For Brown</u>
Under 56% (17 counties)	78.7%
56% to 60% (12 counties)	77.3%
60% to 66% (18 counties)	75.4%
Over 66% (11 counties)	73.8%

The reverse was also true, as witness the following table:

<u>Percentage For Brown</u>	<u>Average Democratic Turnout</u>
Over 80% (10 counties)	56.9%
72% to 80% (41 counties)	60.2%
Under 72% (7 counties)	62.8%

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Thus, it appears to be true that in general, THE GREATER THE PERCENTAGE OF DEMOCRATS THAT WENT TO THE POLLS, THE GREATER THE DROPOFF IN THE VOTE FOR BROWN! The importance of this observation in predicting the voting behavior of Democrats who failed to vote in June, but vote in November cannot be overemphasized. It is a reasonable prediction that the Democrats who failed to vote in the June primary and who may vote in November will go Republican in even greater percentages than those who protested against Brown in June.

In comparing Table III with Table II, it can be observed that Nixon was strongest in the larger, metropolitan counties which had low turnouts, while Shell was strongest in the smaller, rural counties which had the highest turnouts. In other words, the best Nixon areas were usually the best areas for Brown, and the best Shell areas were the worst areas for Brown.

Republican turnout was under 70% in only 11 counties! Yet, these 11 counties included Alameda (68.2%), Fresno (69.2%), Los Angeles (68.0%), San Bernardino (66.3%), San Diego (69.9%), San Francisco (62.8%), San Mateo (63.2%), and Santa Clara (67.2%), Kings (68.4%), San Luis Obispo (67.8%), and Santa Barbara (68.7%). Of these 11 counties, Nixon gained at least a 2-1 margin over shell in 7, and in none of them was his margin less than 3-2.

Put another way, in the seven counties which Shell carried, Republican turnout was an average of 77.7%. In the 12 counties in which he polled between 40% and 50% of the vote, Republican turnout was an average of 77.1%. In 17 counties in which Nixon received more than 60% of the vote, Republican turnout was an average of 74.8%. And in the 22 counties which Nixon carried by more than 2-1, Republican turnout was an average of 72.4%, (excluding small Alpine).

Table IV: Blank Ballots for Governor

In assessing the meaning of the June primary results, one further factor must be taken into consideration: The abnormally high percentage of persons who went to the polls but left their ballots blank for the office of Governor. The total vote for all candidates for Governor, including Prohibition, write-ins, and "scattering," was 4,104,943. Yet, the Secretary of State reports that there were 4,479,723 ballots

cast in the election. This means that 374,780 persons, or 8.4% of the persons who went to the polls, failed to mark their ballots for governor.

The Secretary of State made no tabulation of how many of these 374,780 blank ballots for governor were Republican and how many are Democratic. However, a spot check of several counties which did make such a breakdown reveals the blank ballots running fairly uniformly at 5-1 Democratic! This would appear to be a reasonable figure, also, because the Republicans had a spirited primary contest while the Democrats did not. Thus the normal expectancy would be for a great majority of the blank ballots to be Democratic, where no real choice was offered. Assuming, then, that the 5-1 Democratic ratio on the blank ballots ran true statewide, it would mean that 300,000, or 12.3% of the Democrats, left their ballots blank, while about 75,000, or 3.7% of the Republicans who voted did so.

It is hard to draw any important conclusions from the county-by-county breakdown of the blank ballots, because their distribution was fairly uniform, ranging from 6.2% for both parties combined in San Diego, to 14.5% in Sierra. The proportion of blank ballots, however, was generally higher in the small, rural counties.

TABLE I: THE DEMOCRATIC VOTE BY COUNTIES

<u>County</u>	<u>Brown</u>	<u>Three Demos.</u>	<u>Nixon W/I</u>	<u>Shell W/I</u>	<u>Brown %</u>	<u>3 Demos. %</u>	<u>Nixon %</u>	<u>Shell %</u>
Alameda	124,990	18,681	1,744	2,286	84.6	12.6	1.2	1.5
Alpine	48	15	—	—	76.1	23.8	—	—
Amador	2,006	561	21	104	74.5	20.8	.8	3.9
Butte	8,991	1,335	691	1,415	72.3	10.7	5.6	11.4
Calaveras	1,608	461	123	717	66.3	19.0	5.1	9.6
Colusa	1,600	319	55	86	77.7	15.5	2.7	4.2
Contra Costa	52,357	8,359	1,901	2,993	79.6	12.7	2.9	4.5
Del Norte	1,684	360	122	139	73.1	15.6	5.3	6.0
El Dorado	3,589	1,126	51	249	71.6	22.5	1.0	5.0
Fresno	40,289	6,726	996	1,945	77.6	16.8	1.9	3.7
Glenn	2,012	350	203	564	64.3	11.2	6.5	18.0
Humboldt	10,321	1,545	834	2,109	69.7	10.4	5.6	14.2
Imperial	6,059	1,806	252	135	73.4	21.9	3.1	1.6
Inyo	1,881	505	26	75	75.6	20.3	1.0	3.0
Kern	27,549	7,168	1,078	2,124	72.6	18.9	2.8	5.6
Kings	5,148	1,086	141	211	78.2	16.5	2.1	3.2
Lake	2,264	624	74	151	72.7	20.0	2.4	4.9
Lassen	2,370	523	29	49	79.8	17.6	1.0	1.6
Los Angeles	673,534	101,579	6,397	11,461	84.9	12.8	.8	1.4
Madera	5,108	963	152	183	79.7	15.0	2.4	2.9
Marin	15,984	1,975	569	855	82.4	10.2	2.9	4.4
Mariposa	879	172	25	35	79.1	15.5	2.3	2.2
Mendocino	6,385	1,195	363	375	76.8	14.4	4.4	4.5
Merced	8,539	1,372	361	718	77.7	12.5	3.3	6.5
Modoc	1,130	322	23	64	73.4	20.9	1.5	4.2
Mono	320	98	20	32	68.1	20.9	4.3	6.8
Monterey	14,882	2,801	954	1,525	73.8	13.9	4.7	7.6

TABLE I: (Continued)

<u>County</u>	<u>Brown</u>	<u>3 Demos.</u>	<u>Nixon</u>	<u>Shell</u>	<u>Brown</u> %	<u>3 Demos.</u> %	<u>Nixon</u> %	<u>Shell</u> %
Napa	8,987	1,729	196	337	79.9	15.4	1.7	3.0
Nevada	2,706	546	47	209	77.1	15.6	1.3	6.0
Orange	57,891	14,229	1,609	3,867	74.6	18.3	2.1	5.0
Placer	7,916	1,642	132	1,055	73.7	15.3	1.2	9.8
Plumas	2,304	368	225	83	82.9	13.2	.9	3.0
Riverside	28,631	5,970	741	938	78.9	16.5	2.0	2.6
Sacramento	60,230	11,583	683	4,508	78.2	15.0	.9	5.9
San Benito	1,792	329	83	125	76.9	14.1	3.6	5.4
San Bernardino	49,863	10,100	900	1,465	80.0	16.2	1.4	2.4
San Diego	192,375	18,315	5,910	8,211	74.0	14.7	4.7	6.6
San Francisco	116,849	14,646	374	273	88.4	11.1	.3	.2
San Joaquin	24,488	6,546	876	1,527	73.1	19.8	2.6	4.6
San Luis Obispo	9,154	1,733	252	463	78.9	14.9	2.2	4.0
San Mateo	47,875	6,205	825	1,029	85.7	10.9	1.5	1.8
Santa Barbara	14,870	2,240	549	1,085	79.3	12.0	2.9	5.8
Santa Clara	62,570	10,159	956	1,132	83.6	13.6	1.3	1.5
Santa Cruz	9,984	1,856	735	907	74.1	13.5	5.5	6.7
Shasta	8,595	1,240	242	1,375	75.1	10.8	2.1	12.0
Sierra	411	79	--	--	83.9	16.1	--	--
Siskiyou	5,067	964	185	286	77.9	14.8	2.8	4.4
Solano	17,377	2,749	472	602	82.0	13.0	2.2	2.8
Sonoma	16,168	3,014	378	668	79.9	14.9	1.9	3.3
Stanislaus	16,667	2,773	435	1,253	78.9	12.1	2.1	5.9
Sutter	2,673	818	227	627	60.1	18.6	6.3	14.3
Tehama	3,032	583	136	419	72.7	14.0	3.3	10.0
Trinity	1,471	299	25	125	76.6	15.6	1.3	6.5

TABLE I: (Continued)

