

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
68	3	09/23/1962	Newsletter	Nixon for Governor News Release. Text of Statewide Radio Address by Richard Nixon on his Programs for Progress. 5pp.
68	3	09/20/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon; University Synagogue, Brentwood, CA. Sept. 19, 1962. 2pp.
68	3	09/23/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon before the North San Diego County Nixon-for-Governor Barbeque; Palomar College Football Field. Sept. 22, 1962. 3pp.
68	3	09/26/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon; Lakewood Rally. Sept. 25, 1962. 2pp.
68	3	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	3	09/27/1962	Newsletter	Transcript. Press Conference at the Biltmore Hotel, Los Angeles, CA. 7pp.

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68	3	09/28/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at Nixon-for-Governor Rally; University of Pacific, Stockton, CA. Sept. 27, 1962. 2pp.
68	3	09/30/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon following Farmers-for-Nixon Barbeque; Lakeport, CA. Sept. 29, 1962. 3pp.
68	3	09/28/1962	Newsletter	Nixon for Governor News Release. Statement by Richard M. Nixon regarding the Jewish New Year. 1pg.
68	3	09/30/1962	Newsletter	Nixon for Governor News Release. Text of Statewide Radio Address by Richard Nixon. 5pp.
68	3	n.d.	Newsletter	Remarks by Richard Nixon. Re: Programs for a Greater California. 3pp.
68	3	10/03/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon; San Francisco, CA. Re; Recent events in Mississippi. 1pg.
68	3	10/04/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at Nixon for Governor Rally; Pasadena, CA. Oct. 3, 1962. 3pp.

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68	3	10/03/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon before the San Fernando Joint Service Clubs; Knollwood Country Club, Granada Hills, CA. 1pg.
68	3	10/05/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon; South bay Rally, Mira Costa High School, Manhattan Beach, CA. Oct. 3, 1962. 3pp.
68	3	10/08/1962	Newsletter	Nixon for Governor News Release. Text of Statewide Radio Address by Richard Nixon. 6pp.
68	3	10/07/1962	Newsletter	Remarks by Richard Nixon; Conejo Village Shopping Center, Thousand Oaks, CA. 2pp.
68	3	10/10/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon before Food Industries Sales Managers Club of Los Angeles; Embassy Room, Ambassador Hotel, CA. Oct. 9, 1962. 1pg.
68	3	10/11/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon; Santa Monica Rally. Oct. 9, 1962. 2pp.
68	3	10/12/1962	Newsletter	Nixon for Governor News Release. Remarks by Ricahrd Nixon at Downey Nixon-for-Governor Rally. Oct. 11, 1962. 1pg.

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68	3	10/12/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at Nixon for Governor Rally; City Hall, San Rafael, CA. Oct. 11, 1962. 1pg.
68	3	10/13/1962	Newsletter	Remarks by Richard Nixon before League of County Employees Associations; Disneyland Hotel, Anaheim, CA. 1pg.
68	3	10/13/1962	Newsletter	Remarks by Richard Nixon at Win-with-Nixon Rally; Costa Mesa, CA. 2pp.
68	3	10/14/1962	Newsletter	Nixon for Governor News Release. Text of Statewide Radio Address by Richard Nixon. 7pp.
68	3	n.d.	Report	Fact Sheet. Win-with-Nixon Telethon. 2pp.
68	3	10/14/1962	Letter	Copy of telegram from Richard Nixon to Station Manager of every television station in California. Re: Debate with Govr. Brown. 1pg.
68	3	10/17/1962	Newsletter	Remarks by Richard Nixon at Win-with-Nixon Rally; Richmond, CA. 2pp.

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68	3	10/17/1962	Newsletter	Statement by Richard Nixon. Re: Commemorating centennial of law which permitted Jewish chaplains to serve in U.S. armed forces. 2pp.
68	3	10/19/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon in Santa Barbara, CA. Re: Reponse to Govr. Brown's statement that a governor should be of the same political party as the President. Oct. 18, 1962. 3pp.
68	3	10/18/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at Win-with-Nixon Train Kick-Off Rally; Santa Cruz, CA. Oct. 17, 1962. 2pp.
68	3	10/18/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: Support of Lake Elsinore Park and Recreation District's bid for state loan to restore the lake. 1pg.
68	3	10/19/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon; Pico Rivera, CA. Re: Traffic safety. 1pg.
68	3	10/19/1962	Newsletter	Remarks by Richard Nixon at Win-with-Nixon Rallies in San Diego and Riverside. 2pp.
68	3	10/19/1962	Newsletter	Remarks by Richard Nixon at Win-with-Nixon Rally; Pico Rivera, CA. 1pg.

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68	3	10/20/1962	Newsletter	Nixon for Governor News Release. Remarks of Richard Nixon at Win-with-Nixon rally; San Bernardino, CA. Oct. 19, 1962. 2pp.
68	3	10/21/1962	Newsletter	Text of Statewide Radio Address by Richard Nixon. 9pp.
68	3	10/22/1962	Newsletter	Statement by Richard Nixon regarding President Kennedy's Cuban Statement. 1pg.
68	3	10/22/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: Intention of appointing Mayor George Christopher to equal opportunities commission. 2pp.
68	3	10/22/1962	Newsletter	Nixon for Governor News Release. Re: Richard Nixon Visit to Berkeley-Oakland-area Churches. 2pp.
68	3	10/23/1962	Newsletter	Nixon for Governor News Release. Statement issued by Richard Nixon after visit with Sonoma State Hospital Employees. 2pp.
68	3	10/24/1962	Newsletter	Remarks by Richard Nixon at Win-with-Nixon Rally; Inglewood, CA. Oct. 23, 1962. 2pp.

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68	3	10/24/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon to League of California Cities 64th Annual Conference; Biltmore Hotel, Los Angeles, CA. 2pp.
68	3	10/24/1962	Newsletter	Statement by Richard Nixon. Re: Will continue to campaign in midst of Cuban crisis. 1pg.
68	3	10/24/1962	Newsletter	Nixon for Governor News Release. Transcript of telegram sent by Richard Nixon to President Kennedy. Re: Legislation impacting shipbuilding industry in California. 1pg.
68	3	10/25/1962	Newsletter	Statement by Richard Nixon before Joint Pico Rivera Service Clubs. 2pp.
68	3	10/26/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at Win-with-Nixon Rally; San Mateo, CA. Oct. 25, 1962. 1pg.
68	3	10/27/1962	Newsletter	Nixon for Governor News Release. Remarks by Richard Nixon at Win with Nixon Rallyl Vallejo, CA. Oct. 26, 1962. 2pp.
68	3	10/28/1962	Newsletter	Nixon for Governor News Release. Statement of Richard Nixon; San Diego, CA. Re: Cuban crisis proving the necessity of Civil Defense preparations in California. 3pp.

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68	3	10/29/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon at Win-with-Nixon rally; Hollister, CA. 2pp.
68	3	10/31/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon at Win-with-Nixon rally; East Los Angeles, CA. 2pp.
68	3	10/31/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon Regarding the Oakland Freeway Controversy. 1pg.
68	3	10/31/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: California Crusade for New Business Investment. 2pp.
68	3	10/31/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: East Branch of the Feather River Project to Perris Reservoir. 1pg.
68	3	11/01/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: Urging Govr. Brown to dismiss Allen K. Jonas as Director of California Disaster Office. 2pp.
68	3	11/01/1962	Newsletter	Nixon for Governor News Release. Transcript of telegram sent from Richard Nixon to Frank Jordan. Re: Publicizing absentee ballot application deadline for benefit of Reservists being called into active service. 1pg.

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68	3	11/03/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: Call for volunteer poll workers. 1pg.
68	3	11/01/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon at Cerritos College; Norwalk, CA. Re: California Civil Defense program. 2pp.
68	3	11/03/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon; San Jose, CA. Re: Urging dismissal of Allek K. Jonas as Director of California Disaster Office. 1pg.
68	3	n.d.	Newsletter	Nixon for Governor News Release. Richard Nixon Person-to-Person Campaign Schedule for Oct. 15 - Oct. 21, 1962. 6pp.
68	3	10/16/1962	Newsletter	Democrats for Nixon News Release. Re: Growing support for Nixon among Democrats. 2pp.
68	3	10/17/1962	Newsletter	From Republican State Central Committee. Re: GOP State Chairman's petition to Fair Campaign Practices Commission to investigate booklet entitled "California Dynasty of Communism." 1pg.
68	3	10/17/1962	Newsletter	Notice to Traveling Press. Re: Directions to telephone facilities provided at each of Nixon campaign stops. 2pp.

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68	3	10/17/1962	Letter	Al Moscow to "The Editor." Re: Outline of Richard Nixon's idea for California Legion of Service. 3pp.
68	3	10/18/1962	Newsletter	Statement by Murray Chotiner. Re: Denunciation of "Mr. Wyman." 1pg.
68	3	10/18/1962	Newsletter	Statement by H.R. Haldeman. Re: Pamphlet published by Nixon campaign, "Pat Brown and the CDC." 1pg.
68	3	10/19/1962	Newsletter	From Republican State Central Committee. Re: Call to Govr. Brown to repudiate support of International Longshoremen and Warehousemen's Union support of his campaign. 1pg.
68	3	10/19/1962	Memo	Sandy Quinn to Television News Directors. Re: Enclosed 45-second film clip of the Nixons during train tour. 1pg.
68	3	10/22/1962	Newsletter	Democrats for Nixon News Release. Re: Statement by Frank McCoy against Govr. Brown. 2pp.
68	3	n.d.	Newsletter	Nixon for Governor Staff Directory. 2pp.

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68	3	10/22/1962	Newsletter	Nixon for Governor News Release. Re: Scheduled rallies and appearances. 2pp.
68	3	10/22/1962	Newsletter	Nixon for Governor News Release. Re: Pat Nixon's involvement in campaign. 2pp.
68	3	10/22/1962	Newsletter	From Republican State Central Committee. Re: Challenge to Govr. Brown by State Senator John F. McCarthy. 1pg.
68	3	10/22/1962	Memo	Sandy Quinn to "News Director." Re: 45-second film clip of Richard Nixon's visit to three Negro churches in Oakland and Berkeley. 1pg.
68	3	10/23/1962	Newsletter	From State Senator Jack F. McCarthy. Challenge to Govr. Brown to repudiate the support of Governors Ross Barnett of Mississippi and Orval Faubus of Arkansas. 1pg.
68	3	10/23/1962	Newsletter	Democrats for Nixon News Release. Re: Statement of Beverly Hills Democrat Robert Lewis Stevenson against Govr. Brown. 2pp.
68	3	10/23/1962	Newsletter	Nixon for Governor News Release. Re: Opening of Whittier College Alumni for Nixon Committee. 1pg.

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68	3	10/23/1962	Newsletter	Remarks of Karry Keaton, President of California Young Republicans. Re: Urging California Senate Fact-finding Committee to investigate the California Democratic Council. 1pg.
68	3	10/23/1962	Newsletter	Re: Statement of community lawyers in support of Richard Nixon against Govr. Brown's supervision of the F.E.P. 1pg.
68	3	10/24/1962	Newsletter	Nixon for Governor News Release. Re: Governor Nixon Plums recently developed, patented, and named. 1pg.
68	3	10/24/1968	Newsletter	From Republican State Central Committee. Re: Criticism of Govr. Brown by GOP Truth Squad Committee. 1pg.
68	3	10/24/1968	Newsletter	From Assemblyman Harold K. Levering. Re: Accusation that Allan K. Jones violated the Hatch Act. 2pp.
68	3	10/24/1968	Newsletter	Statement by H.R. Haldeman. Re: Challenge to debate with Govr. Brown. 1pg.
68	3	10/24/1968	Newsletter	From Republican State Central Committee. Re: Carl Lindstrom urging Govr. Brown to clarify his support or repudiation of a recent attack against J. Edgar Hoover. 1pg.

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68	3	10/25/1962	Newsletter	Statement by Harry Keaton during Valley Cities Jewish Community Center Debate between Keaton and Earl Warren, Jr. 1pg.
68	3	10/25/1962	Newsletter	Nixon for Governor News Release. Re: Support for Nixon amongst young boys and girls. 1pg.
68	3	10/25/1962	Newsletter	Nixon for Governor News Release. Re: Women in support of Nixon. 2pp.
68	3	10/25/1962	Newsletter	Nixon for Governor News Release. Re: Richard Nixon's reply to third and fourth grade students at Warner Union School in San Diego. 1pg.
68	3	10/26/1962	Newsletter	Statement by H.R. Haldeman. Re: Amount being spent by Brown campaign on "misleading television commercials." 1pg.
68	3	10/24/1962	Newsletter	From Republican Truth Squad. Re: Responding to "myths" circulated by Brown campaign. 3pp.
68	3	10/25/1962	Memo	Sandy Quinn to Television News Directors. Re: Film Clips -- Woodbury College. 1pg.

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68	3	10/25/1962	Newsletter	Re: "Chat with Pat" event in Covina, CA. 1pg.
68	3	n.d.	Newsletter	Richard Nixon Person-to-Person Campaign Schedule for Oct. 25 - Oct. 28, 1962. 5pp.
68	3	10/28/1962	Newsletter	Nixon for Governor News Release. Re: Statement in support of Richard Nixon by W.H. Regelin of the Senior Citizens for Nixon Committee. 1pg.
68	3	10/26/1962	Memo	From Sandy Quinn to News Directors. Re: 44-second film clip of Richard Nixon's statement on the Cuban crisis. 1pg.
68	3	10/26/1962	Newsletter	Re: Special statement by Richard Nixon to citizens of California on Cuban crisis. 1pg.
68	3	10/27/1962	Memo	Sandy Quinn to News Directors. Re: Film clips of Richard Nixon's statement on the Cuban crisis. 1pg.
68	3	10/27/1962	Memo	Sandy Quinn to News Directors. Re: 54-second clip of Nixon statement on the Cuban crisis. 1pg.

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68	3	10/28/1962	Newsletter	Statement by State Senator John F. McCarthy. Re: Govr. Brown's statement that Nixon has no right to address the people of California on the Cuban situation. 1pg.
68	3	10/29/1968	Newsletter	Statement by Mrs. Robert Hitt. Re: Appreciation for Richard Nixon's statement on the Cuban crisis. 1pg.
68	3	10/28/1962	Newsletter	Nixon for Governor News Release. Re: Scheduled telethon. 1pg.
68	3	10/31/1962	Newsletter	Nixon for Governor News Release. Re: Donation from California Council of All-American Women. 1pg.
68	3	n.d.	Newsletter	Fact Sheet for Win with Nixon Telethon. 3pp.
68	3	10/30/1962	Letter	Herbert G. Klein to Editors. Re: Enclosing schedule for Win-with-Nixon Telethon. 5pp. [w/ attachments]
68	3	10/30/1962	Newsletter	Nixon for Governor News Release. Re: Predictions for Win-with-Nixon telethon. 1pg.

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68	3	10/29/1968	Newsletter	Nixon for Governor News Release. Re: Endorsement of National Association for the Advancement of the American Indian, Inc., for Richard Nixon. 1pg.
68	3	10/29/1962	Newsletter	Nixon for Governor News Release. Re: Statement by H.R. Haldeman. 1pg.
68	3	10/29/1962	Newsletter	Democrats for Nixon News Release. Re: Statement by Merritt K. Ruddock in support of Richard Nixon. 2pp.
68	3	10/29/1962	Newsletter	Democrats for Nixon News Release. Re: Statement by Z. Wayne Griffin on Govr. Brown's remarks during Cuban crisis. 1pg.
68	3	10/30/1962	Newsletter	Democrats for Nixon News Release. Re: "The Making of the Governor" telecast. 6pp.
68	3	11/01/1962	Newsletter	Re: Challenge to Govr. Brown by co-chairmen of Democrats for Nixon Committee to deny support of CDC. 2pp.
68	3	10/31/1962	Newsletter	Statement by Harry Keaton. Re: A reform program to get politics out of the handling of the state's business. 2pp.

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68	3	10/31/1968	Memo	Sandy Quinn to News Directors. Re: 46-second film clip of remarks by Richard Nixon. 1pg.
68	3	10/30/1962	Newsletter	Nixon for Governor News Release. Re: Win-with-Nixon Telethon details. 1pg.
68	3	10/31/1962	Letter	From Herbert G. Klein to Mayor. Re: Request to forward news release stating support of Nixon to local news media. 2pp. [w/ attachment]
68	3	n.d.	Newsletter	Statement by Elwood Wilson of California Citizens Freeway Association. Re: Freeway issues in California. 9pp. [w/ attachments]
68	3	10/31/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: Answering "lies" meant to "scare" the people of California. 1pg.
68	3	n.d.	Memo	Sandy Quinn to the press. Re: Announcement that Harry Keaton, President of California Young Republicans, will hold press conference on Oct. 31, 1962. 1pg.
68	3	11/01/1962	Newsletter	Re: Democrats for Nixon challenge Govr. Brown "to name those Democratic candidates for whom he said he was not campaigning." 1pg.

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68	3	10/31/1962	Newsletter	H.R. Haldeman. "Complaint of Violations of Code of Fair Election Practices." 5pp.
68	3	11/01/1962	Newsletter	Statement by Richard Nixon. Re: Govr. Brown and the California Civil Defense program. 3pp.
68	3	11/01/1962	Memo	Sandy Quinn to News Directors. Re: Enclosed 45-second sound-on-film clip of statement by Richard Nixon on money being spent by Govr. Brown to hire election workers. 1pg.
68	3	11/01/1962	Newsletter	Nixon for Governor News Release. Re: Mayors Endorse Nixon. 2pp.
68	3	n.d.	Newsletter	Re; V. John Krehbiel urged support of Proposition 23 in Los Angeles County. 1pg.
68	3	11/02/1962	Memo	Sandy Quinn to Radio News Directors. Re: Enclosed tape interview with Richard Nixon and statements by former President Eisenhower. 2pp.
68	3	10/31/1962	Newsletter	Nixon for Governor News Release. Re: Paul W. Johnson named chairman of Nixon Labor Committee. 2pp.

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68	3	11/02/1962	Memo	Sandy Quinn to News Directors. Re: Enclosed 44-second sound-on-film clip of Richard Nixon's remarks on campaign tactics of Govr. Brown. 1pg.
68	3	n.d.	Letter	Text of telegram from Franklin Donnell and Herbert Sturdy of URFC to each Los Angeles County Candidate for State Office. Re: Distribution of funds in URFC fund. 1pg.
68	3	11/03/1962	Newsletter	Nixon for Governor News Release. Statement by Herbert G. Klein. Re: Contesting the "Wyman statement." 1pg.
68	3	11/02/1962	Newsletter	Nixon for Governor News Release. Re: Comment on the Ezra Taft Benson book "Cross Fire." 1pg.
68	3	10/31/1962	Newsletter	Democrats for Nixon News Release. Re: Y. Frank Freeman's announcement of support for Nixon. 1pg.
68	3	11/02/1962	Newsletter	Nixon for Governor News Release. Re: Superior Court Judge Kenneth Chantry's restraining order against the Democratic State Central Committee from further distributing two anti-Nixon pieces of literature. 1pg.
68	3	n.d.	Newsletter	News Release from Republican State Central Committee. Re: State Vice Chairman of Republican party asks Govr. Brown to repudiate Communist attack on Richard Nixon. 1pg.

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68	3	10/31/1962	Newsletter	Democrats for Nixon News Release. Re: William H. Ware announces support for Nixon. 1pg.
68	3	10/31/1962	Newsletter	News Release by Republican State Central Committee. Re: Assemblyman Harold K. Levering intends to bring instances of "shady State leasing practices" to the attention of the state legislature. 2pp.
68	3	11/04/1962	Newsletter	Nixon for Governor News Release. Re: Statement by State Senator John F. McCarthy predicting Nixon victory. 1pg.
68	3	11/05/1962	Newsletter	Nixon for Governor News Release. Re: Telephone survey indicate major swing of undecided voters to Richard Nixon. 2pp.
68	3	11/04/1962	Newsletter	Nixon for Governor News Release. Re: Richard Nixon cancelling speaking engagements to prepare for special telecast. 1pg.
68	3	11/03/1962	Newsletter	Nixon for Governor News Release. Statement by Richard Nixon. Re: Legal assistance being offered to all voters believing that they are being intimidated at the polls. 1pg.
68	3	11/05/1962	Newsletter	Nixon for Governor News Release. Re: Special telecast for night of Nov. 5, 1962. 1pg.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Press Secretary: Herbert G. Klein

PROGRAMS FOR PROGRESS  
Text of Statewide Radio Address  
by RICHARD NIXON

Flat Monday A. M. Release

September 23, 1962

This is the first broadcast in a series that I call, "Programs for a Greater California." Each Sunday evening until election day, I will tell you how I propose to give decisive leadership in dealing with the pressing problems of our state.

Tonight I am going to talk about "Crime in California" -- what the situation is today and what actions must be taken to safeguard the lives and property of all Californians.

We are all proud that California will soon be the first state in the nation in population. And, as the first state, we can also set an example for all the other states to follow.

But today, under the present State administration, the record shows that instead of being the first State in crime prevention, we are first in crimes committed.

In fact, by the time this broadcast is over, there will have been nine major crimes committed in our State -- burglaries, robberies, auto thefts, murders, rapes and assaults.

We have the best local law enforcement officers in the nation, yet there were more major crimes committed in California last year, according to the F.B.I. than in New York, Pennsylvania and New Jersey combined -- three states with a total population twice that of California.

We have the best local law enforcement officers in the nation, and yet from 1959 to 1961, according to the California Attorney General, felony crimes increased 26.7%, adult felony arrests were up 24% and juvenile arrests rose 17.8% -- and these great increases in crime took place during a period when our population rose only 5.6%. In other words, we cannot blame more people as the

-MORE-

reason for more crime.

Why then has crime skyrocketed in California?

The answer is that our dedicated local crime fighters have not had strong support from the present State administration. The Governor's office is the weakest link in our law enforcement chain. And Remember: A police badge is only as good as the Governor who backs it up.

What has been the record over the past four years?

1. There has been the endless agonizing in the Chessman case. This is a graphic example of executive indecision. But what is important is the effect of this indecision. The threat of the death penalty is a major deterrent to crime. And the handling of the Chessman case undercut this deterrent.

2. There has been a steady stream of authoritative reports showing that organized crime now has a firm foothold in California -- reports by the Federal Bureau of Investigation, by the United States Commissioner of Narcotics, by the Joint Judiciary Committee on the Administration of Justice, by the rackets subcommittee in the State Assembly, and by U. S. Congressional investigating committees.

This is what a State Assembly Committee concluded in 1959: "Organized crime...does definitely exist in California and to an alarmingly dangerous degree. The hoodlum and gangster population of California, both permanent and transient, is sizeable...and there is every indication that an advance guard of eastern hoodlums and Mafia members -- men who know how to organize the narcotics traffic, and bookmaking, prostitution and rackets -- is here seeking a foothold."

When my opponent was confronted with this intelligence, did he immediately take forceful action? No. Instead he ignored these findings and called the study a "waste of the people's money."

3. There has been a population explosion in our prisons. They are now overcrowded and have become the breeding ground for forty cases of riots, murders and escapes in close-security facilities in the last three years alone.

4. There has been an executive record of stalling on vital narcotics legislation and building roadblocks against the efforts of law officers to get stronger crime fighting legislation.

In 1959, 15 anti-crime measures were introduced in the legislature with the support of the California District Attorneys Association, the California Peace Officers Association and the State Sheriffs Association. This program would have brought stronger criminal penalties and more effective narcotics control.

But without support from the top -- from the Governor's office -- the anti-crime program was killed.

This then is the law enforcement climate in California today. This is how our state, county and local officials have been handcuffed by the present State administration. And this is why California's crime rate is nearly double the national crime rate.

Crime in California must be recognized and rooted out. We cannot afford a state administration that hears no evil and sees no evil.

I believe that this eight-point/<sup>action</sup>program will 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. My opponent and I are diametrically opposed on this issue.

2. We must smash the narcotics traffic -- and my program includes giving the death penalty to big-time dope peddlers.

We must have stronger penalties for the possession and sale of dangerous drugs. We must speed up research on the causes and cures of narcotics addiction and we must 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.

Such a program must overcome the adverse effects of the Carol Lane decision. This decision ruled that softer state law superseded stronger local laws. We must take immediate action to clarify jurisdictions and put strong local laws back into effect.

We must adopt legislation, within our constitutional framework, to protect the identity of informers, who are essential in narcotics cases.

We must reasonably define our search and seizure laws.

And we must 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.

This Council will have representatives from all the major state and local law enforcement agencies, and representatives from the private voluntary groups

that work in the field of crime prevention.

The Governor's Council will work 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.

This is especially important among the young people, and must be done in cooperation with our schools.

Moreover, the Governor must take the lead in defending law enforcement officers when they come under unjust attack.

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. This will be a primary function of the Governor's Council.

We must help curb juvenile delinquency by improving the employment opportunities for our young people.

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

Together we can greatly strengthen our voluntary programs of education and recreation to give our youth the chance they deserve to lead full and productive lives.

These are eight actions that will assure a greater, saner California. These are actions that will restore Californians' confidence in our state government. And these are crime prevention and crime control programs that will make California a model to the nation.

Richard Nixon's "Decisions for Progress" radio program was broadcast on the following stations, September 23, 1962.

<u>City</u>	<u>Station</u>	<u>Time</u>
Los Angeles	KNX	5:30 to 5:45 PM
San Francisco	KCBS	7:15 to 7:30 PM
San Diego	KFMB	6:30 to 6:45 PM
Sacramento	KFBK	10:15 to 10:30 PM
Redding	KVCV	8:15 to 8:30 PM
Palm Springs	KCMJ	5:45 to 6:00 PM
Modesto	KBEE	7:35 to 7:50 PM
Fresno	KFRE	6:00 to 6:15 PM
Eureka	KINS	7:45 to 8:00 PM
Chico	KHSL	5:45 to 6:00 PM
Bakersfield	KERN	5:45 to 6:00 PM

# 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.

-MORE-

NIXON  
2-2-2

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

III -

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

Remarks by RICHARD NIXON  
Before North San Diego County  
Nixon for Governor Barbeque  
Palomar College Football Field  
Saturday, September 22, 1962

FOR FLAT AM RELEASE  
September 23, 1962

On the issue of whether subversives should be allowed to speak on the campuses of our tax-supported institutions, my opponent has again displayed an incredible ignorance of what has been going on, what this issue is all about and what should be done about it.

1. This is the record of my opponent's ignorance on what the issue is all about.

On March 21, 1961, when asked his views about the scheduled campus appearance of Frank Wilkinson -- who had refused to answer Congressional Investigators' questions on the grounds of self-incrimination and who had been identified under oath as a member of the Communist Party -- my opponent replied, "Well, my view of Mr. Wilkinson and anybody of that nature is that he should be permitted to speak."

However, on September 19, 1962, after I had made my position clear, he made this statement: "I don't believe we should permit any subversives to speak on our campuses. I don't see any reason why we should give them a platform from which to spread their poison."

For the sake of California, I am glad that my opponent has completely reversed his position. But, unfortunately, he completely misses the point. The question is not of disallowing "subversives" to speak. Rather, it is a question of determining who is a "subversive." His undefined statement on "subversives" is a clear mandate for actions based on unfounded charges. On the other hand, my position clearly defines "subversives" and what to do about them.

