

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

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68	1	09/30/1962	Newsletter	Nixon for Governor News Release. PROGRAMS FOR A GREATER CALIFORNIA - Text of a Statewide Radio Address by Richard Nixon (over CBS Network from Los Angeles). 5pp.
68	1	09/26/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon Following Luncheon with "Celebrities for Nixon" Committee; Beverly Hills, CA. 2pp.
68	1	09/26/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon, Lakewood Rally. Sept. 25, 1962. 2pp. [Duplicate not scanned.]
68	1	09/21/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon, San Jose State College, California. Sept. 20, 1962. 2pp.
68	1	09/20/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon, University Synagogue; Brentwood, CA. Sept. 19, 1962. 2pp.
68	1	09/21/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon, San Jose College, CA. Sept. 20, 1962. 3pp.

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68	1	09/12/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at Republican Associates Luncheon; San Diego, CA. Sept. 12, 1962. 3pp.
68	1	09/14/1962	Newsletter	Nixon for Governor News Release. Re: Announcement of Nixon "person-to-person" bus campaign through San Joaquin Valley. 3pp.
68	1	09/17/1962	Newsletter	Nixon for Governor News Release. Re: Assignment of key roles to student organizers of Collegians for Nixon. 2pp.
68	1	09/15/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon; Lancaster, CA. Sept 14, 1962. 3pp.
68	1	09/14/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at Masonic Constitution Day Celebration; Chico State College Auditorium. Sept. 13, 1962. 3pp.
68	1	09/14/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon; Turlock Rally. Sept. 14, 1962. 2pp.
68	1	n.d.	Report	Names and Media of Traveling Press for Richard Nixon Campaign Kickoff Tour, Sept. 12-15, 1962. 1pg.

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68	1	n.d.	Newsletter	Nixon for Governor News Release. "The Kick-off Border-to-Border." Itinerary of campaign tour; Sept. 12-15, 1962. 4pp.
68	1	n.d.	Newsletter	Nixon for Governor News Release. Re: Mrs. Nixon's campaign itinerary. 1pg.
68	1	n.d.	Newsletter	Herbert G. Klein, Press Secretary. "The Status of the Debates." Re: Nixon-Brown debate. 9pp. w/attachments: chronology and statements by Nixon and Gov. Brown.
68	1	n.d.	Newsletter	"Biography of Dick Nixon." 2pp.
68	1	n.d.	Newsletter	"Biography of Pat Nixon." 2pp.
68	1	09/25/1962	Newsletter	Nixon for Governor News Release. Re: Nixon leading campaign for governor according to private poll and observations of rallies. 2pp.
68	1	09/25/1962	Newsletter	Nixon for Governor News Release. Statement by Eugene Biscailuz, former Sheriff of LA County. 2pp.

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68	1	09/26/1962	Newsletter	Nixon for Governor News Release. Re: Endorsement by Donald McLarnan, former regional director of U.S. Small Business Administration. 1pg.
68	1	09/27/1962	Newsletter	Nixon for Governor News Release. Statement on California Poll by H.R. Haldeman. 1pg.
68	1	09/23/1962	Newsletter	Nixon for Governor News Release. Richard Nixon Person-to-Person Campaign Schedule, Sept. 24-Oct. 1, 1962. 3pp.
68	1	09/27/1962	Newsletter	Nixon for Governor News Release. Nixon Telethon Schedule. 1pg.
68	1	09/26/1962	Newsletter	Nixon for Governor News Release. Richard Nixon Person-to-Person Campaign Schedule. Sept. 24-Oct. 1, 1962. 4pp.
68	1	09/30/1962	Newsletter	Nixon for Governor News Release. Re: Scheduled campaign appearances, Eisenhower dinner. 2pp. [1 duplicate not scanned.]
68	1	09/28/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon Regarding the Jewish New Year. Sept. 29, 1962. 1pg.

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68	1	09/27/1962	Newsletter	Nixon for Governor News Release. Re: New headquarters of Democrats for Nixon. 4pp.
68	1	n.d.	Newsletter	Nixon for Governor News Release. Re; Summary of Richard Nixon's Programs for a Greater California. 23pp. [1 duplicate not scanned.]
68	1	01/24/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at the 17th Annual Installation Banquet of the Personnel and Industrial Relations Association; Statler-Hilton Hotel, Los Angeles. January 24, 1962. 1pg.
68	1	02/09/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at the Lincoln Day Dinner of the Santa Monica Republican Club; Miramar Hotel. Feb. 9, 1962. 2pp.
68	1	02/12/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at the 25th Anniversary Celebration of the Pasadena Association of the Study of Negro Life and History; Westminster Presbyterian Church, Pasadena. Feb. 11, 1962. 2pp.
68	1	02/14/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at the Gene Brito Dinner; Huntington Hotel, Pasadena. Feb. 13, 1962. 1pg.
68	1	02/15/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at the Engineering and Grading Contractors Conference, Sacramento. Feb. 15, 1962. 2pp.

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68	1	02/17/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at the Sacramento Precinct Workers Dinner; Dante Club, Sacramento. Feb. 16, 1962. 3pp.
68	1	02/17/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at the Benefit Dinner of the San Jose Junior Chamber of Commerce; Hawaiian Gardens, San Jose. 2pp.
68	1	02/22/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon before the San Fernando Valley Chapter of the Los Angeles County Medical Association; Woodland Hills Country Club. Feb. 22, 1962. 2pp.
68	1	02/23/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon before the San Fernando Valley Chapter of the Los Angeles County Medical Association; Woodland Hills Country Club. Feb. 22, 1962. 1pg.

# 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

(over CBS Network from Los Angeles)

September 30, 1962

FOR IMMEDIATE RELEASE

Press Secretary: Herbert G. Klein

This is the second broadcast in a series that I call, "Programs for a Greater California." Each Sunday evening until election day, I will show you how decisive leadership can solve the pressing problems of our state.

First, I want to remind you that I will be on six more three-hour telethons throughout the State and I welcome all your questions when I appear in your area.

On this program last week, I presented an eight-point action program to make California first in crime prevention, instead of first in crimes committed--as we are today. My anti-crime program includes strong backing for our dedicated local law enforcement officials, a top-level Governor's Council on Crime Prevention and Law Enforcement to coordinate the fight for a safer California, and the death penalty for big-time dope peddlers.

Tonight, I will talk about education and I will propose 12 steps to better education for all our young people.

A leading educator has said, "Knowledge, freely available to a people who have the right and the will to use it wisely, is the only real safety this world provides. Freedom of the mind is the foundation of all other freedoms, and if it is lost the others are soon found not worth keeping."

This is the basic reason why education is so important.

Our educational emphasis must be on giving all children an equal chance at the starting line. But it must also be geared to stimulating the students who are more creative--who may have exceptional abilities. I oppose the idea of using our schools as a leveling device with an inordinate emphasis on adjustment, rather than on opportunity and challenge.

Here is my program for progress, opportunity and freedom through education.

1. I believe that the strength and vitality of our educational system lies in the autonomy of the local, diversified school system.

-MORE-

The quality of our education largely depends on our local school districts and the decisions made within these districts. This is the best means that has ever been found of tailoring education to meet local living conditions.

Yet, during the past four years, there has been a trend toward greater and greater state dictation of curricula to the local school districts. This trend must be reversed. One way to do this is to see that each new State program imposed on the local school district includes a legislative act providing for the financial support of the program.

2. I believe our goal must be better salaries for our teachers and less emphasis on fancy buildings.

What is taught, and how it is taught, is far more important to our children's futures than having the fanciest drinking fountains, indirect lighting and ultra-modern gimmicks.

We must create a renewed respect for our school teachers. They are professional people who are engaged in an important, honorable career--often at considerable financial sacrifice. They should be relieved of non-teaching duties insofar as possible.

Like all professional people, our teachers have an obligation to those they serve--an obligation which has traditionally caused them to refrain from going out on strike. However, the 1962 Democratic State Platform, in its Labor plank, appears to favor such strikes. I call on my opponent to repudiate this unfortunate impression that is clearly not in the best interests of our State.

3. I believe that the Fisher Bill should be amended, although I agree with the philosophy behind it--renewed emphasis on teaching academic subjects, rather than "frills."

We must remember that we use our schools as training grounds for many types of jobs. Besides academic training, we must also teach vocational and specialized subjects. We cannot afford to discourage teachers in these fields. Nor should we penalize children who must have this kind of education.

Under a rigid interpretation of the Fisher Bill, we could unfairly and unwisely penalize vocational instruction. Yet more than half our students will eventually have jobs that require these vocational skills. I believe we must amend the Fisher Bill to take this into consideration in granting teacher credentials.

4. We must take immediate action to solve the serious "drop out" problem in California.

Between the eighth and twelfth grades, one out of every four pupils drops out of school.

Our state now pays welfare or institutional care costs for 25% of the young people who drop out of school. It would be better to spend this money on tailoring education for their needs, than to have to spend it after they are unemployed or in trouble with the law.

5. We must give greater support to our junior colleges from money out of the State's General Funds, so as to relieve some of the burden from the local property taxpayers.

Our junior college system is designed to prepare students for higher education; to round off the education of other students, and to prepare young people for vocations.

The Master Plan for Higher Education recognizes the need for junior college education, but the State has steadfastly refused to give it substantial support.

The local property taxpayers are not capable of taking on the great burden of the junior colleges, as they are now doing. The program was not adopted with this intent. And this situation must be remedied.

6. We must greatly improve our pupil-teacher ratio.

Of the 50 states, 44 do a better job than California in providing an adequate number of teachers for its students. At the present time, our statewide average is 33 students to one teacher at the elementary school level.

Our children must have adequate instruction--and an overworked teacher is forced to do a disservice to herself and her pupils.

7. The State must once again pay a fair share of the cost of the local school districts.

At one time the State traditionally paid half the cost of the local school districts. Under the present administration, State support has gone down to an average of about 38%. And in some school districts, the State barely pays 20% of the costs.

Yet the State has been forcing the local districts to add more and more mandatory programs to their curricula, without paying its fair share of the added costs of these programs. I do not believe that the State should impose expensive programs on the local school districts and then simply pass the tab along to the local property taxpayer.

8. I believe that the State Constitution must be amended to allow local school bond issues to be approved by a simple majority of the voters.

At this time, the State can float a bond issue for school support with a simple majority vote, but local school districts are required to get a two-thirds vote.

A state school bond issue aids only such districts that must borrow from the State. But the money from local school bond issues stays right in the district. It is unfair to make it more difficult to support your own district than to lend money to other districts.

9. We must end our crowded classroom situation by a responsible school construction program.

On the elementary level, we now have 90,000 school children on half-day sessions and this number will increase unless action is quickly taken. These children must not be short-changed.

We must also approve Proposition 1-A so that construction will keep pace with needs on the higher education level.

10. We must end wasteful land requirements for state-financed schools. Today a state-financed <sup>high</sup> school must have forty acres of ground, whether it needs it or not. This is an unrealistic requirement in many rural communities and leads to wasteful practices.

There are other unnecessary and arbitrary state-imposed building requirements that substantially increase the costs of school construction.

11. We must improve the variety, quality, and management of textbooks.

The state must not place artificial restrictions on the variety of textbooks available by requiring publishers to lease their plates to the State Printing Office. California students should be able to learn from the best textbooks--not just from the textbooks that the State is able to print itself.

Moreover, the State must give the school districts a multiple choice of textbooks at all levels. This will reduce the possibility of errors in selection and will give the local districts greater control over education.

The Brown Administration is guilty of shocking mismanagement of our school textbook program.

Thousands of children throughout California are now without textbooks. At the present time, there is an acute classroom shortage of arithmetic, handwriting, history and geography texts.

This serious and irresponsible situation has been admitted by Burtis Claypool, State Supervisor of Textbook Distribution.

The Cupertino Elementary School District, for example, is now short 4,910 basic texts. The Jefferson Elementary School District must have nearly 6,000 more books to meet its pupils' needs.

While students are going without books today, only two years ago the Brown Administration burned thousands of surplus books.

This is a clear indication of how the present State Administration has failed our children and is incapable of fulfilling the basic needs of our classrooms.

12. I am firmly opposed to Federal Aid to Education. On this, my opponent and I are diametrically opposed.

From my experience in Congress and as Vice President, I know that Federal Aid to Education will soon lead to Federal Control of Education. And I do not want bureaucrats in Washington, D.C. to tell us how or what to teach our children here in California.

Beyond the philosophical reasons why I reject Federal Aid to Education, let me ask this question: Can Californians afford it? California would pay much more to the Federal Government for support of an education program than we would get back in Federal funds. It would cost Californians six dollars for every four dollars returned to us. In other words, we would be paying a great premium for Washington red tape.

But opposing aid to education from Washington means assuming the responsibility to support better education in California. Only we can give California the best paid teachers, the lowest drop out rate, and the best educational system at all levels in the nation.

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As parents, we know that there is nothing more important than the education of our children. We want our children to have the very best--not only in educational facilities, but also in educational quality. If it takes sacrifice to give this to our children, then sacrifice we must.

As free citizens, we also know that there is nothing more important than the education of our children. We have not been able to give our children an inheritance that will allow them to deal with the problems of a world half-free, half-ruled by Communist dictatorship. And the survival of our great nation depends on how well we prepare them for the challenges they must face.

I believe the 12 steps to better education that I have outlined today will help us fulfill our obligation to our children, our state and our nation.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement by RICHARD NIXON  
Following Luncheon with  
"Celebrities For Nixon" Committee  
Beverly Hills, California  
September 26, 1962

FOR IMMEDIATE RELEASE

California can only be as great as the sum total of all its parts. When any California industry suffers from unemployment or is not producing up to its potential, this must be a serious and personal problem for all Californians.

Thirteen days ago I was in Eureka in the heart of our great timber region. Lumber production has fallen more than 15% during the present State Administration. This is a serious problem for all Californians.

Four days ago I was in San Diego, where there are 12,800 more people out of work in the aircraft industry than a year ago. This is a serious problem for all Californians.

Today let us look at the motion picture industry. The most recent figures I have show that almost 30% of the film cameramen in Local 659 are out of work; 17% of the film editors in Local 776 are jobless; many other technicians and performers are without employment. And this is a serious problem for all Californians.

The problem takes on added dimensions because movie production is more than an industry -- a means of making jobs. It is a symbol. During the formative years of our state, California became famous because of a seal that flashed on screens throughout the world. It said, "Made in Hollywood."

Now Hollywood is in trouble. And now California must pay its obligation to the industry that first made us world famous.

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The root of Hollywood's trouble is the production of American motion pictures in foreign countries -- runaway productions.

In 1960, about 20% of American financed movies were made abroad. In 1961, this figure rose to 40%. And so far this year, 60% of American financed movies were produced overseas.

The reason for this exodus from Hollywood is not cheap labor or more skilled help or exotic locales. The reason is that foreign governments are giving subsidies to our productions. Britain gives a 75% guarantee on funds to finance a movie there. Yugoslavia, which accepts U.S. foreign aid, turns around and gives 90%-guaranteed financing for movies made in Yugoslavia.

To the great credit of our American motion picture industry, it has never received a government subsidy from Washington, has never asked for one, and does not want any such help today.

Yet it is imperative that something be done before it is too late. The present State Administration has had a do-nothing record for four years.

These are two actions that I propose to take.

1. There will be a major taxreform bill before the next session of Congress. It is important at that time to plug the tax loopholes that make run-away productions feasible. As Governor, I will carry our case to Washington and fight to prevent Hollywood from becoming a tax-created ghost town.

2. By December 1, 1962, I will announce the appointment of the Governor's Council on the Motion Picture Industry. This Council will consist of top film industry leaders in management, labor and the performing arts.

It will draft a plan of voluntary, cooperative action to bring new life and spirit to Hollywood. And the prestige and support of the Governor of California will back up this action program.

# NIXON FOR GOVERNOR

## NEWS RELEASE



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

Remarks by  
RICHARD NIXON  
Lakewood Rally  
September 25, 1962

For AM Release  
September 26, 1962

California must have one million new jobs in the next four years to provide employment for the people coming into our state and for the nearly 400,000 Californians now out of work.

By its record, the Brown Administration has proved it is incapable of doing this. And a statistical smogscreen, which has been put up to hide its failure, will not fool the people.

Under the Brown Administration, from August 1959 to August 1962, unemployment shot up 40.7%.

Brown's own State Economic Development Agency points with pride to new plants and expansion amounting to \$600 million in the second quarter of 1962.

This may sound good, but what does it really mean?

It means the State is now only doing half as well as it must do.

It cost \$18,000 to make one industrial job; 250,000 new jobs are needed every year. By multiplying \$18,000 times 250,000, we see that it costs \$4.5 billion to make the necessary new jobs. But at a rate of \$600 million a quarter, we are only spending \$2.4 billion to make new jobs -- or half what we must be spending.

In Los Angeles County, we averaged 109 new industries a year from 1956 to 1958. But in the three years under the present State Administration (1959-1961), new industries went down to a yearly average of 46 -- a drop of more than half.

California cannot tolerate half-loaf actions and half-loaf results by a half-loaf administration.

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We cannot continue to allow New York to build or start more than three times as many new plants as California.

We cannot continue to allow high taxes to drive away such industries as Marchant calculators and adding machines, Essick air conditioners, Cannon Electric, Ampex Corporation and Rheem hot water heaters.