<u>County</u>	<u>Brown</u>	<u>Thre. Demos.</u>	<u>Nixon W/I</u>	<u>Shell W/I</u>	<u>Brown %</u>	<u>3 Dems. %</u>	<u>Nixon %</u>	<u>Shell %</u>
Tulare	14,075	3,439	417	880	74.8	18.3	2.2	4.7
Tuolumne	2,578	613	105	117	75.5	18.0	3.1	3.4
Ventura	20,627	3,449	775	1,847	77.3	12.9	2.9	6.9
Yolo	8,082	1,400	151	708	78.2	13.5	1.5	6.8
Yuba	2,977	736	187	419	68.9	17.0	4.3	9.7

TABLE II - THE REPUBLICAN VOTE BY COUNTY

	Christopher Vote	Nixon Vote	Shell Vote	Nixon %	Shell %
Alameda	86, 163	75, 576	34, 173	68. 9	31. 1
Alpine	58	82	40	67. 2	32. 8
Amador	1, 013	857	890	55. 4	44. 6
Butte	8, 494	7, 678	5, 194	59. 6	40. 4
Calaveras	1, 159	1, 219	717	63. 0	37. 0
Colusa	1, 081	1, 046	605	63. 4	36. 6
Contra Costa	39, 936	34, 451	16, 233	68. 0	32. 0
Del Norte	1, 222	1, 347	605	69. 0	31. 0
El Dorado	2, 278	1, 996	1, 754	53. 2	46. 8
Fresno	21, 403	18, 927	11, 264	62. 7	37. 3
Glenn	1, 808	1, 581	1, 075	59. 5	40. 5
Humboldt	8, 266	7, 232	5, 141	58. 4	41. 6
Imperial	3, 984	4, 778	1, 486	76. 3	23. 2
Inyo	1, 031	1, 230	768	61. 6	38. 4
Kern	16, 185	15, 126	12, 554	54. 6	45. 4
Kings	2, 331	2, 185	1, 304	62. 6	37. 3
Lake	2, 211	2, 052	1, 097	65. 2	34. 8
Lassen	792	857	648	56. 9	43. 1
Los Angeles	462, 131	505, 344	246, 351	67. 2	32. 8
Madera	2, 101	2, 291	1, 102	67. 5	32. 5
Marin	13, 707	18, 333	7, 717	70. 4	29. 6
Mariposa	670	738	363	67. 0	33. 0
Mendocino	4, 437	4, 337	1, 671	69. 9	30. 1
Merced	4, 931	4, 305	2, 672	61. 7	38. 3
Modoc	562	741	425	63. 6	36. 4

	Christopher Vote	Nixon Vote	Shell Vote	Nixon %	Shell %
Mono	369	433	254	63.0	37.0
Monterey	15,610	13,717	6,221	68.8	31.2
Napa	7,657	6,332	3,218	66.3	33.7
Nevada	2,163	1,788	2,112	45.6	54.4
Orange	70,252	71,995	46,672	60.7	39.3
Placer	4,594	3,335	3,912	46.0	54.0
Plumas	781	642	747	46.2	53.8
Riverside	23,624	28,768	12,343	70.0	30.0
Sacramento	37,905	28,034	28,054	49.98	50.02
San Benito	1,531	1,426	589	70.8	29.2
San Bernardino	29,611	37,561	16,356	69.7	30.3
San Diego	79,002	95,832	41,832	69.6	30.4
San Francisco	60,793	59,553	19,545	75.3	24.7
San Joaquin	18,868	19,009	9,177	87.4	32.6
San Luis Obispo	7,157	6,764	3,836	63.9	36.1
San Mateo	46,698	41,282	17,378	70.4	29.6
Santa Barbara	13,096	15,946	8,427	65.4	34.6
Santa Clara	61,610	54,226	25,203	68.2	31.8
Santa Cruz	11,979	11,015	4,908	69.2	30.8
Shasta	4,068	3,041	3,537	46.2	53.8
Sierra	265	178	293	37.8	62.2
Siskiyou	2,173	2,396	1,510	61.3	38.7
Solano	7,762	6,964	3,250	68.2	31.8
Sonoma	16,653	14,419	7,507	65.8	34.2
Stanislaus	13,116	10,335	8,676	54.5	45.6

	Christopher Vote	Nixon Vote	Shell Vote	Nixon %	Shell %
Sutter	2,959	2,596	2,035	56.1	43.9
Tehama	2,137	2,047	1,873	52.2	47.8
Trinity	526	473	501	48.6	51.4
Tulare	10,610	10,248	6,344	61.8	38.2
Tuolumne	1,643	1,734	706	71.1	28.9
Ventura	13,783	13,550	8,891	60.4	39.6
Yolo	4,079	3,496	3,403	50.7	49.3
Yuba	1,742	1,701	1,283	57.0	43.0

TABLE III - VOTER TURNOUT FOR GOVERNOR BY COUNTIES

	Democratic Registration	Democratic Vote	Dem. %	Republican Registration	Republican Vote	Rep. %
Alameda	283, 586	147, 701	56. 0	163, 434	111, 423	68. 2
Alpine	89	63	70. 8	133	124	93. 2
Amador	3, 801	2, 692	70. 8	1, 870	1, 568	83. 8
Butte	21, 241	12, 432	58. 5	17, 904	13, 063	73. 0
Calaveras	3, 517	2, 425	69. 0	2, 386	1, 975	82. 8
Colusa	3, 239	2, 060	63. 6	2, 096	1, 688	80. 5
Contra Costa	113, 558	65, 790	57. 9	72, 225	51, 412	71. 2
Del Norte	4, 275	2, 305	53. 9	2, 486	1, 982	79. 7
El Dorado	8, 301	5, 015	60. 4	5, 105	3, 793	74. 3
Fresno	93, 469	51, 956	55. 6	44, 102	30, 538	69. 2
Glenn	4, 630	3, 129	67. 6	3, 323	2, 698	81. 2
Humboldt	24, 549	14, 809	60. 3	16, 201	12, 610	77. 8
Imperial	13, 241	8, 252	62. 3	8, 196	6, 337	77. 3
Inyo	3, 638	2, 487	68. 4	2, 537	2, 031	80. 1
Kern	71, 223	37, 919	53. 2	39, 251	28, 052	71. 5
Kings	12, 733	6, 586	51. 8	5, 151	3, 524	68. 4
Lake	4, 574	3, 113	68. 1	3, 868	3, 190	82. 5
Lassen	4, 560	2, 971	65. 2	1, 988	1, 529	76. 9
Los Angeles	1, 602, 931	792, 971	49. 5	1, 116, 275	759, 530	68. 0
Madera	10, 570	6, 406	60. 6	4, 551	3, 474	76. 3
Marin	32, 707	19, 383	59. 3	36, 543	26, 354	72. 1
Mariposa	1, 784	1, 111	62. 3	1, 398	1, 113	79. 6
Mendocino	13, 234	8, 318	68. 0	7, 960	6, 378	80. 1
Merced	19, 557	10, 990	56. 2	9, 728	7, 121	73. 2

	<u>Democratic Registration</u>	<u>Democratic Vote</u>	<u>Dem. %</u>	<u>Republican Registration</u>	<u>Republican Vote</u>	<u>Rep. %</u>
Modoc	2,285	1,539	67.4	1,469	1,189	80.9
Mono	799	470	58.8	857	694	81.0
Monterey	34,707	20,162	58.1	28,068	20,230	72.1
Napa	17,918	11,249	62.8	13,318	9,678	72.7
Nevada	5,827	3,508	60.2	5,121	3,912	76.4
Orange	152,066	77,596	51.0	162,533	119,389	73.5
Placer	16,125	10,745	66.6	9,226	7,387	80.1
Plumas	4,039	2,780	68.8	1,768	1,405	78.6
Riverside	64,888	36,280	55.9	56,984	41,476	70.3
Sacramento	132,672	77,004	58.0	77,431	56,786	73.3
San Benito	3,719	2,329	62.6	2,659	2,062	77.5
San Bernardino	118,942	62,328	52.4	82,170	54,487	66.3
San Diego	232,807	124,811	56.0	199,609	139,603	69.9
San Francisco	229,324	132,142	57.6	127,149	79,877	62.8
San Joaquin	59,178	33,521	56.6	37,443	28,462	76.0
San Luis Obispo	20,843	11,602	55.7	15,919	10,791	67.8
San Mateo	111,309	55,834	50.2	93,767	59,287	63.2
Santa Barbara	36,696	18,744	51.1	35,829	24,629	68.7
Santa Clara	141,098	74,817	53.0	119,869	80,513	67.2
Santa Cruz	22,438	13,482	60.1	22,340	16,284	72.9
Shasta	17,799	11,452	64.3	8,793	6,660	75.7
Sierra	836	490	58.6	564	478	84.8
Siskiyou	9,997	6,502	65.0	5,386	3,995	74.2
Solano	33,606	21,200	63.1	14,689	10,396	70.8
Sonoma	37,072	20,328	54.6	31,246	22,241	71.2