2. This is the record of my opponent's ignorance on how to handle this situation.

My program states two criteria for banning subversives from appearing on State campuses: (a) I would deny the use of tax-supported schools for speeches by any individual who pleads self-incrimination (the Fifth Amendment) before a legally constituted legislative committee or grand jury investigating subversive activities, and

- More -

(b) I would deny the use of tax-supported schools for speeches by any individual who defies the provisions of the Subversive Activities Control Act of 1951.

I again call on my opponent to answer these two questions:

Does he agree or disagree with my program to deny a state platform to individuals who have taken the Fifth Amendment about subversive activities?

Does he agree or disagree with my program to deny a state platform to individuals who have flaunted the basic Federal anti-subversive law?

This is what the people of California want to hear -- not some vague, meaningless statement.

3. This is the record of my opponent's incredible ignorance on what has been going on.

On September 19, 1962, he stated, "There hasn't been a Communist speaker on a university campus in the four years I have been Governor."

Now let us look at the facts.

During his four years in office, there have been eight speakers on State-run campuses who have refused to answer questions about subversive activities before legally constituted legislative investigating committees.

-- On February 22, 1961, Anne Braden addressed a noon meeting at Dwinelle Hall on the University of California campus in Berkeley.

-- On May 16, 1960, Archie Brown spoke in Griffith Hall on the Berkeley campus.

-- On March 17, 1963, Harry Bridges spoke at a noon rally in Wheeler Hall, University of California, Berkeley.

-- Frank Pestana spoke at a noon rally in Wheeler Hall Auditorium, Berkeley Campus, on May 1, 1961.

-- Frank Wilkinson has spoken at least twice on the University of California Campus -- once on March 22, 1961, in the Wheeler Hall Auditorium and once on February 16, 1962, in a room of Wheeler Hall.

-- John Howard Lawson spoke on October 10, 1960, at Dwinelle Hall, Berkeley Campus, and again on November 23, 1960, on the Los Angeles Campus of the University of California.

-- Maud Russell spoke on the University of California Campus at Santa Barbara, according to Chancellor Kerr's list of 1960-61 Campus Speakers. She also spoke on the Berkeley Campus, on November 28, 1960.

-- And, most remarkable of all, Clinton E. Jencks appears on the 1960-61 and 1961-62 payroll of the University of California as a teaching assistant in the Department of Economics.

I am turning over to the press the public records on these eight individuals -- showing the chapter and verse on their subversive activities as reported by legislative investigating committees.

Under my programs, these eight individuals would have been barred from speaking on the campuses of our State colleges and universities. And I believe this is the action that the people of California want from their Governor.

# 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.

\* \* \* \* \*

-MORE-

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

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.

-MORE-

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.

TRANSCRIPT

RICHARD M. NIXON

PRESS CONFERENCE  
BILTMORE HOTEL  
LOS ANGELES

September 27, 1962

OPENING REMARKS BY HERBERT G. KLEIN, PRESS SECRETARY

(I would like to call your attention to the fact that we have our first telethon this Friday night in Salinas. This will be a 3-hour telethon in contrast to the 90-minute one which Mr. Brown had on Tuesday night. I think you will find there will be a great number of questions answered--numbering probably in the hundreds during the three hours.

We have our second telethon on next Tuesday night in Bakersfield. The reason I put particular stress on these is that I believe that the telethons are going to be among the major political events of the campaign. One other thing in matter of briefing; the unresolved point of the UPI meeting still remains this matter of notes. We continue to seek some kind of compromise with Gov. Brown regarding his desire to use notes during the UPI Conference. It is our strong feeling, and I think this represents the feeling of the California voters, that they would like to hand him questions directly, not read them out of black books such as he proposes to use. We may be able to compromise on a limited use of them for him if he insists that he needs this kind of a prop. But we feel that actually this is a case where people ought to answer things out of their own knowledge rather than depend on the props set up by ghost writers and other people in the publicity field. Thank you.)

Mr. Nixon: I have just one point that I would like to add with regard to the schedule that I cleared this morning. President Eisenhower, as you know, is coming to California on October 8. His appearance will be in San Francisco. However, the San Francisco Nixon for Governor Committee that is sponsoring his visit wants to have a motorcade in the downtown area of San Francisco for the statewide candidates. They have invited me to come up and participate in that, so President Eisenhower tentatively now is planning to fly first to Los Angeles. He will stop at Los Angeles International Airport some time in the mid-morning of October 8. I will join him there and we will move from there to San Francisco for the motorcade in which I will participate, and then I will fly back to Los Angeles for the evening meeting here. I will be speaking at the Paladium that night as you probably have already been notified. President Eisenhower will be speaking at the Cow Palace. There will also be some other statewide speakers.

We now have made arrangements to televise the program for a half-hour on television, so that people will be able to hear that portion of the program at which General Eisenhower speaks and that portion of the program at which I will be speaking, approximately 10 to 15 minutes from each of us.

Q: Will you speak from a prepared text?

A: It is probably unlikely that I will speak from a prepared text because the meeting is being arranged on a basis of so many participants that I am not sure I would be able to, and I will be the last speaker. I will be speaking on a 30-minute program for no longer than 10 minutes. As far as the televised portion is concerned, I perhaps will add 10 minutes more. I would certainly have some release for the press. But not a

full prepared text because I am not speaking for 30 minutes on the program. And I think President Eisenhower will also not have a prepared text.

Q: About what time?

A: The time scheduled will depend on the television time we are able to clear. My guess is that it will be 9:30 p.m. or 10:00 p.m. It might be as late as 10:30, but we hope earlier than that.

I have one other announcement that I think will be of considerable interest to everybody here. There was initiated a move yesterday which I think will result in a face-to-face meeting with Governor Brown on television. I received a wire yesterday from David Susskind, whom some of you know has had the Open-End television program, a program in which he asks questions of the individuals who appear and also gives the individuals who appear, if there are more than one, an opportunity to question each other. Both Governor Brown and I have appeared previously on the Susskind show. I immediately accepted by wire the invitation and Susskind has also issued the invitation to Mr. Brown. He has informed members of my staff that he is confident Governor Brown will accept. This will be a format in which Susskind will ask questions of me and of Governor Brown and each of us has an opportunity to question each other, which is a satisfactory format. As you know, I have always said that I think we should have a compromise in which each candidate got at least half of what he was asking for so half the program approximately will be questions from a member of the press or television, as the case might be, and approximately half of the program will be a face-to-face confrontation. Other invitations of that type that come will be certainly accepted as far as I am concerned. The dates for these programs should pose no problem to Mr. Brown. They certainly don't to me, because they are both Sundays. Two dates have been suggested, October 21 and October 28. I have accepted both. As a matter of fact I reiterate today my proposal that I will cancel anything on my schedule whenever a face-to-face consultation with the opportunity for each candidate to question the other is arranged. Of course, I can't guarantee Governor Brown's acceptance. I can only say that the moderator in this instance, the producer of the program, is very confident that Mr. Brown will accept, in view of the format and in view of the fact he has previously. I have accepted and I think that there is a good chance this may work out.

Q: Where will these be televised from?

A: It will be arranged for the convenience of the candidates. Susskind would come here, produce the show, and then the show is apparently reproduced by whatever stations want to buy it on a contractual basis. I shouldn't get into that, but I know the show is done here. It would not require us to leave the State.

Q: Will this be live?

A: Yes, the program would be done live in California on Sunday night for two hours, either on the 21st or the 28th. I have nothing else, if you want to go ahead with other questions.

Yes sir.

Q: Are you optimistic about the Narcotics Conference now taking place in Washington?

A: Conferences have taken place so often in Washington dealing with various subjects and have produced very little, and incidentally this is not a fault just of the present administration, it is the fault which is indigenous to government generally. In our administration we had some conferences disappointing as far as

results and very effective as far as talk is concerned. I tend to be cautious with regard to the results that may occur. I would hope, however, that because of the vital interest in this subject and because the federal government can be of assistance that out of this particular area could come some narcotics legislation. I would suggest that the conference might well consider as a piece of federal legislation that would be helpful, in addition to treating of addicts which has been recommended by others, in addition to attempting to get better cooperation from Mexico, the imposition of the death penalty for big time dope peddlers, not addicts, who transfer narcotics across state lines or across international borders. I recall as will everybody in this room, the tremendous effect of the kidnapping law, the Lindbergh Law, of imposing the death penalty where such activities did go across state lines. I believe the imposition of the death penalty on a national basis would have a great effect because it would have two effects: (1) it would be a deterrent. (2) it would also give the opportunity for the FBI, The Federal Bureau of Narcotics, and all Federal Agencies to get into these cases where there was any evidence of interstate or transportation across the national border.

Q: Do you believe Washington can do much to stop this stuff coming across the border?

A: A conference can't do anything. The Congress has to follow with legislation to follow up what the conference does unless there is action after the conference. The conference will simply provide a very pleasant journey to Washington in the fall of the year.

Q: What could we do to seal the border between California and Mexico--and seal the flow of narcotics?

A: What we can do is first step up our diplomatic offensive with our friends in Mexico, and in the Mexican Government to deal with the problem. Then if we are unable to get mutual arrangements approved, and may I make it clear we should try to get mutual arrangements because Mexico has been a great and good friend of the United States; the Mexican Government has been a great friend of the United States; then the United States has to take other means for the purpose of stopping that flow, and I think those means have to be whatever is necessary to control the flow.

Q: (Question on what the U.S. can do concerning the Mexican argument that the U.S. manufactures the drugs which Mexico sells back to our addicts.)

A: First, every effort has to be made to educate the government officials, both U.S. and Mexican as to the real problem. You can't have an addict unless you've got the product and the product is for the most part produced in Mexico and not in the United States. The basic material which goes into the manufactured product, for the most part, does come across the federal lines.

Q: Could you enlighten us on the poll which your office recently announced?

A: The poll that was announced by our people was one that was taken by a national polling organization for the purpose of looking into issues in depth in the State of California. It was a poll that was made available to us. It was not one that we purchased. I want to make it clear that as far as our organization is concerned I have adopted the policy in this campaign of not buying any polls. I think that polling is like taking your temperature. When you are not sick you take your temperature to see whether or not you are. My view is after the 1948 election the best thing to do about polls is to assume always that you

are behind and to run that much faster. And I can only hope that as far as our opponents are concerned that they believe polls which show them ahead. As far as I am concerned, I run a campaign just as hard whatever the polls show between now and November 6 as I possibly can. I would suggest too that as far as two of the polls are concerned, which I understand are giving such comfort to our opponents, that both have very, very grave deficiencies with regard to their accuracy. I am referring now not to the integrity of the man taking them. One is the Harris poll. He has received \$65,000 this year from COPE-- taking polls for them. And also in the 1960 election he was one, who as a result of his polls, predicted that my opponent, Senator Kennedy, would carry Ohio by 300,000 votes, would carry California and several other states. He proved to be wrong. He was only right on the eventual result, but then somewhat wrong. As far as the Harris poll is concerned, its last poll taken immediately before the election in 1960, if projected, would have resulted in Mr. Kennedy carrying California by 225,000 votes. I carried it by 35,000. So you can see, I have some reason to be somewhat skeptical of polls. Not of the men that take them. I think polls can serve a purpose in determining what issues are and what trends are. But I would make one last suggestion, and this is made with all good nature to newspapers and television people: In 1948, when all of the polls showed Dewey winning by a landslide, immediately afterwards newspapermen who had covered that election indicated that they thought that they had made the mistake in believing the polls because they had downgraded the effect of Truman's crowds and the enthusiasm of his crowds. Now, I don't want to make a self-serving statement, but I suggest that you come along and see the size of my crowds, see the reaction of my crowds, see the spirit of my crowds. Then compare them with Brown's, so that you might make a better judgment as to how this campaign is going, than simply taking an impersonal poll of about 800 to 1000 people in California.

Q: Are you suggesting the polls are dishonest or merely false?

A: No, I don't question the integrity of the pollster. Certainly Gallop, Roper, Harris, the others would be out of business in a moment if they were dishonest. I am suggesting that polls have a tendency to have great factors of inaccuracy and that the record of accuracy of the Field poll has in California been at least doubtful, to put it mildly.

Q: Where do you feel you stand now?

A: I consider the race at this point to be even with about 15 to 20 per cent undecided. This race is up for grabs. Whoever campaigns the hardest, the most effectively, and gets his message across best is going to win in November. I would say the major point I am emphasizing is this point of spirit and enthusiasm because apathy in California in a state election has always been a tradition. This is true to a great extent now, and what has encouraged me is that among the meetings I am attending our people are getting out of the apathy. If I am able to continue to stir up interest and my opponent is unable to, we will win.

Q: There are about 7½ million registered voters in California. Would you say they are apathetic?

A: The registered voters figure is no indication how many will vote. Sometimes we vote only 55 or 60% as you know in an off year election. In this election if we get them stirred up they could vote 75%. That would be very high.

Q: Federal Law already provides for the death penalty for dope peddlers under certain circumstances, how would you change that?

A: Strengthen it to provide the death penalty for peddling wherever we think this will get at the big time dope peddler effectively.

Q: Would it be difficult to convict under such a law.

A: It is very difficult to convict. What happens is in these cases as I have studied them is that every time the big time dope peddler comes in he claims he is really an addict, and that's why he is a peddler. Actually in many instances that is a defense....rather than an excuse....rather than a real defense. When I speak of big time dope peddling I mean the merchants in misery, who do it for financial gain and not under the influence of dope themselves. For them I have no sympathy.

Q: Do you have any comment on the President's constitutional crises in Mississippi?

A: The moment of truth has come. Just as President Eisenhower was faced with a very difficult situation in Little Rock, President Kennedy is now faced with a difficult situation in Mississippi. He and the Attorney General, Robert Kennedy, have to do whatever is necessary to see that the law of the land is carried out in Mississippi. I will not say what they should do because that is the prerogative of the President. When I say whatever is necessary, that means using whatever powers the Federal Government has at its command to see to it that the University of Mississippi complies with the law of the land, as set forth in the Constitution and interpreted by the Supreme Court.

Q: Would that include arresting the Governor of Mississippi?

A: If that is necessary, in order to carry out the law, it certainly would. If it is necessary to use troops, it certainly would. My attitude with regard to Mississippi is the same that I expressed last week in my press conference with regard to Cuba. President Kennedy should now initiate action to do whatever is necessary to stop the flow of arms into Cuba and to stop any kind of activities from out of Cuba spreading Communism through the rest of Latin America.

Q: (Unaudible question on communism as a political issue.)

A: Domestic communism is not an issue between Democrats and Republicans. It is an issue only when one candidate for governor in a state like California disagrees with another candidate as to what ought to be done about handling it. I have thought that as a result of the investigations of the Committee on Un-American Activities through the years, the Hiss case, which of course, was the very sharp example of domestic communism, I felt that under these circumstances there would be no argument at all between the two candidates for Governor with regard to strong legislation and executive action consistent with constitutional requirements to deal with communism in this state. Throughout the Spring, I have been advocating two specific proposals which Mr. Brown now so very sharply disagrees with. I have said over and over again that individuals who refuse on the ground of self-incrimination to answer questions about communism activities should not have the right to speak or teach at any tax supported institution. Any individuals who defy the law of the land by refusing to register when ordered to do so with the Attorney General of the United States, under the Subversive Activities Control Act, should not have the right. Now, these are two specific tests. This is not something that gives in effect a hunting license to any individuals who are going out to name this person or that person as communist. It simply says that

when a person does something, refuses to cooperate with a legally constituted grand jury, or with an investigating committee that he should not be given the respectability of the university or college campus of the University of California. Governor Brown has a right to disagree with that and on the other hand, I also have a responsibility to continue to advocate it. I think he is wrong. And he thinks I am wrong. The voters are going to have to determine it.

Q: Do you have any comment on Brown's charge that you ignored the problem of narcotics as Vice President?

A: I would like for Governor Brown to produce his evidence in this respect. He has made so many loose charges. I am sure that the gentlemen of the press the next time they get him in a press conference should just ask him that question. How did he (Nixon) ignore it? What was Mr. Nixon asked to do? And I would be very glad to answer it. It is very hard to answer, as you can see, a question in which a man says, well he did this or that when he doesn't produce any evidence.

As Vice President of the United States I had no responsibility specifically in this field. This was in the Attorney General's province, as you know. But, I can say this; I think with all the criticisms that may be levied at me, nobody could question the fact that I have stood for strong law enforcement, not only in the field of narcotics, but in the field of subversive activities throughout my political career. And I would be very, very interested to see any indication....when proposals were made in this field to deal with the narcotics flow that I didn't support them.

Q: Would you favor closing the border between California and Mexico?

A: Only as a last resort. I think closing the border would have some repercussions internationally, that could be most unfortunate. But I do think that we have to bring very forcibly to the attention of the government of Mexico the strong sentiment that we have in this state and in this country with regard to it. Because if this flow is not stopped...if the narcotics traffic continues to grow...public opinion in the United States is going to insist on very drastic action. And that's why I believe we have to step up our diplomatic offensive in this field.

Q: Do you think the Democrats are using the White House Conference as a political sounding board?

A: No, I wouldn't charge that. I would say that obviously they are all back in Washington at the present time, but from the way I read the papers I think that they went back there primarily to get Mr. Kennedy out here two more times before the election and, incidentally, I see no reason for them to have a cover for the trip to ask President Kennedy to come out because I thought he was coming already. In any event the narcotics conference if it accomplishes something, I am all for it.

Q: Would you consider as less drastic than closing the border ....to halt the flow of American manufactured dangerous drugs into Mexico for resale to this country?

A: When the American manufactured drugs are of that type and when it is the conclusion that such drugs are being sent into Mexico and will be used primarily for the narcotics traffic, of course, the flow of such drugs could be stopped.

Q: Do you have any connection with Facts Consolidated now or have you during this campaign?

A: Facts Consolidated, which we think is one of the better polling organizations, took polls for us throughout 1960 and took a poll in depth on issues immediately after the primary election, and also immediately before. We are not taking any polls in the final election from now until election day because I want to put the money where I think it will help. Taking a poll doesn't produce any votes and I intend to put the money...we have a limited amount obviously...and we are going to put it in television and direct mail...rather than simply taking a poll to see how you are doing.

Q: Then Newsweek Magazine was in error when they said one more poll was going to be taken by Fact Consolidated prior to November?

A: No more polls by Facts Consolidated are going to be taken for me between now and November 6, or any other polling organization. I do not mean that we may not have access to polls taken on propositions or by other candidates. Apparently Governor Brown had access to the Field Poll...we learned about it Tuesday morning, 48 hours before the newspapers learned about it, from Governor Brown's representative who was travelling with our campaign group.

Incidentally I would think Mr. Field would be greatly concerned about this because his subscribers would be concerned about it. After all, a pollster must above everything else remember who he is working for.

Q: Suppose a poll showed you were leading by a very wide margin, wouldn't that help your prospects even further?

A: No, what it would do is it would get our workers, as Mr. Dewey's were, and I was one of his supporters in 1948, in that terrible condition where they say we don't need to do anything more. I want my people to work harder, I want them to continue to contribute to the campaign as much as they can. I know the old bandwagon psychology. California is too great a state, the voting population too volatile, and after what happened in 1960 with a cliff hanger election, I think that the supporters of both candidates are going to be working right up to the last moment, mine certainly are.

Q: Is there anything basically different between Little Rock and the situation in Mississippi?

A: No basic difference, as far as Little Rock is concerned, of course the school is not higher education, Mississippi is to an extent. I suppose we could say, an extension of the law in this respect. But the opinion has been handed down...the Supreme Court has interpreted the constitution...a Governor of a sovereign state has said we don't like the opinion and now what has to happen is that the Federal Government must enforce the law of the land. Incidentally, this has happened, if I can suggest it, this is not the first constitutional crises in which governors have disagreed with the U.S. Government, and not only in voting and in civil rights cases, it has happened over and over again. Federal Government has never lost one of these battles and they can't lose this one.

Q: Would you support the use of troops if necessary?

A: Anything that is necessary. That was my feeling in the Little Rock case in 1954 and it is my feeling now.

Q: Is a member of Governor Brown's campaign staff traveling with you?

A: Yes, Mr. Tuck travels with us, and he informed Mr. Klein of my office of this poll 48 hours before Mr. Klein's former newspaper, which is a subscriber, got news of it.

Q: How are the contributions coming in?

A: We are getting enough to travel, we are keeping our campaign on a lean basis, but I think we will run better lean than fat.

Q: Do you have a man traveling with the Governor?

A: No.

Q: (Question not entirely audible---Isn't it the primary responsibility of the Mexican Government to eliminate the raw form in their own country?)

A: You couldn't be more right. That's why I say that the manufacturer of the drugs is one thing. And much of that occurs in the U.S...but you can't manufacture the drug unless you've got the basic material and the basic material is grown and produced in Mexico, and so if you can stop the transportation across the international border of the basic material, the manufacturing plants would go out of business very quickly. That's why we have to have, we can talk all we want to about the treatment of addicts, we can talk all we want, as a matter of fact, about additional penalties which I favor, but basically we have to get down to the source of the trouble, and that is where this stuff is grown and that means we have to work out arrangements with Mexico to stop that flow across the border.

Thank you, gentlemen.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**

III-

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

Remarks by Richard Nixon  
(Nixon for Governor Rally)  
8:00 P.M. Conservatory Auditorium  
University of Pacific, Stockton

For Flat AM Release  
Friday, Sept. 28, 1962

California's proud tradition of appointing the best men to office regardless of party has steadily deteriorated under the present State Administration.

During the past four years, the quality of men in top State positions has been the lowest in a quarter of a century. The appointments of "Dutch" Woxberg, a Jimmy Hoffa hatchet man, and James Ralph are indicative of the low calibre of the men around Brown. Woxberg, who was Vice Chairman of the Small Craft Harbor Commission, is now under arrest on charges of embezzlement. And Ralph, who was State Director of Agriculture, was fired by the Federal Government for being involved in the Billie Sol Estes scandal.

Another curious Brown appointment was to put Fred Dutton on the University of California Board of Regents, although he lives 3,000 miles away in Washington, D.C. And the operation of Squaw Valley has been turned over to William Newsom, a Brown crony, who has since been cited for more than 30 cases of mismanagement by the Legislative Audit Committee.

Moreover, in government, mediocrity drives out men of quality. California has already lost the services of such outstanding public officials as John Carr, Director of Finance; Robert McCarthy, Director of Motor Vehicles, and Harvey Banks, Director of the Department of Water Resources.

\* \* \* \* \*

It is high time to clear the dead wood out of Sacramento -- to rid government of those men who should never have been given positions of public trust.

My first act will be to fire William Warne, Hale Champion, Lionel Steinberg and Milton Natapoff.

-MORE-

Warne should not be allowed to direct our water program. Based on his record of mismanagement in the U. S. foreign aid program, he should never have been appointed. And based on his record of waste, press-agentry and empire-building in California, he should not be retained.

Champion, an ex-newspaper reporter without any fiscal or business experience, should not be allowed to direct California's nearly \$3 billion budget.

Steinberg and Natapoff should not be allowed to help direct California's farm policies as members of the State Board of Agriculture. Steinberg has twice pleaded guilty to violations of the Agriculture Code and Natapoff is a paid political lobbyist.

9/27/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

Herbert G. Klein, Press Secretary

Statement by RICHARD NIXON  
Following Farmers for Nixon Barbecue  
2:30 p.m., Lakeport City Library Park  
Lakeport, California  
Saturday, September 29, 1962

For Release Flat AM  
Sunday, September 30, 1962

The Governor of California must squarely deal with three major areas of farm problems in order to assure the growth and prosperity of our state's number one industry.

1. Costs: The California farmer must keep costs low enough to compete with farmers throughout the nation.
2. Water: The California farmer, unlike farmers in many other sections, must fight to get the water he needs at a price he can afford.
3. Government: The California farmer, who is the most independent in the country, must fight a constant battle against bureaucratic harassment from Sacramento and Washington, D.C.

The farm record of the present State Administration has been no hits, no runs, three errors. And a team with that kind of a record deserves to be permanently benched.

#### My Program on Farm Costs

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.

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

-MORE-

2. 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.

3. 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.

#### My Program on Water

1. 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.

2. The quality of water must be protected by adequate drainage and desalinization provisions.

3. 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.

4. 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.

#### My Program on Farmer-Government Relations

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

This does not mean that Washington is not interested in us. There seem to be people in Washington who are extremely interested in our vote and who suddenly make "non-political" appearances around election time. Just two weeks ago, Secretary of Agriculture Freeman was out here to teach the California farmer about marketing orders. Apparently, this man from Minnesota did not know that the concept of marketing orders originated in California. He apparently did not know that marketing orders have flourished in our state for 30 years with bi-partisan support. And apparently Mr. Freeman did not know that Californians believe that marketing orders mean self-management from the bottom up, rather than know-it-all management from the top down.

We welcome Mr. Freeman to our fair climate. But we do not welcome his attempt to put California farmers in a bureaucratic straightjacket made in Washington, D.C.

\* \* \* \* \*

I have stated 12 proposals that will help create a more prosperous agricultural economy. These actions are in the best interests of farmers, farm workers and consumers. A new state administration, guided by these principles, will restore the farmer's confidence in his government.

# 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.

-30-

9/28/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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.

Remarks by Richard Nixon

For a greater California, we must become the first state in crime prevention; first in waste-free, low-tax government; first in jobs, and first in fighting the Communist menace.

Yet what is the record of the present state administration?

Instead of being first in crime prevention, California is now first in crimes committed. Today, according to the FBI, there are more major crimes in California than in New York, Pennsylvania, and New Jersey together -- states whose combined population is twice as large as California's.

Instead of being first in waste-free, low-tax government, California is now first in the cost of government, which has forced upon our people the heaviest tax burden in the nation. The present state administration has given California the greatest tax increase in history -- nearly one billion dollars in four years.

Instead of being first in jobs, the total number of Californians out of work rose 52.6% from 1959 to 1961 -- while in the years before the present administration, from 1950 to 1959, the number of unemployed dropped 15.4%. Our state now has the worst record of business failures of all the major industrial states and the worst record of bankruptcies in the nation.

Instead of being first in fighting communism, California has not had a single item of anti-subversive legislation in four years. And, under the present administration, at least eight individuals who refused to answer questions about communist activities before legislative investigating committees have spoken on the campuses of our tax-supported schools.

\* \* \* \* \*

This is my program to restore the peoples' confidence in government and make a greater California.

1. To give California the best crime record in the country, I intend to back up our dedicated local law enforcement officials with the strong laws they need to do the job. I intend to appoint a Governor's Council on Crime Prevention and Law Enforcement, composed of the top local, county and state leaders, to coordinate the fight against crime. And I intend to firmly support capital punishment, including the death penalty for big-time narcotics peddlers.

2. To give California the most efficient state administration in the nation, I intend to appoint the best qualified men in our state, without regard to whether they are Democrats or Republicans. I also intend to cut the cost of government so that a tax rise will be avoided and tax reductions can be made.

3. To make the necessary jobs for all Californians, I intend to undertake a "California Crusade for New Business Investment." And I intend to create jobs by making our state government known throughout the nation for its dedication to free enterprise, so that business leaders will say, "Let's move our plants to California where the climate is good, the manpower is available, and we won't be sandbagged any longer by rising taxes and bureaucratic harassment.