We cannot be satisfied with a State Economic Development Agency that cannot point to a single new industry that it has brought to California.

The smugness and complacency of the present state government will not reverse this trend. It will not be reversed by imposing nearly one billion dollars in new taxes, as did the Brown Administration over its four years in office.

It can be reversed by dynamic leadership, by an administration dedicated to free enterprise, by cutting the costs of government so that a tax rise will be avoided and tax reductions can be made.

Jobs will be made by initiating a "California Crusade for New Business Investment," by creating a climate that is fair to both management and labor, and by standing up and fighting for California's share of foreign markets.

This is how I propose to provide one million new jobs for Californians.

# NIXON FOR GOVERNOR

## NEWS RELEASE



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

Remarks by Richard Nixon  
San Jose State College  
San Jose, California  
September 20, 1962

For Release Flat AM's  
September 21, 1962

Based on a study of California welfare costs by nationally recognized experts, I shall make recommendations in the field of welfare that will result in a savings of 27 million dollars in federal, state and county costs and still give California the most generous and humane program in the nation.

Moreover, this saving to the taxpayers will be made without cutting one cent from the aid to the needy aged program or from others who are entitled to welfare payments.

Without depriving a single child in need, 25 million dollars can be cut from the Aid to Needy Children program by responsible changes in the law and regulations.

Another 2 million dollars will be saved in the handling of prescriptions by cutting the cost of red tape. California now pays 75 cents on each prescription for paper work alone, while the Veterans Administration processes prescriptions for only 21 cents.

Today, under the present state administration, California's handling of welfare programs has become a national disgrace. Costs have risen three and one half times faster than our population growth. Chiselers by the hundreds have been allowed to invade the relief rolls. And two national magazines, a study by the State Senate Committee on Social Welfare, and, numerous Grand Jury investigations have exposed loose administration, excessive red tape and unproductive cost increases.

M O R E

But the cost of my opponent's failure to properly run the vital welfare program of California must be measured in more than dollars. It must also be measured in the destruction of character, moral fiber and self-reliance.

When welfare programs make it more profitable for a man not to work than to work, there is something radically wrong with the program.

When welfare programs make it more profitable for a man to desert his family than to support them, there is something radically wrong with the program.

From all over the state we have such reports: A man who earned \$242.00 a month by working, but gets \$364.00 a month for his family by deserting them; another man who increased his monthly income by \$110.00 by not working.

By adopting this five point action program of welfare reform, California will get more service for less money.

1. We must speed up action to find welfare chiselers and get them off the relief rolls. A recent state Senate report reveals that 58.2 percent of ANC cases are illegally receiving aid.

2. We must concentrate state efforts to reunite ANC families or make absent fathers support their families. In 44 percent of ANC cases involving absent parents, no investigation was made to locate the missing person, according to the Senate Committee's findings.

3. We must re-examine the size of welfare payments to end the common situation where family income is much greater on relief than when gainfully employed.

4. We must replace duplication and state dictation to the counties with greater local control and local autonomy.

5. We must restore the concept of personal responsibility; refocusing our efforts on helping people to help themselves, rather than just doling out money.

9/20/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

Remarks by  
RICHARD NIXON  
University Synagogue  
3:00 p.m. - Wednesday, September 19, 1962  
Brentwood, California

For Flat AM Release  
September 20, 1962

If we could dissect the body politic, we would find compartments labeled "government action" and "private action." The age-old problem of the philosophers, the politicians and the people has always been what should be the proper size of each compartment.

Communist doctrine, of course, allows no room for private action. Complete state control is its solution to the problem.

On the other extreme, the most laissez-faire theorists contend that almost all action should be private.

But it is important to note that even Adam Smith did not believe that government had no role in society. Clearly, only government can deal with such matters as international relations and national security.

However, in our domestic affairs--running industry, welfare, urban problems--there is a great gray zone. Here men of good will arrive at different answers to the questions of "How much government action; how much private action?"

It is in this area that the great political debate of our time centers. And we must remember that both sides of the debate seek the same goal--a better America. It is not motives, but methods, that are being argued.

While we deal with problems on an issue-to-issue basis, it is also necessary to have an overall view of our society. The solutions to medical care or rapid transit will only be correct for America if the basic premise that guides them is correct.

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Each public man has a duty to not only state his views on specific issues, but also his overall view--his basic premise.

My overall view on the way to a greater America is to seek private solutions first. For I believe it is the people, not the government, that has created both the material and spiritual greatness of our country. Only if the people, in their individual and voluntary group capacities, cannot do the job should we then turn to government.

Too often today we put the cart before the horse. And, after all, it is the horse, not the cart, that is the moving force. So, too, is it the people who are America's moving force.

We sometimes lose sight of the fact that the remarkable philanthropy in our country is not duplicated in any other country in the world. This is a source of our greatness. The remarkable standard of living of the American worker is not duplicated in any other country in the world. This was created under private, free enterprise. And, this is a source of our greatness.

It would be a tragedy if now, in our struggle with Communism, we adopted the only game they know how to play--turning to government rather than to the people. And I firmly believe that when the choice is clearly stated, the American people will not turn their backs on the sources of our nation's greatness.

9/19/62

# NIXON FOR GOVERNOR

## NEWS RELEASE



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# NIXON FOR GOVERNOR

# NEWS RELEASE



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

Remarks by  
RICHARD NIXON  
at Republican Associates Luncheon  
San Diego, California  
September 12, 1962

FOR NOON RELEASE

The job gap in California must be of vital concern to every citizen. For as long as any section of California suffers from unemployment, or not producing up to its potential, all Californians suffer.

This applies equally to the depression in the lumber and mining industries in the northern counties, the depressed film industry in Los Angeles, or construction stoppage in San Francisco.

But it is particularly true in San Diego. For, as you know, San Diego has been a major labor surplus area since September, 1960. Today, aircraft industry employment alone is 12,800 below a year ago.

Two years ago, on the day I arrived in San Diego, my present opponent announced, "Unemployment is something that I am deeply concerned about." At that time, the unemployment rate in San Diego was 6.7%. Now, after two more years of the present State Administration, the latest complete monthly figures show that unemployment in San Diego is 8.4%.

In fact, these current figures show that San Diego has its highest unemployment rate since 1950 and its lowest employment rate since 1956.

The way to solve this problem is not to sweep it under the rug and say that everything is fine.

The way to solve this problem is not to appoint another meaningless study committee or phony task force.

-MORE-

The present State Administration has done both these things. And last week the study committee chairman, when asked for a progress report by a San Diegan said, "The fact is the key to an early reversal of the downward employment trend in San Diego is in obtaining Federal recognition of the economic value of, and high utilization of, the air frame and aerospace production potential."

In other words, the State committee to solve San Diego's unemployment problem has made this record in seven months: 1) It has abdicated its responsibility to Washington; 2) It has done nothing.

San Diegans have done a first-rate job on their own to attract industry and to diversify. This is a city of unusual vitality and one with an even greater future. You are people who do things and do them well. San Diego has fought for its city's development in the best tradition of our state. But, as I have said, this is all California's fight--not just San Diego's. And this city needs forceful state action to build an economic climate which will help attract the new industry needed here.

I believe that the only way to honestly make new progress in San Diego--and throughout the State--is to end economic ignorance in California government.

As long as we retain a State Administration that has brought to California the most costly and wasteful government in the nation and the highest taxes in the nation, we cannot expect new industries to locate in California in the numbers we need to provide jobs we must have.

As long as we retain a State Administration whose answer to our economic problems is to sit back and hope for Federal contracts, we cannot expect businesses to remain in California. We will continue to lose too many.

We must fight for California's fair share of Federal contracts, but we cannot expect this to solve our problems alone.

The way to bring business and jobs to California is threefold:

1) We must have a vigorous, dynamic "California Crusade for New Business Investment" that will help our chambers of commerce and others as they search out and attract new industries.

2) We must have a state government that cares for the peoples' welfare while living within its means, so that businesses can operate with the assurance that taxes will not continue to skyrocket.

3) We must have a state government in which there is confidence--an administration that is known throughout the nation for its dedication to private

initiative, not government handout.

\* \* \*

I believe that discerning Democrats agree with this analysis and this program. And the presence here today of so many good Democrats attests to this.

As Democrats, you are not deserting your party. Your party in California, under the radical influence of the CDC, has deserted you and the true principles of Democracy.

The handpicked candidates of the leftwing CDC, including my opponent, have put too much faith in government and too little faith in people. And they will find, on November 6th, that the people of California have lost faith in them.

# NIXON FOR GOVERNOR

## NEWS RELEASE



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

FOR IMMEDIATE RELEASE

September 14, 1962

Herbert G. Klein

Press Secretary

Richard Nixon will take his person-to-person campaign for Governor of California on a bus tour through the San Joaquin Valley next week, with stops scheduled in six major agricultural communities, it was announced today by Nixon's Press Secretary, Herbert G. Klein.

Also on Nixon's schedule next week are appearances throughout Los Angeles, including a Mexican-American Fiesta, a picnic supper, and a visit to the County Fair with his family.

The former Vice-President returns to Los Angeles tomorrow to wind up an airborne border-to-border kick-off tour which covered more than 2,050 miles. He began Wednesday in Pomona and traveled to San Diego, Sacramento, Oakland, Eureka, Chico and San Francisco.

Switching from an airplane to a chartered bus, Nixon will spend tomorrow, Saturday, the final day of his kick-off tour, making appearances at twelve of his community campaign headquarters in Riverside and Los Angeles counties. Also, he will make a major address at the Panorama City shopping center at 3:00 p.m.

Nixon's second week will begin Sunday when he participates in a parade and fiesta sponsored by the Los Angeles Mexican-American community, observing Mexico's Independence Day.

Tuesday (September 18), Nixon will hold a press conference at 10:00 a.m. at the Statler-Hilton Hotel, Los Angeles.

At noon, Tuesday, he will address a campaign "Action Package" luncheon at the Statler-Hilton. The luncheon will be

attended by hundreds of women from Southern California counties, who will be working on various campaign projects.

Following a person-to-person factory tour in Orange County Tuesday afternoon, the gubernatorial candidate will attend an evening picnic, sponsored by the San Marino Republican Women's Club. The 8:00 p.m. event will be held in San Marino's Lacy Park.

An 11:00 a.m. call on Los Angeles Mayor Samuel Yorty in his City Hall office will start the day Wednesday (September 19). During the afternoon, Nixon will attend meetings of the State Bar Association of California at the Beverly-Hilton Hotel.

A dinner speech at the University Synagogue in Brentwood will be the final event of the day on Wednesday.

Thursday, (September 20), Nixon travels to Delano to begin a series of informal appearances in the main shopping areas of six San Joaquin Valley towns, closing the day with a huge rally at 8:00 p.m. in the San Jose State College Auditorium.

Scheduled for the San Joaquin Valley person-to-person bus tour are stops at Delano (9:45 a.m.); Porterville (11:00 a.m.); Lindsay (12:00 p.m.); Visalia (1:00 p.m.); Hanford (2:45 p.m.); and Fresno (5:00 p.m.).

Nixon will return to Los Angeles from San Jose Friday in time for a mid-afternoon person-to-person factory tour. In the evening, he will address a joint meeting of the Medical, Dental and Pharmaceutical Association of Southern California, and the John Langston Law Club at the Rodger Young Auditorium in Los Angeles.

Saturday, (September 22), the candidate will visit the Los Angeles County Fair in Pomona. He will be joined for this non-political appearance by his wife, Pat, and their two daughters, Tricia, 16, and Julie, 14.

During the afternoon, he will journey to San Diego County for a barbeque at Palomar College, sponsored by the Escondido, Vista, Fallbrook, Oceanside, and San Marcos Nixon for Governor Committees.

9/13/62

N I X O N   F O R   G O V E R N O R

3908 Wilshire Boulevard, Los Angeles 5, California, DU 5-9161

Herbert G. Klein  
Press Secretary

FOR IMMEDIATE RELEASE  
September 17, 1962

Richard Nixon assigned key roles today to college and university students who have organized Collegians for Nixon clubs on 41 college and university campuses throughout the state.

As the fall semester gets underway, students will find the nucleus of a Nixon club already organized on campus to attract new voters--those voting for the first time--to the banner of the former Vice President now running for Governor of California.

Nixon named Randy Siefkin, a student at the University of California in Santa Barbara, as State Coordinator of all the Collegians for Nixon clubs.

Siefkin said he and his associate coordinators traveled 3,860 miles during the summer months setting up the clubs on campuses throughout the state.

"We found everyone was eager to hear what we had to say," Siefkin said. "We found terrific youth interest in Mr. Nixon becoming the next Governor of California.

"The idea appealed to college students and not only to Republicans, but also among the young Democrats and especially among those who did not identify themselves with one party or the other."

Among others named to positions in this new campaign organization were Ray Stewart, of Pomona College, as Southern California coordinator, and Dan Gallardo, San Diego State College, as San Diego Coordinator.

The college students will work with John Vaughn, Southern California Contact Chairman of the Nixon for Governor Committee, who said a statewide effort will be made to get young voters of all political persuasions to vote for Richard Nixon.

Mr. Vaughn said the collegians will not only establish campus programs, but also will work with local community Nixon organizations. Most college students

-MORE-

are "independent voters in so far as they like to examine the candidates and the issues and then vote for the man of their choice, not the party."

"Dick Nixon's decisive leadership and outstanding record in public office will have a special appeal to young voters," Mr. Vaughn said.

Siefkin pointed out that a recent national opinion poll showed that among voters 21 to 29 years of age, 54% listed themselves as Republican or politically independent.

"With many young Democrats swinging over their support to Mr. Nixon, we will have a sizeable bloc of votes among the combine Republican-Independent and Democratic voters on campus," Siefkin declared.

FOR RELEASE  
FLAT AM's  
September 15, 1962

Remarks by  
RICHARD NIXON  
Lancaster  
September 14, 1962

The record of the present administration in creating jobs and a healthy business climate in California should be called, "How to Fail in Government Without Really Trying."

This is California's economic barometer during the past four years:

- Unemployment up.
- Taxes up.
- Cost of government up.
- Business failures up.
- Work stoppages up.
- Business bankruptcies up.

At a time when we are becoming first in population, our state government has clearly substituted smugness and complacency for meaningful achievements.

Today two major challenges confront California. The challenge of growth and the challenge of competition.

There are 1,600 more people in our state each day. These new people, as well as those already living in California, must have jobs. But attracting new industries to create the necessary new jobs takes fight -- for we are in a no-holds-barred competition with the other states, particularly in the East and South.

And, unfortunately, our state government has refused to fight hard enough. It has failed to meet both the challenge of growth and the challenge of competition.

By counting the number of Californians who do not have jobs, we can measure how the present administration has failed to meet the challenge of growth.

More

From 1950 to 1959, the number of unemployed dropped 15.4%. But from 1959 to 1961, under the present administration, the total number of Californians unemployed rose 52.6%.

We can measure the failure of this state administration to meet the challenge of competition by comparing our record of new plants with that of New York.

During 19 months -- in 1961 and 1962 -- New York built or started more than three times as many new plants as did California -- 521 compared with 159.

In fact, the only nationwide survey on new plant location shows that we ranked a lowly ninth behind New York, Pennsylvania, Illinois, Texas, Florida, Massachusetts and North Carolina.

And new investment and jobs will continue to dry up as long as industry is sandbagged by new taxes and harassment from anti-business bureaucrats.

There is only one road to a greater California -- a California with enough jobs for all. This is the Free Enterprise Road.

We must give the first State in the nation a government that will vigorously crusade for new private business investment; an administration that will cut the cost of government so that California taxes will be low enough to make us competitive with the rest of the nation, and a government that will inspire confidence because it is wholly dedicated to encouraging private growth.

My opponent and I are diametrically opposed. We give the voters a clear-cut choice. His philosophy is that it is better to turn to government than to private individuals. While I firmly believe that we should never turn to government where private individuals can do the job.

We can continue to turn to bigger and bigger government -- in Washington and Sacramento -- and make California into a Handout State. Or we can look to the millions of free Californians and become a great Opportunity State.

More

There is no excuse whatsoever for California not to lead the nation in new jobs through new investments. We have the skilled manpower. We have the resources. Now all we need is a new administration that will say to investors, "The welcome mat is out. Bring your new plants to California. Make your new jobs in California. It's a great place to live and a great place to do business."

to the... body... California

FOR PLATAM RELEASE  
September 14, 1962

Remarks of Richard Nixon  
MASONIC CONSTITUTION DAY CELEBRATION  
Chico State College Auditorium  
CHICO  
September 13, 1962

At a time when the Communists are stepping up activity in Cuba and probing in Berlin, we can only assume that they are also intensifying their campaign of internal subversion within our national borders. This has always been the Communist pattern.

While we are spending billions to oppose Communism abroad, it is imperative that we also have an effective anti-Communist program at home.

It is not enough to say that this is a federal problem. I believe that each state has a vital role to play in supplementing national programs.

California, which has not had a single item of anti-subversive legislation in the past four years, must reverse this dismal record and become a shining example to the nation. This is expected of the state that will soon become first in population. I have had 14 years of experience in fighting Communism and I plan to give personal direction to a hard-hitting, three-point action program of anti-Communist education, investigation and legislation.

This is not a partisan matter. Democrats and Republicans alike recognize the grave dangers of Communism in California. In fact, a state senate committee reports that Communist activity in California has "picked up momentum and has steadily been gaining strength."