	Democratic Registration	Democratic Vote	Dem. %	Republican Registration	Republican Vote	Rep. %
Stanislaus	38,265	21,128	55.2	25,800	19,174	74.9
Sutter	6,972	4,395	63.0	6,034	4,733	78.4
Tehama	7,200	4,170	57.9	4,719	3,962	84.0
Trinity	3,068	1,920	62.6	1,318	986	74.9
Tulare	34,900	18,811	53.9	23,047	16,700	72.5
Tuolumne	5,169	3,413	66.0	3,115	2,483	79.7
Ventura	47,285	26,698	56.5	31,805	22,795	71.7
Yolo	15,971	10,341	64.7	9,253	7,027	75.9
Yuba	7,137	4,319	60.5	4,064	3,024	74.4

TABLE IV: BLANK BALLOTS FOR GOVERNOR BY COUNTY

<u>County</u>	<u>Total Vote For Governor</u>	<u>Total Ballots Cast in Primary</u>	<u>Blank Ballots</u>	<u>Percent Blank</u>
Alameda	259,274	281,898	22,624	8.0
Alpine	187	207	20	9.7
Amador	4,270	4,849	579	11.9
Butte	25,502	27,550	2,049	7.4
Calaveras	4,400	4,941	541	10.9
Colusa	3,750	4,220	472	11.2
Contra Costa	117,297	126,732	9,445	7.4
Del Norte	4,294	4,706	412	8.8
El Dorado	8,816	9,698	882	9.1
Fresno	82,559	91,481	8,922	9.8
Glenn	5,832	6,423	591	9.2
Humboldt	27,449	29,430	1,981	6.7
Imperial	14,591	16,211	1,620	10.0
Inyo	4,521	4,961	440	8.9
Kern	66,039	72,041	6,002	8.3
Kings	10,118	11,287	1,169	10.4
Lake	6,307	7,005	698	10.0
Lassen	4,500	5,006	506	10.1
Los Angeles	1,554,040	1,710,772	156,732	9.2
Madera	9,895	10,958	1,060	9.7
Marin	45,737	49,683	3,946	7.9
Mariposa	2,224	2,486	262	10.5
Mendocino	14,705	16,034	1,329	8.3
Merced	18,163	20,267	2,104	10.4
Modoc	2,728	3,059	331	10.8
Mono	1,164	1,339	175	13.1
Monterey	40,414	43,556	3,142	7.2
Napa	20,937	22,974	2,037	8.9
Nevada	7,424	8,072	648	8.0

TABLE IV: (Continued)

<u>County</u>	<u>Total Vote For Governor</u>	<u>Total Ballots Cast in Primary</u>	<u>Blank Ballots</u>	<u>Blank Percent</u>
Orange	197,166	212,185	15,019	7.1
Placer	18,138	19,816	1,378	7.1
Plumas	4,185	4,701	516	11.0
Riverside	77,833	84,750	6,917	8.2
Sacramento	134,170	145,440	11,270	7.7
San Benito	4,396	4,815	419	8.7
San Bernardino	117,043	126,739	9,696	7.7
San Diego	264,699	282,173	17,474	6.2
San Francisco	212,033	230,988	18,955	8.2
San Joaquin	62,000	68,910	6,910	10.0
San Luis Obispo	22,416	24,465	2,049	8.4
San Mateo	115,162	123,596	8,434	6.8
Santa Barbara	43,381	46,872	3,491	7.4
Santa Clara	155,430	170,021	14,591	8.6
Santa Cruz	29,849	32,142	2,293	7.1
Shasta	18,153	19,573	1,420	7.3
Sierra	970	1,135	165	14.5
Siskiyou	10,504	11,430	926	8.1
Solano	31,607	33,931	2,324	6.8
Sonoma	42,491	46,437	3,946	8.5
Stanislaus	40,377	44,174	3,797	8.6
Sutter	9,141	9,925	784	7.9
Tehama	8,140	8,906	766	8.6
Trinity	2,921	3,292	371	11.3
Tulare	35,541	38,987	3,446	8.8
Tuolumne	5,905	6,626	721	10.9
Ventura	149,540	53,083	3,543	6.7
Yolo	17,413	18,963	1,550	8.2
Yuba	7,345	8,102	757	9.3

Harold H. Griffin
7/25/62

Republican vote for Governor in Los Angeles County:

While assembly district breakdowns of the gubernatorial vote are not released by the Secretary of State, but must be obtained separately from each county ~~within~~ which there is more than one assembly district, a statewide assembly district recapitulation of the gubernatorial vote is not attempted here. Instead, this report will deal specifically with the gubernatorial vote broken down by assembly districts within Los Angeles County alone, itself a large sampling of the entire state.

In Los Angeles County there are 1,116,275 registered Republicans. Of this number, 505,344 turned out to vote for Nixon in the June primary; 246,351 cast ballots for Shell; 6,204 voted for Gale; and 2,040 cast ballots tabulated as "scattering". This latter figure included write-in votes for Brown. By percentages, this means that Nixon polled 45.27% of the registered Republicans; Shell polled 22.07%; Gale polled .55%; and .18% were "scattering." The total Republican turnout for Governor was thus 68.08% in Los Angeles County.

In the accompanying table, the Nixon and Shell vote is given in terms of percentage of the Republicans registered, so that both the Nixon-Shell margin and percentage of Republican turnout itself can at once be assessed. The percentage given in the "combined Nixon-Shell" column ignores the votes cast for Gale and the "scattering," as these categories are not only statistically unimportant but are spread fairly evenly throughout the county.

Republican Turnout

The average Nixon and Shell combined vote for the county was 67.34%. Of the 31 Assembly districts in the County, nine had combined Nixon-Shell turnouts of more than 67%, while 22 districts had combined Nixon-Shell turnouts of less than 67%.

In Los Angeles County there are 10 assembly districts which either have a distinct Republican complexion, or else are marginal districts which have Republican incumbents. These districts are: 39, 43, 46, 47, 49, 54, 56, 57, 60, and 64. Of the nine districts which had Nixon-Shell turnouts of more than 67%, EIGHT of them were among the 10 Republican districts in the County. Of the 22 districts which had turnouts of less than 67%, 20 of them were Democratic districts, and only two were Republican. The districts which had the lowest Republican turnouts in the county were those two districts which are most heavily Democratic: The 53rd district had a Nixon-Shell turnout of 50.2%, and the 55th district has a turnout of 53.1%. Both districts are heavily Negro.

Thus it seems clear that Republican turnout definitely tends to be highest where there are the greatest numbers and concentrations of Republicans, and turnout is lowest where there are the fewest Republicans, both numerically and proportionately.

Nixon Margin Over Shell

There were 16 districts in which Nixon's margin over Shell exceeded 2-1, while there were 15 in which Nixon's margin was less than 2-1. Although there were some exceptions to this generalization, it can be said that Nixon's margin tended to be greatest in the higher socio-economic and more heavily Republican areas, while his margin tended to be the lowest in the lower socio-economic areas.

Of the 16 which gave Nixon margins of 2-1 or better, seven were the higher-income, Republican assembly districts. Of the 15 which gave him margins of less than 2-1, only three were Republican districts, and one of these three gave him a margin just below 2-1.

Effect of the Nixon Mailings

Prior to the primary, there were 13 assembly districts which received no mailings, even county central committee cards with Nixon's name included. There were 10 assembly districts in which there were mailings including Nixon's name (either Nixon exclusively or a county central committee card with Nixon's name included) which reached between 50% and 66 2/3% of the Registered Republicans. There were eight assembly districts in which the mailings including Nixon's name (the total of the Nixon mailings and the County Committee mailings with Nixon's name included) reached 100% of the registered Republicans.

Pitting these figures against the percentage of registered Republicans in each district who voted for Nixon, the following results are obtained: In the 13 districts where there were no Nixon mailings, the average Nixon turnout was 41.8% of the registered vote. In the 10 districts which had Nixon mailings of one type or another reaching 50% to 66 2/3% of the Republicans, the average Nixon turnout was 43.4% of the registered Republicans. In those eight districts in which 100% of the Republicans were reached with Nixon mailings, the average turnout for Nixon was 44.7% of the registered Republicans.

