

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	11	n.d	Newsletter	Nixon for Governor News Release RE: Nixon Person-to-Person Campaign Schedule 10/29-11/4. 3pgs.
67	11	10/29/62	Newsletter	Nixon for Governor News Release RE: Nixon's efforts to secure equal opportunity for American Indians. 1pg.
67	11	10/28/62	Newsletter	Nixon for Governor News Release RE: the CA Council of All-American Women supporting Nixon. 1pg.
67	11	10/29/62	Newsletter	Nixon for Governor News Release. A statement by Nixon RE: the attributes Californians want to find in their Governor. 2pgs. [1duplicate, not scanned]
67	11	10/29/62	Newsletter	Nixon for Governor News Release RE: Fact Sheet WIN WITH NIXON Telethon. 2pgs.
67	11	10/29/62	Newsletter	Nixon for Governor News Release RE: Nixon's schedule for the last week of the campaign. 1pg.

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67	11	10/29/62	Newsletter	Nixon for Governor News Release to News Directors RE: Film Clips. 1pg.
67	11	10/26/62	Newsletter	News Release RE: Nixon interrupting his campaign schedule to make a special statement concerning the Cuban crisis. 1pg.
67	11	10/27/62	Newsletter	Nixon for Governor News Release to News Directors RE: two sound on film statements by former V.P. Nixon. 1pg.
67	11	10/27/62	Newsletter	Nixon for Governor News Release to News Directors RE: one 54-second sound on film from Nixon. 1pg.
67	11	10/28/62	Newsletter	News Release. A statement by Mrs. Robert Hitt RE: Nixon's statewide television statement of the Cuban crisis. 1pg.
67	11	10/28/62	Newsletter	Nixon for Governor News Release. A statement by Herbert Klein RE: Brown calling for the restriction of free speech during a time of crisis. 2pgs.
67	11	10/28/62	Newsletter	News Release. Statement by Senator John McCarthy RE: Nixon urging Americans to support President Kennedy during Cuban crisis. 1 pg.

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67	11	10/29/62	Newsletter	Nixon for Governor News Release of the text of the Statewide Radio Address by Nixon, "Programs for a Greater California." 7pgs.
67	11	10/26/62	Newsletter	Nixon for Governor News Release RE: Nixon's Remarks at the WIN WITH NIXON Rally at Vallejo. 2pgs. [1 duplicate, not scanned]
67	11	10/28/62	Newsletter	Nixon for Governor News Release. Statement by Nixon RE: the Cuban crisis and CA's need for an improved Civil Defense program. 3pgs.
67	11	10/26/62	Memo	Nixon for Governor News Release to the News Directors RE: a 44-second sound on film clip by Nixon. 1pg.
67	11	n.d	Other Document	Blank Note with Haldeman's name written on it. 1 pg.
67	11	10/25/62	Newsletter	Nixon for Governor News Release RE: senior citizens supporting Nixon. 1pg.
67	11	10/26/62	Newsletter	Nixon for Governor News Release. Remarks by Nixon at a WIN WITH NIXON Rally in San Mateo. 1pg. [1 duplicate, not scanned]

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	11	10/25/62	Memo	Nixon for Governor News Release to Television News Directors RE: Film Clips-- Woodbury College. 1pg.
67	11	10/24/62	Newsletter	News Release RE: Nixon Truth Squad accusing Brown of conducting a "hit and myth" campaign. 3pgs.
67	11	10/25/62	Newsletter	Nixon for Governor News Release RE: Pat Nixon being hosted by a community reception. 1pg.
67	11	10/25/62	Newsletter	News Release of a Statement by Nixon before Joint Pico Rivera Service Clubs in Pico Rivera, CA. 2pgs.
67	11	n.d	Newsletter	Nixon for Governor News Release RE: Nixon's Person to Person Campaign schedule 10/25-10/28. 5pgs.
67	11	9/05/62	Newsletter	Nixon for Governor News Release RE: Tentative Kick-off Schedule. 2pgs.
67	11	10/24/62	Newsletter	News Release from Republican State Central Committee RE: Carl Lindstrom urging Brown to clarify his position on statements made against J. Edgar Hoover. 1pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	11	10/23/62	Newsletter	News Release. Statement by Haldeman RE: Brown challenging Nixon when Nixon is not present. 1pg.
67	11	10/23/62	Newsletter	News Release by Republican State Central Committee RE: the formation of a Truth Squad. 1pg.
67	11	10/23/62	Newsletter	News Release RE: State Disaster Director Allan Jonas.
67	11	n.d	Other Document	Blank note with Haldeman's name on it. 1pg.
67	11	10/24/62	Newsletter	Nixon for Governor News Release. Remarks by Nixon in Los Angeles RE: California's need to "lead the nation in strengthening the character and responsiveness of local government." 2pgs.
67	11	10/24/62	Newsletter	Nixon for Governor News Release RE: Nixon's telegram to President Kennedy concerning Pacific Coast shipbuilding. 1pg.
67	11	10/25/62	Newsletter	Nixon for Governor News Release RE: a statement by Haldeman concerning Governor Brown and misleading television commercials. 1pg

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	11	10/24/62	Newsletter	News Release. A statement by Harry Keaton RE: Earl Warren, Jr. and Governor Brown. 1pg.
67	11	10/24/62	Newsletter	Nixon for Governor News Release. A statement by Nixon RE: the deficiencies of the present state administration. 1pg.
67	11	10/22/62	Newsletter	News Release. A statement by Nixon RE: President Kennedy's Address on Cuba. 1pg.
67	11	10/06/62	Newsletter	"Richard Nixon Speaks to California's Senior Citizens: A digest of his statewide broadcast on Oct. 6, 1962." 2pgs. Including a LA Times article: "Nixon Denies Reports He'd Slash Welfare Aid." 1pg
67	11	10/23/62	Newsletter	Nixon for Governor News Release RE: Southern CA women "wrapping up an 'Action Package' full of votes for Richard M. Nixon." 2pgs.
67	11	10/22/62	Newsletter	Nixon for Governor News Release RE: Boys and girls helping the Nixon campaign by competing in a contest to see who can distribute the most "Win With Nixon" bumper stickers. 1pg.

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

HERBERT G. KLEIN, Press Secretary

## RICHARD NIXON PERSON-TO-PERSON CAMPAIGN SCHEDULE

Monday, October 29 - Sunday, November 4, 1962

### Monday, October 29, 1962

#### SACRAMENTO - HOLLISTER

8:50 a.m. Take off from LOS ANGELES International Airport (Garrett Airesearch) for Sacramento Airport en route to Aerojet Plant -Sacramento

10:50 a.m. Arrive Sacramento Airport (Aerojet Hanger)

11:50 a.m. Arrive Aerojet (Main Gate) - Richard Nixon will address an audience of clerical, technical, scientists & engineers at 12:05 in the Aerojet Cafeteria -- following his remarks Richard Nixon will make a tour of the Aerojet plant.

1:30 p.m. Depart Aerojet for Sacramento Airport

2:30 p.m. Take off from Sacramento Airport for Hollister Airport en route to Hollister Win with Nixon Rally

3:10 p.m. Arrive Hollister Airport

3:30 p.m. Arrive Hollister Win with Nixon Rally, Veterans Memorial Building, 7th and San Benito Avenues

ADDRESS BY RICHARD NIXON

4:15 p.m. Depart Hollister Rally

4:40 p.m. Take off from Hollister Airport for Los Angeles International Airport

6:00 p.m. Arrive Los Angeles International Airport (Garrett Airesearch)

### Tuesday, October 30, 1962

Morning Staff work

12:30 p.m. Arrive Baptist Ministers Alliance, McCoy Memorial Baptist Church, 802 E. 46th St. at McKinley (AD 1-4271)

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ADDRESS BY RICHARD NIXON

2:35 p.m. \*Press transportation will depart Wilshire entrance of the Statler Hilton Hotel, Los Angeles

3:30 p.m. Arrive Ontario Win with Nixon Rally, corner of Fourth and Mountain - Ontario

4:15 p.m. Depart Rally - return to Los Angeles for Staff work

7:45 p.m. \*Press transportation to Rally will depart 3908 Wilshire Boulevard

8:30 p.m. Arrive East Los Angeles Win with Nixon Rally, East Los Angeles College Auditorium

9:15 p.m. Depart Rally for home

Wednesday, October 31, 1962

NORTH HOLLYWOOD - LODI - SANTA ROSA

10:00 a.m. \*Press transportation will depart the Wilshire Entrance of the Statler Hilton Hotel - Los Angeles

10:45 a.m. Arrive North Hollywood Headquarters, 4450 Lankershim Boulevard

11:15 a.m. Depart North Hollywood Headquarters

11:25 a.m. Arrive Fiesta Motel for Staff work, 7843 Lankershim Boulevard (Phone PO 4-8010)

12:20 p.m. Depart Fiesta Motel for Burbank Airport

12:45 p.m. Take off for Lodi (Stockton Airport) - en route to Lodi Win with Nixon Rally

2:30 p.m. Arrive Stockton Metropolitan Airport en route to Lodi Win with Nixon Rally

3:15 p.m. Arrive Lodi Win with Nixon Rally - Lodi Union High School Auditorium (East Campus)

ADDRESS BY RICHARD NIXON

4:00 p.m. Depart Rally for Stockton Airport

4:45 p.m. Take off for Santa Rosa Airport en route to Santa Rosa Win with Nixon Rally

5:20 p.m. Arrive Santa Rosa Airport

5:50 p.m. Arrive Flamingo Hotel - Fourth Street & Farmers Lane

7:30 p.m. Depart Flamingo Hotel for Santa Rosa Win with Nixon Rally - Veterans Memorial Auditorium, 1351 Bennet Avenue

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7:45 p.m. Arrive Santa Rosa Win with Nixon Rally,  
Veteran Memorial Auditorium, 1351 Bennet  
Avenue - Santa Rosa

ADDRESS BY RICHARD NIXON

8:45 p.m. Depart Santa Rosa Rally for San Francisco  
(by automobile)

10:30 p.m. Arrive St. Francis Hotel, San Francisco

REMAIN OVERNIGHT at St. Francis

Thursday, November 1, 1962

ROSEVILLE - LOS ANGELES - NORWALK - SAN JOSE

9:15 a.m. Depart St. Francis for San Francisco  
International Airport (Butler Aviation)

10:20 a.m. Take off for Sacramento Airport en route to  
Roseville Win with Nixon Rally

11:05 a.m. Arrive Sacramento Airport

12:00 noon Arrive Roseville Win with Nixon Rally,  
Roseville Square Shopping Center

ADDRESS BY RICHARD NIXON

1:00 p.m. Depart Rally for Sacramento Airport

2:15 p.m. Take off for Los Angeles International Airport  
(Garrett Airesearch)