I believe that millions of Democrats in our state were shocked by the failure of their party's State Committee to adopt a resolution denying membership in the Democratic party organization to Communists.

One of the arguments for shelving this resolution, given by Senator George Miller, was that there are 35 Communists who are members of the Democratic organization.

It is impossible for a Communist to be a loyal American and it is just as impossible for a Communist to be a good Democrat or a good Republican.

There is no room in either of our great political parties for members of an organization who are dedicated to the overthrow of our government. For both parties, despite their differences on other issues, are united in support of our constitution.

\*\*\*\*\*

This is the three-pronged anti-Communist program that I believe must be vigorously pursued in California.

**1. Investigation:**

There must be public support for legislative investigating committees on both the state and national level.

I served on the House Committee on Un-American Activities

for four years. My work was often unpopular. But I am proud of my service. And I am firmly convinced that the Committee performs a necessary function: first, of exposing the

Communist tactics for the American people to see; second, of investigating the executive branch of government to uncover weaknesses in our security programs; third, of developing legislation to deal with Communism in the United States.

**2. Legislation:**

There must be public support of loyalty and security programs for federal, state, and local employees.

Working for the Government of the State of California -- or the United States government -- is a privilege, not a right.

And a government employee should not be allowed to belong to an organization whose objective is the overthrow of the very government for which he is working.

We must deny the use of tax-supported schools for speeches by individuals who defy the subversive activities control act or who plead the fifth amendment before grand juries or legislative committees.

2. Legislation, cont'd...

During the past few months I have had the privilege of talking on 15 college and university campuses in our state. I have found that there is no policy by the state administration to guide the college and university presidents in the state system on Communist speakers. I believe that a firm policy directive must be laid down by executive order and legislation.

3. Education:

We must greatly improve and make mandatory a program of teaching Communism tactics and the alternatives of freedom in our high schools, using authoritative text-books and trained teachers.

We must also have a voluntary program on Communism available on the adult level.

I feel very strongly about this question of education. As I have travelled around the country, I have found that the trouble with our attitude toward Communism is not too much patriotism or too little patriotism, but too little knowledge.

9/13/62

FOR RELEASE  
FLAT PM'S  
September 14, 1962

Remarks by  
RICHARD NIXON  
Turlock Rally  
September 14, 1962

We cannot short change the youth of California. As we become the first State in the nation, our future depends on the education of our young people. It is therefore imperative that we have the necessary school construction funds for our rapidly expanding educational needs.

This is why I strongly endorse Proposition 1-A. This is why I endorsed the original school construction bond issue on April 28th in an address before the California Teachers Association and the National Education Association. This is why I reaffirmed my strong views by approval of a school construction bond issue on June 6th, the day after the primary.

In June, when I called upon my opponent to call a special session of the Legislature, I urged him to separate the education aspects of the Proposition from the other issues. To have had a straight school construction proposition on the ballot, unencumbered by other questions, would have shown good faith in the educational system of our State. For I believe that the people will vote for school construction when it is a legitimate need.

But the present State Administration placed politics above education and insisted on putting the bond issue before the people in November in exactly the same form in which it was defeated three months ago.

While I strongly favor Proposition 1-A, I regret that my opponent's administration has planned its budget so badly that the money for school construction cannot be raised unless the people further mortgage their future through more bonded indebtedness.

My opponent's irresponsible spending policies have made this bond issue necessary. But our worthy institutions, such as Stanislaus State College, must not be penalized for his recklessness. We must continue to

expand our state colleges and universities to produce the type of young men and women who will be able to build a greater California.

The present administration is the first government in California history that has attempted to finance current expenditures from the proceeds of a bond issue that the people have not yet approved. I am sure that my opponent does not kite his personal checks. Why should he then kite the public checks of our state?

The history of Proposition 1-A is graphic proof of the fiscal chaos in Sacramento under the present State government.

TRAVELING PRESS

RICHARD NIXON CAMPAIGN KICKOFF TOUR - SEPTEMBER 12-15, 1962

<u>Name</u>	<u>Media</u>
Tommy Thompson	Life
Ralph Crane	Life (Photog)
Mark Harris	Life
Tom Martin	Newsweek
Bill Flynn	Newsweek
Dick Bergholz	Los Angeles Times
Jim Brown	KPOL
Sid Kossen	San Francisco Examiner
Jim Anderson	United Press International
Morrie Landsberg	Associated Press
Ed Leahy	Knight Papers
Jack McDowell	San Francisco News Call
Pete Kaye	San Diego Union
Bob Schakne	CBS Network
Jim Dunne	KNTV (San Jose)
Gladwin Hill	New York Times
Tom Pettit	NBC Network
Jud Baker	Los Angeles Herald Examiner
Squire Behrens	San Francisco Chronicle
Pat McGuinness	KNX Radio
Press Cameramen	NBC (Pettit)

# NIXON FOR GOVERNOR

# NEWS RELEASE



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

HERBERT G. KLEIN, Press Secretary

## THE KICK-OFF BORDER-TO-BORDER

The start of California's most intensive campaign schedule, September 12-15, 1962:

### WEDNESDAY, SEPTEMBER 12, 1962

9:00 a.m.	POMONA KICK-OFF RALLY Los Angeles County Fair Grounds Pavilion, Pomona *Press section in front of speaker's stand
10:15 a.m.	Depart rally for Ontario airport
11:00 a.m.	Take-off for San Diego
11:30 a.m.	Arrive San Diego airport
12:00 Noon	SAN DIEGO "BRING A DEMOCRAT" KICK-OFF LUNCH U.S. Grant Hotel, San Diego, sponsored by Republican Associates *Press room at Grant Hotel
2:00 p.m.	Depart Grant Hotel, San Diego for Lindbergh Field
2:30 p.m.	Take-off for Sacramento (box lunch available on flight to Sacramento)
4:40 p.m.	Arrive Sacramento airport bus to Helvetia Park
5:30 p.m.	SACRAMENTO KICK-OFF BARBECUE Helvetia Park, Yolo County, sponsored by Sportsmen for Nixon *Press section in front of speaker's stand
6:30 p.m.	Depart barbecue for Sacramento airport
7:15 p.m.	Depart Sacramento airport for Oakland
7:40 p.m.	Arrive Oakland bus to Lakeside Park
8:30 p.m.	OAKLAND KICK-OFF RALLY Lakeside Park *Press section in front of speaker's stand
9:00 p.m.	Depart rally for Edgewater Hotel, Oakland (hot buffet will be served at Edgewater Hotel)
OVERNIGHT	Edgewater Hotel, Oakland *Press room available at Edgewater Hotel

-MORE-

## Campaign Schedule (continued)

THURSDAY, SEPTEMBER 13, 1962

(Pat Nixon separate a.m. schedule attached)

9:30 a.m. Depart Edgewater Hotel, Oakland for airport

9:55 a.m. Take-off for Eureka/Arcata airport

11:30 a.m. Arrive Eureka/Arcata airport  
bus to Eureka rally

12:00 noon NIXON FOR GOVERNOR RALLY  
Eureka Shopping Center, 8th and F Streets, Eureka  
\*Press section in front of speakers stand

1:00 p.m. Depart for Eureka Inn

1:10 p.m. Arrive Eureka Inn  
NOTE: Dick Nixon will do two (2) T.V. interviews in  
Eureka--KIEB-TV at Eureka Inn; KVIQ-TV at Station  
\*Press room available at Eureka Inn  
sandwiches served

2:45 p.m. Depart Eureka Inn for airport

3:25 p.m. Take-off for Chico

4:25 p.m. Arrive Chico airport  
(bus to Elks Club)

5:00 p.m. Arrive Elks Club for NIXON - PARTY PRECINCT WORKERS MEETING

6:00 p.m. Depart Elks Hall for TV station (interview)

6:40 p.m. Depart TV station for Safari Motel

6:50 p.m. Arrive Safari Motel  
\*Press room will be available at Safari Motel  
(food available at the Waffle Shop, 100 yards north  
of Safari Motel)

8:15 p.m. Depart Safari Motel for Chico State College

8:30 p.m. MASONIC CONSTITUTION DAY CELEBRATION, speech by Richard Nixon  
Chico State College  
\*Press section in front of auditorium

9:15 p.m. Depart for Chico airport

10:00 p.m. Take-off for San Francisco

11:00 p.m. Arrive San Francisco International airport

OVERNIGHT Hilton Inn, San Francisco  
\*Press room will be available at Hilton Inn

FRIDAY, SEPTEMBER 14, 1962

9:30 a.m. Depart Hilton Inn, San Francisco for Bethlehem Steel  
shipyards

10:00 a.m. Arrive BETHLEHEM STEEL SHIPYARDS  
Person-to-person tour of shops and shipyards

11:30 a.m. Depart Shipyards  
Television interview between 11:30 and 1:30  
\*Press room available at Hilton Inn

2:00 p.m. Arrive Butler Aviation

3-3-3  
Campaign Schedule (continued)

FRIDAY, SEPTEMBER 14, 1962 (continued)

2:20 p.m.           Take-off for Modesto from Butler Aviation airport

3:00 p.m.           Arrive Modesto airport  
                    (bus to Turlock rally)

3:30 p.m.           Arrive TURLOCK RALLY, Turlock Theatre  
                    \*Press section in front of stage

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

4:55 p.m.           Take-off for Lancaster

5:55 p.m.           Arrive Lancaster, William J. Fox airport  
                    (bus to Antelope Valley Motel)

6:25 p.m.,          Arrive Antelope Valley Motel  
                    \*Press room will be available at Antelope Valley Motel  
                    good restaurant located at motel

7:55 p.m.           Depart Antelope Valley Motel for Antelope Valley College

8:00 p.m.           NIXON RALLY, Antelope Valley College Gymnasium  
                    \*Press section in front of speaker's stand

8:55 p.m.           Depart rally for Lancaster airport

9:30 p.m.           Take-off for Riverside

10:00 p.m.          Arrive Riverside airport

10:30 p.m.          Arrive Caravan Inn, Riverside  
                    \*Press room will be available at Caravan Inn

OVERNIGHT           Caravan Inn, Riverside

SATURDAY, SEPTEMBER 15, 1962

(Pat Nixon separate schedule attached)

8:00 a.m.           Depart Caravan Inn Motel, Riverside for Hemet

8:50 a.m.           Arrive Hemet City Park

9:05 a.m.           Depart Hemet for Perris

9:30 a.m.           Arrive Perris Headquarters

9:45 a.m.           Depart Perris for Riverside

10:15 a.m.          Arrive Riverside Nixon Headquarters

-MORE-

## Campaign Schedule (continued)

SATURDAY, SEPTEMBER 15, 1962 (continued)

10:45 a.m.	Depart Riverside Shopping Center for Baldwin Park
11:45 a.m.	Arrive Baldwin Park Headquarters
12:00 Noon	Depart Baldwin Park for Arcadia
12:20 p.m.	Arrive Arcadia Headquarters
12:35 p.m.	Depart Arcadia for San Marino
1:10 p.m.	Arrive San Marino Headquarters
1:25 p.m.	Depart San Marino for Pasadena
1:45 p.m.	Arrive Pasadena Headquarters
2:00 p.m.	Depart Pasadena for Panorama City
2:45 p.m.	Arrive PANORAMA CITY SHOPPING CENTER SAN FERNANDO VALLEY RALLY: RN REMARKS
3:45 p.m.	Depart rally for Brentwood
4:45 p.m.	Arrive Brentwood Headquarters
5:00 p.m.	Depart Brentwood for Westwood
5:20 p.m.	Arrive Westwood Headquarters
5:35 p.m.	Depart Westwood for Beverly Hills Headquarters
6:45 p.m.	Depart Beverly Wilshire Hotel for Beverly Hills
6:55 p.m.	Arrive Beverly Hills Headquarters
7:10 p.m.	Depart Beverly Hills for Southern California Headquarters
7:40 p.m.	Arrive Southern California Headquarters, Wilshire Boulevard
7:55 p.m.	Depart Wilshire Boulevard Headquarters for Hollywood
8:20 p.m.	Arrive Hollywood Headquarters
9:20 p.m.	Depart Hollywood Headquarters bus to Biltmore Hotel

# NIXON FOR GOVERNOR

# NEWS RELEASE



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

MRS. NIXON - CAMPAIGN SCHEDULE  
(separate schedule--morning and afternoon)  
SEPTEMBER 13 and SEPTEMBER 15

THURSDAY, SEPTEMBER 13, 1962

9:50 a.m. Depart Edgewater Hotel, Oakland

10:10 a.m. Depart for Sonoma County Airport, Santa Rosa

10:40 a.m. Arrive Sonoma County Airport

11:00 a.m. Arrive Los Robles Lodge--Community Reception  
Mrs. Nixon will meet and greet women of Santa Rosa and Sonoma County. All Sonoma County women's organizations have been invited to meet Mrs. Nixon at this time.  
Mrs. Freer to present Mrs. Nixon with bouquet of red roses.  
Musical salute by local quartet

1:00 p.m. Reception over

1:30 p.m. Depart Sonoma Airport  
Committee to accompany Mrs. Nixon to airport

2:15 p.m. Arrive Chico Airport

2:30 p.m. Arrive Safari Motel

5:00 p.m. Join Richard Nixon - Campaign schedule

SATURDAY, SEPTEMBER 15, 1962

10:15 a.m. Depart Caravan Inn, Community Receptions

11:00 a.m. Arrive Banning Women's Club for Community Reception

12:00 Noon Depart Banning

12:45 p.m. Arrive Caravan Inn, Lunch

1:30 p.m. Depart Caravan Inn

1:40 p.m. Arrive Riverside Municipal Auditorium, Community Reception

3:15 p.m. Reception over

5:35 p.m. Pat Nixon will join Dick Nixon for remainder of the day's campaign schedule

Herbert G. Klein  
Press Secretary to  
Richard Nixon

#### THE STATUS OF THE DEBATES

After hesitating for months to meet Dick Nixon's challenges for a debate, Gov. Brown finally agreed to a two-candidate confrontation on State Issues. Nixon appointed Robert Finch as his negotiator and Brown appointed Warren Christopher.

The attached fact sheets detail efforts to arrange the debates.

As matters now stand, Mr. Brown says the debates are off and he no longer will discuss them.

Mr. Nixon on the other hand is still seeking debates and has offered several proposals. They include one where there would be four debates, as in 1960, two in Mr. Brown's format of newsmen panels and two in his proposal of the classic man-to-man confrontation between candidates. Mr. Nixon also has invited Mr. Brown to appear on any or all of his seven telethons to ask questions and in return to be questioned.

Mr. Nixon stands ready to negotiate these or other proposals which might enable both parties to reach agreement on debates. This open end offer will remain in force. His position is that nothing is more important to the voters of California than this type of examination of the issues and both candidates should be willing to arrange their schedules accordingly.

Both candidates will be questioned by newsmen at the United Press International convention in San Francisco October 1 and on "Meet the Press" programs later in October.

NIXON-BROWN DEBATE PROPOSALS

DEC. 2, 1961 CALIFORNIA REPUBLICAN ASSEMBLY, SANTA MARIA SPEECH

Nixon: "I serve notice now that I will welcome the opportunity to debate the sorry record of the Brown Administration with whoever receives the doubtful honor next June of having to defend that record."

JAN. 25, 1962 SAN FRANCISCO NEWS CONFERENCE

Nixon: "After the primary, I'll be glad to debate Mr. Brown on all state issues on television. He might indicate whether he's willing to do this."

MAY 29, 1962 TELETHON APPEARANCE

"Q. Why won't you debate Shell?

Nixon: "I believe it is vitally important to get a new governor next November. I believe that for me to engage in any kind of a controversy or to wage any kind of an attack on my Republican opponent would only deepen the wounds which otherwise might not exist after the primary campaign. I have never attacked one of my fellow Republicans in a primary in the past. I'm not going to start now. I am for uniting the Republicans -- NOT dividing them. That's why I'm not going to debate Shell."

JUNE 15, 1962 UPI STORY FROM SEATTLE IN THE CITIZEN NEWS

"Mrs. Pat Brown would like to debate Mrs. Pat Nixon. The newest installment in the debate over a possible debate between California's gubernatorial candidates and/or their families occurred here yesterday. In recent weeks, Republican Richard M. Nixon has tried to needle Gov. Edmund G. (Pat) Brown into a debate.

"Brown indicated he was willing to argue state issues with Nixon, providing that the former Vice President won his party's nomination. Nixon did that June 5. Mrs. Brown yesterday told of her willingness to take on Mrs. Patricia Nixon during

JUNE 15, 1962 SEATTLE UPI STORY (CONT.)

a press conference here . . . Mrs. Nixon was unavailable for comment. She is vacationing with her husband in Lower California."

JUNE 18, 1962 STORY IN SAN FRANCISCO CHRONICLE

"Once again yesterday, Gov. Edmund G. Brown wouldn't say yes and wouldn't say no to debating Republican nominee Richard M. Nixon during the governorship campaign. But he said it would be all right with him if his wife, Bernice, wants to debate Pat Nixon. Mrs. Brown said the other day that she would welcome such an encounter with Mrs. Nixon, although the Governor at the time said her remark was 'somewhat jocular.'

"As to his confronting the former Vice President in a TV debate similar to the Nixon-Kennedy debates of the 1960 Presidential campaign, Brown said it's 'a little early' to tell. 'I'll be debating him until early in November, but as to a face-to-face encounter, that's something we'll decide later,' he said. The Governor added that he has received no 'formal' invitation from Nixon to debate and had learned of his GOP opponent's repeated challenges through the newspapers."