4. To make California into a model for effectively fighting communism, I intend to initiate a three-pronged program of anti-communist education, legislation and investigation. And my program will bar from speaking on tax-supported campuses those individuals who have refused to answer questions about communist activities before legally constituted bodies or who have refused to comply with the registration provisions of the Subversive Activities Control Act of 1951.

\* \* \* \* \*

The choice is clear-cut. My opponent and I have diametrically opposite philosophies. Every time a problem comes up -- whether it is education for our children or medical care for our aged -- he says, "Let Washington do it." While I say, "Let's not turn to government if we can do the job in our individual and private capacities."

When a problem comes up that can only be handled by government, my opponent says, "Let government in Washington do it." While I say, "The best government is not 3,000 miles away, but the government that is closest to the people."

On November 6th, I am confident that the people of California will vote for individual opportunity; for better government in Sacramento, rather than bigger government in Washington; and to make California into a shining example of an Opportunity State, instead of a sorry example of a Handout State.

# 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

Statement by RICHARD NIXON,  
San Francisco, California  
October 2, 1962

For Release FLAT AM's  
October 3, 1962

The tragic events in Mississippi affect Californians just as surely as if they had happened within our state's borders. One of our United States has attempted to defy the law of the land. Two people are dead, many wounded and Communist propagandists will now broadcast our shame around the world.

President Kennedy has taken necessary action to enforce the law of the land, but now preventative action is needed to see that this national disgrace is not repeated.

I respectfully urge that President Kennedy, after a reasonable cooling off period, call a conference of governors of the states where such incidents could occur to devise ways and means to insure that this type of tragedy will not be repeated in the future. The President has the duty to enforce the law of the land. There must be no doubt in the minds of the governors that he means to do this. He must lay it on the line. The President must forcefully remind the governors that (1) he will not tolerate defiance of law, (2) he will use all of the power of his office to enforce the law of the land, (3) he will hold them personally responsible for any violence that may occur in defiance of the law of the land.

10/2/62

-30-

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

Remarks by  
RICHARD NIXON  
Nixon for Governor Rally  
Pasadena, October 3, 1962

FOR FLAT AM's  
October 4, 1962

If my opponent is elected, he will have to increase taxes. If I am elected, I will stop the rise in taxes. I will cut government expenses so that we can get the surplus that will allow us to reduce taxes.

The choice is clear: A vote for Brown is a vote to increase taxes; a vote for Nixon is a vote to cut spending, stop the rise in taxes, and reduce the burden on the taxpayers.

My opponent has made a "no tax" promise that he can't possibly keep and still keep his other campaign promises. It is this stark fact that the present State administration now tries to cover up by manufacturing myths of fiscal responsibility, balanced budgets, and meaningless pledges to turn over a new leaf and go straight next year.

Let us explode these myths right here and now.

#### 1. The Myth of Fiscal Responsibility

Mr. Brown, October 1: "The first thing I had to do as Governor of the State was to assure the people of the State that they would have fiscal responsibility in their State government. My friends, they have had it."

Is it fiscal responsibility to raise the State budget 52.6%, while the population has gone up only 15.5%. This has been done.

Is it fiscal responsibility to raise individual personal income taxes 106.2%, while the population has gone up only 15.5%? This also has been done.

Is it fiscal responsibility to raise the authorized bonded debt of the State 110.4%, as has been done?

Is it fiscal responsibility to raise the State payroll 47% and the number of State employees 26.4%?

After looking at the Brown record of so-called "fiscal responsibility", I can only agree with him that the people "have had it."

2. The Myth of the Balanced Budget

Mr. Brown, October 1: "We have had four balanced budgets..."

Last year, the present State administration spent \$4,222,000,000 -- the highest State spending in the nation.

Last year, the present State administration taxed the people \$4,156,000,000 -- also the highest state tax collectinn in the nation.

In other words, Mr. Brown spent \$66 million more than he took in.

In order to claim a balanced budget, as he now does, he had to borrow \$66 million, which he did.

For the moment, let us stop talking about billions and millions. Let us say that you earned \$5,000 last year and spent \$6,000 -- you would be a thousand dollars in debt. If you then went to the bank and borrowed the extra thousand dollars to pay your bills, you would actually be further in debt -- for you would have to pay interest on your loan. You would hardly brag that you had balanced your family budget.

Yet Mr. Brown has done just this -- and on the grandest scale in history. Clearly, his claim of a balanced budget is nothing more than a grandstand play.

3. The Myth of No Tax Increase Next Year.

Mr. Brown, October 1: "I have made a pledge that there will be no new taxes next year."

As long as Mr. Brown supports his party's platform, a tax increase is inevitable. The cost of the 1962 Democratic State Platform in additional spending in California over the next four years will be a minimum of \$1,360,000,000. Where can the State possibly get that kind of money without raising our taxes?

Last Monday, in our joint appearance, I gave my opponent the opportunity to repudiate this plan to drive our State to the poorhouse. He refused to do so.

In fact, while pledging "no new taxes," I have learned that the present State Administration is right now considering three new taxes. Tomorrow in Manhattan Beach I will set forth the new tax proposals now under consideration by the Brown Administration.

\* \* \* \* \*

The people of California already pay out 30 cents on every dollar in taxes. They deserve more than the meaningless moratorium on new taxes that the present

State administration proposes in an eleventh hour attempt to disguise its record of increase of nearly one billion dollars in new taxes over the past four years.

The people of California deserve a government dedicated to bringing taxes down -- and this will only happen when government stops spending the taxpayers' money as if it were going out of style.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



State Headquarters: 3908 Wilshire Blvd., Los Angeles 5, California; DU 5-9161  
Herbert G. Klein, Press Secretary

Remarks by RICHARD NIXON  
before San Fernando Joint Service Clubs  
Knollwood Country Club  
Granada Hills, California  
October 3, 1962

FOR IMMEDIATE RELEASE

I completely disagree with the recommendation of the State Department of Education to raise the burden on California's property taxpayers. This proposal is typical of the Brown administration's refusal to take cognizance of the tax revolt among millions of homeowners in California.

Our junior colleges must have greater state financial support than they are now getting under the Brown administration, but this additional money should come from the State's General Fund--not from a statewide property tax.

Our expanding junior colleges are a great asset to all Californians. It is not right for the property taxpayers to be singled out and saddled with most of the junior college's cost.

For the state to levy a property tax would be an invasion of a tax field long reserved for local governments. It could seriously weaken local government in California.

Average property taxes are now \$600 a year for a family of four in California. In the last three years property taxes for school support have gone up nearly three times faster than the population has grown; property taxes for county support have increased more than twice as fast as the population. We are fast reaching the point where private home ownership will be too expensive for anyone but the very rich. The state must not now add to this burden.

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10/3/62

# 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

Remarks by RICHARD NIXON  
South Bay Rally  
Mira Costa High School  
Manhattan Beach, California  
Thursday, October 4, 1962

For Flat AM Release  
October 5, 1962

California cannot afford four more years of the Brown Administration -- the most expensive state government in the history of our country, which has imposed on Californians the greatest additional state tax burdens known to man.

The voters must now choose between Mr. Brown and raising taxes, or new leadership and cutting the cost of government so as to reduce taxes.

While my opponent pledges no new taxes next year, his administration is now considering three proposals to increase taxes.

Either the left hand doesn't know what the right hand is doing or else the people are being told less than the full story of our state's financial condition.

Right now state planners are looking into the advisability of soaking Californians with a statewide property tax, a rise in the cigarette tax, and a state withholding tax.

I oppose all three moves. I call on my opponent to also publicly repudiate these taxing schemes.

## 1. Statewide Property Tax

On September 28, Dr. Wallace W. Hall, State Associate Superintendent of Public Instruction, testified before the Assembly Interim Subcommittee on Higher Education in favor of a statewide property tax. He recommended a tax of 20 cents for each \$100 of assessed property.

Yesterday I strongly stated my views on this plan in detail.

-MORE-

I oppose any state attempt to invade a tax field that has long been reserved for local government. And I oppose any state move to add a heavier tax burden on our homeowners.

2. New Cigarette Tax

In 1959, as part of the program that gave California the largest tax increase in the history of any state, my opponent put through a three cents a package tax on cigarettes.

Now, according to veteran Sacramento reporter Henry C. MacArthur of the Capitol News Service, "The administration is considering asking for an additional cent on cigarettes."

Mr. Brown has never denied this report. What is his position now?

3. State Withholding Tax

At the last session of the legislature, a resolution was passed to study a state withholding tax. Then, on May 8, the Department of Finance sent a questionnaire to all states that now have withholding taxes. But, far from simply trying to find out how withholding tax systems work, the Brown Administration asked questions designed to anticipate the politics of getting a withholding tax passed. On page three, this questionnaire asks: "Was there any opposition to the legislation which proposed withholding from any of the following? Employer, Taxpayer, Unions, Chamber of Commerce, Special Interest."

If the state is now preparing the groundwork for a withholding tax, the people should know about it.

I am opposed to this system of state taxation. In operation, a withholding tax borrows money from those who can least afford it. Officials at the State Board of Equalization have already been asked to compute the cost to the taxpayer of this scheme. By their calculations, an additional \$45 to \$60 million will be collected each year. The catch is that the State will have to return all but \$15 million because it will have been collected from those people who earn so little that they will not owe the State the taxes which have already been withheld.

3-3-3

This will just be another example of the boondoggling with kited checks for which this administration is already famous. The refunded money is nothing more than an interest-free loan to the state from people in the lowest income brackets.

\* \* \* \* \*

Only a Houdini could pledge massive additional government spending and no new taxes - and not welsh on one or the other of his promises.

Yet my opponent pledges no new taxes while running on a Party platform that promises \$1,360,000,000 in new spending over the next four years. Where does he propose to get this money? From a state property tax? From a new cigarette tax? From a withholding tax? The people of California have the right to know whether Mr. Brown is already hedging on his "no-new-tax" promise.

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10/3/62

# 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)  
October 7, 1962

Monday AM Release  
October 8, 1962

Press Secretary: Herbert G. Klein

This the third 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.

On my first program, I presented an eight-point anti-crime program which includes strong backing for our dedicated local law enforcement officials, a top-level Governor's Council to coordinate the fight for a safer California, and the death penalty for big-time dope peddlers.

Last week, I discussed 12 steps to better education for all our young people over the next 4 years.

Tonight, I want to talk about the special needs of our elderly citizens. And I will spell out the five ways a new governor can lead the way to happier and more meaningful lives for Californians over 65.

Nearly nine Californians out of every 100 are over 65. If our 1.7 million senior citizens were all in one city, its population would surpass Baltimore, Maryland -- the sixth largest city in the United States. In fact, in 1960, there were 28,007 persons over 85 years of age in our state -- the equivalent of a city the size of Monrovia.

These people must have the opportunity to lead productive lives. California cannot afford to lose the talent and wisdom that they have gained over the years.

These people must have a chance to enjoy retirement. When they rely on government programs and services, they must not be subjected to thoughtless bureaucratic harassment.

And these people must have our respect, as the Third Commandment -- "Honor Thy Father and Mother" -- directs.

-MORE-

2-2-2

During my years in Congress, I supported legislation in 1948, 1949 and 1950 to increase payments and extend benefits under the Social Security program, increase benefits for retired railroad workers and increase payments to the blind.

Then, during the Eisenhower-Nixon Administration, we were further able to broaden Social Security coverage, make an additional eleven million people eligible for Social Security, allow women to receive Social Security at age 62, and increase payments by 25% to 30%.

Yet today there are still many senior citizens who are seriously pressed by the mounting cost of medical care, the limited opportunity to earn an income to supplement their pensions, and the hazards of inflation.

I'd like to read you one of the many letters I receive from older people. This is dated September 25 and comes from a lady in Compton. She writes:

"Dear Mr. Nixon:

"I am writing you in regard to relief of real property taxes on elderly people who are over 70 years and in the lowest income group.

"Now that I am 76 years of age, also have an income of less than \$600 per year, I find it difficult to raise this tax every year, and then too, everything continues to rise in cost. Inflation has taken savings of years past and sickness, dental and eye glasses are to be met quite often.

"I hope you will consider this appeal and do something for us who are very much in need of relief."

Here is a person who had planned for the day when she would no longer be able to work. She had set aside savings for this purpose. Over the years she had also managed to buy a home. Yet a cruel inflation has reduced the value of her savings by almost one-half. At the same time, taxes have sky-rocketed and failing health adds to her burden. This lady, and many like her, now faces the prospect of possibly having to sell her home; moving away from friends into a strange neighborhood, probably into housing that is below the standard she is used to.

These problems matter to me and I believe they must be of concern to everyone. We must take steps to solve them now -- or they will grow much worse as a greater percentage of our population becomes older.

I propose a five-point plan for the next 4 years to enable our older people to manage their own affairs and to have new dignity, happiness and comfort.

1. We must have tax reform to aid our older citizens.

I propose three immediate actions. First, I will provide leadership from the Governor's office to get tax relief on the homes of older citizens who have

-MORE-

limited incomes. Second, I will vigorously oppose moves, such as the one recently proposed by the State Department of Education, to impose a statewide property tax for the first time in California history. And third, I will recommend to the legislature that the California income tax be changed to give a double exemption amounting to \$3,000 to those over 65 and those who are blind. This will bring our state in line with federal income tax provisions.

2. We must improve our assistance to older people during times of illness.

I know from first-hand experience what long illness can do to a family's finances. My father was under medical care for 6 years before he died, so I know the burden of mounting bills for hospital care, medicine and doctors.

Various solutions have been proposed to help meet the cost of medical care. Back in 1949, when I was a Congressman, I introduced legislation called, "The National Health Bill", which was a health insurance plan with both individual and government participation. My plan also called for an increase in appropriations from \$75 million to \$175 million for hospital construction, and the creation of community health centers.

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

Second, I will support Congressional action for government participation in the payment of premiums for private health insurance plans -- that is called "The Bow Bill". Such legislation would cover all persons over 65, not just those on Social Security. It would also provide for the cost of out-patient care and cover doctors' bills.

Third, I will seek to amend the California Medical Assistance Program for the Aged, passed in 1961, to eliminate the 30-day waiting period. Cost of treatment does not wait 30 days and neither should payments under this program.

This law was passed to implement the Kerr-Mills Act, which I have always supported. This is a new program and should be given a fair chance to prove its worth before rushing off to enact other untried approaches.

It should also be pointed out that the Kerr-Mills plan, which provides medical assistance for all elderly people in need, covers every expense of sickness --

hospital and nursing care, drugs, doctors' services, out-patient costs. The King-Anderson Bill, the so-called medicare program, covers only hospital and nursing home care and is only for people on Social Security.

The issue of medicare has become so heated that it is now necessary to review its background. For 17 years some form of this proposal to provide for medical care under Social Security has been before the Congress. It has never passed. It was defeated in the Senate in 1960. It was again defeated by the Senate in 1962. Therefore, for realistic and practical reasons, I believe it is necessary to get to work on legislation that will pass; to get to work on legislation that will effectively deal with the problem of getting proper medical care for our elderly population -- and stop allowing politicians to exploit this issue by refusing to budge from a particular bill that has been consistently voted down for 17 years. This is another reason why I propose expanded programs of health insurance and ways to improve existing laws.

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.

The important point I want to stress is that the people now receiving welfare assistance have the greatest stake in seeing that these programs are not undermined by chiselers. Unless steps are immediately taken to restore public confidence, there will be a serious public reaction to the whole welfare program.

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

Yet my opponents are now conducting a vicious campaign of lies and distortions. They call my positive program a "hate-the-needy scheme". They say my plan "would create wholesale suffering and actual starvation to thousands of aged, blind and disabled Californians". There is not one word of truth in their charges.

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.

5-5-5

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.

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.

But we can and must do better. New York, with the same population as California, increased housing facilities for the aged by 75% in the last three years. California is now passing New York in population and we cannot continue to fall behind it in meeting this serious problem.

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.

I am sure that the thousands of volunteer teachers in "CALegion" will also get a real sense of satisfaction from sharing their skills and helping to build the human resources of our state.

The way this new plan will work is that a "CALegion" Council will study community needs throughout the state and then issue calls for volunteers as a need develops.

For example, there is now a program in Madera County in which citizens help rehabilitate juvenile offenders. The volunteers in this program have found that some of these young people had never been to a ball game, or gone fishing, or discussed their problems with an adult. After eight months under this program, not one boy assigned to an older person has been returned to the court.

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6-6-6

Such use of volunteers will be studied by the "CALegion" Council and then a call will go out for the volunteers needed to do the job.

The Council might also determine that 200 retired nurses are needed to help in community hospitals, or that 150 retired cosmeticians are needed to visit out-patients, or that 300 retired teachers are needed to instruct children who are confined to bed.

I believe this is a new and positive way to use government to recruit the manpower that is ready and willing to lend a helping hand. I know that our older citizens will respond to this call to serve our state and serve the future.

\* \* \* \* \*

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

I predict that the program I have presented tonight, including the creation of a California Legion of Service, will become a model for other states to follow -- a model of how to effectively help senior citizens to lead creative lives by helping them to serve their state and nation.

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10/5/62

Remarks by  
RICHARD NIXON  
Conejo Village Shopping Center  
Thousand Oaks  
October 6, 1962

For Release  
Sunday, October 7, 1962

Two facts stand out from the statistics on jobs in California that were released yesterday: 1) Unemployment in our state has increased 44.8% in the past three years -- from September 1959 to September 1962; 2) The month's drop in unemployment is 27% worse than the August-to-September average for the previous four years.

I call on Mr. Brown to explain this unconscionable failure of his leadership to make the jobs that Californians must have.

My opponent may be satisfied with a record of 323,000 Californians out of work, but I am not. And I will not be satisfied until California leads the nation in the industrial expansion necessary to create jobs for all our people -- instead of being ninth, as we are today.

There is nothing wrong with California's job climate that dynamic leadership from Sacramento won't cure. We have the manpower, the talent, the resources to lead the nation. Now we must also have a state government that will encourage job-producing businesses in California; not continue to drive them out.

Comparing the first September under the present State regime with the month just ended, we see that from September 1959 to September 1962 unemployment in California has gone up 44.8%. This is the truest measure of the job gap in our State. It is a major indictment of the Brown Administration and graphically documents its inability to create the necessary jobs for our expanding population.

And, the situation is getting worse. From August 1959 to August 1962 unemployment had gone up 40.2%. Now the latest meaningful comparison of employment figures show a deterioration of nearly five percentage points in the last month.

September is a month when students and other job-seekers leave the labor market -- when unemployment always drops. It is hypocrisy to point with pride to a September unemployment drop of only 33,000 in a state the size of California. California's seasonal decline in unemployment this year was way below what we have every right to expect, and way below our state's average ~~drop~~<sup>decline</sup> for the previous four years.

Moreover, there are more distress signals ahead. Last week the General Dynamics Corporation announced it will lay off from 5,000 to 8,000 workers in San Diego within a year. This is in addition to a national phase-out of the Atlas missile program that will also effect Californians.

Clearly, the Brown Administration is incapable of coping with the situation. California immediately needs new and dynamic leadership. It must have leadership that will end anti-business harassment. It must have leadership that will not sandbag industries with new taxes. It must have leadership that will initiate a "California Crusade for New Business Investment." It must have leadership that will be wholly dedicated to free enterprise and doing things the individual way instead of the government way.

I have an effective, positive program to create at least a million new jobs in California over the next four years: My opponent runs on a platform that calls for a minimum of \$1.36 billion in additional government spending in California. A program that must drive taxes up.

The choice is clear. During the present State administration, forty-four companies have gone out of business or announced plans not to expand in California. The Brown Administration will continue to discourage businesses with its high-tax, high-spend policy. A Nixon Administration will cut ~~government~~ spending so as to reduce the tax burden and encourage industry to make jobs in California.

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

Remarks by  
RICHARD NIXON  
Before Food Industries Sales Managers  
Club of Los Angeles  
Embassy Room, Ambassador Hotel  
October 9, 1962

For FLAT AM Release  
October 10, 1962

There is nothing wrong with California's business climate that a dynamic "sales manager" in Sacramento can't cure. California is a great product -- with the manpower, the talent, and the resources to lead the nation. Yet we rank ninth in industrial expansion. It is time for new management in the front office.

Our quota over the next four years is one million new jobs. We can top this goal by (1) starting a "California Crusade for New Business Investment" and (2) cutting the cost of government so as to reduce the taxpayers' burden which is the heaviest in the United States.

Today California has the most costly state administration in the history of our country. This has necessitated nearly \$1 billion of new taxes in four years to pay for the operation of our state government.

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

1. \$27 million can be saved on welfare programs without cutting one cent from the aged, the handicapped and others who are entitled to assistance. 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 by 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 and by ending non-essential government studies.

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The present state administration is running on a platform that would cost an additional \$1.36 billion over the next four years. This 49-page document does not contain a single proposal to cut the cost of government.

So what is involved in this election is more than my proposal to save \$50 million next year. What is involved is the basic question: Should government care about the people's money? The people pay for government. And Californians deserve a government that wants to take less from the people so that the people will have more for themselves. Only this type of concern for the people will bring our taxes down and encourage industries to create new jobs in California.

# 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  
Santa Monica Rally  
October 10, 1962

FOR FLAT AM's RELEASE  
October 11, 1962

There is victory in the air. Throughout California our crowds have been tremendous and enthusiastic. Where comparisons can be made, we are outdrawing our opponent by better than three to one. His campaign is dying with apathy and ours is surging with optimism.

Yet there is no surer sign of our victory than the strategy Mr. Brown has adopted. He has been convinced that he must ignore the issues and resort to personal attack.

Every discredited smear that Mr. Kennedy refused to use in 1960 has been desperately thrown at me in the past few days.

The faceless man who convinced Mr. Brown to reject the type of hard, clean fighting that Mr. Kennedy used in 1960 has done him a great disservice. Mr. Brown is ill at ease in this role. He cannot square the campaign of personal vilification which he has ordered his hatchetmen to launch against me with his great position of public trust.

The least he owes Californians is to end his career as a man by standing up and defending his record in face-to-face debate. He should stand up and fight like a man.

I refuse to let this campaign sink to the personal level on which he has chosen to wage it. My campaign has been, and will continue to, waged on two grounds. (1) The failure of the Brown Administration--First in Crime, First in Taxes, First in Cost of Government, Ninth in Industrial Expansion; and (2) my positive program for a greater California.

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My plans for our State's future include a detailed \$50 million cut in government spending next year; a program to make one million new jobs in the next four years, including a "California Crusade for New Business Investment;" the death penalty for big-time dope peddlers; a three-point anti-communist program of legislation, investigation and education; an entirely new concept of how to make use of the talents of our senior citizens, which I call "The California Legion of Service;" a top-level Governor's Council on Law Enforcement and Crime Prevention to back up our dedicated local peace officers and coordinate the fight against crime; a reorganization of government to save the taxpayers' money; and programs in civil rights, to revitalize depressed industries such as motion pictures and lumber, recreation, agriculture, education and every other area of vital concern to our state.

I have repeatedly challenged my opponent to publicly debate his record and my record; his program and my program -- any time, any place, any format.

But he has been talked into spreading discredited personal attacks which he was afraid to make in my presence. He will find on November 6th that the campaign of slander by innuendo being conducted by his hatchetmen is a water-logged life preserver.

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Remarks of RICHARD NIXON

Downey Nixon for Governor Rally

8:00 p.m. - Downey High School

October 11, 1962

FOR FLAT AM RELEASE

October 12, 1962

A campaign smog screen of personal attacks and tough talk will not hide the weak-kneed narcotics record of the present state administration.

Everyone in Downey, and throughout California, remembers the tragic 1960 murder of Leonard Moore, the high school student from this area who was killed by two young narcotics addicts.

In protest, the students from the Downey area asked Mr. Brown to put a tough narcotics program before the legislature. This was his reply: "I don't believe (in having) 250 children calling on the Governor to discuss something they know nothing about."

Less than a month later, on April 4, 1960, my opponent said, "I know that simply enacting further increases in (narcotics) penalties or restrictions would not rid us of this menace."

He blocked the legislature from acting on narcotics control, while at the same time, he asked the legislature to abolish capital punishment.

But, on January 31, 1961, after another year of sharp rises in narcotics offenses, and strong pressure from law enforcement officials, civic and church leaders, Mr. Brown was forced to publicly and completely reverse himself. He said, "We propose harsher penalties for narcotic offenders -- so that for the peddler the profit will not be worth the risk."

Californians forced him to support tough narcotics laws in 1961 against his wishes. Adult felony violations immediately dropped 18%. His indecision had obstructed the crackdown on narcotics for a full two years. Now it is of vital importance that California have a stronger, more effective narcotics control program.

Today under the present state administration, more major crimes are committed in California than in New York, New Jersey and Pennsylvania combined -- although their combined population is twice as great as ours.

And when the professional associations of our first-rate local law enforcement officers asked for stronger tools to do their job, Mr. Brown allowed all 15 of their proposals to die in the legislature.

California cannot afford four more years of this kind of complacency and indecision.

My program will smash the narcotics traffic in California.

First, it will stand squarely behind capital punishment, including the death penalty for big-time dope peddlers.

Second, it will forcefully back up our dedicated local peace officers, instead of constantly criticizing the Chief of Police and Sheriff of Los Angeles and others who are trying to develop a more effective program to deal with dope peddlers and addicts.

Third, it will give our local law enforcement officials a realistic legislative program so that they will no longer be hog-tied in narcotics cases. Within our constitutional framework, it will provide a reasonable definition of our search and seizure laws and will protect the identity of informants, who are essential in narcotics cases.

Fourth, it will set up a top-level Governor's Council on Crime Prevention and Law Enforcement to help educate our young people on the menace of dope and dangerous drugs and coordinate research on the causes and cures of narcotics addiction.

And I challenge my opponent to debate my law enforcement program and his record any time, any place, in any format.

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Remarks by RICHARD NIXON  
Nixon for Governor Rally,  
City Hall-San Rafael  
October 11, 1962

FOR FLAT AM's RELEASE  
October 12, 1962

While my opponent and his hatchetmen have been dredging up the discredited personal smears that Mr. Kennedy rejected in 1960, I have been travelling up and down our state presenting 18 detailed and positive programs for a greater California.

And this Sunday evening, I will broadcast my 19th program on freeways and rapid transit.

For those who wish to pretend that there are no issues in this election, let them write or phone the Nixon headquarters for my complete four-year proposals on welfare, taxes, government spending, jobs, depressed industries -- lumber, motion pictures, aircraft production, government reorganization, senior citizens, crime, communism, water, education, agriculture, fish and game, civil rights, government appointments, and every major ballot proposition.

Among the programs I have proposed in the past four weeks are these:

I have specified exactly how to cut \$50 million dollars in government spending next year, including a \$27 million dollar saving on welfare programs that will not take one cent from the aged, the handicapped and others who deserve assistance.

My program for a "California Legion of Service" will mobilize the talents of our senior citizens to train the youth, especially the young people who have dropped out of school.

In an 8-point action program to fight crime, I call for the death penalty for big-time dope peddlers.

And to reverse the trend that is discouraging industry from locating in our state and creating jobs, I have outlined a "California Crusade for New Business Investment.