Thus there appears to be a correlation of some sort between the mailings and the percentage turnout for Nixon. However, when head-on comparisons are made between apparently similar districts, the results are conflicting.

30 4. 26

For example, the 67th A. D. (55% Nixon mailing) and the 68th A. D. (0% mailing) both comprise the 17th Congressional District and appear fairly similar in complexion. Yet the Nixon turnout in the 67th was only 36.8%, while the turnout in the 68th was 39.2%. The 55th and 53rd A.D.'s are both heavily Negro and comprise the 21st Congressional District. The 55th received no mailings, but the 53rd was 100% saturated with Nixon mailings. Yet, turnout was 32.7% in the 55th and 32.8% in the 53rd.

On the other hand, the 45th and 58th Districts are adjoining areas of similar complexion, and received mailings of 100% and 50% respectively. Nixon turnout was 45.4% in the 45th, and 41.0% in the 58th. The 46th District (0% mailing) and the 57th District (100% mailing) both comprise the Republican 28th Congressional. Nixon turnout in the 46th was 41.7% and in the 57th was 44.9%. The heavily Republican 47th District received a Nixon mailing of 50%, while its counterpart 43rd District received a mailing of 100%. Turnout for Nixon in the 47th was 48.5%, and in the 43rd, 49.5%.

However, despite some discrepancies and exceptions to the rule, it does appear from the 31 district averages discussed above that the mailings probably influence between 1% and 3% of the registered vote, as the overall averages should cancel out any disparities in socio-economic status and other variables which exist between the different districts.

REPUBLICAN VOTE FOR GOVERNOR IN LOS ANGELES COUNTY

<u>Assembly District</u>	<u>Republican Registration</u>	<u>Nixon Vote</u>	<u>Shell Vote</u>	<u>Nixon % of Registration</u>	<u>Shell % of Registration</u>	<u>Combined Nixon-Shell % of Reg.</u>	
38	27,512	11,093	6,381	40.3	23.2	63.5	75 22 67 Reg 40 32
39	46,104	21,465	9,750	46.5	21.1	67.7	47
40	18,196	8,101	2,838	44.5	15.6	60.1	29
41	27,981	11,449	6,609	40.9	23.6	64.5	37
42	26,391	10,748	6,049	40.7	22.9	63.6	50 34
43	55,430	27,464	10,715	49.5	19.3	68.8	53
44	39,334	17,341	8,289	44.1	21.1	65.2	36
45	27,303	12,408	6,371	45.4	23.3	68.7	100 33
46	50,726	21,185	13,318	41.7	26.2	68.0	100 50
47	70,161	34,040	14,634	48.5	20.8	69.4	55 61
48	32,195	14,851	6,365	46.1	19.8	65.9	34
49	57,687	27,070	12,691	46.9	21.9	68.8	42 54
50	23,485	9,938	5,653	42.3	24.1	66.4	34
51	25,477	11,464	5,469	45.0	21.5	66.5	31
52	28,894	11,840	6,198	41.0	21.5	62.5	33
53	13,044	4,286	2,278	32.8	17.4	50.2	100 19
54	65,735	31,903	15,673	48.5	23.8	72.3	150 62
55	10,166	3,327	2,074	32.7	20.4	53.1	16
56	42,572	18,592	7,995	43.7	18.8	62.5	39
57	50,551	22,720	11,564	44.9	22.9	67.8	100 49
58	28,064	11,507	6,722	41.0	23.9	64.9	36
59	36,940	16,994	6,548	46.0	17.7	63.7	55 35
60	62,395	29,206	11,799	46.8	18.9	65.7	67 53
61	30,665	13,572	6,058	44.3	19.8	64.1	48 30
62	34,338	13,707	8,598	39.9	25.0	64.9	40
63	36,791	16,863	7,440	45.8	20.2	66.0	38
64	44,836	18,589	11,665	41.4	26.0	67.4	45
65	32,588	14,320	6,072	43.9	18.6	62.5	33
66	29,461	13,144	6,444	44.6	21.9	66.5	39
67	23,006	8,466	5,369	36.8	23.3	60.1	30
68	18,247	7,159	4,267	39.2	23.4	62.6	26

MAILINGS IN LOS ANGELES COUNTY WHICH INCLUDED NIXON

<u>A.D.</u>	<u>County CC With Nixon</u>	<u>% of Reg. Republicans</u>	<u>Nixon Cards</u>	<u>% of Reg. Republicans</u>	<u>Total % Covered</u>
38	--	--	--	--	--
39	--	--	--	--	--
40	--	--	--	--	--
41	--	--	--	--	--
42	--	--	9,459	50%	50%
43	39,672	100%	--	--	100%
44	--	--	--	--	--
45	--	--	20,014	100%	100%
46	34,552	100%	--	--	100%
47	--	--	25,073	50%	50%
48	--	--	13,659	55%	55%
49	9,919	25%	29,757	75%	100%
50	--	--	6,914	55%	55%
51	--	--	--	--	--
52	--	--	--	--	--
53	--	--	11,482	100%	100%
54	50,438	100%	25,219	50%	150%
55	--	--	--	--	--
56	--	--	--	--	--
57	17,355	50%	17,356	50%	100%
58	--	--	10,311	50%	50%
59	--	--	15,267	55%	55%
60	--	--	29,918	66.6%	66.6%
61	9,719	43%	1,069	5%	48%
62	--	--	--	--	--
63	13,509	50%	13,510	50%	100%
64	--	--	15,060	50%	50%
65	11,131	45%	13,605	55%	100%
66	--	--	--	--	--
67	--	--	9,240	55%	55%
68	--	--	--	--	--

~~As~~

Divide State into fifths

Los Angeles - 2

Outer SoCalif - 1 Orange $\frac{1}{4}$ S Diego $\frac{1}{4}$ SB-Riv $\frac{1}{4}$

SF Bay Area 1+ Ala $\frac{1}{4}$ + SF $\frac{1}{4}$ SC $\frac{1}{4}$ -

Outer NoCalif 1- Secto-Fres $\frac{1}{4}$

Harold H. Griffin
June 22, 1962

Analysis of the Democratic vote in the June Primary:

It is the normal occurrence for the primary vote for Governor in both parties to be between 50,000 to 100,000 votes greater than that for Lieutenant Governor, and for there to be a slight drop-off in vote all the way down the ticket excepting those cases where there are hotly contested primaries. For example, in 1958, the total vote for Governor, counting votes cross filed for Brown as well as those for Knowland, on the Republican side was 1,664,000. The Total Republican vote for Lieutenant Governor was 1,609,000, and the vote for the hotly contested Attorney General spot was 1,550,000. On the Democratic side the total vote count for Governor, including Knowland's crossfiled vote, was 2,288,000. The total Democratic vote for Lieutenant Governor was 2,199,000, and the total Democratic vote for Attorney General was 2,157,000, all totals including cross-filed Republicans.

This trend held true for the Republican vote in the 1962 primary. The total Republican vote for Governor was 1,977,000, for Lieutenant Governor 1,808,000, for Secretary of State 1,682,000, for Treasurer 1,535,000, for Controller 1,386,000, and for the hotly contested Attorney General post, 1,629,000.

However, the Democratic vote was distinguished by one extremely significant deviation from this trend. The total vote cast for Governor was 2,067,000, while the total vote cast for Lieutenant Governor was 2,076,000; The total vote for Secretary of State was 1,850,000, Treasurer was 1,658,000, Controller was 1,783,000, and Attorney General was 1,764,000.

The surprising fact that the total vote cast for Governor on the Democratic side was even less than that cast for Lieutenant Governor almost certainly indicates that in addition to the protest vote cast for Brown's three unknown Democratic opponents, at least 100,000 Democrats either left their ballots blank or wrote in the name of a Republican candidate. While this may tend to cast some doubt upon the rather extravagant estimates of Nixon's Democratic write-in vote which ranged up to 300,000 (based on the 10 per precinct estimate of Benjamin Hite's assistant), it remains an extremely optimistic sign that Governor Brown's showing in the primary was the weakest by far of the Democratic ticket of Constitutional officers. In other words, while the vote drop-off appeared to be fairly normal for all other offices, the vote for Governor on the Democratic side clearly showed extreme weakness at the top of the ticket.