JUNE 21, 1962 JOINT APPEARANCE WITH BROWN AT THE ASSOCIATED PRESS NEWS EXECUTIVE COUNCIL OF CALIFORNIA-NEVADA, AT STANFORD UNIVERSITY. STORY IN LOS ANGELES TIMES

"Nixon noted that the two candidates have received invitations by all of the television networks. A decision should be made soon, he said."

"Brown noted that his Republican opponent is a good debater and said he has reached no decision. 'I don't want the quality of make-up or prior illness to affect the outcome of this election.'"

JUNE 25, 1962 BROWN TELEGRAM TO RN ACCEPTING DEBATES

"Despite your refusal to debate your opponent in the primary election, there has been general discussion of a television debate between us in advance of the fall election. It has always been my conviction the people have a right to a full public

JUNE 21, 1962 JOINT APPEARANCE (CONT.)

discussion of major issues between rival candidates.

"I now formally invite you to debate me on statewide television in mid-October. The debate should be on prime evening time and on the network or combination of network and independent stations that would reach the largest possible audience. I have determined that this debate is necessary because of your past reluctance to come to terms with the important issues that divide us. A direct confrontation should compel you to do so."

JUNE 25, 1962 RN STATEMENT IN REPLY TO BROWN'S TELEGRAM

" I am delighted that Gov. Brown, after months of his typical indecision, has finally accepted the offer I have made on several occasions to debate the issues at stake in California. These debates should, of course, be direct confrontations in which both of the participants will speak without reading from prepared texts and without notes. In this way, the voters of California will have an opportunity to make a better judgment of the qualifications of each candidate."

JUNE 29, 1962

Robert H. Finch named by Richard Nixon as his representative to negotiate terms for the proposed debates.

JULY 1, 1962 BROWN PRESS CONFERENCE, HERSHEY, PA.

Q. Have you made up your mind how you are going to debate Nixon?

A. "No, I have not. We've each appointed seconds to decide upon the weapons to be used and until they report back I haven't any comment on it."

Q. Governor, will there be one, two, three . . . ?

A. "I haven't any idea."

Q. Did you indicate previously that you expect to have only (not audible)

JULY 1, 1962 BROWN PRESS CONFERENCE (CONT.)

A. "I think that may have been the indication you may have taken from my communication -- we're both going to be on the Meet the Press program -- the United Press International will have some sort of a joint meeting during the month of October and I anticipate there will be other television and radio shows and joint appearances of various kinds -- but I haven't my program laid out at all -- the question of mounting your campaign and doing what you feel is necessary in addition to this is something we haven't worked out as yet. I can't tell you how many it will be."

JULY 9, 1962

Initial meeting between Warren Christopher and Robert H. Finch.

JULY 24, 1962

Meeting of network and independents representatives with WC and RHF -- Statler Hotel.

JULY 26, 1962

Meeting of WC and RHF with Bob Wood of CBS in 717.

JULY 31, 1962

Luncheon meeting of WC and RHF.

AUGUST 9, 1962

Luncheon meeting of WC and RHF.

AUGUST 16, 1962

Luncheon meeting of WC and RHF.

August 18-19 -- Brown confers with President Kennedy during his visit for San Luis ceremonies.

August 21, 1962 -- Brown announces that negotiations have broken down for the debates. He demands that there be one debate and that on a 1960 format of a panel of newsmen. Finch, Nixon negotiator, says that he still is willing and eager to negotiate freely but confirms that an impasse has been reached because of Brown's ultimatum. He says Nixon has urged man-to-man confrontation which will "expose Brown and his record to direct examination by Mr. Nixon".

August 22, 1962 -- Brown accuses Nixon of lying in their dispute over debates.

"Brown refused to resume negotiations unless his Republican opponent agrees to TV questioning by a panel of newsmen". (LA TIMES 8/23) Nixon calls on Brown to resume negotiations and authorizes Robert Finch "to meet with any representative Mr. Brown designates and to conduct negotiations on round-the-clock basis" for TV debates. He accuses the governor of a "take it or leave it" stand and charges that Brown "is trying to run out on the people of California".

August 24, 1962 -- Nixon at a press conference makes three points in regard to the debates: (1) That negotiations be resumed on the debate question, (2) authorizes statewide replay on television and radio of the UPI and Meet The Press appearances, (3) invites Brown to question him and answer questions on any or all of Nixon's seven scheduled telethons beginning Sept. 28 in Salinas. He says that all three offers are made on an open end basis.

August 30, 1962 -- Warren Christopher writes Robert Finch that he has been authorized by Gov. Brown to resume negotiations whenever Finch is authorized beforehand to agree to the 1960 debate format. Finch replies he is "distressed" by Christopher's "absolute condition" to resume talks. He says he is available at any hour to negotiate freely. Nixon declares the

Christopher letter is another Brown effort "to throw up a smokescreen over his attempt to run out on my challenge to debate the issues of this campaign man-to-man".

September 2, 1962 -- Jack Burby, Brown's Press Secretary, declares "The Governor's position on the debate is very clear. He has held open two dates in October which are available if Mr. Nixon decides to face up to the questioning of newsmen. They will be held open until Friday (five days). Mr. Nixon can take it or leave it".

September 6, 1962 -- Nixon calls on Brown to "withdraw his panicky ultimatums and allow negotiations to resume for televised debates". Nixon points out that he has agreed to two appearances with the newsmen format -- the UPI convention on Oct. 1 and Meet The Press later in the month. Nixon proposes Mayor Sam Yorty of Los Angeles to serve as moderator in man-to-man debates.

September 7, 1962 -- Brown declares "I gave my opponent until five today, September 7, to accept or reject my proposal" for the 1960 format. "That deadline is now passed....and I can only conclude from his silence that he no longer wants to debate....I do not intend to debate the debates any further". (see text)

September 7, 1962 -- Nixon deploras Brown's use of ultimatums and proposes "a reasonable compromise, each of us going half way....I suggest we have four joint appearances. Two of them his way--joint press conferences, and two of them my way--man-to-man debates." (see text)

September 8, 1962 -- Brown, in reply to a newsman's question about Nixon's 11th hour proposal, declares: "I do not intend to debate the debates any further."

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Five days ago I told Richard Nixon I would hold open two dates in October for face-to-face debates with him on statewide television. My only condition was that we observe the 1960 format. I gave my opponent until five today, September 7, to accept or reject my proposal. That deadline is now passed. He has had five days to think it over and I can only conclude from his silence that he no longer wants to debate. Let it be absolutely clear that the decision was his, not mine. Through two months of continuous negotiations of our TV debates, Richard Nixon has stubbornly refused to accept the format of his 1960 debates with John F. Kennedy. This is a format<sup>in</sup> which both candidates expose themselves to vigorous questioning by a panel of objective political reporters. Nixon was an advocate of this format in 1960. Why should he fear this in 1962? The only answer can be that he is unwilling to expose his political record to searching inquiry. I do not intend to debate the debates any further.

I think it is most unfortunate that as a result of Mr. Brown's ultimatum the negotiations for our debates have now been broken off. I believe that the people of California deserve more than that from the two men who are running for the highest office in this state.

Consequently, I want to make a proposition which I believe the people of California will recognize as fair to me and fair to Mr. Brown. In 1960 we had four joint appearances. I believe there should be four this year. I propose now that on the principle point where Mr. Brown and I have disagreed there be a reasonable compromise, each of us going half way.

He wants joint press conferences.

I want man-to-man debate in which each questions the other.

We both can't have it all our way. I suggest we have four joint appearances. Two of them his way - joint press conferences and two of them my way - man to man debates.

I make this proposal even after he has broken off negotiations because I want to do everything I can as a reasonable contestant for this office to bring to the people of California the debates between the two candidates that they want and should be allowed to hear.

September 1962

## BIOGRAPHY OF DICK NIXON

Two weeks before Dick Nixon started out on the home stretch of his 1962 campaign for Governor of California, he made a 5 a.m. visit to the Los Angeles produce market.

Moving through the market, chatting and shaking hands, the former Vice President stopped to talk to an eight-year-old, tousle-headed boy to tell him what his future might hold.

It was a significant visit because this boy had come to the early morning market with his father just as Dick Nixon had made these same early morning produce-buying trips with his father 40 years before.

Now, at 49, Dick Nixon is a political figure known throughout his native state, his nation and in most parts of the world. He twice was elected to Congress. He served California in the United States Senate. He gave new stature and meaning to his office as he served two terms as Vice President. He was his party's nominee for President in 1960 and lost by the closest margin of any candidate in this century.

Two years later, he opened his campaign for Governor in Pomona, where he launched his first campaign for political office.

A native of California, Dick Nixon was educated in California public schools, Whittier College (B.A. 1934) and received his law degree from Duke University on a scholarship (LL.B. 1937). He was born in Yorba Linda and grew up in Whittier where his Quaker parents operated a combination gas station-grocery store.

Nixon stepped from wartime service in the U.S. Navy to the political arena in the 1946 campaign when a group of friends urged him to oppose Representative Jerry Voorhis, a Democrat incumbent of 10 years' entrenchment.

The race cost much of the money he and Pat Nixon had saved from his Navy pay, but he won it by 15,594 votes. Two years later he was reelected by receiving both the Republican and Democratic nominations.

Nixon distinguished himself in the House by his work as a

(MORE)

freshman member of the House Committee on Un-American Activities.

When others were ready to apologize to Alger Hiss, Nixon, the young lawyer, "broke" the case with his interrogation of Whitaker Chambers and Alger Hiss.

His actions, which pitted him against some of the strongest political forces in the country at the time, awoke the nation to the true dangers of Communist subversion and espionage.

Nixon also worked tirelessly to reform the procedures of Congressional investigations, introducing measures which have since become common practice, such as permitting witnesses to be accompanied by legal counsel.

Nixon's record as a Congressman, and his dynamic approach to the problems of California and the nation, enabled him to defeat Congresswoman Helen Gahagan Douglas, a New Deal Democrat and former actress, for the United States Senate in 1950. His margin of 670,000 votes was the greatest of any Senate victory that year.

Senator Nixon was the Vice Presidential choice of the Republican National Convention in 1952, teaming him with General Dwight D. Eisenhower. His selection came without opposition. Then 39 years old, he was one of the youngest ever nominated for that office.

Dwight D. Eisenhower and Richard Nixon won sweeping victories in 1952 and 1956.

President John Adams once said the Vice Presidency is "the most insignificant office that ever the invention of man contrived or his imagination conceived." President Eisenhower saw the job differently and gave his Vice President new responsibilities for leadership. Both parties have agreed that Vice President Nixon responded to the challenge by elevating his office and providing firm leadership which won both national and international acclaim.

The song "California Here I Come" was heard on every continent as Pat and Dick Nixon traveled to 54 countries, covering 160,000 miles on goodwill missions for the United States.

Yet, while serving 14 years in Washington, Nixon constantly worked to solve the problems of his native state and developed a working knowledge of every facet of California.

Nixon has told friends that one of his aims as Governor is to elevate the office of the leader of the nation's first state to a position of stature growing with California.

September 1962

BIOGRAPHY OF PAT NIXON

A true partner from the start was Patricia Ryan, beginning from the time she pooled her savings with those of her fiance -- Richard Nixon -- to buy her engagement and wedding rings, through campaigning with him for public office.

Nor is she one to simply stand by Dick Nixon's side at political functions.

Pat Nixon is a respected campaigner in her own right. From locking stamps and stuffing envelopes in her husband's earlier campaigns through speaking to women voters and other groups, she has always been beside him on the firing line.

Pat Ryan learned soon after she met Dick Nixon that she had met a man of uncommon drive, ability and direction. It was a storybook romance from the start.

On their first date, the man who was to be Vice President twelve years later said flatly, "Someday I'm going to marry you." Two years later, in 1940, they were married in a Quaker ceremony at the Mission Inn in Riverside.

Nixon first heard about Pat when he returned in 1937 from receiving his law degree at Duke University. He was home only a few days when friends told him of the brown-eyed blonde who was teaching shorthand and typing at Whittier High School.

Nixon also learned that Miss Ryan was in a community theater group and would be rehearsing a play that night. Nixon went to the rehearsal and not only met Miss Ryan but landed the romantic lead opposite her.

It was on their first date, including a rehearsal of the play, that Nixon announced his intentions.

The partnership of Pat Ryan and Dick Nixon started simultaneously with their engagement. Besides pooling their money for rings, they went on a two-week honeymoon in Mexico City on pooled money.

(MORE)

Both knew what hard work was. Nixon went to Duke on a scholarship earned in Whittier College. He earned his living expenses by working in the university library. Pat had been an X-ray technician and a salesgirl in a Los Angeles department store to earn her way through the University of Southern California.

Nixon was commissioned in the Navy a year after their marriage and she followed him around the country working at whatever jobs she could find. She was a bank teller, a file clerk and a secretary.

Four years later, when Lieutenant Commander Nixon was discharged from the Navy after more than a year in the South Pacific, they had saved part of his Navy pay towards opening a law office. But even before Nixon got out of uniform a group of friends urged him to run for Congress against Representative Jerry Voorhis.

With a three-week-old baby, Tricia, now 16, and the savings, the Nixons hit the campaign trail. Much of the money was spent, but Nixon beat the five-term Democrat Congressman by 15,000 votes.

The Nixon cycle of campaign, public life, campaign has barely ceased since then. It went through a 1948 campaign for Congress when Julie, now 14, was born; a race for the United States Senate in 1950; and the Vice Presidency in 1952 and 1956. All of them were winners.

Even in the spotlight of public life in Washington Pat Nixon has devoted herself to bringing up her daughters in as unaffected an atmosphere as possible. She has won citations as a housewife and mother as well as for her courageous goodwill missions in all parts of the world.

Pat Nixon has won the smiles of children and the ill in hospitals and orphanages around the world. And she has won the hearts of millions of Americans as a woman who stands by her husband in the thick of battle.

In 1962 she again is campaigning with Dick Nixon in his border-to-border drive to restore good government to California's capital.

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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

For AM Release  
Tuesday, September 25, 1962

Richard Nixon is leading in the campaign for the California governorship, it was revealed today by a private poll.

Herbert G. Klein, Press Secretary to Richard Nixon said, "The results of the poll showed Nixon leading Brown 40.8 to 39.5 with 19.7 undecided voters."

Klein stated, "It is evident that Nixon is gaining in the election, but that there still are many undecided voters waiting to learn more regarding the issues. This could be best resolved with a face-to-face debate, allowing Californians to clearly see how each candidate would handle the growing problems of this state. Richard Nixon's challenge for this debate still stands."

The two candidates are scheduled to appear at a joint televised press conference sponsored by the United Press International in San Francisco next Monday, October 1, 1962.

"Brown says he will use notes in the conference regardless of what anyone else thinks of this," Klein said. "This is inconsistent with the Brown position that the Kennedy-Nixon debate of 1960 be followed."

"Mr. Brown has said many times, he wants the 1960 formula. Now that both candidates have agreed to meet jointly with the press, he reneges and asks for a text to bolster himself."

"Since Brown raised the 1960 issue, we will hold him to it. The public is entitled to hear his answers, not those of his ghost writers," Klein, who negotiated the UPI joint appearance, said.

The UPI Conference will follow the third week of intensive campaigning by Richard Nixon for the Governorship, and, as he enters this third week, he has already traveled 3,075 miles and spoken in every section of the state.

-MORE-

He has visited farming areas, metropolitan areas, and has taken his person-to-person campaign into shopping centers, office buildings, factories, steel plants, and the Los Angeles Civic Center.

Since his kick-off, he has shaken hands with 18,000 Californians and before November 6th, he will personally greet and shake hands with 80,000 people up and down the state.

The wave of enthusiasm for Dick Nixon's candidacy is illustrated in the fact that there are 315 Nixon for Governor Headquarters open in California, each one buzzing with energetic workers--and more are opening every day.

Also, the first of a series of "on the job" volunteer committees of company employees, merchants, professional people, and members of specific trades were announced this week.

These committees, part of a massive statewide volunteer program, are already organized in such trades as barbers, home builders, musicians, veterinarians, lawyers and insurance brokers.

STATEMENT BY EUGENE BISCAILUZ  
Former Sheriff of Los Angeles County  
Phone contact: DU 5-9161

For Flat AM Release  
Tuesday, September 25, 1962

Former Sheriff Eugene Biscailuz of Los Angeles County, past president of the California Sheriff's Association and the California Peace Officers Association, voiced the support of law enforcement men today of Richard Nixon's eight-point program to curb crime.

Mr. Biscailuz's statement follows:

"Police officers throughout the state have occasion to be pleased today at the hard-hitting, positive support given them by Richard Nixon yesterday."

"Mr. Nixon's eight-point program for dealing with crime in California has long been espoused and encouraged by law enforcement men and now the former Vice President has given them the promise they have long hoped for.

"While many law enforcement men may be restricted from speaking out publicly on partisan politics, I am taking the liberty of speaking out as a former Sheriff of Los Angeles County. I commend Mr. Nixon for his promise of strong support for these programs:

1. Stronger penalties for narcotics peddlers and further efforts to cure narcotics addiction.
2. Legislation to help the enforcement of law on the local level with the strengthening of search and seizure laws, parole regulations and others.
3. The threat of the death penalty as a deterrent to major crime.
4. A Governor's Council on Crime Prevention, to coordinate the efforts in stamping out crime.
5. Initiate educational programs in schools to create greater respect for our law enforcement officials.
6. A program from the Governor's office to drive racketeers and organized crime out of California.