These are the four-year proposals that my opponent refuses to debate. And let me reiterate: I will debate him on his record for my program any time, any place, in any format.

Remarks by  
RICHARD NIXON  
League of County  
Employees Associations  
Disneyland Hotel, Anaheim  
October 13, 1962

FOR IMMEDIATE RELEASE  
OCTOBER 13, 1962

There is an old saying: In solving local problems, there is a right way and a Washington way.

This is not because Federal officials are less dedicated to the public good or less capable. It is not even a matter of geography -- Washington being 3,000 miles removed from our problems.

The reason why local problems are best solved by local people and local government goes back to something Thomas Jefferson said 146 years ago, "What destroys the liberty and the rights of man is concentrating all powers into one body."

When it comes to our system of governing ourselves, in diversity there is strength. Strong county government in California is the best and surest way to put the brake on the dangerous trend toward too much power in Washington and Sacramento.

Whether it is the location of a freeway or the design of a State building, today we see an unfortunate disregard for the wishes of the people and the local government most immediately affected.

In education, the trend is toward more and more State dictation of curricula.

In welfare, the trend is toward more State control; less county control.

This is degrading to the dedicated and able men and women who work in county and local government. But, even more important, it is degrading to the people of California since it assumes that Big Government knows best how to run our lives.

As leaders in your communities, you have a duty to ask every candidate for national and state office where he stands on this insidious trend toward all-powerful government. And as free Californians, you deserve to get this answer: "When a job must be done by government, I believe we must turn first to the government closest to the people."

Remarks by  
RICHARD NIXON  
Win With Nixon Rally  
Costa Mesa  
October 13, 1962

Californians want a Governor who stands on his feet, makes his own decisions and fights his own battles.

This is what I have always done in my 14 years of public service; this is what I shall continue to do as Governor of California.

My opponent has chosen to end his political career in a pathetic manner. Having the opportunity to make his personal charges against me to my face and before millions on television, he ran out of the ring -- weakly disclaiming any responsibility for the smears he had planted.

This is a discredit to the Office of Governor and the people of California. I refuse to step down to this low level.

Mr. Brown now sees that his campaign cannot get off the ground. His crowds are small and there is no enthusiasm in his camp. So he has ducked out of the ring and left his paid henchmen to carry the ball.

This is not worthy of the great office he holds. The people deserve to hear from my opponent -- not from his press agents and ghost writers. The puff-peddlers can make bad statistics look good and failure look like success. They can manipulate a candidate's image, but they cannot climb into a Governor's shoes and make his decisions for him.

And now my opponent has frantically sent out the call for the greatest rescue brigade in the history of American politics. Californians are happy to hear the opinions of seven out of ten members of the Cabinet of the United States. We welcome these distinguished gentlemen to our fair climate. It is getting cold in Washington, D. C. this time of year and we can understand why they wish to take in some of our sunshine. But their important duties will require them to go back East. They are not going to be able to stay around and run the State of California. And they cannot climb into a Governor's shoes and make his decisions for him.

California cannot afford four more years of bumbling and fumbling and stumbling. When a dangerous rapist is sentenced to death by a legally constituted court of this state, Californians expect the Governor to uphold the law and not try to pass the buck to world opinion.

It is time for Mr. Brown to stand up like a man and debate the issues of this campaign. If he believes that Californians should be satisfied while our State is first in crime in the nation, let him say it in my presence. If he believes that Californians should continue to have the highest tax burden in the nation, let him say it in my presence. Let him then make his personal attacks on me and my family to my face. It is time for him to fight his own battle like a man rather than to leave the fighting to his mercenaries.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

PROGRAMS FOR A GREATER CALIFORNIA  
Text of Statewide Radio Address  
by RICHARD NIXON  
October 14, 1962

Press Secretary: Herbert G. Klein  
FOR IMMEDIATE RELEASE

This is the fourth 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.

On my first program, I presented an eight-point anti-crime program, which includes strong backing for our dedicated local law enforcement officials, a top-level Governor's Council to coordinate the fight for a safer California and the death penalty for big-time dope peddlers.

On these Sunday broadcasts I have also discussed my four-year programs for better education and to meet the special needs of our elderly citizens. One of my proposals calls for a "California Legion of Service" -- a new voluntary organization to mobilize the talents of our senior citizens to help train the youth, particularly those young people who have dropped out of school.

Tonight, I want to talk about "The Face of California" -- the ways a new Governor can give dynamic leadership to preserve and improve the natural and man-made beauty of our state so that California will be an even better place to live and work.

Many of these problems are created by our tremendous population growth, particularly in the urban areas of the State.

My own hometown, Whittier, was a small college community of less than 9,000 when I grew up. In the last ten years it has expanded seven-fold and now has a population of 65,000. We see this same urban population explosion all over our state. Today, 86.4% of all Californians live on less than 10% of the state's land area. And of the half million people moving to California each year, nearly 85% settle in our urban areas.

Today, the face of California is being marred by actions and inactions of the present State administration. Californians

-More-

deserve a government that is dedicated to making our state a more attractive place to live, raise children and relax.

This is my four-year program to restore and maintain the face of California.

1. Freeways

In California, more people have more cars and drive more miles than in any other state in the union. The automobile has given us a mobility that was unheard of just a generation ago. Every Californian is now within a day's driving distance of our magnificent beach and mountain resorts. Yet the automobile has also brought slaughter on the highways and tedious hours of commuting to and from work.

Many of our transportation problems are closely related to our growing highway system. The California Division of Highways has embarked on a 12,400-mile program of freeways, which will use up to 1-1/4 million acres of land. This undertaking has caused considerable controversy and I want to make my position absolutely clear.

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. And this plan today accounts for much of the growth of the California freeway system.

It is ironic that although a vast majority of Californians approve of a freeway network, there are now 25 communities locked in combat with the Highway Commission.

San Franciscans are concerned about the Embarcadero freeway. On the Monterey Peninsula the fight is over what is called "the can of worms." The people of Chico protest that a freeway is going through beautiful Bidwell Park. In San Jose, the fight is over the use of prime farm land to build a freeway. The people in Santa Barbara are concerned over the construction of a freeway that is out of character with their lovely community. In Sacramento, the battle centers around the destruction of historic buildings for freeway development.

This situation is not in the best interests of the state and is detrimental to the whole freeway program. But 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. This does not mean that the independence of the Highway Commission should be changed. It is right to remove the Commission from politics. However, a Governor who is willing to give leadership and has the power of appointment can iron out the present causes of dispute.

In weighing the merits of a proposed freeway, much greater consideration must be given to these six questions.

1) How will the freeway affect homes, neighborhoods and communities?

2) How will the freeway affect individual property values, personal income, and farm lands?

3) How will the freeway affect the tax revenue of local governments?

4) How will the freeway affect the scenic beauty of an area?

5) How will the freeway affect existing recreational areas and historic landmarks?

6) How will the freeway tie in with regional and local comprehensive plans?

In considering future freeways, I believe these five procedures must be followed in every case:

1. Hearings at the locale of the proposed project, after adequate notice, should be conducted by an impartial examiner.

2. Hearings should be conducted with the same regard for due process of law that we have in our courtrooms.

3. No rights of way should be condemned until a highway project has received final approval.

4. Threats of withdrawal of highway funds or promises of extra highway expenditures must not be used to solicit local agreement for freeway routing.

5. No funds for any highway public relations activities other than purely informational programs should be authorized.

Rather than slowing down freeway construction, these procedures will actually speed it up by ending the type of long drawn-out controversy that has been going on in Chico 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. But 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.

By following these proposals, Californians will have both the greatest State system of surface transportation in the world and a beautiful place to live.

#### 2. Rapid Transit

Even when California gets the best highway system in the nation, with the best safety record, we will not have licked all our transportation problems.

There are families who do not own cars. There are one-car families who need a supplemental means of transportation. There are people who are not able to drive or who prefer to use public transportation. There are people who waste many hours each day in commuting -- hours that could be spent in more productive and pleasant ways.

The needs of these people can be best met by rapid transit systems in our metropolitan areas.

In the San Francisco Bay Area, rapid transit planning has reached the point where next month the people will vote on a \$792 million bond issue to build a 75-mile system using high speed aluminum cars.

Similar action is now necessary in Southern California.

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.

### 3. 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.

Smog has become a statewide menace.

It is detrimental to the health of Californians, especially people with heart and lung conditions.

It is detrimental to the beauty of our state.

And it is detrimental to our crops. California farmers are losing \$8 million a year because of smog and this crop damage is rapidly increasing.

The greatest single cause of California's serious smog situation is the automobile -- both automobile exhausts and crank cases that emit unburned gasoline.

I 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.

4. Forest Fires

Forest fire prevention is another area in which strong state leadership can protect the face of California and the property of Californians.

Last year, damages from fires on non-federal land amounted to over \$17.2 million. On State-protected land, there were 3,283 fires causing damage to 315,316 acres. The State Forester believes this is the worst record of damage in California history. And so far this year, fires on State-protected lands are already 13% above the five-year average.

The State must step up its forest fire prevention programs and must actively encourage private parties to start or increase programs in this area.

5. State Buildings

The State of California is the largest single source of non-residential building construction. The latest figures, for fiscal year 1960-61, show that the State spent \$235 million on the construction of buildings.

Obviously, when this amount of money is spent, the State plays a major role in changing the face of California.

The State must not be indifferent to the wishes of our local communities when choosing locations and designs of its buildings. The Governor will not have to live with a State-built eyesore, but the local people will. Therefore, such factors as the character of a community must be considered in the State building program just as they must be considered in the State highway program.

I believe that the same detailed guidelines and procedures that I propose for freeway construction must be followed by the State in building construction.

Also, I believe that we must have competitive bidding on all State architectural jobs. Under the present system, the State only calls for bids on construction. My proposal would insure that the State Division of Architecture is doing the designing for the least money. If the State Division cannot match outside

bids, the work would go to private firms.

\* \* \* \* \*

This four-year program, covering five major areas of State concern, will be a significant breakthrough in protecting, restoring and maintaining the face of California.

My proposals are designed to make our state an even more pleasant place to live and work -- a State of such beauty that all Americans will wish to see it for themselves and a State that will cause every one of us to stand tall and say, "I'm proud to be a Californian."

FACT SHEET - WIN WITH NIXON TELETHON

THURSDAY - OCTOBER 16

SACRAMENTO - KCRA - TV - CHANNEL 3 - 9:30 PM - 12:30 AM -

KCPA RADIO - (SIMULCAST)

Chico - REDDING - KESL - TV - CHANNEL 12 - 9:30 PM - 12:30 AM

KESL RADIO - (SIMULCAST)

EUREKA - KIEM - TV - CHANNEL 3 - 9:30 PM - 12:30 AM -

KIEM RADIO - (SIMULCAST)

Audience: 610,000 viewers  
40,000 listeners  
~~\*\*\*~~  
650,000 total

Competition: Jack Benny  
Untouchables  
Garry Moore  
Sid Caesar  
Dick Powell

Covering: 35 counties

Stars Appearing : Rhonda Fleming  
Dennis Morgan

Constance Moore  
Victor Jory

Telethon is fifth in a series of seven scheduled.

Previous "Win With Nixon" Telethons:

1. Salinas, Monterey, San Luis Obispo  
Sept. 28 - 10 PM - 1 AM

KSBW - TV and radio  
KSBC - TV and radio

Coverage: 7 counties

Audience: 54% of all viewers totaling  
1,374,000 viewers and listeners  
(two - station market)

2. Bakersfield  
October 2 - 9:30 PM - 12:30 AM

KEFO - TV and radio  
Coverage: 5 counties  
Audience: 39% of all viewers totaling  
475,000 viewers and listeners  
(3 station market)

3. Fresno  
October 5 - 9:30 PM - 12:30 AM

KFRB - TV and radio  
Coverage: 6 counties  
Audience: 34% of all viewers totaling  
408,000 viewers and listeners  
(3 station market and fringe for  
3 others)

4. San Diego  
October 12 - 9:30 PM - 12:30 AM

KTVB - TV and radio  
Coverage: 5 counties  
Audience: 40% of all viewers totaling  
477,000 viewers and listeners  
(3 station market and fringe for  
7 others)

Total Telethon Audience to date: 5,384,000  
(including Sacramento, Chico - Redding, Eureka)

Telethons Remaining

San Francisco - Monday - Oct. 22 - 9:30 PM - 12:30 AM ~~KTVB~~ KTVU  
Los Angeles - Saturday - Nov. 3 - 10 PM - 1:00 AM KTTV

This telegram was sent on October 14, 1962, to the Station Manager of every Television station in California:

Mr. Brown's statement on Meet the Press tonight makes it clear that he will continue to deny Californians the right to see the candidates for Governor in debate under any circumstances. Therefore, the only opportunity for the voters to watch and compare the two candidates is by replaying the film and tape of the UPI confrontation which was missed the first time by countless thousands of Californians.

Since Mr. Brown finally has agreed to my request for such rebroadcast, I sincerely hope that you will clear time for the replay of the UPI program at a highly appropriate hour as a public service to the citizens of your area.

Richard M. Nixon

# 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  
Win With Nixon Rally, Richmond  
October 17, 1962

FOR IMMEDIATE RELEASE

A million people a day are directly affected by unemployment in California.

The families of the 323,000 people now out of work are not satisfied with Mr. Brown's smog-screen of smug statistics.

What is hidden behind the ballyhoo curtain that his tax-supported press-agents have erected?

Unemployment is up 44.8% in the last three years under the Brown Administration.

Industrial expansion is now only half the amount necessary to create full employment for our expanding population.

The greatest tax increase in history---\$1 billion in four years---has forced 44 job-producing businesses to close down or expand outside California.

Work stoppages caused the highest loss of paychecks in ten years in the second quarter of 1962.

Business bankruptcies have gone up 54% with more businesses going under in California than in New York, Pennsylvania, Texas, Ohio and Michigan combined.

Bringing new jobs to California demands a big league team. We cannot beat the men and resources that New York has thrown into the fight for new investment with a bush league outfit. In plant starts and expansion, we are now losing to New York by a score of three to one. Mr. Brown's Economic Development Agency cannot point to a single business it has brought into the state. We must get back in the game with a giant "California Crusade for New Business Investment."

Yet my opponent not only refuses to recognize this problem and to deal with it, but hires a team of puff-peddlers to cover it with a bright halloween mask.

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When pressed for a program, he falls back on the same old snake oil remedy--- big government spending. But the patient will only get sicker for more spending leads to more taxes, which leads to less business, which results in fewer jobs.

My program for a greater California will break this vicious cycle by starting with \$50 million cut in government spending next years. This kind of policy will attract the \$20 billion in new business investment California needs to meet its minimum goal of 1,000,000 new jobs in private enterprise over the next four years.

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10/17/62

STATEMENT BY

RICHARD M. NIXON

October 17, 1962

This year marks the centennial of the signing into law by President Abraham Lincoln of a bill which, for the first time, permitted Jewish chaplains to serve in the armed forces of the United States of America.

Today, we salute that historic act as marking a milestone on the road to ever-increasing freedom for all Americans regardless of race, color or creed.

The story behind this historic act is not well known. On December 11, 1861, President Lincoln received at the White House a representative of the Board of Delegates of American Israelites. He was Arnold Fischel, a young New York rabbi, who had asked for an appointment to discuss a matter that was causing considerable anxiety to Northern Jewry. Earlier that year, Congress had enacted legislation which provided that Union Army chaplains must be "of some Christian denomination." As a result of the new law, some Jewish chaplains had already been dismissed from duty and had been sent home.

The new law, according to the Board of Delegates, was oppressive since it "established a prejudicial discrimination against a particular class of citizens on account of their religious beliefs." It also violated the Constitution inasmuch as it "established a religious test as a qualification for an office under the United States".

A few days after their meeting, President Lincoln wrote to Rabbi Fischel that "I shall try to have a new law broad enough to cover what is desired by you on behalf of the Israelites." As a result of the President's intervention, the original Act was changed to read "some religious denomination" instead of "Christian denomination."

Among the first to enlist was Rabbi Ferdinand L. Sarnet, of Rochester, New York, who served with the Union Army's 54th Volunteer

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Regiment. At the battle of Gettysburg, Chaplain Sarner was badly wounded, his horse shot from beneath him.

Today, some 100 Jewish chaplains are serving with United States armed forces throughout the world. They are carrying on a proud tradition of dedication, patriotism and service to mankind.

America salutes them.

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10/17 /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

Remarks by RICHARD NIXON  
Santa Barbara, California  
8:15 p.m., October 18, 1962

FOR FLAT AM RELEASE  
Friday, October 19

Mr. Brown's repeated remarks that a governor must be of the same political party as the president is a shocking and irresponsible statement. It implies that all 50 governors must be of the same party and that the United States should have a one-party system.

Mr. Brown's statement reflects a lack of understanding of the American system. His statement is alien to the founding principle of our republic--the division of government responsibility between the sovereign states and the national union. 146 years ago, Thomas Jefferson said, "What destroys the liberty and the rights of man is concentrating all powers into one body." Under our system of governing ourselves, in diversity and decentralization of government power there is strength. And at a time when we are opposed by a world conspiracy based on rule by one-man and one-party, it is more important than ever before that we reaffirm the wisdom of our Federal-State system.

When this nation was founded, 13 American colonies created a unique union of sovereign states. If Mr. Brown's statement is carried to its inevitable and illogical conclusion, he would have our 50 sovereign states returned, in effect, to a colonial status. Each governor would be nothing more than a rubber stamp for the national Administration. Californians--Democrats and Republicans alike--resent Mr. Brown's attempt to turn the first state in the nation into a giant puppet with the strings being pulled from Washington D.C.

I believe that the first obligation of a governor is to speak up for the people of the state who elected him. I disagree completely with Mr. Brown's servile atti-

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tude that a governor should be nothing more than a mere agent of the federal government in California.

If my opponent had carried this foolishness to its extreme, he would have urged his own defeat in 1958, since the president was then of a different party..That he did not employ this fallacious reasoning four years ago only confirms that he is now a desparate man who will grasp at any coattail in order to stay alive politically.

But Mr. Brown's remarks carry an even more sinister implication--that the President of the United States might use his great power in the allocation of defense contracts to affect the outcome of a free election in a sovereign state.

I am sure that President Kennedy would be the first to repudiate this shocking implication. He knows that the nation is best served by awarding contracts solely on the basis of merit. California has the best trained manpower and the best facilities in the nation for defense work, particularly in the field of space. And on merit, the record of California's industry assures that we will get our fair share of contracts.

I call upon Mr. Brown, before President Kennedy arrives in California, to retract this embarrassing suggestion that the \$50 billion of government contracts would be used for rewarding the people in states who elect candidates supported by the national administration and for punishing those who elect candidates who belong to the opposition party.

I also want to make it absolutely clear that it is nonsense to suggest that I would use the office of governor of this state to wage war on the President. I can assure the people of California that I have not done so as a candidate and I will not do so as governor.

But when the people of California have something to contribute to the debate on a clear national issue, I believe it is my obligation to speak out. All good ideas do not originate in Washington.

I believe that the Governor of California and the governors of the other states, when they have experience in a particular field or when the people of the state have a strong feeling on a particular subject, have an obligation to express these ideas. Only in this way will national policy reflect the best thinking of all the people. As President Kennedy said in Fresno on February 12, 1960: "Bi-partisanship does not mean and was never meant to mean rubber stamping of every executive blunder without debate."

In this spirit I have strongly supported President Kennedy's position on atomic testing. And let the record show that a vociferous minority of M r. Brown's CDC opposed the president on this issue. I have also publicly supported President Kennedy's action to use American forces to stop Communism in Viet Nam. On the Cuban crisis, on the other hand, I have stated and I state again that I think Californians are ahead of Washington. We believe that whatever additional action is necessary to stop the flow of Soviet men and missiles into Cuba should be taken by the president. We do not want our generation to go down in history as the period when the Monroe Doctrine was allowed to die because of the failure of Americans to recognize that while there are great risks in acting forcefully to protect freedom in America, the risks of inaction are infinitely greater.

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10/18/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

REMARKS OF RICHARD NIXON  
8:30 A.M. Santa Cruz  
WIN WITH NIXON TRAIN  
Kick-Off Rally

FOR FLAT P.M. RELEASE  
October 18, 1962

I pledge to invite Bob McCarthy and other men of his high calibre into government service.

I do not believe a political label should be the passport for appointments to government office. California needs the best men in state service regardless of whether they may be Republican or Democrat.

Under the Brown administration we have seen good men forced out of office. Bob McCarthy, the California Director of Motor Vehicles was completely handcuffed in his fight for highway safety by what he called "a spineless Administration that lacks both courage and principle."

He resigned with this indictment of Mr. Brown:

"When I accepted your appointment as Director in January 1959, we agreed to the seriousness of the traffic problem and the need for vigorous leadership. Since that time, your support has dwindled and by now has completely disappeared.... my attempt to curb the drunk driver, while initially receiving lip service, saw you cave in to pressure for a softer law. Leadership could have saved lives. These experiences are symbolic of a sick administration".

California cannot afford to lose the services of a dedicated public official like Bob McCarthy. He is a man who is completely

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dedicated to ending the needless death and injury on our highways. He is a man who is completely dedicated to government doing the best job for the least money, instead of reckless empire building at the people's expense.

California deserves to be led by this type of public official.

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10/17/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement by RICHARD NIXON  
October 18, 1962

FOR IMMEDIATE RELEASE

As Governor of California, I would support the efforts of the Lake Elsinore Park and Recreation District to receive a state loan to purchase water to restore the lake's recreational advantages to the people of Southern California.

This is an excellent example of the way in which state government can aid local groups in helping themselves. In providing financing for the loan, we would utilize monies from the unclaimed portions of gas tax revenues coming from fuel sold to motor board operators.

It would be repaid out of revenues realized when Lake Elsinore once again becomes a center for aquatic recreation.

The interest shown by the residents of the lake area and their representatives in the State Legislature, Senator Lee Backstrand and Assemblyman Gordon Cologne, should be an example to people everywhere of what can be done in working out sound solutions to these kind of local problems - not waiting for a handout, but working for an opportunity.

10/18/62

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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

Pico Rivera, October 19, 1962

## Traffic Safety

California, under the present administration, has the worst record of highway fatalities in the nation. This loss of lives can be prevented by strong leadership from the Governor's office.

I pledge a hard-hitting four-year program to make our highways the safest in the nation.

1. Require individuals, as a condition of licensing, to agree to take a blood alcohol test if they are stopped on suspicion of drunk driving.
2. Make removal of licenses mandatory upon conviction for drunk driving.
3. Make jail sentences mandatory upon conviction of drunk driving.
4. Make State vehicle inspection mandatory.
5. Speed up driver education, particularly behind-the-wheel training.

In my Program for a Greater California, highway safety will also be achieved by improving freeway construction and by creating a Rapid Transit District of Southern California to relieve traffic congestion.

During the present State administration, drunk driving as a cause of traffic accidents has increased 21%. Yet when Bob McCarthy tried to crack down on this manslaughter, my opponent forced him out of office.

The choice is clear. Mr. Brown is satisfied with things as they now stand. I propose a strong highway safety program. More than 25,000 Californians have been killed on our highways in the past six years and strong measures must be taken.

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Remarks by  
RICHARD NIXON  
Win With Nixon Rallies  
San Diego and Riverside  
October 19, 1962

We will never beat down the criminal element in California with a Governor who is not concerned that our crime rate is nearly double the national average.

When we compare the crime situation in California with crimes in New York -- two states with the same population -- we find: Three times as many rapes in California; twice as many robberies, burglaries and auto thefts, and 50 percent more aggravated assaults.

The reason for this is not the quality of local law enforcement officers. California has the best local peace officers in the United States. But they have been handcuffed for four years by disinterest and disrespect from the Governor's office.

If Mr. Brown spent the same energy fighting crime as he has spent fighting men like the Chief of Police and Sheriff of Los Angeles, we would now have the best record of crime prevention instead of the worst record of crimes committed in the United States.

This record of indecision and failure shows why the Governor has been the weak link in the law enforcement chain.

The failure to smash the narcotics traffic:

When a Southern California high school student was murdered by two drug addicts and a delegation of young people asked Mr. Brown for stronger anti-narcotics legislation, his smug reply was, "I don't believe (in having) 250 children calling on the Governor to discuss something they know nothing about." He did nothing for two full years.

The failure to smash the pornography traffic:

Obscene books and films are a half-billion dollar a year business in California. Yet when my opponent had the opportunity to sign a strong law against this traffic in filth and smut he vetoed it and supported a soft law.

The failure to support capital punishment as a deterrent to crime:

When a dangerous rapist was sentenced to death by a legally constituted court of this state, Mr. Brown tried to pass the buck to world opinion rather than uphold the law of California.

The failure to back up our local law enforcement officials:

When all the associations of peace officers in California asked for 15 strong anti-crime measures, Mr. Brown allowed all of them to be killed in the legislature.

\* \* \* \*

This is my program to reverse this attitude of smugness and disinterest.

1. Strong support for capital punishment, including the death penalty for big-time dope peddlers.

2. A forceful legislative program, including laws to redefine search and seizure and protect the identity of informants who are essential in smashing the narcotics traffic.

3. Positive action to build a new respect for our law enforcement officers, including annual California Awards for the finest contribution in fighting juvenile delinquency and for bravery beyond the call of duty.

4. The immediate establishment of a Governor's Council on Crime Prevention and Law Enforcement to coordinate the fight for a safer California.

This top-level Council will mobilize church groups, boys clubs and other voluntary agencies in a great crusade for crime prevention.

Law enforcement is government's business, but crime prevention is everybody's business. I propose to see that all Californians have the opportunity to participate personally in the fight to make our streets and highways the safest in the nation.

As California becomes the first state in the nation, the choice is clear. We can remain first in crimes committed for four more years. Or we can become first in crime prevention by stamping out smugness in the Governor's office and replacing it with four years of decisive leadership.

10/19/62

Remarks by  
RICHARD NIXON  
Win With Nixon Rally  
Pico Rivera  
October 19, 1962

FOR FLAT PM RELEASE  
October 19, 1962

California, under the present administration, has the worst record of highway fatalities in the nation. This loss of lives can be prevented by strong leadership from the Governor's office.

I pledge a hard-hitting four-year program to make our highways the safest in the nation.

1. Require individuals, as a condition of licensing, to agree to take a blood alcohol test if they are stopped on suspicion of drunk driving.

2. Make removal of licenses mandatory upon conviction for drunk driving.

3. Make jail sentences mandatory upon conviction of drunk driving.

4. Make State vehicle inspection mandatory.

5. Speed up driver education, particularly behind-the-wheel training.

In my Program for a Greater California, highway safety will also be achieved by improving freeway construction and by creating a Rapid Transit District of Southern California to relieve traffic congestion.

During the present State administration, drunk driving as a cause of traffic accidents has increased 21%. Yet when Bob McCarthy tried to crack down on this manslaughter, my opponent forced him out of office.

The choice is clear. Mr. Brown is satisfied with things as they now stand. I propose a strong highway safety program. More than 25,000 Californians have been killed on our highways in the past six years and strong measures must be taken.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

REMARKS OF RICHARD NIXON  
Win With Nixon Rally  
San Bernardino, California  
October 20, 1962

FOR FLAT AM SUNDAY RELEASE

As we enter the final two weeks of the campaign the most significant trend that has developed is the massive shift-over of Democrat voters, who supported my opponent in 1958 to our crusade for greater California.