4:30 p.m. Arrive Los Angeles

REMAINDER OF AFTERNOON FOR STAFF WORK

8:15 p.m. Norwalk Win with Nixon Rally - Cerritos  
College, Norwalk

9:00 p.m. Depart Rally for Airport

9:30 p.m. Take off from Long Beach Airport for San Jose

11:15 p.m. Arrive San Jose Airport

REMAIN OVERNIGHT at San Jose Hyatt House

Friday, November 2, 1962

SAN JOSE - SANTA CLARA - SAN DIEGO - LOS ANGELES

Morning STAFF TIME

11:30 a.m. Depart Hyatt House Motel for Westgate (Santa  
Clara County Win with Nixon Rally

12:00 noon Arrive Westgate (Santa Clara County) Win with  
Nixon Rally - Westgate Shopping Center

-more-

4-4-4

1:00 p.m.	Depart Rally for Sunnyvale - Los Altos - Mountain View Combined Win with Nixon Rally, Mountain View Sears Store
1:30 p.m.	Arrive Sunnyvale - Los Altos - Mountain View Combined Win with Nixon Rally
2:15 p.m.	Depart Rally for San Jose Airport
3:00 p.m.	Take off for San Diego Airport
5:15 p.m.	Arrive San Diego Airport
5:35 p.m.	Arrive Mission Valley Inn for STAFF WORK
7:30 p.m.	Chula Vista Win with Nixon Rally
9:15 p.m.	Take off for Los Angeles International Airport (Garrett Airesearch)
10:15 p.m.	Arrive Los Angeles

Saturday, November 3, 1962

Morning & Afternoon	PREPARATION FOR LOS ANGELES AND STATEWIDE WIN WITH NIXON TELETHON
Evening	WIN WITH NIXON TELETHON

Sunday, November 4, 1962

No schedule

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

FOR IMMEDIATE RELEASE

Efforts of Richard Nixon to secure equal opportunity for the American Indian were cited today by the National Association for the Advancement of the American Indian, Inc., in endorsing him for Governor of California.

The endorsement was announced by William E. Rogers, NAAAI executive secretary. He said there are approximately 5000 American Indians remaining on reservations in California.

"It is mandatory for us to select a governor who is conscious of the plight of the reservation Indian and who will cooperate to secure him equal opportunity and the dignity due every citizen," Rogers declared. "That is why we believe Mr. Nixon should be governor."

Nixon, he added, has a long public record of sympathetic consideration toward the association's aim to obtain full citizenship privileges for the American Indian. Nixon's history of fair play for all minority groups was also cited in the endorsement.

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# NIXON FOR GOVERNOR

NEWS  
RELEASE

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

*San Smith*

FOR WEDNESDAY RELEASE  
October 31

Women who know the terror of Communist oppression also know how to fight it. ...

And that is why the Nixon-for-Governor Committee today has a check for \$500 from the California Council of All-American Women.

The Council has a membership of 39 women, most of whom are refugees from Communism. The \$500 check represented a two-year savings campaign. Much of it was earned by forming a folk-song chorus and singing at various functions.

"We want to elect Richard Nixon Governor of California because he will keep freedom's flag flying," said Josephine Staudhammer of Los Angeles, Council President, in turning over the check to the Nixon Committee.

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# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

Statement by RICHARD NIXON  
Win With Nixon Rally  
Hollister-October 29, 1962

FOR IMMEDIATE RELEASE

The experience of the Cuban crisis makes it clear again that California cannot afford a provincial administration with an attitude of "stop the world, I want to get off!"

This is why Californians are not buying the argument that my experience in national and international affairs will somehow be a liability for service as Governor.

In fact, at a time of intensive world conflict I have found throughout the state that people want a Governor who has firsthand knowledge and experience in dealings with issues beyond our borders.

As the communists step up their activities abroad, there is an even greater need to effectively fight communism at home. My 16 years of experience in fighting the communist menace can be put to work for California. My positive program of investigation, legislation and education can make California a model for state action in this field.

Californians want a Governor who knows how to fight for our jobs and our industries when they are threatened in Washington or throughout the world.

At a time when California's farm products are in danger of being sold down the river by State department negotiators, my knowledge of world bargaining tables can be put to work for our state.

Whenever there is a federal move to discriminate against our shipbuilders, defense workers, fishermen, miners or lumbermen, my knowledge of Washington can be put to work for our state.

But beyond having a Governor who can fight for our fair share of international markets and can stand up to federal bureaucrats, Californians also want a Governor who is capable of making their views known on vital national and world issues.

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When Californians support strong action in Cuba, our political leaders should make our views known to the nation. When Californians support atomic testing, our state leaders should speak out so that the nation will not be left with the impression that a vociferous minority in the CDC represents California. When we renew the great debate on seating Red China in the United Nations, our state leaders should make it known that California, which is the first state and the major defense state closest to Red China, feels much stronger than the eastern states on opposing the admission of Red China into the UN.

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10/29/62

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

*W. J. Brennan*

Statement by RICHARD NIXON  
Win With Nixon Rally  
Hollister-October 29, 1962

FOR IMMEDIATE RELEASE

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10/29/62

# NIXON FOR GOVERNOR

## NEWS RELEASE



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

### FACT SHEET

#### WIN WITH NIXON TELETHON

Saturday, November 3

6:30-8:30 PM      10 PM- 1 AM

#### Stations:

KTTV, Los Angeles (Channel 11)	6:30-8:30 PM and 10 PM- 1 AM
KOGO-TV, San Diego (Channel 10)	7-8:30 PM
KFMB-TV, San Diego (Channel 8)	11:30 PM- 1 AM
KCRA-TV, Sacramento (Channel 3)	10 PM - 1 AM
KFRE-TV, Fresno (Channel 30)	10 PM - 1 AM
KERO-TV, Bakersfield (Channel 10)	10 PM - 1 AM

San Francisco TBA

Radio: CBS California network      10 PM - 1 AM

Audience: 7,000,000 viewers and listeners.

Telethon is seventh in a series of seven.

#### Previous "Win with Nixon" Telethons:

1. Salinas, Monterey, San Luis Obispo      KSBW - TV and Radio  
September 28 - 10 PM - 1 AM      KSBG - TV and Radio  
Audience: 1,374,000 viewers  
Coverage: 7 counties      and listeners (two -  
station market)
2. Bakersfield      KERO - TV and Radio  
October 2 - 9:30 PM - 12:30 AM      Audience: 475,000 viewers  
Coverage: 5 counties      and listeners (three -  
station market)
3. Fresno      KFRE - TV and Radio  
October 5 - 9:30 PM - 12:30 AM      Audience: 408,000 viewers  
Coverage: 6 counties      and listeners (three -  
station market and fringe  
for three others)

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4. San Diego  
October 12 - 9:30 PM - 12:30 AM  
Coverage: 5 counties  
KFMB - TV and Radio  
Audience: 477,000 viewers  
and listeners (three -  
station market and fringe  
for seven others)
5. Sacramento  
Eureka  
Chico-Redding  
Coverage: 35 counties  
KCRA - TV and Radio  
KIEM - TV and Radio  
KHSL - TV and Radio  
Audience: 650,000 viewers  
and listeners
6. San Francisco Bay Area  
October 22 - 9:30 - 12:30 AM  
Coverage: 9 counties  
KTVU - TV  
KNBC Radio  
Audience: 1,480,000  
viewers and listeners (four-  
station market)

Stars scheduled to appear during telethon:

Pat Boone	Chuck Connors	Jeanette MacDonald
Rhonda Fleming	Cesar Romero	Tom Duggan
John Payne	Efrem Zimbalist, Jr.	Dennis Morgan
Lloyd Nolan	Ginger Rogers	Coleen Grey
Victor Jory	Jeanne Crain	Connie Moore
Jackie Robinson	Bob Lansing	

Special  
Pre-Election Night  
Television Rally

Monday, November 5

Los Angeles	KTTV, Channel 11, 9:30 - 10 PM
San Francisco	KTVU, Channel 2, 9:30 - 10 PM
San Diego	KFMB-TV, Channel 8, 9:30 - 10 PM
Sacramento	KCRA-TV, Channel 3, 9:30 - 10 PM
Fresno	KFRE-TV, Channel 30, 9:30 - 10 PM

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10/29/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

*Ron Ziegler - 100*

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

Herbert G. Klein  
Press Secretary

RELEASE TUESDAY PM's  
October 30

"The largest audience in Western political history will watch a five-hour state-wide telethon which will climax on Saturday the final week of the Richard Nixon victory drive," it was predicted today by Herbert G. Klein, Nixon press secretary.

During this week, the fast-paced Nixon campaign will sweep into all of the major metropolitan areas of the state and include many of the smaller cities.

"During this week Mr. Nixon will alternate his days between north and south to take his "Program for Progress" to the maximum number of Californians," Klein said.

Tuesday he speaks before the Central Los Angeles Baptist Ministers Alliance at noon. At 3:30 P.M. he appears at an Ontario (San Bernardino County) Win-With-Nixon Rally, and at 8 P.M. before an East Los Angeles Junior College Win-With-Nixon assembly

Wednesday morning he motors to the San Fernando Valley for a "drop-by" at the North Hollywood Nixon-for-Governor Headquarters, 4450 Lankershim, before flying to Lodi (San Joaquin County) for another rally at 3:30 P.M. Final event of the day is a major Win-With-Nixon rally in Santa Rosa (Sonoma County) at 7:30 P.M.

The Mother Lode country welcomes him Thursday with a community rally in Roseville (Placer County). He then flies to the Southland again for a major campaign speech at 8 P.M. in Cerritos College, Norwalk (Los Angeles County).

Friday he flies north again for a morning rally at Mt. View (Santa Clara County) in the Sears shopping center. Shuttling back to the Southland again, he goes to Chula Vista (San Diego County) for a late afternoon and evening rally.

Saturday marks the last of seven telethons in his Final Election campaign.

Originally scheduled as a three-hour, no-holds-barred telecast from 10 P.M. to 1 A.M. over Station KTTV (Channel 11), the telethon has been expanded to include an additional two hours from 6:30 P.M. to 8:30 P.M.

He will answer questions telephoned direct from the public on State issues and his program for a greater California. Numerous celebrities will read the questions called in to a bank of telephones "on stage."

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# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

*[Handwritten signature]*

**TO: News Directors**  
**FROM: Sandy Quinn, Nixon for Governor News Bureau**  
**SUBJECT: Film Clips**

Enclosed is a 46 second sound-on-film clip of Richard Nixon for immediate release.

Mr. Nixon's statement covers Governor Brown's failures regarding California's civil defense program.

The clip is particularly timely in view of the current Cuban crisis and the attention directed by Californians to the state's civil defense preparations.

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10/29/62

Herbert G. Klein, Press Secretary

FOR IMMEDIATE RELEASE

Richard Nixon announced today he will interrupt his campaign schedule Saturday to make a special statement to the people of California concerning the Cuban crisis.