-MORE-

2-2-2

7. Fast action to improve prison facilities.

8. An enlarged program to curb juvenile delinquency by improving employment opportunities for our young people.

-30-

9/24/62

Donald McLarnan  
Former Regional Director,  
U.S. Small Business Administration

For Flat PM Release  
September 26, 1962

Contact: DU 5-2407

Donald McLarnan, former regional director of the U.S. Small Business Administration, today hailed Richard Nixon's program to improve the economic climate of California as a "realistic approach to a serious problem."

Mr. McLarnan, president and director of a large diesel engine company in Los Angeles, declared that the former Vice President had accurately analyzed California's need to find one million new jobs in the next four years to keep pace with the growing working force in the state.

"Anyone can see what has been happening here recently in the business community simply by looking around," Mr. McLarnan declared.

"Last year, 31 large companies moved out of the Los Angeles area or were liquidated. Twenty-six big companies suspended or curtailed operations in the San Francisco Bay area."

"In the San Francisco area, more than 8,600 workers lost their jobs in businesses other than defense contract firms," the former small business administration director said.

"As a matter of fact, in businesses outside of the defense industries, California sells less now than it did 15 years ago," he said.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

STATEMENT ON CALIFORNIA POLL  
BY H. R. HALDEMAN,  
Campaign Manager

For AM's Release  
September 27

The California polls indicate, as Mr. Field himself comments, that at this time the gubernatorial contest is strictly an undecided race.

Actually, the poll figures are contrary to every indication from within our organization which show that Dick Nixon is pulling ahead.

The indications come from our own samplings of voter opinion and from the voter reception of Dick Nixon across the state since the kick-off of the final campaign.

Pre-election polls fail to take into account the spirit and activities of grassroot workers for either candidate. We have noted, along with some of the press, the apparent apathy in the Democratic camp in contrast to the dedicated zeal of the thousands of Nixon-for-Governor workers.

Dick Nixon will pull ahead before Election Day to win a clear-cut victory. The only poll which counts is that of November 6th.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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, September 24 - Monday, October 1, 1962

PRESS NOTE: All person-to-person appearances are on an informal basis and subject to schedule changes.

Press coverage of the Salinas and Bakersfield WIN WITH NIXON Telethons is invited.

Complete press facilities will be arranged. Please contact the Nixon News Bureau by Tuesday noon for travel accommodations on this week's schedule.

MONDAY, SEPTEMBER 24, 1962

Staff work in Los Angeles

TUESDAY, SEPTEMBER 25, 1962

12:00 noon

Los Angeles Junior Chamber of Commerce Luncheon - Biltmore Hotel - sponsored by the Civic Affairs Committee of the Junior Chamber of Commerce

ADDRESS by RICHARD NIXON

\*(Press transportation will be available at the Biltmore Hotel following the luncheon for those who will accompany Mr. Nixon the remainder of the day.)

1:30 p.m.

Depart Biltmore Hotel for afternoon of Person-to-Person campaigning in the Los Angeles area.

5:30 p.m.

Arrive Landmark Motel - 3333 Lakewood Blvd., Lakewood, for Staff Work -- Press room will be available

\*Motel is south of Carson Blvd. on Lakewood Blvd. about 1/2 mile from the Long Beach Airport. Phone -- HArrison 1-8215.

7:50 p.m.

Depart Motel for Bancroft Junior High School, 5301 E. Centralia Blvd., Lakewood, for Nixon for Governor Rally.

8:00 p.m.

Arrive Bancroft Junior High School Auditorium for Rally -- Rally is sponsored by Greater Lakewood Area Nixon for Governor Committee.

ADDRESS by RICHARD NIXON

WEDNESDAY, SEPTEMBER 26, 1962

a.m.

Staff Work and Appointments - Los Angeles

Weds., September 26, 1962, Con't.

2:00 p.m. Person-to-Person Campaigning in Los Angeles area

11:00 p.m. Appearance on Tom Duggan Show -- KTTV (Channel 11)  
(Los Angeles)

THURSDAY, SEPTEMBER 27, 1962

9:30 a.m. Press Conference - Biltmore Hotel, Los Angeles  
Music Room

10:05 a.m. Depart Press Conference for L. A. International  
Airport for flight to San Francisco.

\*Press transportation to the airport for traveling  
press will be available at the Grand Street  
entrance of the Biltmore Hotel.

10:45 a.m. Arrive Airport

11:00 a.m. Takeoff for San Francisco  
\*Lunch will be served on board plane

12:45 p.m. Arrive San Francisco International Airport  
(Butler Aviation terminal)

1:00 p.m. Depart Airport by bus for Person-to-Person  
campaigning in San Francisco.

First stop -- Montclair Restaurant, 530 Green St.  
San Francisco -- drop in on Italian-American  
Nixon for Governor luncheon

2:00 p.m. Washington Square - for Person-to-Person  
campaigning

2:15 p.m. Depart Washington Square for Firemen's Fund  
Insurance Company -- 3333 California St.,  
San Francisco -- Mr. Nixon will tour the building  
and meet office workers.

3:45 p.m. Arrive Fillmore District Nixon for Governor  
Headquarters -- 1415 Fillmore St., San Francisco

5:00 p.m. Arrive Hilton Inn for Staff work -- Press Room  
will be available (JU. 9-0770)

6:30 p.m. Depart Hilton Inn for Airport

6:50 p.m. Takeoff for Stockton - and Nixon for Governor Rally

7:20 p.m. Arrive Stockton Airport

8:00 p.m. Nixon for Governor Rally at the University of  
Pacific - Conservatory Auditorium (intersection  
of Pacific Avenue and Stadium Drive)

ADDRESS by RICHARD NIXON

9:15 p.m. Depart Rally for Airport

9:50 p.m. Takeoff for Salinas

10:15 p.m. Arrive Salinas Municipal Airport

11:00 p.m. Arrive Wonder Lodge Salinas - remain overnight  
Press Room will be available - HA. 4-8661  
Remain overnight in Salinas

FRIDAY, SEPTEMBER 28, 1962

10:00 p.m.                   Remain in Salinas for WIN WITH NIXON Telethon  
Salinas Telethon - Stations KSBY-TV (San Luis Obispo) and KSBW-TV (Salinas)  
Telethon will originate in Salinas at KSBW-TV  
238 John Street (Harrison 2-6422)

1:00 a.m.                    Telethon ends

                              Remain overnight - Salinas - Wonder Lodge

SATURDAY, SEPTEMBER 29, 1962

11:15 a.m.                   Depart Salinas, by plane for Lakeport

1:30 p.m.                    Arrive Lakeport Airport - Lake County

2:10 p.m.                    Arrive Lakeport City Library Park, by bus for  
barbeque - sponsored by Farmers for Nixon

                              ADDRESS by RICHARD NIXON

3:25 p.m.                    Depart park for airport

4:00 p.m.                    Take off for Marysville

4:30 p.m.                    Arrive Marysville for Yuba and Sutter Counties  
Nixon for Governor Barbeque and Rally at  
Fairgrounds

4:50 p.m.                    Arrive Ming Tree Motel, Marysville for Staff  
work - PRESS ROOM WILL BE AVAILABLE.  
(Phone: 742-6946)

7:25 p.m.                    Depart motel for Yuba-Sutter Counties Fairgrounds  
for Nixon for Governor Barbeque and Rally.

                              ADDRESS by RICHARD NIXON

8:50 p.m.                    Depart Barbeque for Airport

9:20 p.m.                    Take off for San Francisco

10:20 p.m.                   Arrive San Francisco International Airport

11:00 p.m.                   Arrive St. Francis Hotel, San Francisco  
Remain overnight at St. Francis Hotel (EX. 7-7000)

SUNDAY, SEPTEMBER 30, 1962

STAFF DAY                    St. Francis Hotel, San Francisco

                              Remain overnight at St. Francis Hotel

MONDAY, OCTOBER 1, 1962

2:00 p.m.                    UPI Editors Meeting - Fairmount Hotel, Gold  
Room, San Francisco  
Remain overnight - St. Francis Hotel, San Francisco

TUESDAY, OCTOBER 2, 1962

Afternoon                    Depart San Francisco for Bakersfield by plane

9:30 p.m.                    Bakersfield WIN WITH NIXON Telethon, KERO-TV  
(3 hours) - 321 - 21st St. (FAirview 7-1441)

                              Remain overnight in Bakersfield - return next day  
to Los Angeles area. Schedule will be forwarded  
in a few days.

# NIXON FOR GOVERNOR

## NEWS RELEASE



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

### NIXON TELETHON SCHEDULE:

Salinas- San Luis Obispo	KSBW-TV) KSBY-TV)	10:00 PM- 1:00 AM Friday, Sept. 28
Bakersfield	KERO-TV	9:30 PM-12:30 AM Tuesday, Oct. 2
Fresno	KFRE-TV	9:30 PM-12:30 AM Friday, Oct. 5
San Diego	KFMB-TV	9:30 PM-12:30 AM Friday, Oct. 12
Sacramento	KCRA-TV	9:30 PM-12:30 AM Tuesday, Oct. 16
San Francisco	KTVU	9:30 PM-12:30 AM Monday, Oct. 22
Los Angeles	KTTV	10:00 PM-1:00 AM Saturday, Oct. 27

-30-

9/27/62

# NIXON FOR GOVERNOR

# NEWS RELEASE



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

HERBERT G. KLEIN, Press Secretary

## RICHARD NIXON PERSON-TO-PERSON CAMPAIGN SCHEDULE

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### MONDAY, SEPTEMBER 24, 1962

Staff work in Los Angeles

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12:00 noon

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ADDRESS by RICHARD NIXON

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\*Motel is south of Carson Blvd. on Lakewood Blvd. about 1/2 mile from the Long Beach Airport. Phone--Harrison 1-8215.

7:50 p.m.

Depart Motel for Bancroft Junior High School 5301 E. Centralia Blvd., Lakewood, for Nixon for Governor Rally.

8:00 p.m.

Arrive Bancroft Junior High School Auditorium for Rally -- Rally is sponsored by Greater Lakewood Area Nixon for Governor Committee.

ADDRESS by RICHARD NIXON

WEDNESDAY, SEPTEMBER 26, 1962

a.m.

Staff Work and Appointments - Los Angeles

2:00 p.m.

Person-to-Person Campaigning in Los Angeles area.

11:00 p.m.

Appearance on Tom Duggan Show -- KTTV (Channel 11) (Los Angeles)

THURSDAY, SEPTEMBER 27, 1962

9:30 a.m.

Press Conference - Biltmore Hotel, Los Angeles Music Room

10:05 a.m.

Depart Press Conference for L.A. International Airport for flight to San Francisco.

\*Press transportation to the airport for traveling press will be available at the Grand Street entrance of the Biltmore Hotel.

10:45 a.m.

Arrive Airport

11:00 a.m.

Takeoff for San Francisco  
\*Lunch will be served on board plane

12:45 p.m.

Arrive San Francisco International Airport (Butler Aviation terminal)

1:00 p.m.

Depart Airport by bus for Person-to-Person campaigning in San Francisco.

First stop -- Montclair Restaurant, 550 Green St., San Francisco--drop in on Italian-American Nixon for Governor luncheon.

2:00 p.m.

Washington Square - for Person-to-Person campaigning.

2:15 p.m.

Depart Washington Square for Firemen's Fund Insurance Company -- 3333 California St., San Francisco--Mr. Nixon will tour the building and meet office workers.

3:45 p.m.

Arrive Fillmore District Nixon for Governor Headquarters--1415 Fillmore St. San Francisco

5:00 p.m.

Arrive Hilton Inn for Staff work--Press Room will be available (JU. 9-0770)

6:30 p.m.

Depart Hilton Inn for Airport

6:50 p.m.

Takeoff for Stockton--and Nixon for Governor Rally

7:20 p.m.

Arrive Stockton Airport

Thurs., September 27, 1962 (Cont'd)

8:00 p.m. Nixon for Governor Rally at the University of Pacific-Conservatory Auditorium (intersection of Pacific Avenue and Stadium Drive)  
ADDRESS by RICHARD NIXON

9:15 p.m. Depart Rally for Airport

9:50 p.m. Takeoff for Salinas

10:15 p.m. Arrive Salinas Municipal Airport

11:00 p.m. Arrive Wonder Lodge Salinas - remain overnight - Press Room will be available - HA. 4-8661 - Remain overnight in Salinas

FRIDAY, SEPTEMBER 28, 1962

Remain in Salinas for WIN WITH NIXON Telethon

10:00 p.m. Salinas Telethon - Stations KSBY-TV (San Luis Obispo) and KSBW-TV (Salinas) Telethon will originate in Salinas at KSBW-TV 238 John Street (Harrison 26422)

1:00 a.m. Telethon ends  
Remain overnight - Salinas - Wonder Lodge

SATURDAY, SEPTEMBER 29, 1962

11:15 a.m. Depart Salinas, by plane for Lakeport

1:30 p.m. Arrive Lakeport Airport - Lake County

2:10 p.m. Arrive Lakeport City Library Park, by bus for barbeque - sponsored by Farmers for Nixon  
ADDRESS by RICHARD NIXON

3:25 p.m. Depart park for airport

4:00 p.m.= Take off for Marysville

4:30 p.m. Arrive Marysville for Yuba and Sutter Counties - Nixon for Governor Barbeque and Rally at Fairgrounds

4:50 p.m. Arrive Ming Tree Motel, Marysville for Staff work-PRESS ROOM WILL BE AVAILABLE. (Phone: 742-6946)

7:25 p.m. Depart motel for Yuba=Sutter Counties Fairgrounds for Nixon for Governor Barbeque and Rally.  
ADDRESS by RICHARD NIXON

8:50 p.m. Depart Barbeque for Airport

9:20 p.m. Take off for San Francisco

10:20 p.m. Arrive San Francisco International Airport

Sat., September 29, 1962 (Cont'd)

11:00 p.m.

Arrive St. Francis Hotel, San Francisco  
Remain overnight at St. Francis Hotel  
(EX. 7-7000)

SUNDAY, SEPTEMBER 30, 1962....

STAFF DAY

St. Francis Hotel, San Francisco

Remain overnight at St. Francis Hotel

MONDAY, OCTOBER 1, 1962

2:00 p.m.

UPI Editors Meeting - Fairmount Hotel,  
Gold Room, San Francisco  
Remain overnight - St. Francis Hotel,  
San Francisco

TUESDAY, OCTOBER 2, 1962

Afternoon

Depart San Francisco for Bakersfield by  
plane

9:30 p.m.

Bakersfield WIN WITH NIXON Telethon,  
KERO-TV (3 hours) - 321-21st St.  
(FAirview 7-1441)

Remain overnight in Bakersfield - return  
next day to Los Angeles area. Schedule  
will be forwarded in a few days.

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9/26/62

# 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

For Release  
Sunday AM's  
September 30, 1962

Richard Nixon steps up the presentation of his "Programs for a Greater California" this week with a wide variety of campaign appearances scheduled in cities throughout the state including San Francisco, Bakersfield, Los Angeles, Fresno, Thousand Oaks, and in the San Fernando Valley.

Nixon closed last week's border-to-border campaigning in Salinas with the first in his series of seven telethons. He spoke to an estimated 1.3 million persons in a seven-county area on such issues as narcotics, high taxes, agriculture, crime, economy in government, water development, education, and communism.

The fourth week of the former Vice President's person-to-person gubernatorial bid will include three-hour "no holds barred" telethons in the San Joaquin Valley, a lunch Thursday at the Los Angeles Press Club, and an appearance on the nationally televised Meet the Press program on Sunday.

Nixon begins the week tomorrow (Monday) with a joint appearance with his opponent, Pat Brown, before the UPI Editors Conference in San Francisco. One week later, October 8, Nixon will meet former President Eisenhower at Los Angeles International Airport at 9:30 a. m. There they will board General Eisenhower's plane and fly to San Francisco for a civic welcome and downtown motorcade set for noon.

General Eisenhower will address a \$100-a-plate dinner in San Francisco that night in the Cow Palace. Nixon, his former Vice President, will return to Los Angeles to address a similar event in the Hollywood Palladium.

"Richard Nixon's vigorous schedule of civic rallies, walkathons, press conferences, barbecues, radio talks, and telethons have made this the liveliest campaign for governor in the history of California," stated Chad McClellan, Southern California Campaign Manager.

"He has drawn record crowds at all appearances with a hard-hitting attack on the failures and inefficiencies of the present State administration, coupled with his own positive and constructive 'Programs for a Greater California,' " McClellan concluded.

Nixon will meet with the UPI editors tomorrow at 2:00 P. M. and remain overnight in San Francisco. He will go to Bakersfield Tuesday for a 3-hour telethon starting at 9:30 P. M.

The telethon, in which he will answer questions telephoned by the public, will be carried over KERO-TV.

Wednesday the candidate returns to the Los Angeles area. At noon he will address a meeting of San Fernando joint service clubs at the Knollwood Country Club in Granada Hills. At 8:00 P. M. he will deliver a major address at a Nixon-for-Governor rally in the Pasadena Civic Auditorium.