In 1960, when I carried this state by 35,000, I received an estimated 600,000 votes from registered Democrats. I predict that we are going to beat this record and go on to a substantial victory in 1962.

In my 19,500 miles of campaigning since September 12, in speaking to thousands of Democrats, I find there are six major reasons why they want a change of government in Sacramento.

1. Democrats feel that their party has deserted them under the influence of the radical California Democratic Council.

They do not approve of abolishing the House Committee on Un-American Activities, of repealing the Loyalty Oath, of admitting Red China into the UN, and of the other extremist resolutions of the CDC.

And despite expressing some disagreement with this group, Mr. Brown accepts the left wing CDC support and has even called it his "good right arm". From this a great majority of Democrats can only conclude that he does not represent their philosophy of government.

2. Democrats want a Governor who does not run from a fight.

They do not like the way Mr. Brown refused to accept my challenge to debate the issues after he suffered defeat in our only joint appearance.

And they do not like the idea of a candidate who must rely on others to fight his battles. California Democrats want a Governor who does not need to be propped up by a team of "Mr. Inside" (state paid press agents) and "Mr. Outside" (Washington dignitaries).

3. Democrats in agricultural areas want a Governor who will promote the prosperity of California agriculture.

They want a Governor who is for the Bracero program at harvest time - not just at election time; a Governor whose views are firm and consistent on a

minimum wage for farm workers all the time - not just at election time; a Governor who opposes the outmoded 168 acre limitation on state financed water projects all the time - not just at election time.

In other words, the California farmers want an end to double talk from the Governor's office.

4. Democrats want a Governor who will put first raters in state government.

When they see a fellow Democrat like Bob McCarthy, the Director of Motor Vehicles who tried to end highway manslaughter by drunk drivers, enforced out of government by what he calls "a sick administration", the Democrats feel that Mr. Brown is not capable of attracting men of quality into government service.

5. Democrats want a Governor who will make California into a greater opportunity state.

When they see a million people a day directly affected by unemployment in California and they see that New York is starting job producing plants three times faster than our state, they feel that Mr. Brown is not capable of making the one million new jobs that California must have in the next four years.

6. Democrats want a Governor who will make our streets and homes the safest in the nation.

But they see that their dedicated local law enforcement officers are not getting strong backing from the Governor's office. They see that more crimes are committed in California than in any other state in the union. They want a Governor who will support capital punishment and extend it to big time dope peddlers.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

PROGRAMS FOR A GREATER CALIFORNIA  
Text of Statewide Radio Address  
by RICHARD NIXON

FOR IMMEDIATE RELEASE

October 21, 1962

This is the fifth 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.

On my first program, I presented an eight-point anti-crime program, which includes strong backing for our dedicated local law enforcement officials, a top-level Governor's Council to coordinate the fight for a safer California and the death penalty for big-time dope peddlers.

On these Sunday broadcasts I have also discussed my four-year programs for better education and to meet the special needs of our elderly citizens. One of my proposals calls for a "California Legion of Service" -- a new voluntary organization to mobilize the talents of our senior citizens to help train the youth, particularly those young people who have dropped out of school.

Last week my subject was "The Face of California." My four year proposals, in five major areas from freeways to state construction, were designed to make our state an even more pleasant place to live and work by preserving and improving the natural and man-made beauty of California.

Tonight I want to talk about "One Million Jobs for Californians." This is the number of new jobs that must be created in our state over the next four years

- More -

in order to meet the needs of our expanding population and the needs of Californians now out of work.

First, I want to make it absolutely clear that there is nothing wrong with California's job and business climate that dynamic leadership in Sacramento cannot cure. California has the manpower, the talent and the resources to lead the nation.

Yet what is the situation in our state today.

I believe it can be best summed up by a few stark statistics.

1. A million people a day are directly affected by unemployment in California. 323,000 people are now out of work. Unemployment is up 44.8% in the past three years -- from September, 1959 to September, 1962.

2. Among the major industrial states, California ranks ninth in new plant expansion. We trail New York, Ohio, Pennsylvania, Illinois, Texas, Florida, Massachusetts, and North Carolina. And New York, with the same population as California, has built or started three times as many new plants as we have since the beginning of last year.

3. California has the worst record of bankruptcies in the nation. In 1961, there were more bankruptcies in California than in all of New York, Pennsylvania, Texas, Ohio and Michigan combined -- although these states together have more than 3-1/2 times our population.

Now what has been the record of the present state administration? Has Mr. Brown taken decisive action to solve the job-gap or has his administration actually widened and helped create it?

Basically, my opponent has taken three actions that affect the jobs of Californians.

(1) He has raised taxes by nearly \$1 billion in four years. This is the largest tax increase ever enacted by a state Governor in the history of the United States. Personal income taxes are up 106.2% under the Brown Administration. Bank and corporation taxes have gone up 84% during his

regime. And today Californians have the heaviest tax burden in the nation.

(2) The present state administration has increased government spending by \$1 billion. Mr. Brown has given California the most expensive state government in history. He has allowed state spending to go up more than three times as fast as our population has expanded.

(3) Mr. Brown has fostered an Economic Development Agency as the panacea for all of California's economic ills. This Agency has spent its time making surveys and cannot point to a single new industry it has brought into the State.

The conclusion is inescapable that my opponent has helped create the serious job-gap in California by his policies of heavy taxation, huge spending, bureaucratic harassment of business, and do-nothing administration.

This is the vicious cycle that Mr. Brown has imposed on California. He has first increased government spending out of all proportions to the increase in population. Then to pay for his extravagance, he has forced a tremendous tax load on the people. This tax load, in turn, has created a poorer business climate since businesses must seek out locales where the taxes allow them to compete. A poor business climate causes higher unemployment. And finally, the greater the number of people who are out of work, the greater will be the expense of government since the state has to put out more money to pay for the health and welfare of the unemployed.

What can California expect of Mr. Brown in the future? The answer is more of the same. For he is running on a platform that would cost an additional \$1.36 billion over the next four years. These new government expenditures mean that taxes will have to go up next year if Mr. Brown is elected. He may pledge "no new taxes next year" as a desperate last-minute election promise, but it is impossible to raise spending, as his platform proposes, and not also raise taxes.

Now what do I propose to do?

The first, and most imperative, action must be taken to cut the cost of government. This is the only responsible way to end the vicious cycle that all Californians are now paying for -- either in loss of work or in higher taxes. Only after we have cut government expenses can we expect to give the people the reduction in taxes that they deserve.

My program spells out an immediate saving of \$50 million next year.

Here are the ways I will cut the cost of government in 1963 without cutting any necessary service to the people.

1. I will save \$27 million on the welfare programs and maintain the present level of assistance to the aged, the blind, the handi-capped and others who are entitled to welfare payments.

\$25 million can be saved by getting chiselers out of the ANC program. All who are entitled to this kind of relief will continue to receive it. But I will see that the regulations are changed so that it is no longer more profitable for a man not to work than to work and more profitable for a man to desert his family than to support them.

Another \$2 million will be saved simply by bringing the cost of drug prescriptions into line with Veterans Administration procedures. California now pays 75 cents on each prescription for paper work alone; the VA pays only 21 cents.

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

This will be done while protecting the jobs of career state employees. Not one career employee will be fired.

My system will be to not fill state positions as they become vacant, after it has been carefully determined that necessary services can be performed by existing personnel. In 1961, 12,000 full-time employees left government service -- many of these employees need not be replaced.

Moreover, I will encourage state administrators, through an incentive system, to do a better job with a smaller staff. Today, in California government, an administrator, such as William Warne, is rewarded for empire-building -- the more employees he directs, the more he is paid. Next year, the big man in government will be the administrator who would find ways to keep his staff down, while keeping his performance up.

3. Another \$8 million will be saved next year by cutting non-essential government studies, by abolishing the super-agencies, by making a change in the mental hygiene program that will actually strengthen it, by eliminating the needless office of the Consumer Council, and by cutting the fat out of Mr. Warné's empire.

There are four other areas in which I expect to make substantial savings.

1. I plan to save the taxpayers' money by returning California to a pay-as-you-go system as much as possible.

This year, the state is spending \$181 million simply to pay service charges on the long-term bonded debt. This represents about 4% of the total budget. Unless California government changes its course and goes into debt only for its most urgent needs, we will have doubled the percentage of the budget that we must spend on debt service within ten years.

2. Further savings to the taxpayers will be made by a full-scale re-organization of California government.

California now has the amazing total of 360 departments, agencies, boards and commissions. There are conflicts, duplications, and competing offices. These must be eliminated. All that Mr. Brown's super-agencies have accomplished is to put a layer of bureaucratic fat between the Governor and the operating level of government.

3. Another saving to the people will be made by taking government out of competition with private enterprise wherever possible and by expanding our

system of competitive bidding.

For example, today there is no system of competitive bidding on State architectural jobs. I propose to insure that the State Division of Architecture does the designing of state building for the least money. And if it is found that the State Division cannot match outside bids, the work will go to private firms.

4. Additional savings to the people can be made by bringing the space requirements on state office buildings into line with realistic requirements in private industry.

A study of state office building utilization shows an over-all average of 160 square feet per employee. In private industry, where most people work, the average requirement is less than 120 square feet per employee.

In the future, it may be possible to save up to \$30 million a year by bringing state building standards into line with those in effect in private industry.

Once we have reduced the cost of government, we can then give a tax reduction.

At the present time, this is the situation in regard to future tax prospects.

(1) Mr. Brown has pledged no new taxes next year -- a pledge which it will be absolutely impossible for him to deliver; (2) When asked if he would veto any legislative bill to increase taxes next year, Mr. Brown has replied, "I cannot tell you I would veto a new tax bill," and (3) Mr. Brown on the "Meet the Press" program, refused to pledge that he will not increase taxes in 1964, 1965 and 1966.

My position is this: (1) My detailed program to cut the cost of government next year assures that there will not be a tax increase in 1963; (2) While Mr. Brown "spent-as-he-went," I pledge a policy of pay-as-you-go that assures that there will be no tax increase in the next four years -- 1963, 1964, 1965 and 1966; (3) My program of spending the peoples' money without waste or frills is the best assurance possible that Californians can get a tax reduction within the next four years.

I also support the following four year tax reform program.

1. I will initiate an immediate improvement of tax administration, particularly designed to eliminate secrecy of rulings and procedures.

California taxpayers should have objective guidelines, rather than be subjected to the whims of examining authorities.

With proper guidelines, taxpayers can be given an opportunity to settle tax controversies in their local area.

2. I will recommend to the legislature that the California income tax be changed to give a double exemption amounting to \$3,000 to those over 65 and those who are blind.

Not only will this bring our state in line with federal income tax provisions, but it will assist those who are often most in need and who are most adversely affected by inflation.

3. I will propose to the legislature that California adopt a system of tax incentives for companies that expand their employment.

This is a positive way to encourage California industry to create jobs. And since jobs create a greater tax base for the state, it will be possible to design this system so that it will actually add to state revenue.

4. I will recommend tax legislation to encourage Californians to invest in California industry.

Such legislation would relieve the millions of small stockholders in our state from paying double taxes on income earned from a California corporation.

5. I will support legislation that encourages research and development expenditures in California.

The development of new products and new services will create new employment. This type of commercial expenditure can be encouraged through the use of a tax credit.

The growth of California has been built on creativity. Whether it is in agriculture, shopping centers, architecture, home decorating, sports clothes, entertainment, or aero-space, the rest of the nation looks to California to lead in new ideas. Encouragement of ever greater efforts in research and development will create more jobs, but it will also keep California first in new ideas, new products and new services.

Besides cutting the cost of government and initiating tax reforms, there is one other area in which dynamic state leadership can create the \$20 billion in capital outlay that is needed to make one million new jobs for Californians. This area is salesmanship.

And so my final proposal for making our state first in employment is to start a "California Crusade for New Business Investment."

Attracting new industry to a state is a highly competitive business. The head of a Los Angeles electronics company recently wrote me, "Speaking personally, we have been approached by at least half of the states in the union by special committees with fancy brochures and heavy inducements to locate our plants in their particular states."

In the face of this big league competition, California cannot field a bush league team. We must immediately mobilize the talented manpower, supported by sufficient funds, to get back in the ball game. California, the first state in population, must also become the first state in new plant expansion. Ninth place is not good enough for Californians.

This is my positive four year program to make "One Million Jobs for Californians." It starts with efficiency, economy and cost-cutting in government. It follows up with tax reforms and tax reductions. And it accents salesmanship. These three elements, directed by a decisive state administration that is wholly dedicated to doing things the free enterprise way, will create a greater

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California -- a California that is a shining example of an opportunity state instead of a sorry example of a handout state. And this is California's destiny.

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Released in San Francisco  
10/22/62

STATEMENT BY RICHARD NIXON

Regarding President Kennedy's  
Cuban Statement - October 22, 1962

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

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

From traveling throughout California and talking to thousands of people, I am sure that an overwhelming majority of the people in the first State of the Union will support the President's action.

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

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10/22/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Statement by  
RICHARD NIXON  
October 22, 1962

FOR FLAT PM'S RELEASE  
October 22, 1962

As California becomes the first state in the nation, the responsibilities of the Governor become immense. The State's Chief Executive must have a Lieutenant Governor with the ability and experience to be a full partner in the management of government.

We can no longer afford to have a spare tire man in a fifth wheel position. California must upgrade both the Office of Lieutenant Governor and the calibre of the man who will serve in this position.

In Mayor George Christopher, Californians are offered the service of a man of unique qualifications. He is a trained public accountant, a highly successful self-made businessman and a dedicated public official, who has a 17-year record of imaginative government service.

As Governor, I plan to make full use of his ability as my personal troubleshooter. I also plan to give him two specific assignments next January.

First, Mayor Christopher will have a mandate to conduct year-round investigations into the efficiency of government agencies. He will have the responsibility for bringing cost-cutting recommendations to the personal attention of the Governor.

Second, Mayor Christopher will become the Chairman of my Commission to find voluntary means to open up equal opportunities for jobs, promotions and training.

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This Commission to strike at the causes of discrimination will be modeled on the President's Committee on Government Contracts, which I had the honor to head from 1953 through 1960.

The objective of achieving equal job opportunity through voluntary employer compliance has already proved its worth on the national level. I am sure that under George Christopher's direction it will make major break-throughs in the fight against discrimination in California.

Richard Nixon said Sunday (October 21st) that California cannot afford the moral cost of discrimination and prejudice and pledged to set up a new Council on Equality and Opportunity that will take the offensive against discrimination in this state.

He said the new Council will consist of top leaders among employers, labor and education who will work together to develop the talents and abilities of people in the Negro and other minority communities.

Nixon discussed the matter of civil rights and discrimination Sunday morning when he visited three Negro churches in the Berkeley-Oakland area.

He pointed out that it is not enough simply to have a law on the books which says -- you should not discriminate -- we should be against discrimination and prejudice not because it is the law -- but because it is right and good.

During each program, Nixon's record as Chairman of the Government Contracts Committee was analyzed. While Vice President, Nixon headed a committee which scored major breakthroughs in both the field of equal opportunity for employment and in gaining major opportunity for promotion for Negro groups. To date, no committee or state organization has come close to duplicating the Nixon record of performance in this field.

In urging the formation of a Council on Equality of Opportunity, Nixon pledged a positive program which not only will deal with strict interpretation of the law but which also will urge leadership to gain major breakthroughs against prejudice. "We must take a positive approach and win this battle which is only just," he said.

Promises in the field of civil rights are easy to make, he said, but it

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is the performance which counts.

He said we must provide more than just jobs for the Negro. We must give them a chance to be promoted to positions of real responsibility in their jobs. By giving them an equal chance we can develop America to the full.

Nixon visited the Church By the Side of the Road in Berkeley, The Taylor Memorial Methodist Church and the Bethel Missionary Baptist Church of Oakland.

# NIXON FOR GOVERNOR

NEWS  
RELEASE

*Northern California Office: Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

Statement issued by  
RICHARD NIXON  
After visit with  
Sonoma State Hospital Employees  
October 23, 1962

FOR FLAT PM RELEASE  
October 23, 1962

Having devoted 14 years to public service, I am well aware of the challenges and problems of career government employees. The men and women who dedicate their lives to government service, often at considerable financial sacrifice, deserve the support and appreciation of the people, as well as the elected and appointed officials.

I wish to assure every career employee in the state that I will uphold and protect their job rights, which are written into the law of California and are a basic guarantee that government will not be turned into a political football.

I believe that savings can be made by not increasing employment in non-growth agencies and by not filling positions when they become vacant in areas where it is carefully determined that a job can be properly done with a smaller staff. These proposals will not endanger the job of a single career worker.

Government employees have a great stake in having individuals of the highest quality in top state positions. The morale, efficiency and usefulness of career people largely depends on the administrative and imaginative capacities of the appointed directors of departments, bureaus and agencies.

Unfortunately, during the past four years, Mr. Brown has often given positions of high public trust to men of extremely limited ability for purely political reasons. This is a direct contradiction of California's great tradition of appointing the best individuals regardless of party.

My first act as Governor will be to fire the political appointees who have shown more capacity for waste, empire-building, and press-agentry than for effective and efficient administration. I will return California to its former tradition of appointing big men to do big jobs. This will be in the very best

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interests of our taxpayers, who deserve to work with men of wisdom and experience.

At the same time, with the help of our government career people, we must carefully survey all expansion costs to make sure that they are in line with similar costs in private industry. If we find duplication or waste, it must be eliminated. And where competitive bidding is not now in effect, we must initiate such a system.

There is nothing wrong with the operation of state government that dynamic leadership from the Governor's office, and a new breed of first-rate appointed officials, will not cure. Our aim, yours and mine, is to make California a model among the states of the finest government service.

# 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  
WIN WITH NIXON RALLY  
Inglewood, California  
Oct. 23, 1962  
8:00 p.m.

FOR FLAT AM RELEASE  
October 24, 1962

Last night on my telethon in San Francisco, a questioner asked, "Why should we be concerned about the internal threat of communism when the Communist Party in the United States has only 10,000 members?"

This question implies a misunderstanding of the Communist system and Communist tactics. And now with the strong action that President Kennedy has taken in Cuba, which has my full support, I believe that it is even more imperative that every American and every Californian have a real knowledge of how the Communists operate.

It is not merely the 10,000 American Communists that threaten our security. It is the fact that these party members are agents of a foreign power; that they are backed up by the resources of a worldwide Communist movement; that they have skillfully organized front groups of non-communist dupes, and that they are fanatics who will tell any kind of corrupting lie to further their goal of world domination--just as Khrushchev and Gromyko lied to our President about the nature of the Soviet missile build-up in Cuba.

Moreover, it should be clearly understood, as J. Edgar Hoover said on Oct. 9, that "foremost among the (Communist) targets have been America's young people.... We have but to look at the shameful riots in San Francisco in 1960, when college youth in that area, encouraged by Communists, acted like common hoodlums in

- More -

demonstrating against a Committee of the United States Congress engaged in public business. We have but to look at the party's campus speech program which has seen Communist functionaries appear before student groups at colleges and universities from New York to California."

These are not my words. They are the words of our nation's leading authority on Communism. The respected Director of the FBI.

Any this is why, throughout the campaign, I have spoken out on the necessity of having a forceful and positive program to supplement federal action in the fight against communism.

I have been severely attacked for my stand on barring from the campuses of our tax-supported institutions those individuals who have refused to answer questions about communist activities before legislative investigating committees or who have refused to comply with the Subversive Activities Control Act of 1951, which is the basic anti-communist law of the land and which I helped to write.

I welcome this attack. I believe my position is right and I believe that the vast majority of Californians believe it is right.

I have also called for the mandatory teaching in our high schools of communism and the alternatives of freedom.

Again I have been severely attacked. I have even been called a dictator by my opponent.

And again, I welcome this attack. For I believe that Californians share my view.

I want to add that there are two excellent books that should be seriously considered by local school boards in the teaching of communism. One is J. Edgar Hoover's new book, "A Study of Communism." The other is by a Californian, Roger Swearingen, and is called, "The World of Communism."

I have proposed that the teaching of communism remain completely under the control of the local school districts. I strongly support the supervision of education at the level closest to the people; and I believe that the state must back up our school districts in this program with sufficient resources and a multiple choice of textbooks.

This is what Mr. Brown calls distation, although his record shows that he has piled on our school districts one mandatory requirement on top of another, while at the same time allowing state support to pay for these imposed programs to drop to 38 percent.

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

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

FOR IMMEDIATE RELEASE

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

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

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

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

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

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

-MORE-

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

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

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

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

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

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

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

Regretably the trend has been to increase mandatory requirements while decreasing state support. Today we find that state support has dropped to 38 percent.

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

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

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

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

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

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

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

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

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

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

# NIXON FOR GOVERNOR

## NEWS RELEASE



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

FOR THURSDAY AM RELEASE  
Wednesday, October 24, 1962

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

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

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

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

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

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

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10/24/62

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

FOR FIAT PM RELEASE  
Thursday  
October 25, 1962

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

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

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

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

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

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

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

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

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

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

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

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

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

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

FOR RELEASE:  
FLAT AM, October 26, 1962

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

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

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

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

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

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

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

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

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

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

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

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

FOR RELEASE AM's  
10/27/62

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

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

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

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

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

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

-MORE-

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

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

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

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

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

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement of  
RICHARD NIXON  
San Diego  
October 27, 1962

FOR RELEASE - SUNDAY AM's  
October 28, 1962

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

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

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

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

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

## 1. School Shelters

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

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

## 2. Community Shelters

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

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

### 3. Shelters in State Buildings

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

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

### 4. Shelters in Industry

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

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

### 5. Stocking of Shelters

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

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

### 6. Public Information and Training

We must speed up our public information and training program.

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

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

7. Shelter Standards and False Advertising

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

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

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

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

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

FOR IMMEDIATE RELEASE

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

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

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

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

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

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

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

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

-MORE-

2-2-2

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

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10/29/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

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

News Bureau: Sandy Quinn -- Ron Ziegler  
Statement by RICHARD NIXON  
Win with Nixon Rally  
East Los Angeles-October 30, 1962

FOR RELEASE: Wed. A.M.  
October 31, 1962

The immediate danger in the Cuban situation has passed, but the serious deficiencies of California State government that were with us before this world crisis are still with us.

There is only one week left for the voters to make the most important decision in the history of the State. Will we become first in leadership or will we remain first in crime and first in taxes?

Californians cannot allow international crises to obscure the fact that the State's present administration has still taken no action on smog and no action on rapid transit; that California still lags behind all major states in civil defense; that California has the worst highway safety record in the nation, and that California still vies with Mississippi and Louisiana for the worst record of crowded classrooms.

In the final week, I shall intensify my efforts to bring my twenty-one detailed "Programs for a Greater California" into every home in the State-- traveling 3,800 miles, going into all major metropolitan areas of the State and many smaller communities, and appearing on an unprecedented five-hour telethon, which will be seen and heard by seven million Californians.

In this final week, I also stand ready to debate my opponent on the State issues-- ~~any~~ any time, any place, and on any terms.

Once again I challenge him to meet me in debate and defend his record like a man.

Now that his Potomac rescue brigade, including seven members of the Cabinet, have gone back to Washington, it is

time for him to stand on his own feet, fight his own battles and make his own decisions. The people of California want to hear from him and not from his professional press agents and image-makers. There is now no possible excuse he can manufacture to avoid defending his record in debate before the people of California.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**

III-

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

STATEMENT BY RICHARD NIXON  
REGARDING THE OAKLAND FREEWAY CONTROVERSY

FOR IMMEDIATE RELEASE  
October 31, 1962

Governor Brown's administration has repeatedly failed to represent the interests of all Californians in the location and design of freeways.

A new freeway path has cut through the middle of Oakland and threatens to seriously diminish the usefulness of public schools, Mills College, hospitals, churches and residential neighborhoods.

An aroused citizenry has demanded that heavy truck traffic be diverted to an existing freeway going through the industrial district. This will avoid a great loss in community values, as well as dollars. I support this proposal to cut down the traffic noises created by the new freeway.

The Brown administration blocks this solution to the problem by its indecision. Brown has promised to have a meeting about it sometime, and his engineers will conduct a study to analyze truck noises. Meantime, the trucks will begin to roll and the damage will be done to Oakland's neighborhoods and a beautiful college.

California has great need for decisive leadership in these freeway problems. When elected Governor I will immediately do everything possible to expedite the required state approval of an Oakland ordinance to divert truck traffic from Mills College and the other areas affected by this new freeway.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement by RICHARD NIXON  
October 31, 1962

FOR IMMEDIATE RELEASE

The most striking proof of the need for a "California Crusade for New Business Investment," a proposal I have made repeatedly in the campaign, is a new state pamphlet on plant expansion .

This document is entitled "California Million Dollar Plus New Plant Expansion Announcement." It is published by Mr. Brown's Economic Development Agency. It is being sent out with each copy of the "1962 California Statistical Abstract." And it is loaded with phony statistics, gross misrepresentations, complete lies and half-truths.

Mr. Brown's agency has been in existence since 1959 and has had a total budget of \$757,844. Yet it cannot point to a single new business it has brought into the state. And to cover its sorry record, it now resorts to fakery and falsification.

Mr. Brown's publication lists 35 new plant expansions for the third quarter of 1962. Here are the facts behind this smog-screen of smug statistics:

--Nearly half of these "expansions" will employ no new workers or are gross misrepresentations.

--11 of these "expansions" will not add a single new job.

--Five of these "expansions" are either complete lies or half-truths.

Here are three specific cases of Brown's so-called "expansions."

1. Anchor Hocking Glass Corporation (San Leandro)

Brown's Claim: A \$1,000,000 expansion that will employ an additional 100 workers.

Fact: Company officials state that expansion plans have been shelved indefinitely.

2. Dow Chemical Company (Fresno)

-MORE-

Brown's Claim: "Company will build a plastic facility."

Fact: Company officials state that there has been no Fresno expansion in two-and-one-half years and none is planned.

3. Crown Zellerbach Corporation (Ventura)

Brown's Claim: "Company announced plans to construct multi-million dollar paper manufacturing facility on recently purchased 122 acres."

Fact: Company officials emphatically deny any such announcement. They state they have never announced any expansion in Ventura and they have never bought the land. They are planning expansions -- but not in California.

This sort of deliberate distortion is a disgrace to state government and a disservice to California.

Californians need jobs, not press agency. Today the state is getting only half the new investment needed to create all the jobs our people must have. Today New York with the same population, is starting or expanding three times as many plants as we are.

This situation calls for a big league team to get us back in the ball game. This is why I will mobilize the talented manpower to aggressively sell the tremendous industrial advantages of California to out of state business leaders.

This is why I will see that job-producing industries are not sand bagged by skyrocketing taxes. And this is why I will end anti-business harassment in Sacramento

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

Statement by RICHARD NIXON  
Los Angeles  
October 31, 1962

FOR IMMEDIATE RELEASE

Both the construction and completion on time of the East Branch of the Feather River Project to Perris Reservoir is vital to the welfare and future growth of large parts of San Diego, Riverside and San Bernardino counties.