Harold H. Griffin
6/11/62

Analysis of Republican Gubernatorial Primary Vote

In the June 5, 1962 gubernatorial primary, final unofficial returns show:

Nixon	1,287,599
Shell	671,247
Gale	19,050

Translated into percentages, Nixon received 65.0%, Shell 33.9%, and Gale 1.0%. By comparison, Brown received 1,732,099 and his three Democratic opponents a combined total of 335,723. Brown thus received 83.8% of his party's vote and his opponents 16.2%. There have been authoritative reports, as yet officially unconfirmed, of write-in voters for Nixon and Shell on the Democratic ballots which may total in the neighborhood of 100,000 to 200,000.

Thus, the primary results of June 5 indicate reason for cautious optimism about Nixon's chances in the November election against Brown. Taking statewide registration figures into account, Nixon must gain 90% of the Republican vote and at least 20% of the Democratic vote to win. If a minimum of 75% of the ballots cast for Shell go to Nixon in November—and this is not an unreasonable expectation—Nixon will receive slightly more than the necessary 90%. If more than 75% of the Shell supporters go for Nixon, his percentage could go as high as 95%. On the other side, Nixon will possibly receive at least a majority of the 16.2% cast against Brown in June, and will unquestionably receive all of the write-ins cast for him on the Democratic side, as well as a portion of those cast for Shell. Therefore it is fully possible that Nixon may receive as much as 22% to 25% of the Democratic vote in November—especially when it is considered that a certain portion of those who voted for Brown in June may switch their preference when Brown's name appears beside that of the Republican candidate.

These projections clearly indicate the possibility of a Nixon victory by something in the neighborhood of 250,000 votes.

It will be meaningful to review the June results in light of both statewide and county registration totals. The accompanying table displays the votes of Nixon and Shell county by county, and gives these results in terms of percentage of Republican registration. For the purposes of this analysis, the Gale vote is ignored, as it is too insignificant to make a statistical difference. Thus, by giving the Nixon and Shell votes as percentage of party registration, and totalling the Nixon and Shell percentages to give an approximation of total Republican turnout, county by county, one can see at once not only the relative strength of Nixon and Shell in the various areas of the state, but can also assess to some degree the strength of Republican precinct organization in those areas. It must be remembered, however, that heated primary fights for legislative offices in certain areas may have contributed to higher turnouts, as well as precinct organization.

Republican registration in California totalled 2,833,889 for the June primary. Nixon's vote in terms of this figure was 45.4% and Shell's was 23.6%. Gale received .7%. Thus total Republican turnout was approximately 69.7%. Democratic registration was 3,996,964, and Brown's percentage was 43.3%. His Democratic opponents received 8.4%, for a total Democratic turnout of 51.7%. Taking into account Nixon and Shell write-ins, the Democratic turnout was somewhat more than this figure.

One of the interesting things revealed by the primary results is the correlation between high versus low voter turnout and the Nixon-

Shell vote. There were 17 counties in the state which had a voter turnout on the Republican side of less than 70%. These were:

Alameda, Contra Costa, FresnoKings, Marin, Los Angeles, San Bernardino, San Diego, San Luis Obispo, San Mateo, San Francisco, Santa Barbara, Santa Clara, Santa Cruz, Solano, ~~San~~ Sonoma, and Tehama.

In every case except that of Tehama these counties were those which went most strongly for Nixon. On the other hand, there were 25 counties which had a Republican turnout of more than 75%. Ten of these 25 were the counties which went most strongly for Shell, and twelve of them were strong Nixon counties. In the other three, the Nixon-Shell vote was about average for the state. The 25 counties with more than 75% turnout were:

Alpine, ~~Butte~~ Amador, Calaveras, Colusa, Del Norte, Glenn, Humboldt, Inyo, Lake, Lassen, Imperial, Mendocino, Modoc, Mono, Monterey, Nevada, Merced, Placer, Riverside, San Joaquin, Shasta, Sutter, Tuolumne, ~~San~~ Yuba, and Trinity.

Twenty counties went for Nixon by at least 2-1. These were the following:

Alpine, Alameda, Contra Costa, Del Norte, Imperial, Los Angeles, Marin, Madera, Mendocino, MontereySan Benito, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, and Tuolumne.

Although it is impossible to generalize Nixon's areas of heaviest support, it can be said that he was especially strong on the Bay Peninsula, the East Bay, ~~and~~ all along the California coast, and in Southern California generally.

Shell carried seven counties: Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, and Trinity. In addition, he polled a substantial vote in Amador, Butte, El Dorado, Glenn, Humboldt, Kern, Lassen, Stanislaus, Sutter, Tehama, Yolo, and Yuba. In all of these counties Nixon's margin was less than 3-2. Shell's strength was thus concentrated almost solely in the San Joaquin Valley and Mountain Counties.

However, it cannot be said that these areas went for Shell as a bloc, because Nixon also received strong support from some of the San Joaquin Valley and Mountain Counties.

It has been speculated that the strong Shell support in certain of the Valley and Mountain Counties was due to the editorial policies of the Sacramento Bee and the other McClatchy news organs. However, Nixon's strong support in Fresno, Kings, San Joaquin, and Madera counties might tend to belie this thesis. It is more probable that Shell's support in the Valley and Mountain counties is due to the strong appeals he made to agricultural interests in these counties during the campaign, as it was no secret that he was an outspoken advocate of the farmer. It is fully possible that Shell's strength is thus due far more to agricultural issues than to any "Birch revolt" or anti-Nixon sentiment. A review of voting results in the supposedly conservative communities of Los Angeles County, such as Arcadia and Pasadena, reveals that Nixon gained some of his strongest support from these areas. Yet these are the "hotbeds of Birchism."

A recommendation as to the future conduct of the Gubernatorial campaign could be made to the effect that Nixon could gain far more by sharpening his position regarding agriculture than by attempting to placate right-wing elements of the party.

REPUBLICAN VOTE AS PERCENTAGE OF REGISTRATION

<u>County</u>	<u>Republican Registration</u>	<u>Nixon Vote</u>	<u>Shell Vote</u>	<u>Nixon Percent</u>	<u>Shell Percent</u>	<u>Total Percent</u>
Alameda	163,434	73,758	33,894	45.1	20.7	65.8
Alpine	133	82	40	61.6	30.0	91.6
Amador	1,870	827	656	44.2	35.2	79.4
Butte	17,904	7,825	5,565	43.7	31.0	74.7
Calaveras	2,386	1,239	724	51.9	30.3	82.2
Colusa	2,096	1,052	608	50.2	29.0	79.2
Contra Costa	72,225	33,969	16,417	47.0	22.7	69.7
Del Norte	2,486	1,429	709	57.5	28.5	86.0
El Dorado	5,105	1,997	1,765	39.1	34.5	73.6
Fresno	44,102	19,166	11,571	43.4	26.2	69.6
Glenn	3,323	1,679	1,265	50.5	38.0	88.5
Humboldt	16,201	7,372	5,795	45.5	35.7	81.2
Imperial	8,196	4,686	1,559	57.2	19.0	76.2
Inyo	2,537	1,161	746	45.7	29.4	75.1
Kern	39,251	15,274	12,802	38.9	32.6	71.5
Kings	5,151	2,203	1,108	42.7	21.5	64.2
Lake	3,866	2,069	1,145	53.5	29.6	83.1
Lassen	1,988	882	681	44.3	34.2	78.5
Los Angeles	1,116,275	518,446	255,956	46.4	22.9	69.3
Madera	4,551	2,290	1,116	50.3	24.5	74.8
Marin	36,543	17,762	7,610	48.6	20.8	69.4
Mariposa	1,398	660	363	47.2	26.0	73.2
Mendocino	7,960	4,449	1,899	55.8	23.8	79.6
Merced	9,278	4,311	2,694	46.4	29.0	75.4
Modoc	1,469	743	422	50.5	28.7	79.2
Mono	857	433	254	50.5	29.6	80.1
Monterey	28,068	14,637	6,507	52.1	23.2	75.3