The former Vice President will make a half-hour television address from San Diego. It will be carried in the Los Angeles area on Station KTTV (Channel 11) at 8 P.M.; in the San Diego area on Station KFMB-TV (Channel 8) at 9:30 P.M., and in the San Francisco-Oakland area on KTVU (Channel 2) at 9:30 P.M.

"I will have a statement of major importance regarding Cuba," Nixon said. "I am directing it to the people of the state through a special network because of the urgency of the situation."

On September 18, Nixon called a press conference in Los Angeles to urge President Kennedy to take stronger action against Cuba. He pledged to support "any action that he (the President) considered necessary to contain a communist beachhead in Cuba."

At the time, Nixon said: "There is always the danger of war in taking any strong action in dealing with an aggressor, but there is a certainty of war, in my opinion, if you do not act until the beachhead has been built to a greater point... . We can't wait to let the dust settle in Cuba."

10/26/62

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# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

**TO:** News Directors  
**FROM:** Sandy Quinn, Nixon for Governor News Bureau  
**SUBJECT:** Film Clips

Enclosed are two sound on film statements by former Vice President Richard Nixon regarding the Cuban crisis. These clips, both approximately 40 seconds, are timed for release either over the weekend or Monday, October 29, 1962.

10/27/62

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# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

**TO:** News Directors  
**FROM:** Sandy Quinn, Nixon for Governor News Bureau  
**SUBJECT:** Film Clip

Enclosed is a 54 second sound on film statement from Richard Nixon. The former Vice President's statement concerns the Cuban crisis. It is timed for release either over the weekend or Monday, October 29, 1962.

10/27/62

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STATEMENT BY MRS. ROBERT HITT  
Republican National Committeewoman  
for California

FOR IMMEDIATE RELEASE  
October 29, 1962

Richard Nixon's statewide television statement on the Cuban situation last night was both reassuring and informative.

The people of California, I am sure, are grateful to Mr. Nixon for speaking out from his vast knowledge on international Communism and international diplomacy as a result of 14 years of service to this nation. Mr. Nixon purposely kept his non-partisan talk to Californians last night strictly on the grave issues affecting California and the nation and made no reference to Brown or the campaign. Brown, who has attempted to parlay the Cuban crisis to his political advantage since its beginning, is now using a cheap political attack to downgrade Mr. Nixon's television statement of last night

Mr. Brown obviously is attempting to conceal his lack of knowledge on international affairs. More importantly, he is reverting to the idea of one party government or dictatorship during a time of crisis.

I am surprised and shocked and I call upon Mr. Brown to retract his ill-advised comments immediately. These comments by Mr. Brown are so much in violation of the spirit of the Constitution that I suspect the words must be those given the Governor by one of his press agents.

I just don't understand Brown's statement regarding Mr. Nixon's appearance last night. A few days ago, he was saying California's issues were not that important. Now in typical Brown turn-about fashion, he says we should not comment on the Cuban situation but stick to California issues.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

STATEMENT BY HERBERT G. KLEIN  
Press Secretary to Richard Nixon

For Flat PM Release  
Monday, October 29, 1962

Mr. Brown's San Francisco statement calling for the restriction of free speech during a time of crisis is the most shocking comment of the campaign.

Californians have flooded the Nixon office with praise for his statesmanlike appraisal of the crisis and his constructive suggestions on how California and the nation should meet the problem.

While Mr. Brown was off seeking to become a 24 hour expert on Cuba and civilian defense, Mr. Nixon determined that California needed a calm appraisal of the situation which had led to panic, food stampedes and confusion. He supplied this in his television address which made no mention of Mr. Brown or the campaign.

Mr. Brown says that only one voice should be heard from the nation, that of the President.

Only in dictator countries is there but one voice allowed. This suggestion of a restriction of speech amounts to a proposal to violate the Constitution and destroy freedom of speech.

Two things should be clarified immediately:

1. Does Mr. Brown speak for the President in rejecting strong support by Mr. Nixon and other Republicans of Mr. Kennedy's actions to stop the flow of arms into Cuba?

2. Does Mr. Brown speak for President Kennedy in saying no one other than the President should offer constructive suggestions regarding foreign policy?

It would appear that in a pique of anger Mr. Brown has himself been guilty of attempting to undermine the satisfying bi-partisan support

-MORE-

2-2-2

given the President during this crisis.

On September 18 Mr. Nixon made constructive suggestions urging stronger action against Cuba and he pledged his support for any action of this kind taken by the President. The steps taken by Mr. Kennedy were identical to those suggested by Mr. Nixon and Mr. Nixon has supported them. Does Mr. Brown say it was wrong to offer such advice?

Perhaps Mr. Brown should recall these comments by himself and other Democrats:

Governor Brown, September 28, 1960 (Los Angeles)

"If ever there was a time in our nation's history when debate must be full and searching....this is such a time. We must probe deeply and inquire fully into the troubles that have beset us."

President Kennedy, September 23, 1960 (Denver, Colorado)

"There are those who say that this kind of talk creates disunity in the eyes of the world leaders who are gathered in New York. But it was a great American and a great senator who once said 'If you permit appeals to unity to bring an end to criticism, we endanger not only the constitutional liberties of our country but even its future existence.' Those words were spoken in 1951 by Senator Robert A. Taft and I commend them to his successors."

Former President Woodrow Wilson (World War I)

"While exercising the great powers of the office I hold, I would regret in a crisis like the one through which we are now passing to lose the benefit of patriotic and intelligent criticism."

10/28/62

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STATEMENT BY  
STATE SENATOR JOHN F. McCARTHY  
Marin County  
Senate Republican Floor Leader

FOR IMMEDIATE RELEASE

"Richard Nixon last night joined with state, national and international leaders in urging support of the President in this time of crisis. He called for a unified front to Khrushchev and the world.

"Governor Brown, however, in a desperate and contradictory attempt to capitalize on the Cuban crisis, today said former Vice President Nixon has no right to address Californians on the Cuban situation.

"It is appalling that Edmund Brown, now a self appointed guardian of who has the right to practice freedom of speech and who does not, should venture forth as censor, critic and savior of the national unity.

"After hurrying to Washington for a Cuban cram course, our confused Governor now says the only person who has the right to speak is the President himself, and occasionally perhaps Pat Brown.

"One day Brown is charging that Mr. Nixon is not sticking to state issues, and the next day he is in Washington hoping someone will ask his opinion on how to handle Cuba.

"When he returned to California today to find that Mr. Nixon had not only presented a seven-point action program for state civil defense, but gone on statewide television to urge Californians to support the President, he desperately decided to cancel most of next week's appearances and advocate silence from everyone.

"His remarks also suggest that he feels no one other than the President should 'presume' to offer intelligent and constructive views in time of crisis.

"As a senior member of the California Senate, I know very well the need for discussion, suggestion and opposing viewpoints at all times.

"If ever opinions are needed, it is in times such as these when we must speak to our enemy as one, but think and reason among ourselves as individuals."

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

PROGRAMS FOR A GREATER CALIFORNIA  
Text of Statewide Radio Address  
by RICHARD NIXON  
October 28, 1962

FOR RELEASE - Monday  
October 29, 1962

At this time of world crisis, when the Communists are stepping up their activities abroad, it is more important than ever before that we strengthen freedom at home.

As J. Edgar Hoover pointed out earlier this month, "We cannot defeat communism with socialism, not with secularism, nor with pacifism, nor with appeasement or accommodation. We can only defeat communism with true Americanism."

California, as the first State in the nation, now has the opportunity to become a model among the states of how free men, relying on free enterprise and free institutions, can create better and fuller lives for all our citizens.

In stark contrast to the empty message of communism, let me set forth my "12 Goals for Californians."

1. One Million New Jobs

In the next four years, my goal is one million additional jobs in our state.

Every Californian -- the thousands streaming into our state each day, the 323,000 now unemployed, the thousands seeking better jobs -- all deserve an opportunity to earn a decent living.

To make the jobs that Californians must have in the next four years will require \$20 billion in new business investment -- twice as much as we are now getting.

I propose to get this new job-producing capital -- to upgrade California from ninth to first in new plant expansion -- by organizing a "California Crusade for New Business Investment."

As Governor, I will mobilize the talented manpower, supported by sufficient funds, to aggressively sell our state's tremendous

industrial advantages to out-of-state business leaders.

## 2. Tax Reduction

In the next four years, my goal is to see that Californians spend less in taxes so that they will have more to spend as they see fit.

I will start by pledging that taxes will not continue to skyrocket; that there will be no tax increase in the next four years.

I will also bring immediate tax reform to California which will encourage industries to expand employment, investors to put their money in California's industries, and businesses to accelerate job-producing research and development.

This program, combined with a detailed plan to cut the cost of government, is the most responsible assurance a public official can give that taxes will be reduced at the earliest possible date.

To promise more, at a time when my opponent's platform calls for additional state spending of \$1.36 billion in the next four years, would be demagoguery.

No politician ever made a promise that he didn't keep by first taking the money out of the peoples' pockets in taxes. My promise to you is that I will not spend your tax money without first making certain that a program is necessary and that government, rather than private enterprise or private group action, must necessarily do the job.

## 3. Cut the Cost of Government

My goal for Californians in the next four years is to give our state a government that fulfills the necessary services without waste, frills or costly empire-building.

I will start by cutting \$50 million from the cost of government next year.

And in the four years ahead, I pledge that there will be no increase in state spending per capita and no increase in the state's bonded debt per capita.

We must reverse the trend that has seen state spending rise more than four times faster than the population has increased. And the sooner this is done, the sooner Californians will be relieved of the heaviest tax burden in the nation.

4. First in Crime Prevention

My four-year goal for Californians is to make our homes and streets the safest in the nation.

My program to fight crime in California is designed to reduce the vicious narcotics traffic by 75%, the crime rate by 10% and juvenile delinquency by a minimum of 12%.

This can be accomplished by giving strong backing to our dedicated local law enforcement officials -- the best in the nation; by a realistic and long-overdue legislative program in such fields as search and seizure laws, protecting the identity of informants and cracking down on the pornography traffic; by supporting capital punishment and extending the death penalty to big-time dope peddlers; and by appointing a top-level Governor's Council on Crime Prevention and Law Enforcement that will coordinate the fight for a safer California.

5. The Safest Highways in the Nation

My goal for Californians in the next four years is to transform our highways into the safest in the nation.

Californians deserve a far greater respect for their lives and their property on the highways.

Through a strong five-point highway safety program, such as the one now in effect in Connecticut, I will be able to reduce highway accidents by 10% and highway deaths by 20%.

More than 25,000 people have been killed on our highways in the last six years -- the worst record of highway fatalities in the nation. This is senseless manslaughter. It can be prevented by forceful state leadership.

6. The Face of California

My goal, as Governor, is to preserve and improve the Face of California -- the natural and man-made beauty of our state.