The welfare of this great area dependent upon the construction of the East Branch is of great concern to me.

I pledge now that as Governor I will extend every ounce of help that I can muster to assure that the East Branch, or "high line," of the Feather River Project is pushed to completion at the earliest date possible to provide for the safety and welfare of San Diego, Riverside and San Bernardino counties.

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10/31/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

Statement by RICHARD NIXON

FOR RELEASE TO  
WEDNESDAY AM's  
November 1, 1962

I call on Mr. Brown to immediately dismiss Allen K. Jonas, Director of the California Disaster Office, for gross negligence that potentially endangers the lives of 17,000,000 Californians.

Over a year ago, on October 17, 1961, Mr. Jonas reported that California would be "completely naked", if an enemy chose to attack. A year later, when confronted by a serious world crisis, it became obvious that under Mr. Jonas' direction this serious situation is virtually unchanged.

Although California is a major target because of our defense industry, this is the situation today, as reported by responsible newspapers throughout the state!

--In Los Angeles, the City Director of Civil Defense reports he has received no instructions from the California disaster office. His exact words are, "I have had no word from them whatsoever."

--In Alameda County, according to the Oakland Tribune (10/29), "The unready status of Alameda County CivilDefense as far as public protection is concerned, was boiled down to a chilling truth yesterday; everyman for himself."

--In the city of San Bernardino, the San Bernardino News (10/24), reports there are only three marked shelters that will accommodate 675 of the city's 95,000 residents. And the shelters are not stocked with food, water, medical, sleeping facilities. The city's sirens will only reach 30% of the people.

--In Los Angeles, most of the 307 buildings certified as fallout shelters are reported as unmarked, unsupplied and unusable for that purpose.

-MORE-

2-2-2

Only two are stocked with food, water and other supplies deemed adequate to sustain the indicated numbers of refugees for two weeks.

--In the city of Alameda, with a population of 63,855, the city manager reports that only five buildings, accommodating 996 people, have been designated as shelters.

--In Bakersfield, the San Francisco Chronicle reports there have been serious runs on guns, ammunition and food. Similar runs on fire arms were reported in the San Fernando Valley. And near panic occurred in Los Angeles grocery stores.

--After surveying civil defense preparations, the Los Angeles Times (10/24) concludes "the best advise for most residents who have no private shelters is... 'stay home' and pray."

--In the whole state, according to William Ward of the California Disaster office, there are only 1200 licensed public shelters. None of them have been stocked with food, medical supplies and water with the exception of some test shelters in Sacramento, Long Beach and Los Angeles.

Under Mr. Jonas' direction, California is, in his own words, "completely naked." Strong leadership could have given the people the protection they deserve, just as it has in New York and other states.

This critical situation cannot wait until a new governor replaces Mr. Jonas. He must be removed from office now. California needs a full-time Civil Defense director. Yet, Mr. Jonas, who receives \$17,640 a year from the state, also runs a private real estate business in Inglewood.

California needs a Civil Defense director with experience and knowledge in this field. Yet, Mr. Jonas is a former New York advertising man with absolutely no background in Civil Defense.

California needs a Civil Defense director who is above partisan politics. Yet, Mr. Jonas is presently under investigation by the Federal Government for possible violation of the Hatch Act because of his political activities.

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10/31/62

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

FOR IMMEDIATE RELEASE

The following wire was sent today to Frank Jordan from Richard Nixon

I have had inquiries from Reservists just recalled to active duty who are concerned they will lose their vote because of the changes in the absentee ballot law.

I urge your office to give the widest possible publicity to the fact that these Reservists can apply for an absentee ballot through November third at any County Clerk's Office.

11/1/62

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

Statement by RICHARD NIXON  
November 2, 1962

FOR FLAT A.M. RELEASE  
November 3, 1962

I am today issuing a call, through the 211 Nixon Headquarters, for 20,000 additional volunteers to join the 100,000 Californians who are freely giving their time on election day to get out the vote and watch the polls.

This is my answer to my opponents' desperate and cynical efforts to buy the election with a \$500,000 slush fund for election day workers.

Only desperate men would ever attempt to buy ~~election~~. Only cynical men would ever believe that the governorship of California is for sale.

They will find out on November 6th that the peoples' birthright is not, has never been and will never be put on the auction block.

The story of the half-million dollar election day kitty, just reported by "Newsweek", is now confirmed by newspaper advertisements. My opponents have been reduced to seeking supporters through classified ads for "Help Wanted".

I am proud that every worker I will have on election day will be a volunteer. And a person who works for his beliefs will always out-produce one who is paid to believe.

I know that the four volunteer workers we expect to have in every precinct in the State will never be topped by those who are simply out for the money they can get.

This is another reason why I confidently predict an overwhelming victory next Tuesday.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement by RICHARD NIXON  
November 1, 1962, 8:00 P.M.  
Cerritos College, Norwalk

FOR IMMEDIATE RELEASE  
FRIDAY AMs

The statements by Mr. Brown that California's Civil Defense program is "unexcelled" in the nation and that "it is safe to say that the state of California is substantially the leader among the 50 states" in civil defense are shocking attempts to hoodwink the people of California into a false sense of security.

These are the most cynically false statements he has made in his entire career as Governor of this State.

The truth is that Mr. Brown's record in civil defense is one of personal confusion, vacillation and failure to back up his public statements with action. California instead of leading the nation in civil defense as we should because of our concentration of defense industries, has one of the most inadequate civil defense programs of all the industrial states.

This is why I have proposed a positive seven-point program to close the serious civil defense gap that has developed during Mr. Brown's administration.

Here is the major 14-charge indictment of Brown's conduct in failing to assure the safety of all our citizens in the event of nuclear attack.

1. During the Brown administration, the state budget for the California Disaster Office has been reduced by 20%.
2. Brown's budgetary requests and appropriated budgets for the California Disaster Office have been lower than under the two preceding state administrations.
3. Under Brown, in 1960, the Civil Defense budget dropped below \$1 million for the first time since 1951.
4. The extent of Brown's concern for the civil defense protection of California, as reflected in the budget of the California Disaster Office, amounts to 5.9 cents per person.
5. Brown has entrusted the direction of California's Civil Defense to a man who (a) has no background or training in civil defense (he is a former New York advertising man); (b) has a real estate business on the side while receiving \$17,640 a year from the state; (c) has mired the Civil Defense program in partisan politics and is presently under investigation by the United States Civil Service Commission.

-MORE-

6. New York, with the same population, is outspending California for civil defense protection by at least 100 to 1.

7. While California has made virtually no progress in shelter construction, this is New York's record:

- (a) Shelters now in 80% of New York's state armories;
- (b) Shelters now in five out of six state police barracks;
- (c) Shelters now in the plans for all new New York state university buildings;
- (d) Shelters now in the plans for all new state buildings in New York;
- (e) An average of two to three contracts signed each day for shelters within the past year in New York.

8. In the first two years under Brown, only 3,526 people had taken the prescribed adult course in civil defense, while in New York 180,000 people completed the course in one year alone.

9. Brown's attitude of "let Washington do it" has allowed our state to go unprotected while he waits in vain for Federal action.

- (a) On October 17, 1961, he said, "I will continue to develop our state position so that when there is Federal funding we are ready to use it ... the shelter problem for communities is a responsibility of the Federal Government."
- (b) As recently as July, 1962, the Director of the California Disaster Office reported Brown's attitude was still that no emergency actions should be taken pending the development of federal plans. He said, "It would be improper to spend state dollars for programs the Federal Government might duplicate."

10. In 1960, Brown appointed a State Shelter Study Committee, which made seven recommendations that require state action. By the time of the Cuban crisis last week, there was little if any implementation on five of these seven important recommendations.

11. In 1961, Brown participated in a meeting of the Governor's Civil Defense Committee that called on all Governors to take five Civil Defense actions. Yet he has taken no significant action in California in any of these areas.

12. Brown's reorganization of State government has placed an added layer of bureaucracy between the Governor and the California Disaster Office.

13. In the 1961 legislative session, Brown's lack of leadership resulted in the failure of seven out of eight civil defense measures.

14. Brown has been totally ineffective in showing any Civil Defense leadership in his party's councils:

- (a) His Speaker of the Assembly fought for the complete elimination of the budget for the California Disaster Office in 1960.
- (b) The California Young Democrats' Convention condemned the entire Federal fall-out shelter program.
- (c) The Northern California ADA Chapter called on Brown to exclude Civil Defense from the special session of the Legislature in 1962.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement by RICHARD NIXON  
San Jose

FOR FLAT AM RELEASE  
November 3, 1962

We cannot allow Allen K. Jonas, the Director of California Disaster office to continue to play Russian roulette with the lives of 17 million people in the event of enemy attack.

Two new developments in the scandalous operations of the civil defense program underscore the urgency of dismissing Jonas.

1. California's emergency communication center was revealed to be in a state of unreadiness according to the eye witness report of Lance D. MacArthur of the Capital News Service on October 31. MacArthur quotes a state's spokesmen as saying "it has been an all fouled up deal".

2. A civil defense official told columnist Henry C. MacArthur, November 2 that his organization doesn't know how the public will be able to get the state's stockpile of wheat in case of emergency. MacArthur concludes that, "the peoples' tax money has been used to transport two million bushels of wheat from the middle west, and for storage cost on food the state administration doesn't know how it will get to the public in case of disaster except through regular milling channels.

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11/2/62

# 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, October 15 - Sunday, October 21, 1962

Tentative Schedule - Monday, October 22 - Sunday, October 28, 1962

MONDAY, OCTOBER 15, 1962

Staff work in Los Angeles

TUESDAY, OCTOBER 16, 1962

SACRAMENTO TELETHON - KCRA-TV

3:30 p.m.	Take-off from Los Angeles International Airport for Sacramento - Garrett Air-search Terminal, 6201 West Imperial Highway
5:30 p.m.	Arrive Sacramento Airport
6:15 p.m.	Arrive El Dorado Hotel, Canterbury Road (Phone WAbash 2-6551). * Press room will be available.
8:30 p.m.	Depart El Dorado Hotel for TV Station.
9:00 p.m.	Arrive KCRA-TV Station - 310 Tenth Street (Phone HICKORY 4-7300).
9:30 p.m.	Telethon begins.
12:30 a.m.	Telethon ends.  Return to El Dorado Hotel for Overnight.

WEDNESDAY, OCTOBER 17, 1962

SAN FRANCISCO - RICHMOND - SANTA CRUZ

9:30 a.m.	Depart El Dorado Hotel (Sacramento) for San Francisco.
12:00 noon	Address All Industry Day luncheon planned by Chartered Property and Casualty Under-writers to be held in the PEACOCK COURT of the MARK HOPKINS HOTEL.  ADDRESS BY RICHARD NIXON.

MORE

2-2-2  
Schedule Cont'd.

1:50 p.m.	Depart Mark Hopkins for St. Francis Hotel
2:00 p.m.	Arrive St. Francis Hotel for staff time. * Press Room will be available.
3:05 p.m.	Depart St. Francis Hotel.
3:30 p.m.	Arrive Nationalities Reception, Hall of Flowers, Golden Gate Park.
4:45 p.m.	Depart Nationalities Reception.
5:10 p.m.	Arrive St. Francis Hotel for staff work.
7:15 p.m.	Depart St. Francis Hotel for Richmond Rally.
8:00 p.m.	Arrive Richmond Municipal Auditorium, Civic Center and McDonald Street (phone 232-1284). Richmond Win with Nixon Rally.  ADDRESS BY RICHARD NIXON.
9:00 p.m.	Depart Richmond Rally for Santa Cruz.
11:00 p.m.	Arrive Pasatiempo Inn (Santa Cruz) for overnight, 555 Los Gatos Highway (phone GA 3-5000). * Press Room will be available.  Overnight Pasatiempo Inn, Santa Cruz.

THURSDAY, OCTOBER 18, 1962

WIN WITH NIXON SPECIAL CAMPAIGN TRAIN BEGINS:

RICHARD NIXON WILL SPEAK AT EACH STOP.

8:00 a.m.	Depart Hotel for train and Win with Nixon Rally.
8:30 a.m.	Santa Cruz Win with Nixon Rally (on train) Beach Street at the Casino.
9:00 a.m.	Train departs Santa Cruz for Watsonville.
9:45 a.m.	Watsonville Win with Nixon Rally.
10:30 a.m.	Salinas Win with Nixon Rally.
11:45 a.m.	King City Win with Nixon Rally.
1:00 p.m.	Paso Robles Win with Nixon Rally.
2:30 p.m.	San Luis Obispo Win with Nixon Rally.
4:30 p.m.	Santa Maria Win with Nixon Rally.
8:00 p.m.	Santa Barbara Off-Train Win with Nixon Rally, San Marcus High School Auditorium, Hollister Avenue.

ADDRESS BY RICHARD NIXON.

MORE

3-3-3  
Schedule, Cont'd.

9:30 p.m. Depart Santa Barbara Station for Los Angeles.  
Overnight in Los Angeles at Union Station (on train), Track 6.

FRIDAY, OCTOBER 19, 1962

WIN WITH NIXON CAMPAIGN CONTINUES:

8:50 a.m. Train departs Los Angeles Union Station (from Track 6).  
9:00 a.m. Pico Rivera Win with Nixon Rally.  
9:45 a.m. Fullerton Win with Nixon Rally.  
10:30 a.m. Anaheim Win with Nixon Rally.  
11:00 a.m. Orange Win with Nixon Rally.  
12:00 noon Santa Ana Win with Nixon Rally.  
12:45 p.m. San Juan Capistrano Win with Nixon Rally  
Off train - Walk up street to San Juan Capistrano Mission.  
1:45 p.m. Oceanside Win with Nixon Rally.  
2:45 p.m. Del Mar Win with Nixon Rally.  
3:45 p.m. San Diego Win with Nixon Rally.  
4:55 p.m. Depart Railroad station for Lindberg Field for flight to Riverside.  
5:30 p.m. Take-off for Riverside.  
6:05 p.m. Arrive Riverside Airport.  
6:30 p.m. Arrive Caravan Inn, 1860 - 8th Street, Riverside (Phone OV 6-8262).  
\* Press Room will be available.  
7:45 p.m. Depart Caravan Inn for Riverside Win with Nixon Rally at Landis Auditorium, Riverside Polytechnic High School.  
8:00 p.m. Riverside Win with Nixon Rally - Polytechnic High School.  
ADDRESS BY RICHARD NIXON  
9:30 p.m. Depart Rally for Caravan Inn.  
Remain overnight at Caravan Inn, 1860 - 8th Street, Riverside. (Phone OV 6-8262)

MORE

4-4-4  
Schedule, Cont'd.

SATURDAY, OCTOBER 20, 1962

MONTROSE - GLENDALE - LOS FELIZ - BURBANK - SAN BERNARDINO

9:30 a.m. Depart Riverside (Caravan Inn) for Montrose.

10:30 a.m. Montrose Win with Nixon Rally - Parking Lot, 3501 Ocean View Boulevard.

12:00 noon Glendale Win with Nixon Rally - Parking Lot, Valley National Bank.

1:30 p.m. Los Feliz Win with Nixon Rally - Parking Lot, California Federal Savings and Loan, West end of Barnsdale Avenue.

3:00 p.m. Burbank Win with Nixon Rally - Parking Lot, Community Bank, 540 North San Fernando Road.

4:10 p.m. Depart Burbank for Riverside (Caravan Inn, 1860 - 8th Street, Riverside, phone OV 6-8262) for staff work.

7:45 p.m. Depart Caravan Inn for San Bernardino Win with Nixon Rally, Orange Show.

8:00 p.m. San Bernardino Win with Nixon Rally.

ADDRESS BY RICHARD NIXON

9:30 p.m. Depart Rally for Riverside Airport.

10:15 p.m. Take-off for Oakland Airport.

12:00 midnight Arrive Oakland Airport.

12:20 a.m. Arrive Edgewater Inn, Oakland, for overnight. 455 Hegenberger Road, phone 562-5100.  
\* Press room will be available.

Remain overnight in Oakland at Edgewater Inn.

SUNDAY, OCTOBER 21, 1962

OAKLAND

All Day Staff work at Edgewater Inn, Oakland.

MORE

5-5-5  
Schedule, Cont'd.

TENTATIVE SCHEDULE  
Monday, October 22 - Sunday, October 28, 1962

MONDAY, OCTOBER 22, 1962

OAKLAND

Preparation for San Francisco telethon.  
At Edgewater Inn, Oakland.

9:30 p.m.

San Francisco Telethon, Station KTVU-TV,  
(3 hours), Jack London Square, Oakland  
7, California.

Remain overnight Edgewater Inn, Oakland.

TUESDAY, OCTOBER 23, 1962

SAN FRANCISCO - WESTCHESTER

11:00 a.m.

Depart Edgewater Inn, Oakland for San  
Francisco.

12:00 noon

Combined meeting of the Pacific Gas &  
Electric Company Employees and Pacific  
Service Employees Association in the  
auditorium of the General Office, 345  
Market Street, San Francisco.

Early afternoon

Visit Sonoma State Hospital, Eldridge.

Return to Los Angeles following visit.

Approximately 5:30 p.m.

Arrive Los Angeles International Airport.

8:00 p.m.

Win with Nixon Rally, Westchester.

WEDNESDAY, OCTOBER 24, 1962

LOS ANGELES

7:30 a.m.

Southern California Edison Company  
Employees, Los Angeles.

ADDRESS BY RICHARD NIXON

12:15 p.m.

Luncheon meeting, League of California  
Cities 64th Annual Conference, Biltmore  
Bowl of Biltmore Hotel.

ADDRESS BY RICHARD NIXON

THURSDAY, OCTOBER 25, 1962

LOS ANGELES - SAN MATEO COUNTY

10:00 a.m.

Woodbury College Student Body, 1027  
Wilshire Boulevard (Phone HU 2-8491).

ADDRESS BY RICHARD NIXON

MORE

6-6-6  
Schedule, Cont'd.

12:00 noon Luncheon meeting of Pico Rivera Joint Service Clubs, sponsored by Pico Rivera Rotary Club.

ADDRESS BY RICHARD NIXON

8:00 p.m. San Mateo Win with Nixon Rally.

ADDRESS BY RICHARD NIXON

FRIDAY, OCTOBER 26, 1962

FREMONT - SAN LEANDRO - HAYWARD - SAN RAMON - CONTRA COSTA - VALLEJO

9:15 a.m. Fremont Win with Nixon Rally.

10:30 a.m. San Leandro Win with Nixon Rally.

11:30 a.m. Hayward Win with Nixon Rally.

12:45 p.m. San Ramon Village Win with Nixon Rally.

Afternoon Contra Costa County - Schedule to be announced.

8:00 p.m. Vallejo Win with Nixon Rally.

Return to Los Angeles following Vallejo Rally - Plane will depart from Napa County Airport.

SATURDAY, OCTOBER 27, 1962

Schedule to be announced.

SUNDAY, OCTOBER 28, 1962

Schedule to be announced.

END

**NEWS  
RELEASE**

# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

FOR IMMEDIATE RELEASE

Active support among registered Democrats for the candidacy of Richard Nixon is "snow balling" it was reported today by Z. Wayne Griffin, chairman of the Southern California Democrats for Nixon Committee.

Prominent Democrats, including the cousin of former President Harry S. Truman; the widow of a former Democratic Congressman; and an official of Edmund Brown's 1958 gubernatorial campaign, today were announced as key members of the statewide committee.

In addition, Griffin revealed that 43 new Democrats for Nixon headquarters have been opened throughout California. Last week, 23,961 registered Democrats were signed up forming a statewide striking force to turn out a decisive Democratic vote for the former Vice President.

Griffin said 327 Democrats for Nixon community chairmen have been appointed.

Rolland Truman, cousin of the former President and a prominent South Gate attorney, announced his support for Dick Nixon. "Although I'm supporting several Democratic candidates, I cannot vote for Mr. Brown because he simply has not produced for California," Truman said.

"Mr. Brown has been in office four years. His record speaks for itself. We are first in total state taxes, first in major crime, first in property taxes and first in the number of state employees.

-MORE-

"As an active member of the Los Angeles County Democratic Central Committee for several years and as Southern Division chairman of the Young Democrats, I am disappointed that this record has occurred under a Democratic Administration. Mr. Brown must be held responsible.

"California must be first in achievement rather than spending, crime and taxes. Dick Nixon has the judgment and the executive ability to give California the decisive leadership we need for the first state in the nation." Truman declared.

Mrs. Irene Dockweiler, long a local Democratic Party leader, today announced her support of Richard Nixon for Governor of California because "he will best serve the best interests of the State and people."

She is the widow of John Dockweiler, former Democratic Congressman from Los Angeles and District Attorney of Los Angeles County. She has filled important assignments in the Foreign Service for the United States, serving in Amman, Jordan and Tehran, Iran.

I am joining the Nixon campaign with hundreds of thousands of fellow Democrats because I feel Mr. Brown, as head of the Democratic Party, is following the dictates of the liberal thinking California Democratic Council.

"Thousands of Democrats crossed party lines every time Dick Nixon has been on the ballot in California. This represents the confidence Democrats, Republicans and Independents have in his high ideals and executive ability.

"Although I have been a lifelong Democrat, I realize that my obligation is first to my state and country, regardless of party label. It is now the obligation of every good Democrat to speak up and be counted as opposed to the irresponsibility of the liberal leadership of the present administration.

"I have known Dick Nixon for many years and have watched his brilliant career in public service with admiration. His courage, dedication, honesty and resourcefulness recommend him unqualifiedly to be the next Governor of California.

Joseph F. Medeiros, chairman of the Merced County Brown for Governor Committee, also declared his support for Nixon today charging Edmund Brown with an "obvious lack of understanding of the problems of California.

"Governor Brown's administration has created a billion dollar increase in taxes during his four years in office. Our taxes are too high. I know that Dick Nixon's 'Programs for a Greater California' will hold the tax line.

"California, as the first state in the nation, must be operated in a business like fashion. Under the Brown Administration, however, we have seen government-by-indecision," Medeiros concluded.

REPUBLICAN STATE CENTRAL COMMITTEE  
914 SOUTH OLIVE  
LOS ANGELES, CALIFORNIA  
MAdison 5-1251

FOR P.M. RELEASE  
WEDNESDAY, OCTOBER 17

GOP State Chairman Caspar W. Weinberger today asked the Fair Campaign Practices Committee to investigate a published report that the California Democratic Council has purchased 1,000 copies of a controversial booklet to make "false charges" against the Republican party.

The 36-page booklet, entitled "California Dynasty of Communism," was written by Karl Prussion. It was unequivocally repudiated by Richard Nixon and Weinberger termed it "scurrilous."

"Nevertheless, despite these repudiations," Weinberger said in filmed interviews in Los Angeles, "Democratic leaders have sought to link the booklet and its distribution with Mr. Nixon's supporters."

Weinberger called attention to an account of a news conference given by Karl Prussion, a report of which was published in the Los Angeles Herald-Examiner of October 12, 1962. The pertinent paragraph reads as follows:

"Denying that he was in politics, Prussion said that the Republicans had never given him an order for his booklets, but that the California Democratic Council had placed an order for 1,000 copies."

Weinberger said:

"This is a shocking disclosure. It confirms exactly what I said when this booklet first appeared--that it is of Democratic origin and was distributed solely for the purpose of enabling them to make another false charge against us.

"The voters of California will await with interest any reply the CDC makes to the disclosure that they themselves purchased 1,000 copies of the booklet and how many of these they tried to plant," Weinberger said.

10/16/62

October 17, 1962

NOTICE TO TRAVELING PRESS

Listed below are the directions to the telephone facilities that have been provided at each of the stops for the Nixon Special Campaign Train. These directions will always apply when you are looking toward the front of the train from the rear.

SANTA CRUZ

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

WATSONVILLE

Toll terminals and/or public telephones are located on the left side of the train opposite the candidate's car.

SALINAS

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

KING CITY

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

PASO ROBLES

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

SAN LUIS OBISPO

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

SANTA MARIA

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

SANTA BARBARA

Toll terminals and/or public telephones are located on the left side of the train opposite the candidate's car.

PICO-RIVERA

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

**FULLERTON**

Toll terminals and/or public telephones are located on the left side of the train opposite the candidate's car.

**ANAHEIM**

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

**ORANGE**

Toll terminals and/or public telephones are located on the left side of the train opposite the candidate's car.

**SANTA ANA**

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

**SAN JUAN CAPISTRANO**

Toll terminals and/or public telephones are located on the left side of the train opposite the candidate's car.

**OCEANSIDE**

Toll terminals and/or public telephones are located on the left side of the train opposite the candidate's car.

**DEL MAR**

Toll terminals and/or public telephones are located on the right side of the train opposite the candidate's car.

**SAN DIEGO**

Depart train on the left side. Telephones are located inside the station.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

October 17, 1962

To The Editor:

In the course of a political campaign, several good ideas are lost in the flurry of speeches and activities. One such idea, which particularly appealed to me, is Mr. Nixon's proposal for a California Legion of Service to help our senior citizens employ their leisure time to greater advantage.

Mr. Nixon made the proposal in his statewide broadcast on the needs of our elderly citizens last October 8, but it was crowded out of most newspapers by his remarks that day on MEET THE PRESS.

On the premise that you might like Mr. Nixon's idea for a California Legion of Service, I have prepared a suggested editorial explaining the proposal. If you like the idea please feel free to use it as is or in any way you may care to write it. I think the idea is important.

Win with Nixon,

Al Moscow  
Administrative Assistant  
to Richard Nixon

SUGGESTED EDITORIAL:

Out of the rough-and-tumble of California's campaign for Governor has come an ingenious proposal to serve both the youth and the Senior Citizens of the State.

This is the meritorious plan of Richard Nixon to organize a "California Legion of Service." It would employ the talent, skills and experience of Senior Citizens in helping young people in need of counseling.

It is a plan that cuts across party lines and is deserving of bi-partisan support at every level of government.

The idea is to mobilize the great force of retired men and women in California, who are searching for a useful occupation of their time, and put them in touch with youngsters anxious for guidance and counseling.

Mr. Nixon notes that Madera County now has a program in which citizens help rehabilitate juvenile offenders. The volunteers in this program discovered that some of these young people had never been to a ball game, or gone fishing, or discussed their problems with an adult. Imagine the impact of a meeting and a working-together between such a youngster and a man in the twilight of his life!

Mr. Nixon would extend this local program statewide and expand it to include instruction in such skills as carpentry and automobile mechanics - not only to juvenile delinquents but to any youngsters in need.

The former Vice President also suggests that a Council, or Board of Directors for the Legion, study community needs throughout the state and then issue calls for volunteers as the need arises.

Thus, the Council might find that a hospital in one community, like ours, could use 50 more nurses. It would then ask the retired nurses in the Legion of Service to volunteer their time. Or the Council might send out a call for 150 retired beauty shop workers to visit "shut ins." Or it might recruit 300 retired teachers to instruct children confined to bed.

A program such as the California Legion of Service, as suggested by Mr. Nixon,

-more-

goes far beyond dollar and cents help for either retired persons or the indigent youngsters. It will help our retired people enjoy their leisure hours by giving them the dignity of work and useful service.

Regardless of party affiliation, or how you intend to vote on November 6, Mr. Nixon's idea for a California Legion of Service is worthy of your support.

This newspaper supports it.