On Thursday he will speak before a Los Angeles Press Club luncheon. The South Bay area is turning out to hear him make another important campaign address at 8:00 P. M. in Manhattan Beach at Mira Costa High School, 1401 Gould Avenue.

Co-sponsors of this Nixon-for-Governor rally are Redondo Beach, Manhattan Beach, Hawthorne, Torrance, and Hermosa Beach.

Friday he returns to Fresno for another 3-hour telethon starting at 9:30 P. M. over KFRE-TV. He will remain overnight and attend the Fair Saturday from 11:00 A. M. to 1:00 P. M.

The same night he is scheduled for a Nixon-for-Governor rally in Thousand Oaks in Ventura County.

Sunday, October 7, he will make an appearance on Meet the Press which will be seen nationally over the NBC television network.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

Statement by RICHARD M. NIXON  
Regarding the Jewish New Year  
(Saturday, Sept. 29, 1962)

For Release Friday,  
September 28, 1962

On the significant occasion of Rosh Hashana, I send heartfelt greetings and best wishes to all members of the Jewish faith.

It is my fervent hope that your prayers during these meaningful high Holy Days will not only be spiritually rewarding for each of you, but that they will also serve to awaken in the hearts of men everywhere a deeper sensitivity to the Judaic belief in the universality of man's needs and aspirations, and a greater determination to replace tyranny, discrimination and persecution with freedom, understanding and brotherhood throughout the world.

May the new year bring to you and all mankind peace and prosperity.

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9/28/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

Casey III-

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

NIXON FOR GOVERNOR

FOR RELEASE THURSDAY 9/27/62

Herbert G. Klein, Press Secretary

The statewide organization of Democrats for Nixon, with an initial membership of 8,000, opened its main headquarters today at 641 South Flower Street, Los Angeles.

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

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

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

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

Griffin and Ruddock issued the following joint statement:

"A survey of the 8,000 Democrats who have volunteered to work actively for Dick Nixon's election shows these predominant reasons for our participation in this campaign.

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

-MORE-

Even on questions as simple as boxing, he vacillates.

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

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

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

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

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

6. Gov. Brown's administration has created a billion dollar increase in taxes during his four years in office. Plainly our taxes are too high. We want a Governor who will do something about them. We are convinced the Dick Nixon program will accomplish this. A place to start is by decreasing welfare chiselers. We like the Nixon program to cut

3-3-3

\$27 million in welfare waste. We find it distressing to learn of the Brown attitude that nothing can be done. Something must be done about chiselers.

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

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

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

Members of the organizing committee include:

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

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

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

Earl Overmyer, captain of the Huntington Beach Fire Department.

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

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

4-4-4

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

Henry Dockweiler, Los Angeles attorney and civic leader.

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

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9/26/62

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

October 1962

TO THE EDITOR:

Richard Nixon, in his hard hitting campaign for Governor, has been following two guidelines. One has been to attack the failures of the Brown administration. The other has been to present positive programs of action for California which he will follow when elected.

All too often the attack makes better newspaper copy than the detailed positive programs. For that reason we have prepared here a summary of some of the more important Nixon programs, which we believe deserve to be brought to the attention of the public.

We would hope that you will find material here for editorial comment, feature stories or column material.

Several of these proposals have been presented by Dick Nixon in his weekly statewide broadcasts on "Programs for a Greater California". Full texts are available on request for each of the subjects extracted here.

Herb Klein  
Press Secretary

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### I. Welfare

"To get more service for less money from our social welfare programs, I propose this five-point action program:

"1. We must immediately replace the segmented and costly approach to social welfare problems with inter-departmental coordination. For example, unemployment, under-employment, and racial discrimination are all sources of the dependency problem. There must be a closer tie between the Department of Employment and the Welfare Department. Some Employment office representatives should work in Welfare Department offices. Adult education facilities and services should be brought into this program to increase employment skills.

"2. We must clear away the underbrush of red tape regulations so that caseworkers and administrators will be able to concentrate on families needing assistance, rather than being diverted by an endless stream of petty details.

"3. We must have greater local control and local autonomy to meet local conditions. State and county relations are currently at a low point. Instead of teamwork, there is suspicion and mistrust. Instead of leadership, there is dictation and duplication from the State to the counties.

"4. We must restore the concept of personal responsibility. Refocus our attention on helping people to help themselves, rather than just doling out money. Prevention and rehabilitation must be the basis of all programs.

"5. A concentrated effort must be made to re-unite ANC families. Where reconciliation of families is not possible, more effort should be made to obtain support payments from the absent father. Some counties are doing a good job in this area, but the Brown Administration has frowned on these efforts as 'punitive'.

"These actions will assure that our tax dollars are spent in the most constructive and waste-free manner. These actions will assure that no scandal or administrative snafu will threaten our future ability to help the honest and unfortunate people who are relying on our assistance."

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### II. Senior Citizens

"A five-point program to help our older people manage their own affairs with new dignity, happiness and comfort:

1. **TAX REFORM:** A double state income tax exemption, amounting to \$3,000 for those over 65; tax relief on homes for senior citizens with limited income; opposition to the proposed statewide property tax for education.

2. **MEDICAL AID:** Expand voluntary health insurance; support Congressional action for government participation in payment of private health insurance premiums for all those over 65, not just those covered by social security; eliminate the 30-day waiting period for coverage by the California Medical Assistance Program for the Aged.

3. "We must strengthen our welfare programs, by better administration and by getting the chiselers off the rolls so that assistance to the deserving people will not be endangered.

"I have proposed a program which will save \$27 million annually in the handling of welfare, primarily from tightening regulations in the ANC program, which now often makes it more profitable for a man not to work than to work. This savings will be made without cutting one cent from assistance to the aged, the blind, or the handicapped."

"My program would save the taxpayers' money, including the elderly taxpayers' money. 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. And this is in the very best interest of all Californians regardless of their political affiliations or their economic status.

4. "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.

"One of the most distressing problems of our senior citizens, especially those who are single, is the shortage of reasonably priced, decent housing.

II. SENIOR CITIZENS - pp. 2

"Under the Eisenhower-Nixon Administration, single elderly persons were made eligible for public housing for the first time. Another program initiated under our administration made more housing for the elderly possible by insuring mortgages up to 90% of cost for non-profit construction. There has already been progress made in California under this program."

5. "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.'

"So that the experience and knowledge of a lifetime can be used in building a greater California, retired persons will be asked to join 'CALegion' and help train our young people.

"Young people, especially those with inadequate schooling, will be instructed on an 'each-one-teach-one' basis. They will learn carpentry or masonry or any other occupation from a teacher who has devoted his life to developing a particular skill.

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### III. Law Enforcement

"This eight-point action program can make our state into a model for effectively preventing and fighting crime:

"1. Capital punishment -- the law of California -- must be firmly supported from the Governor's office. We must not encourage crime because of public vacillation over the death penalty.

"2. We must smash the narcotics traffic, with the threat of the death penalty to big-time dope peddlers; stronger penalties for the possession and sale of dangerous drugs; speed up research on the causes and cures of narcotics addiction; improve public school educational programs on the menace of narcotics and dangerous drugs.

"3. We must support our conscientious local law enforcement officials with a realistic legislative program:

"Adopt legislation, within our constitutional framework, protect the identity of informers, who are essential in narcotics cases; reasonably define our search and seizure laws; get tougher enforcement of our parole laws to prevent the unsafe release of dangerous criminals.

"California needs a Governor who will work with our dedicated local crime fighters, rather than against them.

"4. We must set up a top-level Governor's Council on Crime Prevention and Law Enforcement to coordinate the fight for a safer California, with representatives from all the major state and local law enforcement agencies, working closely with the F.B.I., the Federal Bureau of Narcotics and the other national agencies in the law enforcement field.

"The Council will have a major responsibility for seeing that the state gives the necessary backing to local law officials and for making the legislative recommendations to give them the proper tools to do their job.

"5. We must initiate educational programs to create a greater respect for our law enforcement officials, especially among the young people.

III. Law Enforcement - pp 2.

"6. We must have a Governor who will personally lead the fight to drive the racketeers and hoods from California. We must make California 'off limits' to the eastern gangsters who are coming here because they think our state is a happy hunting ground.

"7. We must have fast action to provide adequate prison facilities so as to end our state's shocking record of prison riots, murders and escapes.

"8. State government must give meaningful encouragement to our voluntary agencies, church groups and boys clubs in their programs of crime prevention.

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### IV. Anti-Communism

"The three-pronged anti-Communist program which I believe must be vigorously pursued in California:

#### 1. Investigation:

"There must be public support for legislative investigating committees on both the state and national level.

I am proud of my service on the House Committee on Un-American Activities for four years. I am firmly convinced that the Committee performs the necessary functions of exposing Communist tactics for the American people to see; of uncovering weaknesses in our security programs; and of developing legislation to deal with Communism in the United States.

#### 2. Legislation:

"There must be public support of loyalty and security programs for federal, state and local employees. Working for the Government of the State of California -- or the United States Government -- is a privilege, not a right.

"We must deny the use of tax-supported schools for speeches by individuals who defy the subversive activities control act or who plead the fifth amendment before grand juries or legislative committees investigating subversion.

"During the past few months, having talked on 15 college and university campuses in our state, I found that there is no state policy to guide our college and university presidents on Communist speakers. I believe that a firm policy directive must be laid down by executive order and legislation.

#### 3. Education:

"We must greatly improve and make mandatory a program of teaching Communist tactics and the alternatives of freedom in our high schools, using authoritative textbooks and trained teachers. We must also have a voluntary program on Communism available on the adult level.

"As I have traveled around the country, I have found that the trouble with our attitude toward Communism is not too much patriotism or too little patriotism, but too little knowledge.

RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

V. Education

"My program for progress, opportunity and freedom through education:

"1. The strength and vitality of our educational system lies in the autonomy of the local, diversified school system.

"The quality of our education largely depends on our local school districts and the decisions made within these districts.

"2. Our goal must be better salaries for our teachers and less emphasis on fancy buildings.

"What is taught, and how it is taught, is far more important to our children's futures than having the fanciest drinking fountains, indirect lighting and ultra-modern gimmicks.

"We must create a renewed respect for our school teachers. They are professional people who are engaged in an important, honorable career--often at considerable financial sacrifice. They should be relieved of non-teaching duties insofar as possible."

"3. The Fisher Bill should be amended, although I agree with the philosophy behind it--renewed emphasis on teaching academic subjects, rather than 'frills'.

"We must remember that we use our schools as training grounds for many types of jobs. Besides academic training, we must also teach vocational and specialized subjects. We cannot afford to discourage teachers in these fields. Nor should we penalize children who must have this kind of education.

"4. We must take immediate action to solve the serious 'drop out' problem in California. Between the eighth and twelfth grades, one out of every four pupils drops out of school.

"Our state now pays welfare or institutional care costs for 25% of the young people who drop out of school. It would be better to spend this money on tailoring education for their needs, than to have to spend it after they are unemployed or in trouble with the law.

"5. We must give greater support to our junior colleges from money out of the State's General Funds, so as to relieve some of the burden from the local property taxpayers."

V. Education - pp. 2

"The Master Plan for Higher Education recognizes the need for junior college education, but the State has steadfastly refused to give it substantial support.

"The local property taxpayers are not capable of taking on the great burden of the junior colleges, as they are now doing. The program was not adopted with this intent. And this situation must be remedied.

"6. We must greatly improve our pupil-teacher ratio.

"Of the 50 states, 44 do a better job than California in providing an adequate number of teachers for its students. At the present time, our statewide average is 33 students to one teacher at the elementary school level.

"Our children must have adequate instruction--and an over-worked teacher is forced to do a disservice to herself and her pupils.

"7. The State must once again pay a fair share of the cost of the local school districts.

"Under the present administration, State support has gone down to an average of about 38% instead of the traditional 50%. In some school districts, the State barely pays 20% of the costs.

"I do not believe that the State should impose expensive programs on the local school districts and then simply pass the tab along to the local property taxpayer.

"8. The State Constitution should be amended to allow local school bond issues to be approved by a simple majority of the voters.

"At this time, the State can float a bond issue for school support with a simple majority vote, but local school districts are required to get a two-thirds vote.

"A state school bond issue aids only such districts that must borrow from the State. But the money from local school bond issues stays right in the district. It is unfair to make it more difficult to support your own district than to lend money to other districts.

"9. We must end our crowded classroom situation by a responsible school construction program.

V. Education, pp. 3

"On the elementary level, we now have 90,000 school children on half-day sessions and this number will increase unless action is quickly taken. These children must not be short-changed.

"We must also approve Proposition 1-A so that construction will keep pace with needs on the higher education level.

"10. We must end wasteful land requirements for state-financed schools. Today a state-financed high school must have forty acres of ground, whether it needs it or not. This is an unrealistic requirement in many rural communities and leads to wasteful practices.

"There are other unnecessary and arbitrary state-imposed building requirements that substantially increase the cost of school construction.

"11. We must improve the variety, quality, and management of textbooks.

"California students should be able to learn from the best textbooks--not just from the textbooks that the State is able to print itself.

"Moreover, the State must give the school districts a multiple choice of textbooks at all levels. This will reduce the possibility of errors in selection and will give the local districts greater control over education."

"12. I am firmly opposed to Federal Aid to Education.

"From my experience in Congress and as Vice President, I know that Federal Aid to Education will soon lead to Federal Control of Education. And I do not want bureaucrats in Washington, D. C. to tell us how or what to teach our children here in California.

"I reject Federal Aid to Education because it would cost Californians six dollars for every four dollars returned to us. In other words, we would be paying a great premium for Washington red tape.

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### VI. Jobs

"California must have one million new jobs in the next four years to provide employment for the people coming into our State and for the nearly 400,000 Californians now out of work."

"Brown's own State Economic Development Agency points with pride to new plants and expansion amounting to \$600 million in the second quarter of 1962.

"This may sound good, but it means the State is now only doing half as well as it must do.

"It cost \$18,000 to make one industrial job; 250,000 new jobs are needed every year. By multiplying \$18,000 times 250,000, we see that it costs \$4.5 billion to make the necessary new jobs. But at a rate of \$600 million a quarter, we are only spending \$2.4 billion to make new jobs - - - or half what we must be spending."

"Jobs will be made by initiating a 'California Crusade for New Business Investment,' by creating a climate that is fair to both management and labor, and by standing up and fighting for California's share of foreign markets."

### VI-A. New Industry

"There are 1,600 more people in our State each day. These new people, as well as those already living in California, must have jobs. But attracting new industries to create the necessary new jobs takes fight - - for we are in a no-holds-barred competition with the other states, particularly in the East and South.

"Unfortunately, our State government has refused to fight hard enough. It has failed to meet both the challenge of growth and the challenge of competition.

"During 19 months -- in 1961 and 1962 -- New York built or started more than three times as many new plants as did California -- 604 compared with 185.

"In fact, the only nationwide survey on new plant location shows that we ranked a lowly ninth behind New York, Pennsylvania, Illinois, Texas, Florida, Massachusetts and North Carolina.

"In Los Angeles County, we averaged 109 new industries a year from 1956 to 1958. But in the three years under the present State

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

administration (1959 - 1961), new industries went down to a yearly average of 46 -- a drop of more than half.

"--Today we have the worst record of business failures of all major industrial states; the worst record of business bankruptcies in the nation, and a depressingly low record of new plant locations.

"There is no excuse whatsoever for California not to lead the nation in new jobs through new investments. We have the skilled manpower. We have the resources. Now all we need is a new administration that will say to investors, 'The welcome mat is out. Bring your new plants to California. Make your new jobs in California. It's a great place to live and a great place to do business.'"

### VI-B. Natural Resources in Business

"Major industries throughout California, including the lumber industry, are being allowed to wither on the vine because of the indifference and indecision of the present state administration.

"Under the present state administration, employment in lumber production has fallen more than 15 percent. This means fewer jobs.

"The last four years have seen a trend in tax policies which makes it less and less profitable to maintain timber lands. Companies have been forced to liquidate timber lands. During the present state administration, four major lumber companies have closed in the Eureka area -- companies with a combined annual production of 185 million feet of lumber and an equivalent amount of plywood production.

"Here is my six-point action program to replace lethargy in Sacramento with decisive state leadership:

#### "1. FOREIGN COMPETITION:

"--Vigorous, forceful opposition to unfair competition from Canada and Japan -- where there are lower wages and lower shipping costs.

"--I know from my experience in Washington that unless California has a strong voice in the nation our State will be sold down the river. I intend to fight for a sound approach to our timber industry's present distress.

"While there has been silence from Washington and from Sacramento, California's share of the East Coast waterborne lumber supply has dropped 50 percentage points in the last four years.

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### XIII. FREEWAYS

"The highway program is vital to the growth of California and has my strong support. In fact, in 1954, on behalf of President Eisenhower, I presented the most comprehensive highway program ever attempted in the world. The Eisenhower-Nixon plan was based on a partnership with the states. This plan today accounts for much of the growth of the California freeway system.

"Although a vast majority of Californians approve of a freeway network, there are now 25 communities locked in combat with the Highway Commission. We cannot expect a satisfactory solution as long as we have a Governor who says (as Mr. Brown did on April 14, 1961),

'In those matters of freeways and things such as that, I don't interfere at all. I can't. I haven't sufficient knowledge of either the engineering or the other values to make any decision on them at all.'

"A Governor, with the whole State government to call upon, must have the knowledge and must make decisions.