Californians deserve to have an attractive and pleasant place to live and work.

While our highway program is vital to the growth of the State, it must move forward with greater consideration for the wishes of the people it most directly affects. To this end, I have proposed a series of guidelines and procedures to insure that local citizens are given a complete hearing by an impartial examiner so that such

factors as scenic beauty, recreational areas and historic landmarks are given full weight in proposed freeway construction.

The same considerations must also be followed in choosing locations and designs for state buildings.

Californians also deserve strong state leadership to lick the smog problem, to bring rapid transit to the State, and to end the careless damage to our state's forests. In all these areas, I have detailed programs to make California a model for the nation.

#### 7. The Quality of Education

My four-year goal is to assure all the young people of California a quality education that will give them an equal chance at the starting line.

We cannot afford to allow one child in our state to be without textbooks, to attend half-day sessions, or to be short changed by a crowded classroom and an overburdened teacher.

Our system of local school districts is the best means that has ever been found of tailoring education to meet local living conditions. The State has an obligation to strengthen this system by giving the local school districts adequate funds, by paying for state-imposed costs, and by providing a multiple choice of textbooks.

#### 8. Fighting Communism

Especially at a time when the Communists have stepped up their activities abroad -- in Cuba, Berlin and Southeast Asia -- our goal in California must be to intensify our opposition to communism at home.

We owe our young people the best education in the nation on the meaning and tactics of communism and the alternatives of freedom.

I also believe that we should not dignify Communists with a forum on the campuses of our tax-supported colleges and universities. It is a Communist tactic to lie to further his cause, just as Khrushchev and Gromyko lied to our President about the Soviet missile build-up in Cuba. A free educational system, dedicated to the truth, should have no place for speakers who vow to overthrow our Constitution by any means that serve their ends.

For this reason, I favor barring from our state campuses any individuals who refuse to testify before a legislative committee investigating communism or who refuse to comply with the Subversive

Activities Control Act of 1951, the basic anti-Communist law of the land, which I helped to write.

9. Civil Defense

We can expect to live with the Cold War for a long time. But we must also calmly face the possibility that it could become a hot war.

If we set for ourselves the goal of having a fully adequate Civil Defense program, we will also be building another deterrent to aggression. For if the Communists know that we have the capacity to absorb an attack and still fight back, they will be less willing to risk war in the first place.

This is why I have been calling for stronger Civil Defense measures in California since October, 1961. We will soon become the first state in population, yet our Civil Defense preparations lag way behind those already taken by New York.

Dynamic leadership from the Governor's office can give Californians the protection they deserve in the areas of shelters for schools, communities, state buildings and industrial plants.

10. New Dignity for Senior Citizens

The goal of any State that is dedicated to Christian principles must be to honor our elderly.

California's senior citizens deserve to have the opportunity to lead useful and meaningful lives.

Yet unfortunately today inflation has hit hardest at those who are retired and live on a fixed income.

My program calls for tax reforms to help the elderly, medical care through a government-supported voluntary health insurance plan, a new agency to assist in providing adequate housing for the elderly, a strengthened pension system by getting young chiselers off of public assistance, and a bold new program called "The California Legion of Service."

The "CALegion" will be a statewide voluntary program to mobilize the great talents, skills and training of our senior citizens. By giving them the opportunity to help train young people, particularly the youth who have inadequate schooling, we will give our older citizens a chance to serve our state and to serve the future.



11. A Prosperous Agriculture

My goal is to give a square deal to our state's number one industry -- agriculture.

California's farmers deserve to have a government that will appoint the best qualified appointees to deal with their problems, regardless of party label.

Farmers also deserve an administration that will assist them in getting the supplemental labor needed at harvest time -- and not just support them at election time. Our state cannot afford to allow crops to rot in the fields because of phony labor disputes and bureaucratic harassment.

California must also have a Governor who has the knowledge of world bargaining tables to fight to keep our farm products from being put on the international auction block by State Department negotiators under the new trade program.

12. Equal Opportunity

My goal as Governor will be to make California into a true opportunity state.

A growing, building California cannot afford to lose the abilities of hundreds of thousands of our citizens who are not now getting the opportunity to work in jobs worthy of their capacities and their training.

It is simply not in the best interests of our state to deny jobs to any Californian because of race, color, religion or any other factor that has nothing to do with how well a man can do a job.

Our FEP law, at best, is a very inadequate answer to this major problem. As Governor, I will see that this law is effectively administered. But we must also recognize that mere compliance with the letter of a law is not the best way to tap the tremendous resources of manpower and skill that are lying dormant because of discrimination.

Therefore, as Governor, I will appoint a Council on Equality of Opportunity with Lt. Governor George Christopher as Chairman which will take the initiative in bringing labor and management leaders together to find voluntary means to open up equal opportunities for jobs, promotion and training.

This Council will be modeled on the President's Committee on Government Contracts, which I had the honor to head from 1953 through 1960. Our success in Washington will help make major break-throughs in the fight against discrimination in California.

# # # #

These are "12 Goals for Californians" -- important parts of 21 detailed "Programs for a Greater California" that I have presented in this campaign.

In my effort to bring these programs to you -- the voters of California -- I have travelled more miles; seen more people; been heard by more people on television, radio and in person, than any other state candidate in California's history.

I am grateful for the enthusiastic response my programs have received. From all indications, I am confident that on November 6th, the voice of the people will ring out of the West, saying to our listeners throughout the nation, "We, the people of California, with a great tradition of seeking opportunity, with a true frontier spirit, cast our vote for free enterprise, self-reliance, local responsibility, and for the best state government in America."

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn--Ron Ziegler

Remarks by RICHARD NIXON  
Win With Nixon Rally  
Vallejo  
October 26, 1962

FOR RELEASE AM's  
10/27/62

At this time of crises, the need for education on the meaning and tactics of communism has never been clearer. No nation ever beat an enemy through its own ignorance.

Traveling throughout the state and nation, I have found that America's weakness is not too much patriotism or too little patriotism but too little knowledge about communism.

Every high school football team scouts its opponent before the big game--learning and analyzing the strong and weak points of its opposition. The struggle with communism is no game, but it takes no less advance knowledge.

I want California's young people to have the best anti-communist education in the nation. This is why I give high priority to a mandatory high school course, under local school district supervision, and offering a multiple choice of textbooks. If our students were required to read either J. Edgar Hoover's "The Study of Communism" or Roger Swearingen's "The World of Communism", they would not be surprised that Khrushchev and Gromyko lied to our President about the soviet missile buildup in Cuba.

Any education on communism must also teach the alternative of freedom. For, as J. Edgar Hoover wrote in his book, "The ultimate guarantee against communism encroachment is a deep and abiding awareness on the part of each citizen that freedom is inherently superior to communism."

But teaching about communists doesn't mean having communist teachers. A free educational system founded on the truth has no place for anyone who is sworn to lie for his cause.

-MORE-

According to the specific criteria I have proposed, no individual who has refused to testify before a legislative committee investigating communism or who has refused to register under the Subversive Activities Control Act would be allowed to speak on the campus of a tax supported institution.

It is no secret that the communists have intensified their activities to attract young people to their cause. The Moscow Declaration of 1960 stated, "There are new opportunities now to draw the younger generation into the struggle for peace and democracy and for the great ideals of communism."

Just as we owe our troops the best weapons available in any armed conflict with communism, so too do we owe our young people the best education on communism so that we will also win the ideological struggle.

Communists are taught to bide their time. A defeat in Cuba or Berlin will only be a pause in the coming generation of ideological, political and military warfare that we must expect.

This is why we must now calmly discuss the best way to educate our youth against communism. It would be a mockery of the American system to remove one of the most crucial areas of concern from public debate. I fully agree with Mr. Brown's statement during the 1960 campaign, when the communists were stepping up activities in Quemoy and Matsu, that "if ever there was a time in our nation's history when debate must be full and searching--this is such a time. We must probe deeply and inquiringly into the troubles that have beset us."

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

*Holden*  
Remarks by RICHARD NIXON  
Win With Nixon Rally  
Vallejo  
October 26, 1962

FOR RELEASE AM's  
10/27/62

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# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement of  
RICHARD NIXON  
San Diego  
October 27, 1962

FOR RELEASE - SUNDAY AM's  
October 28, 1962

The Cuban crisis points up the fact that Californians must have an accelerated and improved Civil Defense program.

As I said in a major speech in San Diego in October, 1961, our goal as the first state in the nation, must be to have the best program in the nation to assure the safety of all our citizens in the event of a nuclear attack.

The existing program in New York demonstrates what decisive leadership from the Governor's office can accomplish. In every area of Civil Defense preparations, we now lag way behind New York. As we pass New York in population, every Californian also wants to pass New York in Civil Defense and all other areas of vital concern.

I want to make it clear that under no circumstances should we have a "panic" program. Nothing could be more foolish than for people to rush out and buy inadequate shelters for their back yards.

Therefore, to assure the safety of all Californians, this is the seven-point action program I will take as Governor to improve Civil Defense and to provide maximum protection within the resources we have available.

1. School Shelters

I will ask the Legislature to permit the use of school bonds for building dual purpose shelters in public schools.

Under this plan, it will be financially possible to design and construct gymnasiums and other school buildings so that they can protect our children in the event of attack.

2. Community Shelters

I will work with the local communities to revise building codes and specifications to permit community shelter construction.

I will also encourage communities to build shelters as voluntary group projects. A Gallup Poll in December, 1961, showed that the public is willing to support such community efforts. Sixty-two percent said they would be "willing to work a day or two on weekends" and 19% said they would be willing to "give one or two days pay."

### 3. Shelters in State Buildings

Whenever possible, I will see that shelters are made a part of the design of new state buildings.

I will also encourage local governments to incorporate shelters in their building plans.

### 4. Shelters in Industry

In all parts of the country, business leaders have been studying programs to provide shelters for their workers. Many have already made important contributions to assure the safety of their workers in the event of attack.

Strong, dynamic leadership from the Governor's office will greatly accelerate such programs.

### 5. Stocking of Shelters

We must immediately see that all existing shelters are stocked with a minimum two week supply of canned food, fresh water and medical supplies.

Where it is found that such supplies are now sitting in Federal warehouses, we must take prompt action to have them moved into designated shelter areas. We should survey other possible storage areas.

### 6. Public Information and Training

We must speed up our public information and training program.

The first Annual Report of the California Disaster Office, published in 1959, called for a program "to train and educate every Californian in what he should do to protect himself and his family during any kind of disaster."

Two years later, at the end of June, 1961, only one Californian out of every 5,000 had taken the prescribed 12 hour adult education course. This was one-fourth of the national average on a per capita basis.

7. Shelter Standards and False Advertising

We must have strict enforcement of both shelter standards and advertising standards to prevent people from being misled in the highly technical field of shelter construction.