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Napa	13,318	6,434	3,312	48.3	24.8	73.1
Nevada	5,121	1,769	2,121	34.5	41.4	75.9
Orange	162,533	71,751	46,723	44.1	28.7	72.8
Placer	9,226	3,344	3,930	36.2	42.1	78.3
Plumas	1,788	600	710	33.5	39.7	73.2
Riverside	58,984	27,936	16,385	48.7	27.7	76.4
Sacramento	77,431	27,268	27,462	35.2	35.4	70.6
San Benito	2,659	1,374	605	51.6	22.7	74.3
San Bernardino	82,170	38,057	17,016	46.3	20.7	67.0
San Diego	199,609	91,908	41,908	46.0	20.9	66.9
San Francisco	127,149	57,308	18,978	45.0	14.1	59.1
San Joaquin	37,443	19,092	9,121	50.9	24.3	75.2
San Luis Obispo	15,919	6,792	3,871	42.6	24.3	66.9
San Mateo	93,767	40,392	17,092	43.0	18.2	61.2
Santa Barbara	35,829	15,918	8,489	44.4	23.7	68.1
Santa Clara	119,869	54,324	25,416	45.5	21.2	66.7
Santa Cruz	22,340	10,721	4,907	47.9	21.9	69.8
Shasta	8,793	3,090	3,732	35.1	42.4	77.5
Sierra	564	138	263	24.4	46.6	71.0
Siskiyou	5,386	2,408	1,534	44.7	28.4	73.1
Solano	14,689	6,720	3,189	45.7	21.7	67.4
Sonoma	31,245	14,182	7,374	45.4	23.6	69.0
Stanislaus	25,600	10,074	8,585	39.3	33.5	72.8
Sutter	6,034	2,611	2,169	43.2	35.8	79.0
Tehama	4,719	1,549	1,390	32.8	29.4	62.2
Trinity	1,316	489	586	37.1	44.5	81.6
Tulare	23,047	10,285	6,459	44.6	28.0	72.6

<u>County</u>	<u>Republican Registration</u>	<u>Nixon Vote</u>	<u>Shell Vote</u>	<u>Nixon Percent</u>	<u>Shell Percent</u>	<u>Total Percent</u>
Tuolumne	3,116	1,744	709	55.9	22.7	78.6
Ventura	31,805	13,576	8,972	42.7	28.2	70.9
Yolo	9,253	3,536	2,981	38.2	32.2	70.4
Yuba	4,064	1,758	1,387	43.2	34.1	77.3

Harold H. Griffin
6/12/62

Some Further Reflections on the Primary Results:

The Shell vote in the June primary can be only partially explained by the "conservative protest" theory. Nixon scored some of his greatest gains in exactly those areas which Shell claimed as his conservative strongholds. The counties of San Diego, San Mateo, Marin, and Los Angeles, which are generally conceded to contain Republicans of the strongest right-wing tendencies all went for Nixon by more than 2-1, well over the state average. Even Orange County gave Nixon a better than 3-2 vote. Some of the most conservative communities in Los Angeles County also went heavily for Nixon by better than 2-1.

Shell clearly had a base of conservative support which probably accounted for an average of about 25% of the vote across the state. The crucial question is: How can the Shell vote in the San Joaquin Valley and mountain counties which gave him 40% or more of the vote in 19 California counties be explained?

The thesis that the McClatchy newspapers and radio stations have built up a reservoir of anti-Nixon sentiment over the past 10 years which expressed itself in a disproportionate turnout for Shell at first seems plausible. However, of the 19 counties which gave Shell at least 40% of the Republican vote, Nixon carried 7 against Kennedy in 1960 and just barely missed in 4 more. In all of these counties the Republicans faced registration deficits of varying degrees. For example, Shell ran strongly in El Dorado County, which went for Kennedy in 1960 by only 100 votes, despite a Democratic registration edge of 8833 to 5293. Shell ran strongly in Stanislaus County, yet Nixon lost the county by less than 100 votes out of 60,000 in 1960.

against a registration edge for the Democrats of 42,000 to 26,000. Shell ran strongly in Tehama County, yet Nixon captured the county in 1960 against a registration deficit of 7479 to 4957. Shell captured close to 45% of the vote in Yuba county, yet Nixon captured the county in 1960 against a serious registration deficit of 7756 to 3962.

It seems clear that the Shell vote in these areas cannot be explained by the existence of a reservoir of anti-Nixon sentiment, however caused, in these areas, because if such a reservoir were to exist Nixon could hardly have run as strongly in these areas in 1960 as the results show that he did.

It It appears that the Shell vote must be explained by factors peculiar to the 1962 primary campaign. While it is possible that Shell's organization may have been stronger in some of these areas--- and this is reinforced by the extremely large turnouts of Republican voters in some of Shell's strongest counties in the Valley and mountain areas---it is also apparent from a review of Shell's press clippings during the campaign that he made a special effort to campaign in the Valley and mountain areas, and that he made strong appeals to agricultural and mining interests in these districts. The disproportionate Shell vote in these areas can probably best be explained by the importance of agricultural issues and Shell's stands on them, rather than by interpreting his support as largely anti-Nixon.

Haldeman

Harold H. Griffin
August 27, 1962

Media Distribution, and the Primary Vote:

We have just received from Hixson & Jorgensen, Inc., Advertising, a summary of T. V. spots, radio shows, billboard coverage, and telethon coverage during the June primary.

Generally speaking, the radio shows, T. V. spots, and telethon coverage was fairly uniform throughout the state. 50 of California's 58 counties received 5 or more T. V. spots, ranging up to 66 in the Los Angeles area; 50 counties also received 10 or more radio shows of 5 to 15 minutes each; and 46 counties were exposed to at least 1 3/4 hours of the telethon on May 29th. Billboard coverage was more erratic, with 24 counties having one or no billboards placed in them, and Los Angeles having 233 large billboards and 443 small ones.

There does not seem to be much correlation between media distribution and the voting results of the primary. To be specific, there were 12 counties in which there was no telethon coverage reported:

Imperial, Inyo, Mendocino, Monterey, San Benito, San Luis Obispo, Santa Cruz, Mono, Modoc, Lassen, Lake, and Alpine.

Of these 12, there is found all 8 counties which received no radio coverage:

Imperial, Inyo, San Luis Obispo, Mono, Modoc, Lassen, Lake, and Alpine.

And also among these 12, are found all 8 counties which received no T. V. spots:

Imperial, Inyo, Mendocino, Mono, Modoc, Lassen, Lake, and Alpine.

In seven of these counties there were no billboards:

San Benito, San Luis Obispo, Mono, Modoc, Lassen, Lake, and Alpine.

In only one of these counties (Monterey) did Nixon appear as many as two times, and in four he appeared only once (Imperial, Mendocino,

San Luis Obispo, Mono). In the remaining seven Nixon made no public appearances.

Thus it appears clear that the above-named 12 counties in which there was no telethon coverage can by all standards be termed the "Low-media" counties during the June, 1962, primary.

Voting in the "Low-Media" Counties:

Nixon's average margin over Shell throughout the state was just under 2-1. Yet, of the "low-media" counties, 11 of the 12 posted a margin for Nixon of greater than 2-1, excepting only Lassen. Judging by Nixon's Democratic write in vote, his statewide write-in average on the Democratic ticket was 1.7%, which his write-in vote was greater than 2% in eight of the 12 "low-media" counties. The highest margin for Nixon over Shell of any county was posted by Imperial, one of these 12 counties, although Imperial was one of the five of these counties which had billboard coverage.

Voting by Geographical areas:

Virtually all of the large-population, metropolitan counties were saturated by all media, and it is not believed that any comparison between voting patterns among them on the basis of slight variances in saturation would be either accurate or meaningful. Furthermore, in the San Joaquin Valley the coverage by all media was fairly uniform and high throughout, while in the middle coast region coverage was uniform and low. In the Northern Mountain area, the Northern Coastal area, the Sacramento Valley, and the Mother Lode area, there occur counties with disparities between some or all media which provide the basis for comparison between the media distribution and the voting results.

The Northern Coastal and Mountain Counties:

The following table represents both media distribution and voting results in the ten northern coastal and mountain counties:

<u>County</u>	<u>Radio, TV & Telethon</u>	<u>Number of Billboards</u>	<u>Nixon Dem. Write-in</u>	<u>Nixon % of Rep. Vote</u>
Lassen	No	0	1.0%	56.9%
Modoc	No	0	1.5%	63.6%
Mendocino	No	4	4.4%	69.9%
Trinity	Yes	0	1.3%	48.6%
Plumas	Yes	0	.9%	46.2%
Siskiyou	Yes	0	2.8%	61.3%
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Humboldt	Yes	7	5.6%	58.4%
Del Norte	Yes	4	5.3%	69.0%

1. There does not seem to be a correlation between the Nixon-Shell vote and telethon coverage. Of the three counties which had no telethon coverage, Nixon carried all three, and gained his highest margin in Mendocino of all ten counties. Of the seven which had telethon coverage, Shell carried three.
2. There may be some correlation between the Nixon-Shell vote and billboards, as all four counties which had three or more billboards went for Nixon, while three of the six counties which had one or less went for Shell. Nixon's two highest margins were in Del Norte and Mendocino, which both had good billboard coverage.
3. There appears to be a slight correlation between telethon coverage and Nixon Democratic write-in, as Nixon's write-in was generally higher where there was telethon exposure.