"In considering future freeways, I propose the following procedures in each case:

Hearings at the locale of the proposed project, conducted by an impartial examiner; no rights of way should be condemned until a highway project has received final approval; an end to threats of withdrawal of highway funds or promises of extra highway expenditures to solicit local agreement for freeway routing; and no funds for any highway public relations activities other than purely informational programs.

"These procedures will speed up freeway construction by ending the type of long drawn-out controversy that has been going on in Chico, for instance, for five years.

"My proposals are designed to give greater consideration to the feelings of the people who are most intimately affected by the construction of a freeway. They are also designed to eliminate the present ill-will toward the Highway Commission, so that it can move forward with the full support of the people."

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### VII. GOVERNMENT SPENDING

"I pledge to cut \$50 million from government spending in California by making savings in five areas.

"1. \$27 million can be saved on welfare programs without cutting one cent from those who are entitled to assistance. Tighter regulations and getting chiselers out of the ANC program will save \$25 million. Another \$2 million can be saved by just bringing drug prescriptions into line with Veterans Administration procedures.

"2. \$15 million can be saved on personnel by not filling positions in 'non-growth' departments and cutting down on State press agents.

"3. \$6 million can be saved in the mental hygiene program by not allowing derelicts to use State institutions as winter resorts.

"4. \$1 million can be saved by abolishing the super-agencies that come between the Governor and the operating level of the State and confuse the chain of command.

"5. Another \$1 million can be saved by following the Legislative Analyst's recommendations to cut the fat out of Mr. Warne's Water Agency, by ending nonessential government studies and by eliminating the Office of the Consumer Counsel."

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### VIII. CIVIL RIGHTS

"I want to express my personal pledge, if elected Governor of California, to work for the eradication of discrimination and segregation and, in particular, to follow the commitments of the 1962 California Republican Party Platform to devote our maximum energies and efforts to a program designed, first, to analyze and improve the quality of education throughout California in our schools and to promote the end of de facto segregation in our schools; to encourage individual action and support legislation designed to eliminate discriminatory labor union practices and discriminatory employment practices, and to encourage business, labor and all levels of government to share responsibility for non-discriminatory apprenticeship programs and job re-training needed to meet the requirements of automation; to change the Civil Service promotional system to assure fair treatment for all, recognizing that the vast majority of civil servants who are members of the minority groups are not moving up the promotional ladder in proportion to their abilities despite a few overly-publicised high level appointments by the present administration; to encourage individuals to support laws designed to eliminate segregated housing practices; and, finally, to insist on adequate relocation of displaced inhabitants where condemnation occurs in government programs such as redevelopment.

"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.

"As Governor, I am going to appoint a Blue Ribbon Commission composed of top leaders in business, labor and education to take the initiative in dealing with this problem on a voluntary basis.

"This Blue Ribbon Commission will bring together the major employers of our State for the purpose of finding voluntary means to open up equal opportunity for jobs, for promotion and for training our younger people to fill positions that make maximum use of their capacities.

"In this way, we will supplement the FEP program, which deals with the problem after charges have been made, with a positive program that strikes at the causes of discrimination."

RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

IX. AGRICULTURE

"The California farmer pays labor costs that are twice the national average. We lead the nation in average pay for farm workers, and in the quality of the care and facilities provided for our workers. I want California to continue to lead the nation in fair and humane treatment of our farm workers.

"But we must not allow perishable crops to rot in fields and orchards because of phony labor disputes and harassment by the State Division of Industrial Welfare.

"We must have a state administration that will not allow bureaucratic harassment to tip the delicate scales in labor-management relations.

"We must have a state administration that does not talk out of both sides of its mouth on the question of minimum wage. My position is clear. I am opposed to a California minimum wage for farm workers, but will support a Federal minimum wage. This is the way to make California competitive on labor costs.

"We must have a state administration that does not talk out of both sides of its mouth on the bracero program. My position is clear. I support the farmer's need for a supplemental labor supply when there is a shortage of qualified local workers.

RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

X. WATER

"The California Water Act, a nonpartisan measure that has my support, must be administered to protect the areas of origin as well as the areas of usage.

"The quality of water must be protected by adequate drainage and de-salinization provisions.

"We must have a state administration that does not talk out of both sides of its mouth on the 160-acre limitation. My position is clear. I am opposed to all Federal attempts to impose the 160-acre limitation on State-financed water projects. This outmoded concept must not be used as a cynical, political instrument for expropriation.

"We must fire William Warne as the director of our water program. And he must be replaced with the most able administrator in the State, regardless of whether he is a Democrat or a Republican.

## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

### XI. FARMER-GOVERNMENT RELATIONS

"We must have a state administration that will appoint the best qualified man in California to be our Director of Agriculture - not a William Warne, who tried to bury the Department in his bureaucratic empire, or a James Ralph, who was fired by the Federal Government for being involved in the Billie Sol Estes scandal.

"We must have an administration in Sacramento that will return the State Board of Agriculture to its former nonpartisan status -- not a Board composed of eight members of one political party, including a paid lobbyist, and one traditionally academic member.

"We must have a balanced Board of Agriculture, representing all the interests of farming -- not a Board with no representatives from the two largest segments of agriculture in the State, beef and cotton, as we now have under the present administration.

"We must have a state administration that will stand up and fight for California's share of world markets.

"There is a very real danger that California's specialty crops, with little political weight on the national scales, will be put on the auction block under the new international trade program. I will use my knowledge of the international bargaining table to see that California commodities are not sold down the river by State Department negotiators in Washington, D. C.

"We must have a state administration that will fight to get California a voice on the U. S. Tariff Commission.

"Although we are the largest agricultural exporting state in the nation, there is no Californian on the Tariff Commission. On May 30 I called on my opponent to meet with the State Congressional Delegation to propose a candidate for an existing vacancy. Four months have gone by and still no action has been taken."

RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

XII. SMOG

"I will not believe a nation that can build a hydrogen bomb and discover a successful vaccine for polio cannot lick the smog problem. But this will only be accomplished by strong state leadership and the will to do the job.

"I therefore propose an immediate three point program:

"1. A speed up of exhaust device testing by the State Motor Vehicle Pollution Control Board;

"2. A crash program, in cooperation with local law enforcement and fire departments, to crack down on malfunctioning automobiles;

"3. A strong campaign to get automotive manufacturers to accelerate anti-smog research."

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## RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

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RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

XIV: RAPID TRANSIT

"Southern California now needs similar progress on rapid transit as has been accomplished in the San Francisco Bay area, where the people will vote this November on a \$792 million bond issue to build a 75-mile system using high speed aluminum cars.

"I will ask the legislature to establish a Southern California Rapid Transit District.

"The present Los Angeles Metropolitan Transit Authority would continue to run local bus and streetcar operations and would work closely with the new District.

"But, unlike the MTA, whose members are appointed by the Governor, the Board of Directors of the new District would be chosen by the City Councils and the Mayors of the communities directly affected by a rapid transit system.

"After years of fruitless planning and the spending of hundreds of thousands of dollars, the State has failed to come up with a workable rapid transit plan for the Los Angeles area.

"It is time for a new start and a new organization -- an organization not of State appointees, but of the people who are most directly involved in the need for rapid transit.

RICHARD NIXON'S PROGRAMS FOR A GREATER CALIFORNIA

XV. FISH AND GAME

"My program for California encompasses the following points:

"1. HUNTING AND PRIVATE LANDS:

"We must adopt a system to open up for hunting additional lands now closed to sportsmen. One constructive plan involves the leasing of private areas by the Department of Fish and Game, with the subsequent charging of hunters a daily fee to make the operation of such a plan self-supporting.

"2. DEVELOPMENT OF PUBLIC LANDS:

"Nearly half of all the land in the State - 47 million acres - is owned by the Federal Government. Great tracts of this land can be withdrawn for joint Federal and State use, particularly hunting and fishing where there is no danger to the public.

"3. FEDERAL-STATE REGULATIONS:

"The State must work to develop its own recreational facilities, rather than always holding out its hand to Washington for Federal help.

"4. LEGISLATION:

"The present local firearms registration is sufficient, and a bill requiring national registration is not needed. Any bill proposing to outlaw the carefully regulated hunting of dove should also be opposed.

"The Tule Lake-Lower Klamath must be retained as one of the greatest hunting and refuge areas of the West.

"5. SAFETY:

"Study should be given to regulation of deer hunter numbers in areas where hunter concentrations may impair hunters' safety or the welfare of game. Comprehensive investigation of needs should be made now for possible future use.

"The present State administration has shown little leadership in expanding the hunting and fishing resources and areas of California. A greater number of California's waterways and wilderness areas must be developed for present and future use by the growing numbers of

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RICHARD NIXON'S PROGRAMS FOR A GREAT CALIFORNIA

sportsmen. We must reverse the trend of too little and too late - fewer and fewer opportunities for more and more sportsmen.

"As California becomes the first State in population, it is vitally important that we have adequate recreational facilities. While we live in the greatest sportsmen's paradise in the world, our State now ranks below New York in public recreation area and below Michigan in campsites.

Remarks of RICHARD NIXON  
at the 17th Annual Installation Banquet  
of the PERSONNEL AND INDUSTRIAL RELATIONS ASSOCIATION  
Statler-Hilton Hotel, Los Angeles  
January 24, 1962

"California is now in competition with the rest of the nation to attract the new industry we need to provide the hundreds of thousands of additional jobs required by our growing population each year. The time when our fine climate and our abundant natural and human resources were enough to assure our success in this competition is gone. The industrial states of the East and Midwest, in particular, as well as those that are beginning to industrialize in the South, are developing increasingly attractive programs to lure new investment into their areas. Among the factors which have great weight in effecting a decision to invest in new business in a state are the tax policies and the labor-management climate which exist in that state. As far as tax and spending policies are concerned, we must convince potential investors that our guideline is not to spend 'all that the traffic will bear' but only the amount necessary for efficient operation of essential state services. Our labor management policies must maintain a balance between the bargaining power of management on the one side and labor on the other. Once that balance swings too far one way or the other the result is labor management strife which will drive away rather than attract new business investment.

"No group can play a more important part in this respect than the personnel and industrial relations executives. Your task is two-fold: to do the best possible job you can in your own organizations to maintain good labor relations; and to participate in political activities of the party of your choice so that your experience and judgment can make itself felt on the labor-management policies adopted by the state and national legislatures.

\* \* \* \* \*

"The United States, as a nation, is in economic, military and ideological competition with the Soviet Union and other Communist nations which will determine the outcome of the world struggle. The result of that competition will, in turn, be determined by which system is able to get the greatest creative activity from its individual citizens. The weakness of the Communist system is that it is dictatorial and provides maximum opportunity and incentive for only a few thousand of the elite class. But the Communists have learned that their theoretical doctrine -- that every man is to receive according to his needs and produce according to his ability -- will not work in practice. Today they are increasing production in the Soviet Union by, in effect, turning away from their Communist theory toward the adoption of an incentive system under which the more efficient producers receive the greater rewards.

"We, at this time, must not make the mistake of turning away from our basic principles to tax and labor policies which tend increasingly to penalize rather than to stimulate maximum creative activity on the part of individuals.

"There is one important area in which we have an insurmountable advantage over the Communist nations. In the Soviet Union, for example, there is a great gulf between the elite managerial class and the workers. In a so called 'peoples' republic' there is virtually no communication between the people and their rulers.

"On the other hand, one of the most encouraging and exciting developments in our 20th Century capitalistic economy in the United States is that under the leadership of men like those who make up this organization, ever closer communications have been developed on a personal basis between management and labor. The difference is inherent in the fundamental differences between our two systems. The Communist factory manager treats man as a machine, a statistic, a faceless puppet. You and your colleagues in management in the United States base your policies on the recognition of the individual dignity of every person employed in your organizations. By constantly putting this principle into practice in your organizations you are rendering a great service to the cause of freedom."

Remarks of  
RICHARD NIXON  
at the  
LINCOLN DAY DINNER  
of the  
SANTA MONICA REPUBLICAN CLUB  
Miramar Hotel  
February 9, 1962 - 8 P.M.

(Sandy Quinn -- MA 0-1248)

"Lincoln's great genius as a political leader of his day was that he found an over-riding principle which united the most diverse group of people ever collected in one party.

"People who voted for and supported Lincoln disagreed on almost all of the current issues of their day, but they were united on one principle. That principle was not the abolition of slavery.

"Lincoln's principle before, during and after the Civil War was: The Union must be saved. That united the Republican Party of his day. The need and necessity to preserve the Union held together the new Republican Party and majority of the people, despite the diverse opinion among those who said, 'Go slowly' or 'Move faster' or 'Don't move at all' on slavery.

"Lincoln rejected the abolitionists on the one side and he completely rejected the pro-slavery people on the other side of the question.

"As a result, he was vilified from both sides. The things said in the press about Lincoln would make your ears tingle today. Yet, he stood his ground against vituperative criticism, and he won the day.

"The abolitionists, of course, made the headlines with their wild, irresponsible statements and actions. John Brown's raid on Harper's Ferry was the outstanding example of that kind of action. But Lincoln did not yield his own principles to a minority. Instead he said: 'If the time ever comes in America when a minority can frustrate the will of the majority, the result will be mobocracy upon the one hand or tyranny on the other.'

"Lincoln's lesson for us today is that a man can be extreme and steadfast as far as his ideals are concerned. But when it comes to tactics, he must act responsibly. Lincoln was extreme in his devotion to freedom, equal opportunity, independence and party unity. But when it came to tactics -- his everyday actions

(MORE)

and words -- he was a very responsible man in his efforts to avoid the secession of Southern states, in his Emancipation Proclamation, and in his efforts to reunite the South with the North after the war.

"Lincoln's other lesson for us today is that if this country is to have a two-party system, each party must have room for people to disagree and yet remain united. How else can our opponents manage to embrace both James Eastland and Hubert Humphrey, Harry Byrd and Arthur Schlesinger and, when convenient, Pat Brown and Paul Ziffren.

"Yet, they would like to slice up our party into small packages, labeled liberal, conservative, extremist, middle-of-the-roader, or moderate, ultra-conservative or. . . . you name it and they have called us that.

"It is the old trick of divide and conquer. And, we must not fall for it.

"There is a great principle which unites us today and will carry us to victory because most of the people believe in it with us. We must not lose sight of that great principle, which is the heart of the Republican Party and which is the keystone of our American way of life.

"Lincoln himself enunciated that principle when he said:

" 'The legitimate object of Government is to do for a community of people whatever they need to have done, but cannot do at all or cannot do so well for themselves in their separate and individual capacities. In all that the people can individually do as well for themselves, the Government ought not to interfere. '

"That principle has served America well for the past one hundred years and it stands well today. The principle which should unite the Republican Party today is the same principle of individual opportunity and enterprise that Lincoln espoused. That principle is now being reversed completely by the incumbents in Washington and in Sacramento who contend that wherever there is a problem we must look to the government first to solve it rather than to the individual. And on that issue we are united. On that issue we can win the election in November, because on that principle a majority of the people of California of both parties agree. "

FOR RELEASE:  
Monday AM's  
February 12, 1962

Remarks of  
RICHARD NIXON  
at the 25th Anniversary Celebration of the  
Pasadena Association for the Study of Negro Life and History  
Westminster Presbyterian Church  
Pasadena  
Sunday, February 11, 1962

(Sandy Quinn -- MA 0-1248)

"American sociology dates back to the period just prior to the Civil War, when the ramifications of slavery were being explored and debated in the North and South. This was the beginning of the study of civil rights, which is continuing today.

"Abraham Lincoln in 1854 -- before he became President and before the question of slavery reached the point of armed conflict -- presented a striking argument against slavery, which emphasized the inherent equality of all men. It is an argument which could and should be spread across the country today.

"But first, the sociological argument against slavery in the 1850's was given most forcibly by William Seward in a speech in which he pointed out that from slavery came 'poverty, imbecility and anarchy,' while free labor brought 'the strength, wealth, greatness, intelligence and freedom, which the whole American people now enjoy.'

"To this, Lincoln added the argument -- 'If free Negroes should be made things, how long, think you, before they will begin to make things out of poor white men?'

"This nation has come a long way in these past hundred years -- both the white men and the Negroes. The abolition of slavery, of course, has been accomplished. There is no longer any question of white men becoming slaves. But the struggle for full equal rights -- civil rights, economic rights, educational rights -- still continues.

"And I still like Lincoln's argument. How long can white men believe they will have equal rights and opportunities, so long as the Negro, or any minority, is denied them?

"The United States since the Civil War has become a land of abundance and a land of opportunity. That is a truth more than a cliché. And, the Negro has

(MORE)

made a contribution to the wealth and heritage of America in every area where he has been given a chance.

"No one need tell the people of Pasadena the contribution that Jackie Robinson made to the field of sports in America when he broke the color barrier in professional baseball.

"George Washington Carver did more than reflect credit upon his race in his life work; he changed the agricultural economy of a whole region of our nation. He contributed to the high productivity of the farms throughout the United States, and he made this country a better place in which to live by his work.

"The whole nation is proud of Marian Anderson, the first Negro to sing at the Metropolitan Opera. She, and all who have followed her, Leontyne Price, Robert McFerrin, our own Marilyn Horne, have enriched the culture of all of America. Lorraine Hansberry, who won the New York Drama Critics Award for A Raisin in the Sun, enriches the American theater. Paul Williams of Los Angeles enriches the architecture of our whole country.