A year ago, the Attorney General had to investigate fifty cases of suspected fraud in construction, design or advertising.

This sort of callous deception can be prevented by having the Disaster Office carefully define and strictly enforce the terms that can be used in advertising shelters.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

*Waldman*

**TO: News Directors**

**FROM: Sandy Quinn, Nixon for Governor News Bureau**

**SUBJECT: Film Clip**

Enclosed is a 44-second sound on film statement from Richard Nixon.

The former Vice-President's statement concerns the Cuban crises.

It is for release Friday, October 26, however, it is timely for release over the weekend as well.

-30-

10/26/62

- Haldeman

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

FOR RELEASE SUNDAY  
October 28, 1962

"We need Mr. Nixon's leadership and international experience in these perilous times", declared W. H. "Reg" Regelin, head of the Senior Citizens for Nixon Committee at Rossmoor Leisure World, the Nation's largest community of retired persons.

"Dick Nixon", Regelin stated, "has earned the support of our older citizens on the basis of past performance and his program for the future. During his years in Congress and also during the Eisenhower-Nixon administration he supported increased payments and extended benefits under the Social Security Program. His plan for the next four years will enable our older citizens to manage their own affairs and to have new dignity, happiness and comfort.

"His plan calls for tax reforms, improved medical assistance, better administration of welfare programs without cutting one cent from assistance to the aged, the blind or the handicapped, development of more moderately priced housing, and the mobilization of the talents and wisdom of our senior citizens in a California Legion of Service.

"As loyal Californians we are interested in good government in California. Mr. Nixon will kick the second raters and political hacks out of Sacramento and put in a team of the best executives and technicians in the state regardless of party affiliation.

"We are deeply resentful of the malicious and unscrupulous campaign of falsehoods and distortions being conducted against Mr. Nixon by such self-appointed spokesmen for senior citizens as George McLain. I am happy to report that such tactics are boomeranging. Thoughtful people are aware of Dick Nixon's record of progress and of his deep concern for the special needs of our elderly citizens."

Regelin and Sam Dean are co-chairmen of the Nixon Senior Citizens Committee. Regelin, a retired businessman served in World War I and II, and is Commander of the Leisure World Chapter of Veterans of World War I. Dean is a retired Marine. He is a veteran of World War I and II and also served in the Korean conflict.

Regelin stated that the committee is making an appeal to senior citizens throughout the state in an effort to counteract the smear campaign against Nixon and to tell the true story of Nixon's interest in senior citizens problems.

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

REMARKS BY RICHARD NIXON  
Win with Nixon Rally  
San Mateo, California  
October 25, 1962

FOR RELEASE:  
FLAT AM, October 26, 1962

We are living in a moment of great crisis for the United States and the world. The times call for calm, strong, forceful leadership by all persons in positions of authority.

The Cuban situation now transcends partisan debate. Whatever arguments may have been, now that the course of action has been decided, now that the prestige of the United States has been committed, we must speak with one voice to the world.

It is easy to become uninformed, emotional, excited and start runs on gasoline stations and grocery stores. But we must not panic. We must keep our heads, for you can be sure Khrushchev is watching how Americans react. If we can't take it, he will provoke us all the more.

While the situation is grave, and involves serious risks, we must view it calmly and in perspective. Clearly the President could not have acted otherwise. He deserves our full support. For to have Castro controlling powerful weapons of destruction would be a frightful thing. Castro, compared to Khrushchev, is a madman.

I know Khrushchev. He is not a man who is a slave to his passion. He uses rather than loses his temper. And he will not risk Moscow to save Havana.

The greatest danger to the cause of freedom today is not defeat in war, but defeat without war. Forty-five years ago Communism was a cellar conspiracy. Now, through revolution, subversion and coup d'etat, the Communists control one-third of the world.

Communists look at the world in terms of a century and they are willing to wait. They think they are strong and we are soft. But the greater likelihood is that when Khrushchev is put to the point of no return he will back down.

Americans must accept the cold war as a way of life. Today the battlefield is Cuba. Tomorrow it may be southeast Asia or Berlin.

One of the great marks of America is that we have never in our history discontinued political discussion, even when we have been at war. For us to follow any other practice, especially when not at war, would be out of character with the American tradition. This is a time for us to strengthen our understanding and devotion to our own ideals.

We must not play the Communists' game - either out of fear or ignorance. When our belief in free enterprise, decentralized government, voluntary action and other political debates can keep us free and alive, those who rally to the banner of "Better Red than dead" are either fools or cowards.

*Richard Nixon*

REMARKS BY RICHARD NIXON  
Win with Nixon Rally  
San Mateo, California  
October 25, 1962

FOR RELEASE:  
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# NIXON FOR GOVERNOR

## NEWS RELEASE



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

**TO: Television News Directors**  
**FROM: Sandy Quinn, Nixon for Governor News Bureau**  
**SUBJECT: Film Clips--Woodbury College**

Enclosed is a 35-second silent film clip of Richard Nixon's visit today (Thursday) to Woodbury College in Los Angeles. The former Vice President addressed the college student body at 10:00 a.m.

Referring to the Cuban crises, Nixon told his collegiate audience that "this is a time to keep our heads and not panic. It is a time for strong forceful and calm leadership of America. It is the time to strengthen our understanding and devotion to our own ideals.

"We are on the right side and when people are on the right side, and know why, they will always defeat the forces of evil. When Khrushchev is put to the point of no return he will back down."

-30-

10/25/62

1 Truth Squad  
otel  
o, California

FOR IMMEDIATE RELEASE  
October 24, 1962

SACRAMENTO--In its first press conference today, the Nixon Truth Squad accused Governor Brown of conducting a "hit and myth" campaign against his opponent with myths that have no basis in reality. The truth squad, which earlier today accused Brown of being a "political litterbug who has left a disordered trail of half-truths and innuendoes" released a list of ten major Brown "myths" which the squad plans to refute in dogging the Governor on his campaign travels. Senator John F. McCarthy, truth squad leader, stated, "Since Governor Brown has refused a face-to-face confrontation on the issues, we have been forced to take this means of countering his claims. We challenge him to refute the facts we place before the Sacramento public when he arrives later today."

Major Brown Myths and their answers as released by the truth squad:  
Myth 1: "There have been no new taxes in three years."

Truth: A "balancing account tax" passed by the 1961 legislature will cost California employers an additional \$160 million this year. That is a tax on everyone since these costs in many cases will be passed on to consumers. This is in addition to the 1959 Brown tax program, the largest tax increase in the history of any state -- which has brought in nearly a billion dollars in increased revenues.

Myth 2: "The master plan for higher education is a Brown invention."

Truth: The master plan for higher education represents decades of bipartisan planning going back to 1899. Principal architects of the plan were Assemblymen Dorothy Donahoe, Democrat, now deceased, and Ernest Geddes, Republican, now retired. Most of the actual work was done during the Knight Administration.

Myth 3: "The California Water Plan is a Brown achievement."

When he campaigned for it in 1960, Brown stated:

"I think it is important that we remember that the water program embodied in Proposition One was conceived and initiated in the Republican Administration of Governor Earl Warren. It was perfected in a multitude of ways during the . . . administration of Governor Goodwin Knight."

Myth 4: "California is a mecca for industry."

Truth: The Sunday, October 14, issue of the Daily Oklahoman of Oklahoma City states that a team of Oklahoma businessmen found that in California "Oklahoma now looks to industrialists as the great vineyards of California once looked to displaced Oklahoma farmers." The leader of that team, J. B. Martin, of Miami, was quoted as saying of Los Angeles: "The tax situation here is just eating up business, and it wants to get out."

It looks as if California has now become the dustbowl, at least for industry.

Myth 5: "The toughest and most advanced narcotics laws in the nation are the result of Brown leadership."

Truth: Brown fought similar laws in the 1959 and 1960 session of the legislature, until overwhelming public pressure forced him to act in 1961. In 1960, he placed "testing of the juice of fresh grapes" on the agenda for the special session of the legislature, but turned down all pleas to do the same with narcotics.

Myth 6: "Nixon will censor school textbooks."

Truth: There has never been a Nixon statement relating to the personal censorship of school textbooks, and we challenge Brown to produce one.

Myth 7: "The consumer counsel was necessary to protect consumers from retail frauds."

Truth: There were already six agencies engaged in consumer protection at the time Brown created the consumer counsel, including the

Consumer Frauds Division of the Attorney General's Office. The consumer counsel has not uncovered one case of consumer fraud.

Myth 8: "Nixon will use Sacramento as the road to the White House."

Truth: Brown has used this myth in both of his campaigns for governor, accusing his opponents of not being interested in California. Brown, however, repeatedly made "his" availability known after his election, until one-half vote at the 1960 convention put an end to this. By inviting the Republican contenders into the state in '64, Nixon has effectively taken himself out of the race, even as a "favorite son" candidate.

Myth 9: "Brown has balanced all four of his budgets."

Truth: Brown has balanced his budgets only at the expense of doubling the authorized debt on the taxpayers of California. His current budget will be balanced only if the voters approve Proposition 1-A on the ballot.

Myth 10: "Nixon's budget cuts would curtail welfare."

Truth: Members of Governor Brown's own party have insisted that removing chiselers could save millions in welfare without reducing payments to deserving recipients. A case revealed in Los Angeles this week cited thousands upon thousands of dollars in medical and dental frauds. Republicans introduced the basic welfare laws of this state under Governor Merriam in the mid-thirties. Nixon will give better administration without removing one deserving child, or widow, or old person from the rolls.

\* \* \*

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

FOR IMMEDIATE RELEASE

Mrs. Richard (Pat) Nixon will be hosted by eight areas in the east San Gabriel Valley Thursday, November 1, for a community reception.

The "Chat With Pat" will be held from 2 to 4 p.m. in the home of Mrs. J. R. Davis, 1501 E. Vine Street, Covina. The public is invited. Invitations are not required and refreshments will be served.

The festive affair will be held under the auspices of the East San Gabriel Valley Republican Women's Club. Participating will be delegations from Azusa, West Covina, San Dimas, La Puente, Baldwin Park, Covina, Glendora and Charter Oak,

With Mrs. Nixon will be Mrs. Hannah Weegar, 80, of West Covina. She has been active in Nixon's campaigns since the start of his political career.

"Pat" Nixon has been making scores of public appearances up and down the state to aid her husband's campaign for Governor of California.

She is rated one of the best informed women in the country, having traveled extensively with her husband at home and abroad when he was Vice President of the United States. Large crowds have turned out to welcome her at every appearance.

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10/25/62

Statement by RICHARD NIXON  
before Joint Pico Rivera Service Clubs  
October 25, 1962  
12 Noon  
at Romata Inn  
Pico Rivera, California

FOR FIAT PM RELEASE  
Thursday  
October 25, 1962

In a period when the Communists are stepping up their activities abroad, we often lose sight of what will ultimately win the struggle for freedom.