\* \* \* \*

About the only thing that is accurate in Mr. Wyman's frantic efforts in this campaign is his statement that "This will be the dirtiest campaign in California history." He is determined to carry out his prediction by holding a series of press conferences where he hurls wild and reckless distortions of the truth.

-30-

10/18/62

The piece of literature entitled, "Pat Brown and the CDC" was drafted by the campaign organization and not by Murray Chotiner. It is significant that neither Mr. Wyman nor Governor Brown denies the statements attributed to the CDC and to Mr. Brown. Furthermore, they do not deny that Brown did nothing when the resolutions were adopted and in fact, did not repudiate any of them until recently when he was in the midst of a re-election campaign. Neither one denies that Mr. Brown as governor brushed off a voter when an inquiry was made about Brown's stand with the CDC.

Instead, they seek to weasel out of their uncomfortable position by complaining about pictures. The truth is they are pictures of Governor Brown and were used only as illustrative of the actual statements made by him.

If Mr. Brown and his hatchetman, Mr. Wyman, have any complaint, let them fight it out with the CDC.

As far as the Prussion booklet, "California Dynasty of Communism," is concerned, both Brown and Wyman know that the Nixon campaign had absolutely nothing to do with it. It was repudiated immediately and the chairman of the Republican County Central Committee ordered it removed from all Republican headquarters if any were there.

It should be noted that Mr. Prussion is reported in the press as having stated that the Republicans never gave him an order for his booklet but the CDC purchased 1,000 copies. Furthermore, Mr. Brown's quarrel concerning the Prussion booklet is with Mr. Prussion, not with us. Mr. Prussion has invited legal action by anyone named in his booklet. If Mr. Brown has any dispute with Mr. Prussion, he knows what to do.

REPUBLICAN STATE CENTRAL COMMITTEE  
914 South Olive Street  
Los Angeles, California

FOR HIS FRIDAY, OCTOBER 19, 1962

Governor Edmund G. Brown was challenged today to repudiate the support given his re-election campaign by the International Longshoremen and Warehousemen's Union, controlled by "the notorious" Harry Bridges.

Edith Warren Quinn, Chairman of the Child Welfare Commission of the American Legion, said, "The voters should know whether Brown specifically opposes Harry Bridges and the powerful support his left-wing ILWU is giving the Brown candidacy."

The role of the Bridges Union in support of Brown's candidacy was described in an October 7 newspaper column (by Fulton Lewis, Jr.). In that column, it was revealed that Brown, through a press aide named Wayne Harbert, had refused to repudiate the ILWU endorsement.

Mrs. Quinn, of San Diego, said, "What is more astonishing is the fact that Mr. Brown's spokesman, Mr. Harbert, appeared to be unaware of the left-wing nature of this union. All he knew was that Harry Bridges appeared to be a 'controversial character.'

"Is it at all possible that Brown himself is unaware of the nature of this union which is ardently supporting his re-election drive? Surely that cannot be the case.

"Brown is from San Francisco and surely that 'FBI man' he is always quoting must have told him about Harry Bridges," Mrs. Quinn said. "If not, the Governor can familiarize himself with the background of this supporter by reading the published reports of the California Fact Finding Committee on Un-American Activities.

"I am sure the committee's chairman, Democratic Senator Hugh Burns, already has sent him copies of the reports," she said.

TO: Television News Directors

10/19/62

FROM: Sandy Quinn, Nixon for Governor News Bureau

SUBJECT: Film Clips

Enclosed is a 45-second silent film clip of Dick and Pat Nixon aboard the WIN WITH NIXON SPECIAL. The film was made Friday morning in Pico Rivera as the WIN WITH NIXON SPECIAL campaign train began the second day of its 35-hour whistle stop swing of California coastal communities.

Huge crowds of enthusiastic supporters have turned out to hear the former Vice President on this unprecedented 17-stop train tour. This is the longest whistle stop campaign tour ever undertaken by a gubernatorial candidate.

Yesterday, Thursday, the train stopped for trainside rallies in Santa Cruz, Watsonville, Salinas, King City, Paso Robles, San Luis Obispo, Santa Maria, and Santa Barbara.

Today, Friday, the WIN WITH NIXON SPECIAL rolled from Pico Rivera at 9:00 a.m. to rallies in Fullerton, Anaheim, Orange, Santa Ana, San Juan Capistrano, Oceanside, Del Mar, and San Diego. Dick and Pat closed the day with a huge WIN WITH NIXON rally in Riverside.

(Please consult wire for excerpts)

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10/19/62

**NEWS  
RELEASE**

# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

FOR PM'S MONDAY  
OCTOBER 22, 1962

Frank McCoy, a Whittier Democratic official, today charged that Governor Edmund G. Brown "is continuing his election year drift to the middle of the road by failing to campaign for Assemblymen Phillip Burton and John O'Connell."

McCoy, first vice president of the Whittier Democratic Club and a member of the 51st Assembly District Democratic Council, has joined the Democrats for Nixon organization.

He pointed out that Brown said in answer to a question in Los Angeles, Wednesday, October 17 that "I'm not going to campaign for all of them (Democratic candidates) but I'm not going to tell you who they are today."

McCoy said "It is obvious he is referring to Burton and O'Connell, the two ultra liberals who lit the spark under crowds of University of California students the day before they rioted against the House Committee on Un-American activities in San Francisco in May, 1960.

"Burton appeared in a television interview in Los Angeles October 16 and denied flatly that he appeared at the scene of the HCUA hearings. No one claimed he did, but he and O'Connell did speak to a student rally the day before and sympathized with their opposition to HCUA.

"I say that if you let children play with matches, you stand a good chance of having a fire. That's exactly what Burton and O'Connell did," McCoy said.

He said Burton was asked point blank on the interview how he felt about HCUA. "I favor abolishing it," he replied.

McCoy said, "Brown is doing two more flip-flops for the voters. First he is removing his active support for Burton and O'Connell, then he is retracting his sly,  
-MORE-

2-2-2

and completely false hints that Richard Nixon is against pensions and welfare.

When asked directly by an irate pensioner whether Nixon had made such statements, Brown replied that Nixon "didn't say that really."

"The fact is, Nixon has said he is in favor of 'adequate and generous pensions' and wants to cut only the chiselers from the welfare rolls. For anyone to suggest otherwise is completely false and the dirtiest of tactics," McCoy said.

"These are only a few examples of the type of flip-flop leadership we've had in the state capitol for the last four years," McCoy said.

-30-

10/19/62

## NIXON FOR GOVERNOR STAFF DIRECTORY

**EDITORS:** The following is a list of key members of the Nixon for Governor campaign. It may be helpful to you as background information.

**SOUTHERN CALIFORNIA CAMPAIGN CHAIRMAN:** H. C. (Chad) McClellan; a native Californian, was appointed Assistant Secretary of Commerce by President Eisenhower in 1955. In 1958, General Eisenhower appointed him general manager of the American National Exhibition in Moscow, scene of the now famous Nixon-Khrushchev kitchen debates. He is immediate past president of the Los Angeles Chamber of Commerce during which term he was instrumental in negotiations which brought the Brooklyn Dodgers to Los Angeles. Is now President of Old Colony Paint & Chemical Company, Los Angeles.

**NORTHERN CALIFORNIA CAMPAIGN CHAIRMAN:** Andrew Downey Orrick, 44, a San Francisco attorney, was San Francisco Administrator and later a member of the Securities and Exchange Commission during the Eisenhower administration. Was 1952 San Francisco chairman of Citizens for Eisenhower. A graduate of Yale and Hastings College of Law and a partner in the law firm of Orrick, Dahlquist, Herrington and Sutcliffe.

**CAMPAIGN MANAGER:** H. R. (Bob) Haldeman; at 36, is a veteran campaigner with Nixon. He served on the former Vice President's campaign staff in 1956, 1958, and 1960. Took a one-year leave of absence from his position as manager of the Los Angeles office of J. Walter Thompson, an advertising agency. Lives in Pacific Palisades. Native of Los Angeles. Married the former Jo Horton of Los Angeles and has four children. Graduate of UCLA.

**PRESS SECRETARY & SPECIAL ASSISTANT:** Herbert G. Klein, 44 met Richard Nixon while serving as a reporter on the Alhambra Post Advocate during the 1946 campaign for Congress. He has worked in every Nixon campaign since then and was press secretary in the 1960 campaign. Klein has been editor of the San Diego Union since 1959. Born in Los Angeles, he is a graduate of USC, married, has two daughters, is a Commander in the U.S. Naval Reserve and an elder of the La Jolla Presbyterian Church.

**PERSONAL SECRETARY:** Rose Mary Woods is Nixon's "Girl Friday". From Sebring, Ohio, she became Richard Nixon's secretary in 1951 and has traveled on all his campaigns since then as well as on all his trips to foreign countries during his eight years as vice president.

**ADVERTISING DIRECTOR:** Charles Farrington, Jr., 33, has worked in politics and political campaigns since 1953. Most recently as executive director of the Republican Associates of Los Angeles County. Operated his own public relations firm for three years before assuming the Los Angeles Republican Associates position. Married, two children. Attended Washington and Lee University and University of Arizona.

**SOUTHERN CALIFORNIA CAMPAIGN DIRECTOR:** Herbert W. Kalmbach, 40, has been in management work for years as well as practice of law. He was formerly president of Arizona Title Insurance & Trust Company. In 1960, he was Executive Director of Republican Associates of Los Angeles County. He joined the Nixon campaign in November of 1961. Graduated from USC with a Bachelor of Law Degree, is married and has 3 children. He served for more than 5 years in the U.S. Navy as Navy pilot in World War II.

-MORE-

**NIXON STAFF...2**

**SPECIAL ASSISTANT:** Alvin Moscow, 36, of Santa Monica, is special assistant on campaign issues and press relations. He was a reporter for the Associated Press in New York City for eleven years and is the author of several books, including the best-seller "Collision Course". He entered Nixon's gubernatorial campaign after his research efforts on Richard Nixon's book "Six Crises".

**PRESS ASSISTANT:** Richard (Sandy) Quinn, 27, was the first member of Nixon's 1962 staff to be named, and travelled with the candidate throughout the primary. A native of Los Angeles, Quinn attended USC, was News Bureau Manager for Security First National Bank until 1960 when he became Press Relations Director for the Republican State Central Committee. He also served as Press Director of the Republican Research Center in Sacramento during the 1961 Legislature.

**RESEARCH ASSISTANT:** Jerry Reynolds, 33, was a political reporter for United Press International in Sacramento for ten years until 1962. Attended Penn State College, served four years in U.S. Navy Information, married.

**PRESS AIDE:** Ronald Ziegler, 25, served as director of press relations for the Republican State Central Committee in 1961. Was press aide to the Republican legislators in Sacramento during the 1962 Legislature. Attended USC, married.

**ADMINISTRATIVE DIRECTOR:** Sammy Sammelman, graduated from Conaty High School, studied journalism and advertising at USC. After a stint as publicity director with a dress manufacturer, worked for Baus and Ross Company from 1945 until 1961, as production manager and copywriter on both commercial accounts and political campaigns. During that period the firm handled approximately sixty campaigns. In partnership with J. A. Cullen, managed the campaign of Philip Watson for County Assessor until leaving that campaign to join the Nixon staff last January. As administrative director for the campaign, handles production and distribution of campaign materials and office management for State and Southern California Headquarters.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn--Ron Ziegler

FOR MONDAY PM RELEASE, October 22, 1962

Richard Nixon confidently moves into the closing days of the gubernatorial election after five weeks of the most versatile, colorful and concentrated campaigning in the state's political history.

His person-to-person campaign record to date includes:

- 20,640 miles traveled
- personally addressed 534,000 voters
- 32 walkathons through shopping centers, factories, and neighborhoods
- 215,000 hands shaken
- 5 three-hour "no holds barred" telethons, with two left to go
- 35-hour WIN WITH NIXON SPECIAL whistle-stop train tour
- 5 statewide network "Programs for a Greater California" radio broadcasts - two left to go.

Yesterday (Sunday), Nixon outlined his program for "One Million Jobs for Californians" on a statewide radio network. He discussed his action program for meeting the employment needs of California's expanding population and the men and women who are now out of work.

Today (Monday), he begins the week with a three-hour "no holds barred" telethon in the Bay Area. The telethon will be seen over KTVU from 9:30 P.M. to 12:30 A.M.

Tuesday he attends a combined meeting of the Pacific Gas and Electric Company employees and the Pacific Service Employees Association in San Francisco at the PG&E auditorium at noon.

Nixon helicopters to Eldridge in the later afternoon for a visit to the Sonoma State Hospital. He then flies to Los Angeles for a huge WIN WITH NIXON rally at 7:30 P.M. in the Inglewood Women's Club, sponsored by the Westchester and other Southwest area Nixon for Governor committees.

Two major addresses are on his Wednesday schedule in Los Angeles. At 7:30 A.M. he addresses the Southern California Edison Company employees in their

auditorium. The League of California Cities, meeting for their 64th annual conference, will hear him as principal speaker at noon in the Biltmore Hotel.

On Thursday, he begins with an address to the Woodbury College student body in Los Angeles at 10:00 A.M., then an address before a luncheon meeting of the Pico Rivera joint service clubs at the Ramada Inn. He then flies to Ventura for a 3:00 P.M. WIN WITH NIXON rally in front of the County Court House, and then on to San Mateo for a similar event at the San Mateo High School at 8:00 P.M.

Friday morning, Nixon will attend campaign rallies in Fremont at 9:15 A.M.; San Leandro, 10:30 A.M.; Hayward at 11:30 A.M.; and San Ramon at 12:45 P.M.

Friday afternoon will be spent making neighborhood appearances in Contra Costa County, followed by a WIN WITH NIXON rally in Vallejo at 8:00 P.M.

Saturday, Nixon goes to Orange, Riverside and Imperial counties for a round of rallies beginning with a stop at Knott's Berry Farm for a drop-by meeting with Orange County voters at 10:15 A.M.; followed by a flight to Palm City near Palm Desert for a visit to the senior citizens center at noon.

Scheduled for 4:00 P.M., Saturday, is a major address at a WIN WITH NIXON rally at the Mid-Winter Fairgrounds in El Centro. Nixon will wind up his Saturday schedule with an appearance on the Regis Philbin Show at 11:00 P.M.

Sunday, Nixon has scheduled a major television appearance and a statewide radio broadcast. At 5:30 P.M., he will be the guest of television news commentator, Baxter Ward, on ABC's "Press Conference."

In the late afternoon, the former Vice President will close the week when he airs the sixth in a series of white papers entitled, "Programs for a Greater California."

10/22/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

OCTOBER 22, 1962

Pat Nixon's tireless participation in her husband's gubernatorial campaign is attracting statewide attention. Her schedule in the past four weeks has kept her busy from morning to night with coffees, brunches, lunches, teas, and civic receptions. Her popular "Chat With Pat" community coffee hours have attracted up to 2,100 enthusiastic women who want to meet and hear the wife of the former Vice President.

We thought you would be interested in reading some of the most recent press comments:

"If crowd counts indicate anything, the next Governor of California will be Pat Nixon. Pat Nixon has been outdrawing Pat Brown in all the more casual campaign gatherings of late. Not including, of course, those \$100-a-plate dinners. ... Pat Nixon has been bypassing dinners to concentrate on luncheons and teas. She may be the only campaigner to emerge in completely sound health, digestion unimpaired. ..." ----- Dick Nolan, San Francisco Examiner.

"... Pat Nixon, with her "Chats With Pat" meetings is outdrawing the other Pat, the one who's running against her husband. ..." ----- Art Ryon, Los Angeles Times..

"Deputy sheriffs and highway patrolmen today were called to help direct traffic when some 1500 women showed up to shake hands with Mrs. Richard "Pat" Nixon." ----- Los Angeles Herald Examiner .

"Mrs. Pat Nixon, a veteran of many campaigns at the side of her husband, went out by herself Wednesday to meet voters at three "Coffee Hours With Pat." The wife of gubernatorial candidate Richard Nixon met an estimated 2000 women." ----- Los Angeles Times .

"Mrs. Nixon attended the third coffee hour of the day at Pasadena. Once again she resumed her tireless handshaking and greetings.

"Asked how she managed to maintain a rigorous campaign schedule, she replied: 'You work from the minute you get up in the morning, which is early, until very late. People are very stimulating and their enthusiasm carries over.'"

Joan Sweeney, Feature Writer, UP International.

"How would you like to shake hands with some 2000 persons, enplane for another community, meet with a variety of people, sit through a Constitutions Observance Day program, then meet more people, all because you are the wife of the guest speaker, a former Vice President of the United States, and presently candidate for the governorship in California? Well, that was yesterday's story in a nutshell of Pat Nixon, wife of Richard Nixon ... ."----- Joyce Barkley, Enterprise-Record Women's Editor, Chico, California.

"Mrs. Pat Nixon is optimistic about her husband's race for governor because 'the enthusiasm and momentum of a campaign has never been this high' ... ." ----- UPI -- Newport Beach Pilot.

"'When he went to Washington I spent many hours in his office helping him, but always as a volunteer. I was never on the government payroll,' Mrs. (Richard) Nixon said." ----- Carmela T. Martin, Sacramento Bee.

"Whether it was a six-year old boy who offered a cup of ice cream to the 'Golden Lady' while her husband (Richard Nixon) was talking, or the admiring glances which attracted her to a 90-year old woman on the sidelines, Pat was never too occupied to take time to acknowledge them." ----- Helene Kampe, Vista (Calif.) Press.

"Candidate Richard M. Nixon paid tribute Wednesday night to one of his hard-working campaigners -- his wife, Pat. The Republican gubernatorial candidate told nearly 3000 persons attending a rally in Pasadena Civic Auditorium that his wife had shaken hands with 26,000 women in the past three weeks." ----- Santa Monica Evening Outlook.

"Santa Barbara had, indeed, put on its very best shining, just-for-company face to greet Mrs. Richard Milhous Nixon." ----- Santa Barbara News-Press.

Republican State Central Committee  
914 South Olive  
Los Angeles, California

FOR PMS MONDAY, OCTOBER 22, 1962

Governor Edmund G. Brown was challenged today to dispute former President Eisenhower's unqualified endorsement of Richard Nixon as "an able leader, an outstanding executive and a public servant in the finest American tradition."

Sen. John F. McCarthy (R - San Rafael) said, "It is now two weeks since President Eisenhower paid this extraordinary tribute to his former Vice President, yet Brown's gifted phrase-makers have been unable to provide the Governor with any response, taking issue with the General's all-out tribute to Mr. Nixon. In fact, not a peep has been heard about it from anyone in the usually loquacious Brown camp," McCarthy said.

General Eisenhower had also observed that in his eight years as President, Vice President Nixon had been only a heartbeat away from the Presidency. And knowing that fact, the former President added, "I had no worry about the future of the Republic -- should I be removed from life."

McCarthy said that President Eisenhower's endorsement had knocked "a big hole in the preposterous argument that Mr. Nixon, in Governor Brown's words, 'has no experience as a leader in Washington or California.'"

"In view of President Eisenhower's testimonial, does Governor Brown still view Mr. Nixon as lacking experience? Or to put it another way: A man who possesses the qualifications to be President of the United States certainly possesses the necessary qualifications to be Governor of California," McCarthy said.

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# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

TO: News Director

FROM: Sandy Quinn, Nixon for Governor News Bureau

SUBJECT: Film Clips for 10/22/62

Enclosed is a 45-second silent film clip of Richard Nixon's visit to three Negro churches in Oakland and Berkeley. In his remarks to the church congregations, Mr. Nixon pledged to form a "Council of Equality of Opportunity" if elected.

"California cannot afford the moral cost of prejudice and discrimination. It is not enough simply to have laws on the books which say you should not discriminate. One should be against discrimination not because it is the law, but because it is right and good," the former Vice President said.

He said his proposed council would bring together top employers, labor leaders, educators and lawyers "to take the offensive against discrimination."

Mr. Nixon, who conducts a three-hour "no holds barred" telethon in the Bay Area tonight (Monday) visited the Church by the Side of the Road, Berkeley; Taylor Memorial Methodist Church, Oakland; and the Bethel Missionary Baptist Church in Oakland. He returns to Los Angeles tomorrow afternoon for a huge WIN WITH NIXON Rally in Westchester.

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10/22/62

STATE SENATOR JACK F. McCARTHY  
Marin County, California  
Republican Floor Leader,  
California State Senate  
(Republican State Committee - DO 2-5576)  
(San Francisco)

FOR RELEASE TUESDAY, October 23, 1962

Governor Edmund Brown was challenged today by State Senator John F. McCarthy to repudiate support of Governors Ross Barnett of Mississippi and Orval Faubus of Arkansas. Governor Brown had voiced such support when he said on the recent "Meet the Press" show that "it would be a good thing for the country" if only Democratic Governors in all fifty states were elected.

"This is probably the most extraordinary of the many extraordinary statements to emanate from Governor Brown in the course of the current gubernatorial campaign," Senator McCarthy said. "It is particularly revealing since the Governor was on his own and did not have his numerous speechwriters on hand to tell him what to say. In effect, what Brown is advocating is a totalitarian, one-party form of government."

In the course of the "Meet the Press" program, Governor Brown also stated it would be "tragic" to have an opponent of the President sitting in the Governor's chair in Sacramento. "Mr. Brown didn't think it was so 'tragic' back in 1958 when he, a political foe of the then occupant of the White House, President Eisenhower, was elected to the Governorship," McCarthy said.

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# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

FOR AMS TUESDAY, OCTOBER 23

Robert Lewis Stevenson, prominent Beverly Hills Democrat, today challenged Gov. Brown to clarify whether he still harbors presidential ambitions.

"We all know that back in 1959 Brown made no secret of his availability for the Democratic Presidential nomination," Stevenson said.

A lifelong Democrat and 1960 Democratic candidate for Congress, Stevenson recently joined the "Democrats for Nixon" campaign group.

He said that "once bitten, some individuals cannot get the White House bug out of their systems, but even Brown's closest friends must have told him that to have a Pat Brown in the White House would be a completely ludicrous idea."

Brown, in effect, launched his gubernatorial campaign in a speech in Washington, last January, at the National Press Club, a few short blocks from the White House Stevenson said.

"Obviously Governor Brown has been seeking national publicity," he said. "Why? And why has he continued to make trips to Washington? Also, why does he go out of his way to accommodate visiting newsmen with exclusive interviews?"

During one such interview with Eastern reporters last August, Governor Brown was quoted as having said: "My trouble is that I talk too much."

Stevenson also pointed to the fact that, in Brown's current television commercials, the Governor arranged for himself to be described as "the nation's leading Governor."

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"Doesn't this incredibly vain description of himself provide still another significant psychological clue as to the Governor's ultimate intentions?"

Stevenson asked.

"The effort to promote himself as 'the nation's leading Governor', along with his never-ending efforts to obtain a national image, must be linked with Brown's past efforts to obtain his party's Presidential nomination," he said.

10/21/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

FOR RELEASE TUESDAY, OCTOBER 23, 1962

Whittier College alumni are going to bat for their alma mater's most celebrated graduate -- Richard M. Nixon, candidate for Governor of California.

Two leading Whittier businessmen have been named co-chairmen of a Whittier College Alumni for Nixon Committee to boost his campaign. They are Clint Harris, automobile dealer, class of '34 and a classmate of Nixon's, and Hubert Perry, '35, bank manager.

"We are setting up a statewide organization to contact every one of the 7000-plus alumni that we can, requesting them to work with their local Nixon organizations to get out the vote for Dick," the chairmen said in a joint statement.

"We are going to ask each alumnus to talk to at least 10 couples in his behalf. At this crucial time in our State's history, it is imperative we have a man of the stature of Dick Nixon at the head of State government."

John Vaughn, Southern California Contact Chairman of Nixon for Governor, said Whittier alumni may direct inquiries to Nixon's state headquarters at 3908 Wilshire Boulevard, DUnkirk 5-9161.

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REMARKS OF HARRY KEATON  
President, California Young Republicans  
(Palo Alto Young Republicans)  
8:00 P.M. Monday, 10/22/62

FOR TUESDAY A.M.'s  
October 23, 1962

The President of the California Young Republicans today called upon Senator Hugh Burns, Chairman of the California Senate Fact-finding Committee on Un-American Activities, to make public "any information gathered by the Committee on the left-wing California Democratic Council which appears to have a bearhug on the legitimate Democratic party."

Keaton, Los Angeles labor attorney, recalled that Senator Burns had announced in April 1961 that the Fact-finding Committee had been investigating the CDC. Chairman Burns had disclosed the probe in a letter to the late Matt Cvetic, the FBI counter-spy, stating, "Your suggestion is well taken -- the California Democratic Council has been under investigation for some time."

Keaton noted that over a year has passed "without a peep out of the Committee on the progress of its CDC investigation."

"I am aware," Keaton added, "that the Senate Fact-finding Committee on Un-American Activities is due to make its biennial report sometime in 1963. But the CDC and its bearhug on the legitimate Democratic party has become an issue in the current election campaign. In my judgment, the voters are entitled to all information on CDC affairs before, not after, the coming election. In the past, Chairman Burns has stood above party to report the grim facts to the people. The time has again come for another display of non-partisanship," Keaton concluded.

Community lawyers supporting Richard Nixon for Governor, led by Walter L. Gordon Jr. blasted the contention of Pat Brown forces that FEP has made any basic change in the hiring practices of labor and industry. The lawyers pointed out that "In 3 years of FEP administration over 2000 complaints have been filed. Of these complaints only 343 have been solved through conciliation. Not a single employer or labor union has been hauled into court, which can be done under the law." Gordon contends that "this is not real progress but only a smoke screen to get Negro votes. Negro unemployment in spite of the honey-dripping claims of Pat Brown and some labor bosses is actually the highest since the great depression of 1929."

The lawyers, in support of Richard M. Nixon's candidacy for Governor, also stated that "What is needed is a seriously administered FEP that actually is aggressive and productive, not a commission that offers a tongue in check program and allows blown-up claims. In reality this is a smoke-screen behind which demagogues hide claiming to be for Negro rights. What is needed is a Governor who will use his powerful office to encourage and work with industry and unions to use all manpower on an equal and equitable basis. As Chairman of the Government Contracts Commission while Vice President, Nixon received 1,000 complaints of discrimination, 860 of these cases were solved by the Commission under Nixon.

In four years of Pat Brownism not once has he called industry or labor leaders together for getting to the bottom of continuing job discrimination. He has not even established a commission to look into the problem; not one single educational program has been developed to end discrimination in employment. Again Brown's accomplishment in ending job discrimination is no hits, no runs, all errors."

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

FOR WEDNESDAY RELEASE, October 24, 1962

Those "Governor Nixon Plums" you see in markets all over the State are the real thing -- not a campaign gimmick.

John Garabedian, well-known Fresno fruit grower, developed and patented the newest plum harvested in California, and named it after his choice for Governor -- Dick Nixon.

"As far as can be determined, all the Brown administration has developed is lemons," Garabedian said.

Garabedian is active in Fresno County in the Farmers for Nixon campaign.

The new plum, marketed by his firm, Peters & Garabedian, is larger and more colorful than most plums, shading from green to gold to red. It has a surprisingly small seed and a sweet, piquant taste not unlike many tropical fruits.