"Who can say how many lives -- both white and Negro -- have been saved or how much physical suffering has been relieved by the pharmaceutical work of Dr. Percy Julian?

"These men and women have contributed to our American way of life, despite the foolish obstacles of prejudice and discrimination. Their contribution has enriched the American heritage, as well as the heritage of the Negro people.

"Just as Lincoln pointed out in 1856 the ultimate danger of trying to make free Negroes into slaves, today all Americans must be made to see the stake we all have in seeing that every Negro -- as well as all other Americans -- has an equal chance at the starting line. Think then of how much more these Americans could then contribute to the wealth, well-being and spirit of America!"

FOR RELEASE  
Wednesday  
February 14, 1962

Remarks of  
RICHARD NIXON  
at the  
GENE BRITO DINNER  
Huntington Hotel - Pasadena  
February 13, 1962

(Sandy Quinn -- MA 0-1248)

"During the fourteen years I was in Washington it was my privilege on literally hundreds of occasions to speak on programs honoring distinguished Americans from all walks of life, but no man could be more deserving of such a tribute than Gene Brito.

"All sports fans know of Brito's outstanding achievements on the football field. He played in 84 consecutive games from 1951 to 1958. He was chosen as National Football League Player of the Year 1955-56. He was selected five times as All-Pro, and five times for the Pro-Bowl Game. In all of his years as a player, he never had a personal foul called on him. On the field he was a shining example for men in every walk of life to emulate. Despite the fact that he never carried the ball or scored the winning touchdown he was the hero of thousands of youngsters who followed the Redskins and the Rams.

"What really made him a standout was that he accomplished all of this playing on losing teams, rather than winning teams. Brito will always be remembered for his fighting, never-say-die spirit. No matter how bad the game was going, he never gave up. He played the game to the hilt, urging his teammates to continue to play to win. It is this kind of spirit that we in America need as a nation in our struggle against those who are threatening freedom throughout the world today.

It is not too difficult to keep the spirit up when things are going well. What separates the men from the boys is the ability of a man to keep fighting when the odds are overwhelmingly against him. Gene Brito's example on the football field has instilled that kind of spirit in thousands of his fans who never had the privilege of knowing him. And now when he is faced with a critical illness, he inspires us all with his great fighting spirit. Football fans throughout the nation owe Brito a debt of gratitude we can never adequately repay. We should all count it a privilege to help him and his family during this period when he faces such tremendous difficulties."

Remarks by  
RICHARD NIXON  
at the  
ENGINEERING AND GRADING CONTRACTORS CONFERENCE  
Sacramento  
February 15, 1962

FLAT PM RELEASE  
Thursday, February 15, 1962

"California stands on the threshold of a new era.

"We all know that this year our state will pass New York in population. We will be the first state in the Union. This is a symbol of what is to come. Everyone knows about the tremendous growth of our state since the end of the Second World War. Everyone senses that we are at a new beginning.

"As we sense the beginning of a new era, we also sense the end of something in the past. That something is what is troubling many thoughtful Californians today.

"We have been living high off the hog in California and those of us who are looking ahead into the future are beginning to see that there is not much more fat left. We are beginning to push the limits of our resources.

"California is an abundant land. In comparison with the rest of the nation, we have been living in luxury -- figuratively speaking -- since gold was discovered here. This has been the land of plenty that Europeans dreamed about. There was gold in the streets, sunshine in the air and plentiful harvests.

"Through the years, this has given Californians a wide margin of error in any of its activities.

"But now, at this juncture, we can see the beginning of a new competition with other states for continued well-being and prosperity.

"The question for all the people of California is: Will California continue to grow, expand and prosper in our expanding economy? Or will it bog down in bureaucracy, red tape and high taxes.

"When the state budget soars to an estimated 2.9 billion dollars in a volatile economy -- when our state and local per capita taxes soar to the highest in the nation -- when leading business firms begin to question the wisdom of settling in California despite its favorable climate -- then we have cause to look ahead and decide how best to step out across this threshold into our new era.

"I need hardly point out the stake the heavy construction industry has in the future course of our native California. This industry -- excluding home building -- represents fully 13 per cent of the state economy. Twenty per

cent of all state expenditures in 1962-63 is earmarked for highway construction and allied fields. That is second only to education on the call for state money. On the other side of the budget, 21 per cent of the state's income is expected to come from highway and highway-user taxes. Fittingly enough, this is second only to property taxes in income for the state as a whole.

"The construction business in California will prosper only as our state prospers; it will feel the pinch when the state is pinched.

"We must always remember that the measure of California's growth and prosperity is not how much the state government spends and takes in. It is how much free and private enterprise invests and expands over the course of the next decade. The state government influences the business climate but the health of our economy depends upon the people.

"The state government must preserve and extend the dynamic principle of our huge productive economic system -- the principle of free enterprise. It cannot do this by taking upon itself the authority to make all key economic decisions. Such super-masterplanning not only drains off more and more of the people's income in higher and higher taxes, but it drains off initiative and imagination at the working levels and it denies the principle of "the people know best." But, neither can the state adopt a complete hands-off policy of laissez-faire.

"What is needed in California is a dynamic partnership of government with private business and private enterprise. We can call it creative cooperation or any other name. The label is not important. The philosophy is. And, that philosophy is that the people know best. You in the heavy construction industry know best how to solve your problems, cure your ills, advance your course and how to prosper. You are closest to the scene. This is true of the farmer, of the laborer, and each and every specialized group.

"The proper role of government is to sit in where need be and to help you and each and every specialized group working in an area of public interest. The point is neither the federal nor the state nor the local government should dictate solutions. They should sit in on the decision-making process, help and advise, lend their good offices, and always represent the public at large.

"This is the proper role of government. It is its best role. For in serving the people in that way, the state can take advantage of the best brains available from the people of the state. In that way, it can unleash a dynamic, moving program of progress, with the people taking part in the progress rather than waiting for hand-outs which ultimately rob them of their pride, their initiative and their imagination."

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Remarks by  
RICHARD NIXON  
at the  
SACRAMENTO PRECINCT WORKERS DINNER  
Dante Club, Sacramento  
February 16, 1962

FOR RELEASE  
Saturday, February 17, 1962

I want to meet head-on tonight the charge that because of my experience in national and international affairs I am somehow or other less qualified to run for Governor of California. It is not difficult to see through this fantastic line of reasoning.

I want to plead guilty to my experience in national and international affairs. I am proud of my record of fourteen years of public service to the people of California and to the people of the nation. Furthermore, I think that experience will help the next Governor of California serve the people of his state better.

California no longer stands on the shores of the Pacific in isolation. The decisions made in Washington, in London, in Paris, and in Moscow influence the welfare of the people of California--sometimes indirectly and sometimes directly--and I think the people of California want a governor who has knowledge of what is going on in the world, beyond the borders of our state--and not one who seems to think ignorance of and lack of interest in such subjects is something which is a desirable qualification for that office.

For example, defense plants account for 23 percent of all factory jobs in California. Missile and aircraft production provide 82 percent of all jobs in San Diego and 27 percent of all jobs in the Los Angeles

-MORE-

and Long Beach area. It should be perfectly clear that anyone who is Governor of California must have experience with national defense matters. He must be able to keep abreast and judge the course of disarmament negotiations. He must know the meaning behind the announcements which come out of the Kremlin and foreign capitals across the world.

There are many examples of this relationship between California and our nation and between California and the world. Think of the tariff proposals now being studied in Washington, London, Paris and Brussels and their influence on farmers, workers and industries in California. Proposals now being studied in Washington will make major changes in the federal welfare program, which will affect every city, town and county in the State of California.

An intimate knowledge of how the federal government works and the inner workings of the federal agencies is essential in dealing with the national government on what is best for California.

The federal bureaucracy has mushroomed over the years. If the next Governor of California is to be able to help stem this rising tide of encroachment upon our state's rights, then he must have a good, working knowledge of that federal bureaucracy.

Only with that kind of knowledge and experience, would the Governor be in a position to represent and assert California's dynamic frontier and independent spirit.

I am convinced that is what the people of California want and prefer over the type of Governor who is so used to following the leadership of the Speaker of the State Assembly that he welcomes dictation from Washington.

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I am sure that most of the people in our state realize the vast political interest across the nation in this campaign. There have been reports in the press to the effect that the present incumbent already has paid a political call on Washington begging for help. The strategy has been laid out behind closed doors in Washington to pour men, money and propaganda into California. That strategy, I suppose, was meant to be a secret, but one outspoken Senator, Hubert Humphrey, made plain the type of thinking that will be used in this campaign against us when he stated at the recent California Democratic Council Convention in Fresno: "All you need to do is push the button, place the order, make the request, and we'll be out here to help you finish off the job started in 1960. Make no mistake about it, the political battlegrounds have moved to California for 1962."

Now I think that the independent-minded voters of California will resent this kind of carpet-bagging, this invasion of outsiders seeking to influence a California election. I do not intend to bring anyone into California to speak for me. I shall follow the policy I have followed throughout my public career--I shall speak for myself. And, regardless of the number of speakers, paid workers and the amount of money our opponents pour into this state for the purpose of beating me, I am confident that with the help of volunteer workers of both parties California will tell the nation on November 6 that we can choose the leaders of our state without dictation from Washington, D.C., or other states.

Remarks by  
RICHARD NIXON  
at the Benefit Dinner of the  
SAN JOSE JUNIOR CHAMBER OF COMMERCE  
Hawaiian Gardens - San Jose  
February 17, 1962 - evening

For young men on the way up in business and industry -- like tonight's award winners -- and for States that are on-the-move, there are dangers even in success. And the greatest danger is that progress begins to look easy, almost automatic and inevitable. The tendency is to sit back, relax, and live off the fat of the past. All of us sometimes like to think "we've got it made."

Nothing, of course, could be further from the truth. For both men and for States, the future is never "made" once and for all. To keep moving up, each rung on the ladder takes more and more hard climbing, and the higher you go, the tougher and more demanding it gets.

No one can look ahead and face the future with complacency. The future holds rigorous challenges, for both business and industry and for our State Government as well. Given our matchless resources, we can surely meet these challenges -- but only with maximum operating efficiency up and down the line, and only with constant attention to the engines of true progress, keeping them well stoked for the long haul.

What are some of the danger-signals that lie ahead?

In the business world, the glamour is fast fading from many of yesterday's most spectacular growth issues. Competition for markets is getting keener, and the premium is on the product or the service of true quality and on sound time-tested management.

For our State, the signs are the same. Number one rank in the nation is easier to achieve than it is to hang onto unless we are thinking only of the size of our population.

If we are to stay out in front and not frighten away the new job-producing investment California needs, the premium must increasingly be put on prudent administration of our State government, on economy and efficiency, on budgeting every hard-earned tax dollar for maximum return in essential State services.

Three billions is a lot of dollars -- one out of every ten paid to the people of California in wages and salaries. Every dollar taxed and spent by our State Government is one less for private saving and for the investment that provides indispensable fuel for sound and sustained economic growth. We must utilize every item in the budget and put the burden of proof on the spenders -- of real need, and the promise of fat-free administrative efficiency.

The fundamental burden, however, is on those of us who believe in the free enterprise system and are dedicated to its preservation. We know that creative individual and private initiative is the dynamic force behind sustained economic growth -- but knowing it is not enough. We have to mount a positive crusade in support of our beliefs. And one of the best channels for effective action -- especially for young men of business and industry -- is the political arena. There is only one way to see to it that what government does do is carried out with maximum efficiency and that -- more important still -- government does not usurp functions that ought to remain individual and private. And that is to get right into the heart of the political process, by working in the party of your choice in behalf of your beliefs. This is a responsibility that no one can delegate or slough off on his neighbor; it is the responsibility that must be assumed along with the gift of freedom -- by each one of us.

There is another responsibility that, all too often, is the target of talk rather than action. We want to avoid over-centralization, of both political power and decision-making. We are properly fearful of the constant growth of central bureaucracy in Washington -- of the tendency to turn all of our problems over to the Federal Government and to let our local and private liberties slip away in the process.

But it is not enough just to talk or to object. If a problem is crying out for a solution, then effective action must be taken. It is not enough simply to be against federal aid to education -- and then vote against the local school bonds that are necessary for school construction and for teachers' salaries or fail to contribute to the strengthening of our private schools and universities.

It is not enough simply to oppose compulsory health insurance for the aged under the Social Security System and fail to come up with new and creative ideas in the field of private and voluntary protection.

If the overwhelming majority of the American people feel that a problem exists, we can be sure of one thing: some solution will be found, and if the private sector of the economy fails in its responsibility the people will turn to government. And if our States and local communities fail to do the job, then they will look to Washington.

This is the challenge -- the challenge of centralized control to local and State sovereignty, and the challenge of the doctrinaire masterplanners to free enterprise. We can meet both aspects of this challenge only if we assume the burden of our responsibilities, in our cities and towns and States and in our private and individual capacities as free citizens. We have faced this challenge before, and the proudest pages of our nation's history bear witness to our past achievements. The next chapter is for us to write.

FOR IMMEDIATE RELEASE

Remarks by  
RICHARD NIXON  
before the  
SAN FERNANDO VALLEY CHAPTER  
of the  
LOS ANGELES COUNTY MEDICAL ASSOCIATION  
Woodland Hills Country Club  
February 22, 1962 - 8 p.m.

The doctors of California and of the nation have been forced into politics because the spread of federal government control is about to engulf you. As doctors and experts in the field of medicine, you know that the King-Anderson bill, which proposes that medical aid to the aged be controlled by the federal social security system, is not the solution to the problem of adequate medical care for the aged. But your problem is: How do we get this across to the American people?

The proponents of this measure have sold a great part of the public a rosy bill of goods: that medical aid under social security will take care of all the legitimate medical needs of the aged. It has been good politics but it is not true.

To create such an impression is a great disservice to the American people, particularly to those who are in need.

The way to fight this bill, in the American tradition, is to tell the American people the facts of the case, what the bill really proposes, and -- most important -- what a better alternative would be.

I agree that the King-Anderson bill smacks of the compulsory, big government approach, that it undermines the traditional doctor-patient relationship, that it would do more harm than good. But that is not enough. We must get the facts to the American people, for public opinion is truly the foundation of our political affairs.

I would point out to the people of California that the Administration bill would not provide the aged with home calls by the physician. It does not even include office or hospital care by the personal physician. As the bill now stands, it does not include surgery, dental care, or drugs and medicines outside the hospital or nursing home. It is not really a medical plan at all. It is a hospital care plan and an inadequate one at that.

Nor is it entirely free. It calls for a deductible fee of \$10 a day for the first nine days of hospital care. For diagnostic care, the first \$20 of cost is paid by the patient.

Of course, the proponents of the Administration bill do not emphasize these factors. Indeed, they hardly mention them. And, I think most of those who are clamoring for that particular piece of legislation do not realize its shortcomings.

We must all recognize that there is a need for medical care for the aged.

First we must look at the true need. We find that more than 50 percent of our people over 65 do have some form of private health insurance. We find that in the next three years some 70 percent of our aged will be covered by private health insurance. So, in reality, this social security approach again would set up a bureaucracy to offer a minimum hospital plan to 100 percent of the people when less than 30 percent need any and when that 30 percent needs more than is being offered.

Furthermore, we already have legislation to cover the medical care for our elderly people in need. That is the Kerr-Mills Act, passed in 1960, which I suspect very few people outside the medical profession know about. It is a new law but it is already in operation in California.

That law provides medical and hospital care for those who are medically indigent. It is set up in the proper way. The initiative for the plan is left to the individual states; it is buttressed by federal aid but controlled by the state. The Kerr-Mills Act deserves a fair chance to operate before it is condemned out-of-hand.

Medical care is too important for quackery of any kind -- even the political variety. The answer to political quackery is education and self-discipline. The people must be informed to steer clear of the patent medicine approach and to rely upon their doctor.

2/22/62

FOR RELEASE:  
Friday AM's  
February 23, 1962

Statement by  
RICHARD NIXON  
before the  
SAN FERNANDO VALLEY CHAPTER  
of the LOS ANGELES COUNTY MEDICAL ASSOCIATION  
Woodland Hills Country Club  
February 22, 1962

(Sandy Quinn -- MA 0-1248)

All Californians should be alarmed at the "new look" the Administration is taking on defense contracts in Washington.

President Kennedy declared yesterday at his press conference that he "would be inclined to approve" a proposal to award defense contracts in the future on the basis of areas of unemployment rather than merit.

The proposal for this "new look" comes from the Secretary of Labor, not the Secretary of Defense.

Defense contracts would go to the areas of unemployment in the East rather than the well-established plants in California.

This is playing politics with defense and it is inexcusable. If the President is "inclined" in this direction, he should become disinclined as soon as possible.

Everyone naturally sympathizes with the problem of unemployment and the plight of the unemployed. But unemployment should not get priority over national defense.

The American people deserve the best defense for the least amount of money. The best defense is paramount.

The Defense Department's present system of awarding contracts is on the basis of low bid and high performance. This policy was established during the administration of General Eisenhower and our nation cannot afford to change it.

The ultimate result of giving priority to unemployment over performance in awarding defense contracts would be disastrous. It would lead to political jockeying. The states would compete for defense contracts on the basis of which one had the worst unemployment rather than where the best job could be done.

It would be indefensible to see contracts important to our national security being given to small, inefficient plants while our own giant defense industry begins laying off workers to prove that California too has people unemployed.