People will choose freedom because it upholds the dignity of man. And nowhere is this more evident than in voluntary actions as represented by service clubs, church groups and other non-governmental organizations. No such private actions are allowed in a dictatorial-totalitarian society.

This imposes the responsibility on us to develop the full potential of our voluntary agencies.

One area in which citizen organizations can make a great contribution to the fight against communism is in crime prevention and upholding respect for the law.

As J. Edgar Hoover has pointed out, communism always starts by undermining respect for officers of the law and by downgrading those who are responsible for law enforcement. It is a standard Communist tactic to raise the cry of police brutality, whether or not it is justified.

It is time for responsible citizens to fight back--to speak up when peace officers are unfairly attacked; to point up cases where they are doing a good job; and to step up local voluntary activities to prevent crime, especially in the field of curbing juvenile delinquency.

Law enforcement is government's business, but crime prevention is everybody's business.

Government must intensify its support of our dedicated local law enforcement officers--both with legislation and recognition.

This is why I have proposed an eight-point action program that includes a top level Governor's Council, the death penalty for big-time dope peddlers, new legislation to re-define search and seizure laws and to protect the identity of informants, who are essential to narcotics cases, and "Annual California State Awards for Excellence in Local Law Enforcement."

Candidates for these awards--"Oscars" for crime-fighting--will be nominated by local citizens' groups, newspapers and local government. The awards will be a dramatic way of saying to our outstanding peace officers, "We, the people of

California, are 100 percent behind you; we admire and respect you; and we appreciate the sacrifice you are making to insure our safety."

As J. Edgar Hoover said earlier this month, "The fight against crime and Communism can be won, and it will be won with the help of every decent American citizen. No individual in this great land of ours should underestimate the importance of his or her role."

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**

III-

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

News Bureau: Sandy Quinn--Ron Ziegler

**RICHARD NIXON  
PERSON-TO-PERSON CAMPAIGN SCHEDULE**

Thursday, October 25 - Sunday, October 28, 1962

Tentative Schedule - Monday, October 29 - Saturday, November 3, 1962

Thursday, October 25

LOS ANGELES - VENTURA - SAN MATEO

10:00 a.m. Arrive Woodbury College to address student body - 1027 Wilshire Boulevard, Los Angeles. Phone (HU 2-8491)

ADDRESS BY RICHARD NIXON

\*Press transportation for the day will begin at Woodbury College (1027 Wilshire Boulevard, Los Angeles.)

11:15 a.m. Depart Woodbury College for Romata Inn, Pico Rivera, 6500 block, Rosemead Boulevard.

11:55 a.m. Arrive Romata Inn, Pico Rivera for joint Rotary Clubs luncheon address (clubs represented: Norwalk, Downey, Whittier, Santa Fe Springs and Pico Rivera).

ADDRESS BY RICHARD NIXON

1:40 p.m. Depart Romata Inn for Long Beach Airport

2:20 p.m. Takeoff for Oxnard Municipal Airport in route to Ventura Win with Nixon Rally.

2:50 p.m. Arrive Oxnard Municipal Airport

3:25 p.m. Arrive Ventura County Court House for Win with Nixon Rally -- Junction of California & Poli Streets.

ADDRESS BY RICHARD NIXON

4:00 p.m. Depart Rally for Oxnard Airport

4:30 p.m. Takeoff for San Francisco International Airport (Butler Aviation) in route to San Mateo Win with Nixon rally.

6:00 p.m. Arrive San Francisco International Airport (Butler Aviation)

-more-

6:40 p.m. Arrive Villa Hotel, San Mateo - for staff work - 4000 South El Camino Real (551-0966).

8:00 p.m. Depart Villa Hotel for San Mateo Win with Nixon Rally - San Mateo High School Auditorium 63 North Delaware Street (Diamond 4-2561).

ADDRESS BY RICHARD NIXON

\*Note: Richard Nixon concluded his 1956 Vice Presidential campaign in this auditorium.

9:30 p.m. Depart Rally for Villa Hotel.

REMAIN OVERNIGHT

Friday, October 26

FREMONT-HAYWARD-SAN LEANDRO-SAN RAMON-PITTSBURGH-VALLEJO-ORANGE COUNTY

8:30 a.m. Drop by IATSE (International Alliance of Theatrical Stagehand Employees). Breakfast at Villa Hotel, San Mateo.

9:05 a.m. Depart Villa Hotel for Fremont Win With Nixon Rally.

9:40 a.m. Arrive Fremont Win with Nixon Rally - Lucky Store Shopping Center - 110 Center Square.

10:15 a.m. Depart Rally for Hayward Rally.

10:40 a.m. Arrive Hayward Win with Nixon Rally - Hayward City Library - 22737 Mission Boulevard.

11:25 a.m. Depart Rally for San Leandro Win with Nixon Rally, for San Leandro Library, Estudillo St.

11:50 a.m. Arrive San Leandro Win with Nixon Rally.

12:30 p.m. Depart Rally for San Ramon Village.

1:05 p.m. Arrive San Ramon Village for Win with Nixon Rally. San Ramon Village Shopping Center, Amador Boulevard.

1:45 p.m. Depart Rally for Aerojet Plant - San Ramon.

2:10 p.m. Arrive Main Gate, Aerojet (end of Fosteria) for Win with Nixon Rally (Contra Costa County)

2:45 p.m. Depart Aerojet for Walnut Creek Inn, Walnut Creek.

3:10 p.m. Arrive Walnut Creek Inn for staff work.

4:10 p.m. Depart Walnut Creek Inn for Pittsburgh.

4:35 p.m. Arrive Pittsburgh for Win with Nixon Rally - Railroad Avenue & Fifth Street.

5:20 p.m. Depart Rally for Vallejo.

6:15 p.m. Arrive Kentwig Lodge, Vallejo for staff work.

7:55 p.m. Depart Kentwig Lodge for Hogan Senior High School.

8:05 p.m. Arrive Vallejo Win with Nixon Rally - Hogan Senior High School Auditorium - 850 Rosewood Avenue.

ADDRESS BY RICHARD NIXON

9:00 p.m. Depart Rally for Napa County Airport.

9:15 p.m. Arrive Napa County Airport.

9:30 p.m. Take off for Orange County Airport en route to Disneyland Hotel for Overnight.

11:30 p.m. Arrive Orange County Airport.

11:50 p.m. Arrive Disneyland Motel - 1441 South West Street, Anaheim.

REMAIN OVERNIGHT

Saturday, October 27

10:00 a.m. Depart Disneyland Motel - 1441 South West Street, Anaheim (MA 5-1369).

10:15 a.m. Arrive Knott's Berry Farm for Orange County Central Committee meeting.

10:45 a.m. Depart Knott's Berry Farm.

11:00 a.m. Arrive Disneyland Motel for staff time.

12:05 p.m. Depart Disneyland Motel for Orange County (Santa Ana) Airport.

12:50 p.m. Takeoff for Palm Springs Municipal Airport.

1:20 p.m. Arrive Palm Springs Municipal Airport.

2:05 p.m. Arrive Palm City Community Center Building

REMARKS BY RICHARD NIXON

2:50 p.m. Depart Palm City for Palm Springs Municipal Airport.

3:30 p.m. Takeoff for El Centro, Imperial County Airport.

4:00 p.m. Arrive El Centro, Imperial County Airport.

4:15 p.m. Arrive California Mid-Winter Fair Grounds, Grand Stand Section, for Win with Nixon Rally.

ADDRESS BY RICHARD NIXON

5:00 p.m. Depart Fair Grounds for El Centro, Imperial County Airport.

5:15 p.m. Takeoff for San Diego - Lindbergh Field.  
5:45 p.m. Arrive San Diego, Lindbergh Field (Fisher Aircraft).  
6:15 p.m. Arrive Mission Valley Inn for staff time. 857 West Camino del Rio (on US 80 Frontage Road) - Phone: CYpress 8-8281.  
10:45 p.m. Depart Mission Valley Inn.  
11:00 p.m. Arrive Station KOGO, Channel 10, Regis Philbin Program - Highway 94 and 47th Street (CO 2-2421).  
11:30 p.m. RN appearance on Regis Philbin Show - KOGO - Channel 10.  
12:20 a.m. RN concludes appearance on Regis Philbin Show.  
12:40 a.m. Depart Station KOGO for Lindbergh Field.  
1:10 a.m. Takeoff for Los Angeles International Airport - Garrett Airesearch.  
  
\*Press transportation from airport to downtown Los Angeles will be provided.

Sunday, October 28

5:30 p.m. ABC Press Conference - ABC Studios, Los Angeles.

FLY TO BAY AREA FOR OVERNIGHT - EARLY EVENING

\*\*TENTATIVE SCHEDULE

Monday, October 29 - Saturday, November 3, 1962

Monday, October 29

11:30 a.m. Sacramento Aerojet Appearance.  
3:30 p.m. Hollister Win with Nixon Rally.

FLY BACK TO LOS ANGELES - LATE AFTERNOON

Tuesday, October 30

3:00 p.m. Ontario Win with Nixon Rally.  
8:00 p.m. East Los Angeles Junior College Win with Nixon Rally.

Wednesday, October 31

Morning San Fernando Valley

3:30 p.m. Lodi Win with Nixon Rally.  
7:30 p.m. Santa Rose Win with Nixon Rally.  
REMAIN OVERNIGHT - San Francisco

Thursday, November 1

12:00 noon Roseville Win with Nixon Rally.  
8:00 p.m. Cerritos College Norwalk Area Win with Nixon Rally.

FLY TO SAN JOSE - FOR OVERNIGHT

Friday, November 2

Morning Bus tour of Santa Clara County  
FLY TO SAN DIEGO  
Evening Chula Vista Win with Nixon Rally.

FLY TO LOS ANGELES

Saturday, November 3, 1962

Evening Los Angeles Telethon, Station KTTV (Channel 11)  
Van Ness and Sunset (HO 2-7111)

\*\* Detailed schedule will be forwarded in few days. For information contact Nixon for Governor News Bureau, DUNKIRK 5-9161.

# NIXON FOR GOVERNOR

# NEWS RELEASE



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

Herbert G. Klein, Press Secretary

For Release Friday, Sept. 7

## Tentative Kick-off Schedule

(Newspaper-radio-television representatives who wish to travel on all or part of the kick-off tour should contact the Nixon for Governor News Bureau at DU 5-9161, Los Angeles, regarding details and accommodations.)

Richard Nixon will kick off his "person-to-person" campaign for Governor by traveling more than 2050 miles throughout the state in a four-day swing which begins Wednesday, September 12.

His initial "border to border" campaign tour includes rallies and informal appearances in more than ten major California cities, beginning with a huge send off at the Los Angeles County Fair Grounds in Pomona on Wednesday morning.