4. However, there appears to be a much better correlation between billboard coverage and the Nixon Democratic write-in vote. Right down the line, Nixon's write-in was greatest where there was the best billboard coverage. It was highest in Humboldt (7 billboards), with 5.6%. It was second highest in Del Norte (4 billboards) with 5.3%; third in Mendocino (4 billboards) with 4.4%; and fourth in Tehama (3 billboards) with 3.3%. In all of the counties remaining in which there was one or less billboard, Nixon's write-in was less than 3% and ranged down to 1%.

The Sacramento Valley:

The trends are unclear in the Sacramento Valley. Of the nine counties which can be classified in this area (Lake, Glenn, Colusa, Solano, Yolo, Yuba, Napa, Sutter, Butte), only Lake had no radio, TV, or telethon coverage. Lake county posted a very high 65.2% for Nixon against Shell, and an average write-in of 2.4%. The only two counties of these nine which had no billboards were again Lake, and Glenn. Glenn posted a 59.5% for Nixon against Shell, and a 6.5% write-in vote for Nixon, the highest of all nine counties. However, the second highest write-in of these counties was Sutter, ^(6.3%) with two billboards for its 33,000 population, and third was Butte (5.6%) with seven billboards for its 82,000 population.

The Mother Lode:

All seven Mother Lode Counties (El Dorado, Nevada, Placer, Tuolumne, Mariposa, Calaveras, Amador) were exposed to radio shows, TV spots, and telethon in equal amounts. However, in Amador there was four billboards for only a 10,000 population, in Placer two billboards for 57,000 population, in Nevada one billboard for 20,000,

and in Mariposa, one billboard for 5,000 persons. Shell captured both Nevada and Placer—two of the counties which had billboards, and Nixon carried all counties which didn't have any billboards. Nixon's write-in on the Democratic side was highest in Calaveras (5.1%) which had no billboards, and lowest in Amador (.8%) which was most thoroughly saturated with billboards. However, it is worth noting that Nixon's high 5.1% write-in in Calaveras might be due to the fact that he made three public appearances in this county. In four of these counties he made no appearances, and in two of them he appeared only once. Nixon's highest vote against Shell of these counties (71.1%) and his second-highest write-in vote (3.1%) came in Tuolumne, which had no billboards and no appearances.

Ferrington

Harold H. Griffin
August 27, 1962

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more than 4% of the vote in 12 counties, which were mostly small and rural but included San Diego (4.7%). Nixon's best counties were Glenn (6.5%) and Sutter (6.3%). Nixon gained more votes than Shell in only two counties: San Francisco (.3% to .2%), and Imperial (3.1% to 1.6%).

The counties which tended to go most strongly for Nixon by write-in were the same counties in which Shell received the highest percentages, and generally, Nixon was also strong where Shell was strong. For example, Glenn and Sutter were the first and second best counties, respectively, for both Nixon and Shell. In Glenn, Shell received 18.0% to Nixon's 6.5%, and in Sutter, Shell received 14.3% to Nixon's 6.3%.

Table II: The Republican Vote

On the Republican side, the vote for Governor was:

Nixon-----	1,285,151	(65.4%)
Shell-----	656,542	(33.4%)
Gale-----	17,369	(0.88%)
Brown Write-In---	5,236	(0.27%)

TOTAL VOTE-----1,964,298 (100%)

Nixon Vote: Nixon outpolled Shell by greater than a 2-1 margin in 22 counties:

Alameda	Riverside
Alpine	San Benito
Contra Costa	San Bernardino
Del Norte	San Diego
Imperial	San Francisco
Los Angeles	San Joaquin
Madera	San Mateo
Marin	Santa Clara
Mariposa	Santa Cruz
Mendocino	Solano
Monterey	Tuolumne

All geographical areas are represented. However, on balance, it can be said that Nixon was strongest in Southern California and the San Francisco Bay Area. It is probably significant that of the ten

PLAN FOR COVERAGE

Analysis of Media Distribution for the Fairness - 1968

The attached is an analysis, by county and town, of the amount of exposure they had to the advertising.

We used our outdoor coverage as the basis for selecting the towns as Outdoor is the one media that can be most directly tied down to a given pattern.

Under Outdoor, we list the number of 24 sheet panels in each city or town. These figures in brackets show the number of 7 sheets in each town. We also had a Tri-Vision unit and a painted bulletin net shown on the analysis.

Television spots are listed as the total number of spots to penetrate that area. In all cases, the TV spots cover more than one county due to the nature of this medium.

The listings under Radio are for the 5, 10 and 15 minute radio shows. These are listed as a total number rather than a breakdown of each show's duration. Due to the nature of this medium, the coverage was quite extensive and covers many counties.

The Telethon coverage is shown by the number of hours each market was covered.

Newspaper coverage was limited to announcement ads of the Telethon.

August 6, 1962

NIXON FOR GOVERNOR

Media Distribution - Primaries

<u>COUNTY</u>	<u>OUTDOOR</u>	<u>TV SPOTS</u>	<u>RADIO</u>	<u>TELETHON</u>	<u>NEWSPAPERS</u>
<u>Alameda - 908,209</u>					
Alameda	1	San Francisco - 26	San Francisco - 10	San Francisco - 4 hrs.	Yes
Berkeley	5	"	"	"	Yes
Hayward	3	"	"	"	Yes
Oakland	19	"	"	"	Yes
San Leandro	4	"	"	"	Yes
<u>Amador - 9,290</u>					
Jackson District	4	Sacramento-Stockton - 10	Sacramento-Stockton-15	Sacramento-Stockton-3 hrs.	
<u>Butte - 82,030</u>					
Chico	3	Chico-Redding - 12	Chico-Redding - 15	Chico-Redding - 4 hrs.	Yes
Gridley	1	"	"	"	
Oroville	1	"	"	"	
Paradise	1	"	"	"	
Durham	1	"	"	"	
<u>Calaveras - 10,289</u>					
Angels Camp		Sacramento-Stockton-10	Sacramento-Stockton-15	Sacramento-Stockton-3 hrs.	
<u>Colusa - 12,075</u>					
Colusa	1	Chico-Redding - 12	Chico-Redding - 15	Chico-Redding - 4 hrs.	
<u>Contra Costa - 409,030</u>					
Antioch	1	San Francisco - 26	San Francisco - 10	San Francisco - 4 hrs.	Yes
Concord		"	"	"	
El Cerrito	2	"	"	"	
Pittsburg	1	"	"	"	Yes
Richmond	4	"	"	"	Yes
San Pablo	1	"	"	"	

<u>COUNTY</u>	<u>OUTDOOR</u>	<u>TV SPOTS</u>	<u>RADIO</u>	<u>TELEVISION</u>	<u>REMARKS</u>
<u>Contra Costa (contd)</u>					
Sheldon	1	San Francisco - 26	San Francisco - 10	San Francisco - 4 hrs.	
N. Richmond	1	"	"	"	
El Sobrante	1	"	"	"	
<u>Del Norte - 17,771</u>					
Crescent City	2	Eureka - 5	Eureka - 15	Eureka - 4 hrs.	
Klamath	1	"	"	"	
Salt River	1	"	"	"	
<u>El Dorado - 29,390</u>					
<u>Placerville</u>		Sacramento-Stockton - 10	Sacramento-Stockton - 15	Sacramento-Stockton - 3 hrs.	
<u>Fresno - 365,945</u>					
Coalinga	2	Fresno - 15	Fresno - 15	Fresno - 4 hrs.	
Fresno	9	"	"	"	Yes
Kingsburg	1	"	"	"	
Modesto	1	"	"	"	
Huron-Five Points	1	"	"	"	
Riverdale	1	"	"	"	
<u>Glenn - 17,245</u>					
Orland		Chico-Redding - 12	Chico-Redding - 15	Chico-Redding - 4 hrs.	
Willows		"	"	"	Yes
<u>Humboldt - 104,892</u>					
Eureka	2	Eureka - 5	Eureka - 15	Eureka - 4 hrs.	Yes
Ferndale	1	"	"	"	
Fortuna	2	"	"	"	
Pepperwood	1	"	"	"	
Garderville	1	"	"	"	

COUNTY	OUTDOOR	TV SPOTS	RADIO	TELEVISION	OPERATION
<u>Imperial - 72,105</u>					
Brawley	3				
Calxico	2				
El Centro	3				
Imperial	1				
Salton City	1				
<u>Inyo - 11,684</u>					
Bishop	1				
Big Pine	1				
Independence	1				
Long Pine	1				
Olancho	1				
<u>Kern - 291,984</u>					
Bakersfield	8	Bakersfield - 17	Bakersfield - 15	Bakersfield - 4 hrs.	Yes
Ridgecrest	2	"	"	"	
Shafter	1	"	"	"	
Taft	2	"	"	"	
Tehachapi	1	"	"	"	
Masco	1	"	"	"	
Mojave	2	"	"	"	
<u>Kings - 49,954</u>					
Hanford	2	Fresno - 15	Fresno - 15	Fresno - 4 hrs.	Yes
Avenal	1	"	"	"	
<u>Los Angeles - 6,038,771</u>					
Alhambra	3 (2)	Los Angeles - 66	Los Angeles - 17	Los Angeles - 3 1/2 hrs.	Yes
Arcadia	(2)	"	"	"	
Artesia	2	"	"	"	
Anusa	(1)	"	"	"	
Baldwin Park	2	"	"	"	

COUNTY

CITIES

IN 1946

1942

1938

1934

Los Angeles (Cont'd.)