During the four days, Nixon, accompanied by his wife, Pat, will visit San Diego, Sacramento, Oakland, Eureka, Chico, San Francisco, Turlock, Lancaster, and communities in Los Angeles county.

## WEDNESDAY, SEPTEMBER 12

(Bus will pick up traveling press at 8:00 a.m. at the Grand Street entrance of the Biltmore Hotel in Los Angeles. Baggage truck will depart same location for Ontario Airport)

- 9:00 a.m. POMONA KICK OFF RALLY  
Los Angeles County Fair Grounds Pavilion, Pomona
  - 10:15 a.m. Depart Pomona rally for Ontario Airport
  - 11:00 a.m. Depart Ontario Airport for San Diego
  - 12:00 noon SAN DIEGO "BRING A DEMOCRAT" KICK OFF LUNCH  
Grant Hotel, San Diego  
Sponsored by Republican Associates
  - 2:00 p.m. Depart San Diego lunch for Lindbergh Field
  - 2:30 p.m. Depart Lindbergh Field for Sacramento
  - 5:30 p.m. SACRAMENTO KICK OFF BARBECUE  
Helvitia Park, Yolo County  
Sponsored by Sportsmen for Nixon
  - 6:30 p.m. Depart barbecue for Sacramento Airport
  - 7:00 p.m. Depart Sacramento Airport for Oakland
  - 8:00 p.m. OAKLAND KICK OFF RALLY  
Lake Merritt Park, Oakland
  - 9:00 p.m. Depart rally for Edgewater Hotel
- (Overnite--Edgewater Hotel, Oakland.)

## THURSDAY, SEPTEMBER 13

- 9:30 a.m. Depart Edgewater Hotel for Oakland Airport
- 9:55 a.m. Depart Oakland Airport for Eureka/Arcata Airport

2-2-2 NIXON SCHEDULE

THURSDAY, SEPTEMBER 13--Cont.

12:00 noon Nixon for Governor Rally  
Eureka Shopping Area, 8th and F Streets, Eureka

2:45 p.m. Depart Eureka Inn for Eureka/Arcata Airport

3:25 p.m. Depart Eureka/Arcata Airport for Chico

4:45 p.m. Arrive Safari Motel, Chico

8:00 p.m. MASONIC CONSTITUTION DAY CELEBRATION  
Chico State College Auditorium, Chico

(Overnite: San Francisco)

FRIDAY, SEPTEMBER 14

(San Francisco morning events will be announced later)

2:15 p.m. Depart San Francisco for Modesto

3:30 p.m. NIXON FOR GOVERNOR RALLY, Turlock

4:30 p.m. Depart rally for Modesto Airport

4:55 p.m. Depart Modesto Airport for Lancaster

6:25 p.m. Arrive Antelope Valley Motel, Lancaster

8:00 p.m. NIXON FOR GOVERNOR RALLY  
Antelope Valley College Gymnasium, Lancaster

9:00 p.m. Depart Lancaster Airport for Riverside

(Overnite: Riverside)

SATURDAY, SEPTEMBER 15

Many informal headquarters and shopping center stops are being planned for Riverside County, the San Fernando Valley and Hollywood--climaxed by a rally in Panorama City. Details will be announced later.

(Bus will return to the Biltmore Hotel, Los Angeles, at the conclusion of the tour Saturday afternoon)

REPUBLICAN STATE CENTRAL COMMITTEE  
914 SOUTH OLIVE  
LOS ANGELES

FOR PMS WEDNESDAY, OCT. 24

Carl Lindstrom, a veterans leader and vice chairman of the Los Angeles County Republican Central Committee, today urged Gov. Edmund G. Brown to make his position clear on statements against J. Edgar Hoover made at a Democratic meeting.

Lindstrom referred to a statement to the 13-state Western Democratic Conference in Seattle by W. H. Ferry of Pasadena in which he accused FBI Director Hoover of "sententious poppycock" in building what Ferry called a "false legend" of Communism's strength in the United States.

"Following this statement, U. S. Attorney General Robert F. Kennedy said 'communism is a very serious threat and anyone who underestimates the danger of that threat is doing a disservice to the country', Lindstrom said.

He said that "while many patriotic Democrats took exception to Ferry's intemperate statements, we still have not heard from Gov. Brown, a leader of his party.

"Brown should clear the air by throwing his support to J. Edgar Hoover and repudiating Ferry's anti-FBI assertions."

Lindstrom also pointed out that Hoover said last July that the inclination to minimize the internal threat of communist "can have tragic consequences."

He asked, "does Gov. Brown agree or disagree with J. Edgar Hoover's warning to the nation not to minimize the domestic communist threat? This is a serious question, and the people should know how the governor stands."

FOR RELEASE WEDNESDAY AM, OCTOBER 24, 1962

STATEMENT BY H. R. HALDEMAN  
NIXON FOR GOVERNOR CAMPAIGN MANAGER  
LOS ANGELES

Throughout his speech before the Los Angeles Junior Chamber of Commerce on Wednesday, October 17, Governor Brown fearlessly challenged his opponent, Richard Nixon, to produce his plans for reforming the state government.

Typical was this statement: "I challenge Mr. Nixon here and now to produce his plan for reducing operations of our vital water department."

Governor Brown has shown unusual courage in this campaign by "challenging" Mr. Nixon. He's always "challenging" Mr. Nixon whenever Mr. Nixon is not present.

Nevertheless, the challenge is accepted. Whenever the Governor wants to challenge Mr. Nixon to his face, we are prepared to make such arrangements. Mr. Nixon is prepared to cancel all his campaign plans and -- in the American tradition -- engage in a real debate with his rival.

That's our challenge to Mr. Brown!

10-23-62

REPUBLICAN STATE CENTRAL COMMITTEE  
914 South Olive  
Los Angeles 15, California  
Betty Williams, MADison 2-6972

FOR RELEASE  
Wednesday PM's, October 24, 1962

SACRAMENTO--Calling Brown a "political litterbug who has left-a disordered trail of half-truths and innuendoes," Republican leaders today announced the formation of a "clean-up truth squad" to follow after Brown and counter his "Distortion-A-Day Campaign."

Chairman of the GOP Truth Squad Committee is Senate Minority Leader John F. McCarthy, Marin County. Others who will see rotating duty include: Assemblymen William Bagley, John Busterud, now candidate for State Treasurer, Houston I. Flournoy, Harold Levering, Don Mulford, and Howard Thelin; State Senators Vernon Sturgeon, Don Grunsky, and Robert Lagomarsino; State Central Committee Chairman Caspar Weinberger and National Committeeman Joseph Martin, Jr.

McCarthy said the truth squad would kick off its activities with a press conference in Sacramento today in advance of Brown's arrival.

"Because Brown has consistently run away from face-to-face confrontation on the issues, it has become imperative that we follow him," McCarthy said. "We couldn't allow his Distortion-A-Day Campaign to continue forever.

"We challenge him upon his arrival to explain away the new facts we will present today.

"Brown is a political litterbug, leaving a disordered trail of half-truths and innuendo across the state. Our job will be to clean up this litter and present the clean truth to the seven million voters of California," McCarthy concluded.

ASSEMBLYMAN HAROLD K. LEVERING  
MEMBER OF THE ASSEMBLY  
CALIFORNIA LEGISLATURE  
Office: GR 2-5453 - Home: GR 2-7310

FOR WEDNESDAY PM RELEASE  
October 24, 1962

State Disaster Director Allan K. Jonas, whose partisan political activity is being investigated for possible violations of the Hatch Act, was accused today of "gross negligence threatening the survival of many Californians in the event of disaster."

Assemblyman Harold K. Levering of Los Angeles said he based his charge on published reports that blood plasma purchased for civil defense medical stockpiles had been allowed to lose its potency and then had to be converted to other uses.

"Plasma and politics don't mix," Levering said.

At the same time, it was disclosed that Jonas operates an Inglewood real estate business on the side.

"This raises a serious question of possible conflict of interest. It also is additional proof of the charges that the Disaster Office is in the hands of people who are not devoting full time to preparing the state and its people against natural disaster or possible enemy attack.

A dinner brochure put out in connection with President Kennedy's visit to Los Angeles last Fall carried this advertisement: "Allan K. Jonas and Associates, Specialists in Industrial and Commercial Real Estate. Main Office: 425 E. Manchester Ave., Inglewood, Calif., OR 8-4949."

As State Disaster Director, Mr. Jonas receives an annual salary of \$17,640.

Expanding on his charge of "gross negligence" regarding the Disaster Office, Levering said:

"These are the facts: In 1952 the state purchased 38,160 units of plasma for stockpiles to be used in treating disaster victims. The cost was \$1,050,566, of which both the state and federal government paid about half. The guaranteed potency of the plasma expired in 1957.

"And," added Levering, "Governor Brown's appointee, Allan Jonas, apparently did nothing about the matter until 1961 when he turned over the questionable plasma to a

-MORE-

private laboratory in Los Angeles. The arrangement was for the laboratory to convert the plasma into serum albumen for treating shock in return for a costly by-product, gamma globulin, used in treating measles.

"The most incredible aspect of all this is that Governor Brown actually praised his appointee, Allan Jonas, for making the deal.

"On October 16, 1961, Disaster Director Jonas testified that California would be caught 'completely naked' if an enemy then chose to launch an attack," said Levering. "Today, one year later, there has been no noticeable change. California and its millions of people will still be caught 'completely naked' if the enemy should choose to strike.

"Chaos, vacillation and indifference continue to characterize the efforts of the Civil Disaster Office. There is a lack of trained personnel in the highest levels. Allan Jonas, himself, was nothing more than a defeated candidate for public office when he was appointed by Governor Brown.

"The sad truth is that the California Disaster Office has been converted by Governor Brown into a dumping ground for jobless Democratic politicians. In the Pasadena Office of this department, eight employees have been assigned to working almost full time for Governor Brown's re-election. They have even been asked to make personal financial contributions to Brown's campaign.

"Here is still one more incredible example of incompetence and cronyism in Governor Brown's management of the affairs of the soon-to-be largest state of the union.

"The blame for this incredible state of affairs lies primarily with Governor Brown. The Governor knew that Mr. Jonas, a defeated political candidate, had absolutely no experience in Civil Defense or Civil Disaster when he appointed him. Brown himself recognized Mr. Jonas' limitations when he later transferred the responsibility of Civil Defense to the National Guard."

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Halderman

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**

III-

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

News Bureau: Sandy Quinn--Ron Ziegler

Remarks by Richard Nixon  
League of California Cities  
64th Annual Conference  
12:00 noon-Biltmore Hotel  
Los Angeles

FOR IMMEDIATE RELEASE

While the crises in Cuba is military in character, this should not obscure the basic fact that the struggle with communism is probably going to be decided in the long run by the relative economic, political and ideological strength of our two systems.

This is an appropriate time for us to remind ourselves that communism is betting on a system that concentrates all power in a dictator. Our answer to communism must not be to turn to their way by concentrating more power in big government in Washington. It must be to strengthen our own federal system of strong local and state government.

146 years ago, Thomas Jefferson said, "What destroys the liberty and the rights of man is concentrating all powers into one body." It is vitally important that we now reassert and reemphasize our democratic system of decentralizing power.

As Governor, I shall always be guided by the principle that we should turn to government in Washington only when we cannot do the job in California.

We in California, the first state in the union, have the opportunity and responsibility to lead the nation in strengthening the character and responsiveness of local government. The Governor can help immeasurably--but it must be done by deeds, not mere lip service.

1. I believe it is of top priority for the Governor to provide leadership to help local government find the financial resources they need to meet increased demands for public service.

-MORE-

This year the people should not have been denied the right to vote on a constitutional amendment to provide a tax on telephone companies that would have added millions of dollars to the revenues of California cities.

This proposal, which your League staff and others have worked on, would replace revenue lost by court decisions holding that telephone companies do not require local franchises. To the credit of the telephone company, they recognize the inherent justice of the proposed amendment and had agreed not to oppose it.

2. I believe the Governor must give strong support to our local law enforcement officials.

After the Carol Lane decision, I believe that the legislature should not have been prevented from acting to redefine jurisdiction so that strong local laws would not have been superceded by weaker state laws. Local authorities should be empowered to take stronger action than provided for in state law when they believe that this is in the best interest of their people.

3. I believe that the Governor must give strong leadership to see that greater consideration is given to local authorities in freeway construction and the location and design of state buildings.

I support guidelines and procedures to insure that local authorities receive an adequate hearing by an impartial examiner, adequate notice and full regard for due process of the law.

4. I believe that the state must not impose any additional programs on the local school districts without providing the necessary funds to pay for the state imposed costs.

Regretably the trend has been to increase mandatory requirements while decreasing state support. Today we find that state support has dropped as 30 percent

In my program for teaching communitism, which I believe is vitally important at this time, local school districts will also have a multiple choice of textbooks-- as I believe they should in every educational area.

\*\*\*\*\*

There has been a disturbing trend in recent years to downgrade local government and build up federal and state government, at the expense of local government. California is a place to start reversing this trend. As Governor, I pledge to work with our city and county officials to give California not only the best state government in the nation but also the best local government.

# NIXON FOR GOVERNOR

## NEWS RELEASE



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

FOR THURSDAY AM RELEASE  
Wednesday, October 24, 1962

Richard M. Nixon today sent the following telegram to President Kennedy.

"For the sake of thousands of California families who earn their living in shipbuilding, I respectfully ask you to veto legislation to repeal the six percent differential for Pacific Coast shipbuilding.

"The six percent differential was enacted as an important national defense measure. At a time when the nation is seriously threatened by the international Communist conspiracy, it is more necessary than ever before to maintain a strong shipbuilding industry on both coasts.

"I urge you to veto the repeal of the six percent differential so that a Senate hearing can be held and the Joint Chiefs of Staff can have an opportunity to tell the Senate whether a West Coast differential is needed in our defense effort.

"This bill, passed in the closing days of Congress, has never had a hearing before the Senate Interstate and Foreign Commerce Committee, although this Committee has complete and exclusive jurisdiction over such matters.

"The Maritime Commission has stated positively that there is still a four and a quarter percent differential in West to East shipbuilding costs."

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10/24/62

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

STATEMENT BY H. R. HALDEMAN  
Campaign Manager  
Nixon for Governor Committee

FOR PM RELEASE  
Friday, Oct. 26, 1962

H. R. Haldeman, campaign manager for Richard Nixon, today said, "advertising agency figures show Governor Brown is spending at least \$283,000 for misleading television commercials.

"Any private company using such flagrant misrepresentations would be ordered to change them," Haldeman said.

"Brown is spending these huge sums of money to flood the air with claims he brought free public education to California. Of course the voters of California immediately see through this political pap.

"Brown also poses with the Mulholland spillway in Los Angeles and takes credit for California's non-partisan water project, apparently unaware that the Mulholland spillway was dedicated in 1913 when Hiram W. Johnson was governor of California and Brown was just starting school.

Haldeman said that Brown is spending \$180,000 in Los Angeles county television alone compared to \$45,000 being spent for Richard Nixon.

"Where is all Brown's money coming from?", Haldeman asked.

10/25/62

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# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Statement by RICHARD NIXON

FOR IMMEDIATE RELEASE

All citizens--voters and candidates alike have an even greater duty to prove the strength of our democratic system in time of crises than in more normal times.

The strength of free government as opposed to a dictatorship is in our discussion of great issues.

It would be a distortion of our system and not in the best interests of California to declare a moratorium on political debate because of the desire of all Americans to support the President's Cuba policy.

I feel that I have a responsibility to the people to continue to point out the deficiencies of the present state administration.

As these deficiencies relate to the fight against communism it is not a question of which candidate is more anti-communist than the other but which candidate has the most effective program to deal with the communist menace in California.

This was true before the Cuban crises; it becomes more important now.

Therefore, I shall continue to present to the people my positive program to make California a model to the nation of effective anti-communist education investigation and legislation.

While I am campaigning on state issues, and all my Programs for a Greater California are directed to solving state problems, I will not hesitate to speak out on international events when I feel I can make a contribution to public understanding. As one who first detailed my opposition to Castro in a confidential memorandum to the CIA, after a 3-hour conference with the Cuban dictator in April 1959, I believe that my views on this may be particularly pertinent to the people of California.

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10/24/62

STATEMENT BY RICHARD NIXON

RELEASED IN SAN FRANCISCO

Regarding President Kennedy's  
Address on Cuba 10/22/62

OCTOBER 22, 1962

As one who has urged for several months that stronger action be taken in Cuba, I fully support the actions the President has taken today.

There are obvious risks in this action. But the risk of inaction is immensely greater. In my view, this action will not lead to war. As in Quemoy and Matsu and Lebanon, in dealing with Communist aggression, strong action actually decreases the possibility of war.

From travelling throughout California and talking to thousands of people, I am sure that an overwhelming majority of the people in the first state of the union will support the President's actions.

Although the nation is in the midst of a political campaign, I know that whenever our peace and freedom is threatened Democrats and Republicans alike will think of America first, rather than the party.

Los Angeles Times  
October 17, 1962

NIXON DENIES REPORTS HE'D SLASH WELFARE AID

Candidate Repeats That His Only Aim  
Is to Get Chiselers Off Relief Rolls

by Richard Bergholz  
Times Political Writer

SACRAMENTO--Richard Nixon denied Tuesday that he plans to cut state welfare pensions if he is elected governor.

The Republican candidate told a telethon audience here he had been informed that pension promoter George McLain has told welfare recipients they would lose their state benefits if Democratic Gov. Brown is defeated by Nixon.

"Nothing could be more vicious or malicious or untrue," Nixon said in answer to a question.

"No one who needs help and is on the welfare rolls need have any concern on that score."

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10/17/62

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

VOTE FOR NIXON  
Nov. 6

RICHARD NIXON SPEAKS TO CALIFORNIA'S SENIOR CITIZENS

A digest of his statewide broadcast on  
October 6, 1962

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

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

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

1. TAX REFORM

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

2. MEDICAL AID

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

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

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

3. ELIMINATE CHISELERS--PROTECT THE DESERVING:

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

4. HOUSING

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

5. USEFUL LIVES

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

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

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

FOR RELEASE THURSDAY  
October 25, 1962

Southern California women are wrapping up an "Action Package" full of votes for Richard M. Nixon, candidate for Governor of California.

Hundreds of women from every Southern California community are engaged in this all-out volunteer effort on behalf of the former Vice President.

Their project is well-named: "Action Package." It is a forceful, four-point personal contact program carried out on these fronts:

1. Conduct "Coffee Hours" to meet new people and enroll new volunteers for the Nixon-for-Governor campaign.
2. Sell campaign jewelry to help pay the cost of telephoning and other expenses.
3. Enroll youthful "Nixonettes" as colorful additions to political rallies, parades and other events.
4. Enlist headquarters volunteers for processing all levels of campaign work.

This ambitious program, now operating smoothly on a vast scale, is under the direction of Mrs. Valley M. Knudsen of Los Angeles, Vice Chairman for Southern California of the Nixon-for-Governor Committee. She is also chairman of the "Action Package" program. Henriette Cowgill is coordinator and Vice Chairman. Betty Haldeman is Headquarters Volunteer Chairman at 3950 Wilshire Boulevard, Los Angeles, DUnkirk 5-9161.

"Some idea of the extent of our operation is apparent in our Coffee Hour set-up," Mrs. Knudsen explained. "There are 18,610 voting precincts in the 11 counties of Southern California and our goal is to have a Coffee Hour in as many of them as possible."

Young people are showing great enthusiasm for the Nixonettes. Mrs. Knudsen said. Eligible are girls in the 9th grade through high school, college girls, and young married women. Nixonettes are formed in teams of 10 and the younger girls are chaperoned by an adult at all times.

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"Nixonettes are to campaign events what a brass band is to a parade -- the color and the flavor that make you want to join up and WIN," declared Mrs. Knudsen.

Trademark of the Nixonettes is a white straw sailor hat banded in gold ribbon, with "Nixon for Governor" lettered in blue. Nixonette medallions, pom poms, streamers and shoulder bands, and white baskets filled with "Elect Nixon Governor" buttons, complete the ensembles.

Put it all together -- socials, telephone campaigns, financing, Nixonettes, and volunteer recruitment, and that's Richard Nixon's "Action Package" -- 1962 style.

10/23/1962

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



State Headquarters: 3908 Wilshire Blvd., Los Angeles 5, California; DU 5-9161  
News Bureau: Sandy Quinn -- Ron Ziegler

FOR RELEASE THURSDAY, OCTOBER 25, 1962

Even the 10- to 14-year olds are getting into Richard Nixon's campaign for Governor.

Boys and girls of that age are signing up this week for a Los Angeles County Bumper Sticker Team to see who can distribute the most auto stickers boosting the campaign of Richard Nixon for Governor of California.

The team is sponsored by a committee of the most famous athletes in the State, with Gene Brito as honorary chairman. The committee is conducting a contest to determine local "sticker champs." The contest closes Oct. 31 at 6:00 P.M.

The youngsters will make door-to-door calls, getting permission to put "Win With Nixon" stickers on rear bumpers of automobiles.

They will be under adult supervision at all times and no stickers may be placed without permission of the owner of the car.

Winners will get free tickets to the Rams football game, November 4, at the Los Angeles Memorial Coliseum.

Boys and girls within the age bracket may sign up for sticker team competition at the nearest Nixon-for-Governor headquarters, or at the Southern California Headquarters, 3908 Wilshire Blvd., Los Angeles: DU 5-9161.

10/22/62

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