Bell (1)
 Bellflower 1
 Bell Gardens 1 (3)
 Burbank 2 (20)
 Compton 6 (13)
 Covina (1)
 Calver City 5 (11)
 Downey 3 (1)
 Eagle Rock Area (13)
 East Los Angeles 7 (16)
 East Wiltier
 El Monte 4 (5)
 Glendale 2 (5)
 Glendale 4 (8)
 Glendale (1)
 Burbank 6
 Norcross Beach (6)
 Highland Park 2 (2)
 Huntington Park 6 (4)
 Inglewood (1)
 La Crescenta 3
 Lancaster 1
 La Puente (3)
 Lomahaile (4)
 Lomita (22)
 Long Beach 63 (196)
 Los Angeles 3 (1)
 Lynwood
 Manhattan Beach 1 (1)
 Maywood 1
 La Mirada
 Norcross 1 (2)
 Montebello (2)
 Monterey Park (3)
 Montrose
 Norwalk 2 (1)

Los Angeles - 66

Los Angeles - 17

Los Angeles 24 hrs.

Yes Yes Yes Yes Yes Yes Yes Yes Yes

SEARCHED INDEXED SERIALIZED FILED

Los Angeles (cont.)

Palmdale	3	Los Angeles - 66	Los Angeles 24 days	Yes
Pomona	3 (1)			Yes
Pasadena	7 (10)			Yes
Pico Rivera	2 (2)			Yes
Pomona	3			
Redondo Beach	4 (1)			
Redondo	(2)			
San Dimas	1			Yes
San Fernando Valley	10 (2)			Yes
San Gabriel				
San Marino				
Santa Fe Springs	1 (1)			Yes
Santa Monica	5 (2)			Yes
South Gate	2			Yes
South San Gabriel	1 (1)			Yes
Swanland	(2)			
Temple City	1 (1)			Yes
Torrance	2 (1)			Yes
Whittier	6			Yes
San Pedro	1 (1)			Yes
Wilmington	2 (2)			Yes
West Canyon	2			
Costaic	1			
Cerritos	1			
Littlebrook	1			
Pasadena	1			
West Los Angeles	4			
Westwood	1 (10)			
Van Nuys	1			
Irwindale	1			
Burbank	1 (3)			
Northwest L.A.	(3)			
El Sereno Area	(2)			
Irwindale	(2)			
Glendale	(2)			
Montclair	(2)			

11/15/54 - 24,700

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COUNTY **STATE** **IN** **STATE** **STATE** **STATE**

Sacramento (contd.)

Carmichael					
Del Paso Heights					
Folsom					
Magness					
North Highlands					
North Sacramento					
Rancho Cordova					
<u>Sacramento</u>	17				
South Sacramento					
<u>San Mateo</u>	15,306				
<u>Hollister</u>					

San Bernardino - 500,991

Bartles	2				
Colton	1 (2)				
Fontana	1 (2)				
Needles	2				
Ontario	(3)				
Redlands	1 (1)				
San Bernardino	10 (13)				
Victorville	2				
Baker	1				
Daggett	1				
Lemoore	1				
Trena-Argus	1				
Yermo	1				
Big Bear	1				
Ora Grande	1				
Cajon Junction	1				
<u>San Diego</u>	1,002,011				

Chula Vista

Chula Vista	1				
El Cajon	2				
Escondido	1				
La Mesa	2				

COUNTY QUINCY TV STATION RADIO TELEVISION

San Diego (contd.)

National City	2	San Diego - 58	San Diego - 15	San Diego - 26 hrs.	Yes
Oceanside	20	"	"	"	Yes
San Diego	1	"	"	"	Yes
Vista	1	"	"	"	
Jacumba	1	"	"	"	

Notes: Los Angeles also covers Imperial, both radio & TV.

San Francisco - 749,316

San Francisco	31	San Francisco - 26	San Francisco - 10	San Francisco - 4 hrs.	Yes
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San Luis Obispo - 81,064

Atascadero	"	Salinas-San Luis Obispo --			
El Paso de Robles	"	"	7 spots		
Crocker City	"	"			
Marro Bay	"	"			
San Luis Obispo	"	"			

San Joaquin - 249,989

Lodi	1	Sacramento - 10	Sacramento - 15	Sacramento - 3 hrs.	Yes
Stockton	6	"	"	"	Yes
Clements	2	"	"	"	
Escalon	2	"	"	"	
Elgin	1	"	"	"	

San Mateo - 444,387

Daly City	1	San Francisco - 26	San Francisco - 10	San Francisco - 4 hrs.	Yes
Redwood City	1	"	"	"	Yes
San Mateo	6	"	"	"	

COUNTY OF SACRAMENTO

Santa Barbara - 160,902

Corydonville
Crestline
Laguna
Santa Barbara
Santa Maria

Santa Barbara - 15
" "
" "
" "

Santa Barbara - 1-041 hrs.

Santa Clara - 648,315

Cupertino
Gilroy
Mariposa
Palo Alto
San Jose
Sunnyvale

San Francisco - 25
Salinas - 7
San Francisco - 24
" "
" "

San Francisco - 1 hr.
" "
" "
" "

Santa Cruz - 64,217

Watsonville

Salinas - 7

Salinas - 15

Shasta - 87,468

Anderson
Redding

Chico-Redding - 12

Chico-Redding - 15

Chico-Redding - 4 hrs.

Siskiyou - 2,247

Sacramento - 10

Chico-Redding - 15

Sacramento - 3 hrs.

Siskiyou - 39,085

Yreka City

Chico-Redding - 12

Chico-Redding - 15

Chico-Redding - 4 hrs.

Solano - 134,877

Bevila
Dixon
Fairfield
Elc Vista
Vacaville
Vallejo

Sacramento-Stockton - 10
" "
" "
" "

Sacramento-Stockton - 15
" "
" "
" "

Sacramento-Stockton - 3 hrs.
" "
" "
" "

3

San Francisco - 26

San Francisco - 10

San Francisco - 4 hrs.

Note: San Francisco also includes other cities with total 4 hrs.

COUNTY	SENDER	AMOUNT	DATE	REMARKS	STATUS
	Sumner - 147,373				
Cleveland	1		San Francisco - 10		
Hamilton	1				
Petaluma	1		San Francisco - 4 hrs.		Yes
Marin	1				
Sonoma	1				
Contra Costa	1				
Windsor	1				
Stanislaus - 147,396					
Colusa	4		Sacramento - 15		Yes
Butte	3				Yes
Tulare	3				Yes
Fresno	2				
Merced	2				
Butte - 23,389					
Yuba City			Sacramento - 15		San Francisco - 4 hrs.
Live Oak	1		Chico - 15		
Marysville	1				
Yuba - 25,395					
Corking	1		Chico - 15		Chico - 4 hrs.
Red Bluff	1				Yes
Los Williams	1				Yes
Trinity - 9,706					
Trinity			Chico - 15		Chico - 4 hrs.
Yuba - 149,408					
Barliant	1		Fresno - 15		
Lindsay	1				
Tulare	2				

CHINA

Taiwan (contd.)

Yantai

Total - 14,000

CHINA

Yantai

Chiaonan

El Rio

Fillmore

Shiner's Gap

Shenyang

Ojai

Chowder

Port Moresby

Santa Paula

Thousand Oaks

Ventura

Total - 65,727

Woodland

Total - 30,859

Surryville

Woodland