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

FOR RELEASE  
Wednesday PM's, October 24, 1962

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

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

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

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

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

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

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

FOR WEDNESDAY PM RELEASE  
October 24, 1962

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FOR RELEASE WEDNESDAY AM, OCTOBER 24, 1962

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

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

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

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

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

That's our challenge to Mr. Brown!

10-23-62

REPUBLICAN STATE CENTRAL COMMITTEE  
914 SOUTH OLIVE  
LOS ANGELES

FOR PMS WEDNESDAY, OCT. 24

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

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

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

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

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

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

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

STATEMENT BY HARRY KEATON  
President, California Young Republicans  
Los Angeles, California

FOR THURSDAY AM's  
October 25, 1962

Oct. 24 Valley Cities Jewish Community Center Debate - Keaton  
and Earl Warren, Jr.

"Californians are dismayed at the spectacle over the name of Earl Warren, Chief Judicial officer of the United States, and one of California's greatest governors being dragged into this campaign by implication and inuendoes by desparate Edmund Brown. Perhaps Earl Warren, Jr., Brown's mouthpiece in this deplorable display, may be excused because he is a young neophite in politics.

"But Earl Warren, Jr., as a lawyer should know, and Governor Brown, former Attorney General must know, that these tactics are completely improper because Chief Justice Warren must remain above all partisan politics by virtue of his office and cannot agree or disagree with the implications mouthed by his son.

"I feel certain that Californians have no desire for government by name dropping."

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10/24/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

FOR RELEASE THURSDAY, OCTOBER 25, 1962

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

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

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

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

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

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

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

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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 RELEASE THURSDAY  
October 25, 1962

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

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

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

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

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

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

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

-More-

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

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

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

10/23/1962

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

FOR THURSDAY RELEASE, October 25, 1962

Third and Fourth Grade children, studying "how to be good citizens" at Warner Union School at Warner Springs (San Diego County), took their question directly to one of California's most celebrated native sons -- Richard Nixon.

The former Vice President, impressed by their interest, immediately responded to their query.

In the heavy mail arriving at Nixon campaign headquarters was a letter written on typical ruled schoolroom notepaper. It read:

"Dear Mr. Nixon: We are studying how to be good citizens. We have learned that we should vote for the best man for a job.

"We are going to have our own election for governor. Could you please take the time to write and tell us some of the things you have done that would make you the best governor? Sincerely, Dennis Linton."

Attached were the printed and written names of 22 other children. The teacher, Mrs. Mary Rhodes, added a note of explanation, thusly:

"Ours is a small school in a rural community. Nearly half of the students live on Indian reservations and seldom (if ever) have the opportunity to see politics in action."

Answering that he thought it "gratifying to know that you are preparing now for your future vital role as well informed Americans," Nixon sent details of his "Programs for a Greater California" in such fields as education, law enforcement, welfare, agriculture, business investment and government efficiency.

Nixon said that is one "precinct" he'll watch with unusual interest.

10/22/62

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# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

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

FOR PM RELEASE  
Friday, Oct. 26, 1962

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

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

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

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

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

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

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10/25/62

Republican Truth Squad  
Senator Hotel  
Sacramento, California  
Don Frey

FOR IMMEDIATE RELEASE  
October 24, 1962

SACRAMENTO--In its first press conference today, the Nixon Truth Squad accused Governor Brown of conducting a "hit and myth" campaign - "hitting his opponent with myths that have no basis in reality."

The truth squad, which earlier today accused Brown of being a "political litterbug who has left a disordered trail of half-truths and innuendoes" released a list of ten major Brown "myths" which the members plan to refute in dogging the Governor on his campaign travels.

Senator John F. McCarthy, truth squad leader, stated, "Since Brown has refused a face-to-face confrontation on the issues, we have been forced to take this means of countering his claims. We challenge him to refute the facts we place before the Sacramento public when he arrives later today."

Ten Major Brown Myths and their answers as released by the truth squad:

Myth 1: "There have been no new taxes in three years."

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

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

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

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

Truth: When he campaigned for it in 1960, Brown stated:

-more-

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

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

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

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

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

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

Myth 6: "Nixon will censor school textbooks."

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

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

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

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

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

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

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

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

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

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

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

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

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

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

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

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10/25/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

FOR IMMEDIATE RELEASE

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

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

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

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

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

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

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10/25/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

## RICHARD NIXON PERSON-TO-PERSON CAMPAIGN SCHEDULE

Thursday, October 25 - Sunday, October 28, 1962

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

### Thursday, October 25

LOS ANGELES - VENTURA - SAN MATEO

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

ADDRESS BY RICHARD NIXON

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

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

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

ADDRESS BY RICHARD NIXON

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

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

2:50 p.m. Arrive Oxnard Municipal Airport

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

ADDRESS BY RICHARD NIXON

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

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

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

-more-

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

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

ADDRESS BY RICHARD NIXON

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

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

REMAIN OVERNIGHT

Friday, October 26

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ADDRESS BY RICHARD NIXON

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

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

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

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

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

REMAIN OVERNIGHT

Saturday, October 27

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

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

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

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

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

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

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

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

REMARKS BY RICHARD NIXON

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

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

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

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

ADDRESS BY RICHARD NIXON

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

Takeoff for San Diego - Lindbergh

Arrive San Diego, Lindbergh Field (Fisher Aircraft).

Arrive Mission Valley Inn for staff time.  
857 West Camino del Rio (on US 80 Frontage Road) - Phone: Cypress 8-8281.

Depart Mission Valley Inn.

Arrive Station KOGO, Channel 10, Regis Philbin Program - Highway 94 and 47th Street (CO 2-2421).

RN appearance on Regis Philbin Show - KOGO - Channel 10.

RN concludes appearance on Regis Philbin Show.

Depart Station KOGO for Lindbergh Field.

Takeoff for Los Angeles International Airport  
Garrett Airesearch.

\*Press transportation from airport to downtown Los Angeles will be provided.

October 28

.m. ABC Press Conference - ABC Studios, Los Angeles.

BAY AREA FOR OVERNIGHT - EARLY EVENING

\*\*TENTATIVE SCHEDULE

Monday, October 29 - Saturday, November 3, 1962

Monday, October 29

3:30 a.m. Sacramento Aerojet Appearance.

10:30 p.m. Hollister Win with Nixon Rally.

FLY BACK TO LOS ANGELES - LATE AFTERNOON

Tuesday, October 30

3:00 p.m. Ontario Win with Nixon Rally.

8:00 p.m. East Los Angeles Junior College Rally.

Wednesday, October 31

Morning San Fernando Valley

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

Thursday, November 1

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

FLY TO SAN JOSE - FOR OVERNIGHT

Friday, November 2

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

Saturday, November 3, 1962

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

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

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

FOR RELEASE SUNDAY  
October 28, 1962

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

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

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

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

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

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

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

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

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

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

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

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

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10/26/62

Herbert G. Klein, Press Secretary

FOR IMMEDIATE RELEASE

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

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

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

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

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

10/26/62

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# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

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

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

10/27/62

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# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

**TO: News Directors**

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

**SUBJECT: Film Clip**

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

10/27/62

-30-

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

FOR IMMEDIATE RELEASE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

FOR IMMEDIATE RELEASE

Richard Nixon today expanded his scheduled 3-hour telethon November 3 to an unprecedented five hours to reach additional millions of Californians in his campaign for governor.

It will be the longest telethon of any candidate in California gubernatorial history.

Two hours, from 6:30 p.m. to 8:30 p.m., have been added to the original time from 10 p.m. to 1 a.m. The "Win with Nixon" telecast originates from Station KTTV (Channel 11) in Los Angeles.

Plans are also being made to carry a portion of the telethon in San Diego and San Francisco. The hours will be announced later as air time is cleared.

There will be a statewide radio broadcast on the CBS network simultaneously with the five hours of telethon.

This will be the former Vice President's last telethon in a series of seven in the campaign in which he has presented the facts and issues directly to the people.

He will again answer questions telephoned from the public direct to the studio stage at KTTV.

The battery of telephones will be answered by Nixon-Airs. They will write down the questions and hand them to celebrity guests to read to the candidate in this "no-holds-barred" television marathon.

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10/28/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

FOR WEDNESDAY RELEASE  
October 31

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

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

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

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

10/28/62

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# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

## FACT SHEET

### WIN WITH NIXON TELETHON

Saturday, November 3

6:30-8:30 PM      10 PM- 1 AM

#### Stations:

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

San Francisco TBA

Radio: CBS California network      10 PM - 1 AM

Audience: 7,000,000 viewers and listeners.

Telethon is seventh in a series of seven.

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

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

-MORE-

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

Stars scheduled to appear during telethon:

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

Special  
Pre-Election Night  
Television Rally

Monday, November 5

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

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10/29/62

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Editors:

This week's schedule will wind up Saturday night with a 5-hour, Statewide Win-With-Nixon telethon. The attached fact sheet is for background, column, or editorial purposes.

Herbert G. Klein  
Press Secretary

10/30/62

HERBERT G. KLEIN, Press Secretary

RICHARD NIXON  
PERSON-TO-PERSON CAMPAIGN SCHEDULE

Monday, October 29 - Sunday, November 4, 1962

Monday, October 29, 1962

SACRAMENTO - HOLLISTER

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

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

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

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

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

3:10 p.m. Arrive Hollister Airport

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

ADDRESS BY RICHARD NIXON

4:15 p.m. Depart Hollister Rally

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

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

Tuesday, October 30, 1962

Morning Staff work

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

-more-

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ADDRESS BY RICHARD NIXON

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

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

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

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

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

9:15 p.m. Depart Rally for home

Wednesday, October 31, 1962

NORTH HOLLYWOOD - LODI - SANTA ROSA

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

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

11:15 a.m. Depart North Hollywood Headquarters

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

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

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

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

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

ADDRESS BY RICHARD NIXON

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

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

5:20 p.m. Arrive Santa Rosa Airport

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

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

-more-

3-3-3

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

ADDRESS BY RICHARD NIXON

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

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

REMAIN OVERNIGHT at St. Francis

Thursday, November 1, 1962

ROSEVILLE -- LOS ANGELES - NORWALK - SAN JOSE

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

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

11:05 a.m. Arrive Sacramento Airport

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

ADDRESS BY RICHARD NIXON

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

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

4:30 p.m. Arrive Los Angeles

REMAINDER OF AFTERNOON FOR STAFF WORK

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

9:00 p.m. Depart Rally for Airport

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

11:15 p.m. Arrive San Jose Airport

REMAIN OVERNIGHT at San Jose Hyatt House

Friday, November 2, 1962

SAN JOSE - SANTA CLARA - SAN DIEGO - LOS ANGELES

Morning STAFF TIME

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

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

-more-

4-4-4

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

Saturday, November 3, 1962

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

Sunday, November 4, 1962

No schedule

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

Herbert G. Klein  
Press Secretary

RELEASE TUESDAY PM's  
October 30

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

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

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

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

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

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

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

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

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

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

10/29/62

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# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

FOR IMMEDIATE RELEASE

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

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

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

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

10/29/62

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# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

Statement by H. R. Haldeman

FOR IMMEDIATE RELEASE  
October 29, 1962

This latest deliberate distortion of simple facts is another part of the pattern of lies, innuendoes and out-right smears being used in desperation by the Brown campaign organization.

The simple truth ignored by the Democrats is this: The Nixon campaign for Governor is not costing \$1,440,000 or anything near it. That figure was mentioned many, many months ago as a campaign budget goal for fund-raising purposes.

We are spending only a fraction of that, as the voters will see when we file our statement of campaign expenses with the Secretary of State. The statements will show that Mr. Brown's spending is double that of our campaign.

The sworn statements on primary campaign expenditures revealed that the Brown campaign out-spent us then, even when Mr. Brown had no real opposition.

Our only campaign concern is the Brown slush fund of money from out-of-state. The statements of Brown aides to the press say they are spending \$1,700,000 and \$2,000,000. This is even more than they, in their preposterous exaggeration, charge us with.

Jesse Unruh is quoted as saying: "We've got the money for once, and we'll probably spend 25% of it on election day."

The Democrats--again according to published press reports--are using paid workers to get out their vote, in contrast to our volunteers. They are offering the highest price for votes in California history.

Mr. Brown has contracted for \$287,000 in spot television commercials--out-spending us here by about three-to-one. He is committed to spending \$141,000 in Los Angeles alone, and reports in the trade indicate that in a last minute fund blitz they may seek to sell the faltering Brown candidacy with \$50,000 more in 20-second spots.

This latest deliberate distortion of simple facts appears to be part of the Brown smear-a-day campaign.

**NEWS  
RELEASE**

# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MAdison 7-0924

FOR IMMEDIATE RELEASE

Merritt K. Ruddock, Belvedere, chairman of the Northern California Democrats for Nixon, today said there was nothing spurious or reckless about Mr. Nixon's call for all Californians to support President Kennedy in this time of national urgency.

Mr. Brown has conveniently forgotten the April 20th Nixon meeting with the president of the Cuban build-up and again his September 18th press conference on the communist menace in Cuba.

Governor Brown pooh-poohed these statements as campaign oratory and he continues in this vein in his latest charge of partisan politics by Mr. Nixon when he speaks out on the Cuban crisis to bring the benefit of his experience with Communism to Californians. Mr. Nixon's words impressed Democrats, Republicans and Independents alike as an eloquent and timely call for calm, reasoning and unified support at a time when Governor Brown was taking a Cuban cram course hoping to learn the difference between Cuba and Catalina.

These early warnings demonstrate the realism in Mr. Nixon's view of the Communist menace be it state, national or international. It emphasizes his experienced talents in dealing with the Communist and left wing symphthaizers.

"This is one more important piece of proof that Richard Nixon's approach is realistic and his experience had prepared him fully to deal with this kind of problem in this state.

MORE

"Governor Brown is not unpatriotic," Ruddock asserted, "but he certainly is naive when it comes to national and international matters that have almost a minute-to-minute impact on California, its industry, its citizens and its future."

"Instead, Brown is the epitome of instant indecision on matters affecting us at home and abroad," Ruddock said.

10/29/52

**NEWS  
RELEASE**

# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MAdison 7-0924

FOR IMMEDIATE RELEASE

Z. Wayne Griffin, chairman of the Southern California Democrats for Nixon said that Governor Brown is trying to compare his own briefing on the Cuban crisis with Richard Nixon's 14 years of state, national and international experience.

"Brown charged Mr. Nixon with harping on national affairs when he should have been talking state issues. But when California's attention turned to the Cuban crisis, Brown suddenly found it expedient to become a 24-hour authority on international affairs," Griffin declared.

"Brown, in trying to downgrade Mr. Nixon's statements on Cuba shows completely how unaware he was until the disaster broke over our heads. He has used a cheap political attack," Griffin said, "in a situation that calls for wise, calm wisdom rather than irresponsible political statements such as those issued by Governor Brown."

As far back as April 20th, Richard Nixon warned of the Soviet infiltration into Cuba. Until now, Governor Brown has dismissed it as 'campaign talk.'

"I am shocked that Brown would label Nixon's statements on the Cuban crisis as 'campaign oratory,' particularly when the President has called for unity among our citizens.

"Brown is obviously attempting to conceal his own inadequacy on national affairs," Griffin said.

10/29/62

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**NEWS  
RELEASE**

# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

Z. Wayne Griffin, Southern California Chairman  
Merritt Ruddock, Northern California Chairman

FOR AM RELEASE  
Tuesday, October 30, 1962

Six major charges, including one of negligence in civil defense, were levelled against the Brown Administration last night during a telecast sponsored by the Democrats for Nixon Committee headed by Z. Wayne Griffin and Merritt Ruddock.

The program, called "The Making of the Governor" and telecast in Los Angeles (KTTV), San Francisco - Oakland (KTVU) and San Diego (KFMB-TV), was described by Griffin and Ruddock as "documented proof that Mr. Brown is allowing himself to be manipulated by a New York pollster to cover-up for deficiencies in his administration."

During the half-hour documentary, Lloyd Nolan and Victor Jory revealed for the first time that Brown's strategy as Governor and as a campaigner has been directed by a secret report compiled by Lou Harris, Madison Avenue public relations pollster.

The Harris image of Brown included losing weight and seeking help from President Kennedy and his Cabinet. The result has been a "new Brown" image. During the program, the secret Harris Report was widely quoted

In the Democratic-sponsored telecast, Nolan and Jory also charged that:

1. Allan Jonas, Brown appointee to the \$17,640 a year job as state disaster director, has been guilty of "gross negligence in the handling of blood plasma."
2. That Governor Edmund G. Brown's 1958 campaign had benefited from the receipt of a \$50,000 loan from a defense contractor.

- More -

3. That Governor Brown and his administration allowed millions of dollars in losses to be suffered by California investors by failing to move quickly to investigate the financial manipulations of trust deed ten percenters.

4. That Governor Brown took a fishing trip in 1961 on a yacht owned by an oil company doing business with the state of California, a trip about which Governor Brown has indignantly refused to answer questions.

5. That Governor Brown in his television commercials is using "a fraudulent, untruthful, pictorial representation, the kind of phony TV commercial which only a few years ago brought the wrath of Congress down on Madison Avenue's soap salesmen."

# # # # #

The program quoted Jonas as testifying a year ago that if an enemy chose to launch an attack the State of California would be caught "completely naked."

The program claimed that there has been no noticeable change for the better in the operations of the Civil Disaster office.

The program also charged the California Disaster Office "with gross negligence in the matter of blood plasma". It cited published reports indicating that blood plasma purchased for civil defense medical stockpiles was allowed to lose its potency and then had to be converted to other uses.

"In 1952, the state purchased some 38,000 units of plasma for stockpiles to be used in treating disaster victims. The cost was over one million dollars of which both the state and federal government paid about half.

"The guaranteed potency of the plasma expired in 1957. Allan Jonas, Governor Brown's appointee as State Disaster Director, did nothing about it until 1961 when he turned over the questionable plasma to a private laboratory in Los Angeles. The deal was for the laboratory to convert the plasma into serum albumen for treating shock --

- More -

in return for a costly by-product, gamma globulin, used in treating measles.

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

The telecast said that these crucial questions had been raised by the Allan Jonas deal;

"If in 1952 some 38,000 units of blood plasma were required for Civil Defense, then in view of the state's enormous increase in population, what are California's stockpile requirements now -- ten years later? Are those requirements being fulfilled?"

The program noted that in answer to a recent questionnaire in the Long Beach Press-Telegram and Independent, Governor Brown had said he had never "received or solicited funds from government contractors." He also opposed loans by government contractors to public officials or members of their families.

A photostatic reproduction of a statement of Receipts and Expenditures filed by Brown's 1958 campaign committee was displayed in the program and revealed that Nat R. Dumont, a major defense contractor, had loaned \$55,000 to help elect Brown Governor in 1958. Brown at that time was California Attorney General.

"We are waiting to hear from Mr. Brown his explanation of how the \$55,000 loan from a defense contractor happened to be made in his behalf in 1958. If the Governor fails to provide an explanation, we assume that the press of California, including the Long Beach Independent Press Telegram, will play its traditional role -- as Pat Brown pointed out -- of 'protecting the public interest at all levels of government,' the program said.

The program noted that on March 30, 1961, Attorney General Mosk reported that the financial manipulations of the trust deed ten percenters may have cost some 20,000 California investors as much as \$17,500,000. The program then stated the losses which Mr. Mosk mentioned could easily "have been prevented if the State of California through the Corporations Commissioner appointed by the Governor and the Attorney General had moved early."

"In January, 1958 the United States Securities and Exchange Commission filed its first suit against the Los Angeles Trust Deed and Mortgage Exchange. Yet, this company -- for some reason -- was permitted to continue to solicit funds from investors.

"It was not until December 10, 1959, that Governor Brown's Commissioner of Corporations issued an order prohibiting Los Angeles Trust Deed and Mortgage Exchange from further sale of certain trust deed notes to the public.

"For many of the 20,000 California investors it was too late. Their investments in enterprises which they considered safe -- went down the drain.

"The title to thousands of homes of small home owners was thrown into question by these 10% manipulators.

"We are entitled to ask why Governor Brown's Administration did not move earlier to protect 20,000 California investors.

"1. Crimmins, Kent, Bradley and Burns, the law firm of Roger Kent who was Democratic State Vice Chairman at the time, was the attorney for Western Certificate Funds, Inc., one of the trust deed companies adjudged bankrupt April 19, 1961.

"2. Fred Zweiback, who was executive secretary to Lieutenant Governor Anderson of California from January 1959 to June 1960, resigned and became Vice

President of Western Trust Deed Corporation and Western Certificate Funds, Inc.

3. Marvin L. Holen was the attorney for Los Angeles Trust Deed and Mortgage Exchange. In 1958 and 1959 Mr. Holen was named as counsel for State Legislative Committees by Jesse Unruh, now Democratic Speaker of the Assembly."

According to the broadcast, the yacht on which Governor Brown took a fishing trip last year was owned by an oil company doing business with the state of California, but when Governor Brown was asked about this trip he angrily refused to reply, stating "I don't have to answer that."

The program charged that one of Brown's television spot announcements on water shows him in front of Mulholland spillway, taking credit for a non-partisan water project.

"The Mulholland spillway was dedicated in 1913 when Hiram Johnson was Governor of California and Pat Brown was in knickers just starting school.

"Thus we are presented with probably the biggest hoax of the 1962 California campaign. A TV forgery bought and paid for by the Brown for Governor Committee," the program said.

The Harris Report is a confidential document advising Governor Brown on his strategy during his gubernatorial campaign. It also advised him on how to change his "image". It was prepared secretly by the Public Opinion Pollster Lou Harris of N. Y. and paid for by the Brown forces.

The Harris Report contained a long discussion entitled "Profiles of Nixon and Brown." It had this to say:

"The positives in the Nixon profile are that he has had experience as Vice President, a mark that having served in that high post, he is certainly qualified to

serve as Governor... There are better than four times as many people who are positive about Nixon on the count of experience than are negative.

"Observation: Obviously it would be a serious mistake for the Democrats to attack Nixon on the element of experience. This is his strongest asset."

The Harris Report, according to the broadcast, had dealt with Governor Brown and his record on narcotics enforcement. It stated that the Governor had made "no progress" in convincing the electorate that he had been forceful in this area.

The telecast then noted that as a result of the Harris Report: "Governor Brown flew off to Washington in the middle of the campaign to attend a so-called White House conference on narcotics -- a conference which, by the way, solved nothing, but which obviously was supposed to help Brown's new image as a foe of the dope peddlers."

The program also quoted the Lou Harris report as stating: "We would recommend in the strongest possible terms that the President be urged to come into California as often and as late as his schedule will permit to campaign for Pat Brown."

FOR FLAT AM RELEASE  
November 1, 1962

The co-chairmen of the Democrats for Nixon today challenged Governor Edmund G. Brown to say whether he denies any statement in the pamphlet "Pat Brown and the CDC!"

In a joint statement, Z. Wayne Griffin and Merritt K. Ruddock said:

Every statement in this pamphlet is documented. While there has been much smoke regarding a picture in the brochure, no one, including the Governor, has denied the accuracy of the statements.

Does the Governor deny that on March 3, 1961 he made these statements:

1. "I want this organization (CDC) to flourish and grow."
2. "I am a champion of the CDC."
3. "I want to help it (the CDC) and I want to protect it."
4. "The CDC is my strong right arm."

Does the Governor deny that the CDC 1961 policy statement called for: the "eventual admission of Communist China to the United Nations?"

Does he deny the statements of the 1960 CDC conference which called for the abolishment of the House Unamerican Activities committee, the suspension of nuclear weapons tests and the abolishment of state and federal non-disloyalty oaths.

The pamphlet also says:

"Brown now says he doesn't agree with five of the stands taken by the CDC, but he did nothing when the resolutions were adopted; he did not oppose them at the time; he did not repudiate them until now when he is running for re-election."

-MORE-

2-2-2

We challenge the Governor to dispute a word in the pamphlet. It is an accurate appraisal of what he has said. A request for a restraining order against this pamphlet is nothing less than a desperate attempt to cover up the Governor's association with the CDC. If not why does he seek to suppress a document which simply quotes him and the California Democratic Council.

We would ask again, does he now say that the California Democratic Council, with its dangerous theories, is not his strong right arm? Is he for or against it and its policies? Has the Governor vacillated again.

-30-

10/31/62

STATEMENT BY HARRY KEATON,  
President, Young Republicans of California  
Press Conference  
October 31, 1962

For Immediate Release

A reform program to get politics out of the handling of the state's business

California must have a program designed to remove political pressure and favoritism from the state's business. Each year the state enters into contracts for goods and services involving many hundreds of millions of dollars. Each year numerous franchises worth millions of dollars to the recipients are granted by the State of California. The decisions made by state officials and employees in entering into such contracts and granting such franchises must be free from political pressures to the greatest extent possible.

Unfortunately today far too often decisions appear to be based on factors removed from the actual merits. In too many cases our fine state employees have no protection from actual or potential pressure by political friends of the administration. Existing statutes fail to protect the public adequately against conflicts of interest affecting those who handle the public's business.

Governor Brown has closed his eyes to this problem. He has permitted it to grow to monstrous proportions. His only answer to exposure of conflicts of interest or political favoritism seems to be that it is none of his business. Because of the size of our population and the enormous influx of new residents, the problem is far greater in this state than in any other.

California needs a Governor who makes it his business to see to it that state contracts are made on the merits and franchises of all sorts granted in full public view. We cannot wait until the legal but unethical conduct of today becomes the scandal of tomorrow. Because of these facts, a group of attorneys has drafted the following proposal of a reform program to get politics out of the state's business. This program has been worked out with, and has the full approval of, Richard Nixon.

If implemented, we are convinced that it will make California first in the nation in honest administration free to the greatest extent possible from political considerations.

Two major problem areas must be tackled:

1. Protecting and immunizing from political pressures or threats state employees who make decisions on such matters as government contracts and granting of various types of franchises.
2. Preventing the existence of any conflict between the interests

of the state in matters handled by state officers and employees, and the personal interests of such officers and employees.

We propose the establishment of a blue ribbon commission appointed by the Governor composed of outstanding citizens assisted by the finest experts in this field that can be found in California as well as throughout the nation to draft a comprehensive program for the solution of these problems.

The following are among objectives for the Commission:

1. Decisions on granting of government contracts and franchises based on specific objective standards.
2. Prohibition of secret approaches of government officials and employees by persons seeking favors in the granting of contracts or franchises.
3. Decisions relating to the granting of contracts and franchises made publicly, based on the record and not at secret meetings with interested parties.
4. Disclosure by top level state officers of personal business interests or outside employment which could affect their official decision or efficiency.
5. Disclosure, or prohibition, of loans by government contractors to state officials or to the campaigns of candidates for statewide office.
6. A new efficient and effective State Corrupt Practices Act which will be a model for the other states to follow.

Among those participating in the preparation of this material are the following: Robert D. Burch, Vincent C. Page, Myrl R. Scott, Clifford R. Anderson, Jr., Harry Keaton.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

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

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

Mr. Nixon's statement is an excerpt of remarks this morning to a gathering of more than 700 supporters at the North Hollywood Nixon-for-Governor Headquarters.

His statement is particularly timely as it refers to the smears now being voiced by his opponent.

-30-

10/31/62

NIXON FOR GOVERNOR  
PRESS RELEASE

3908 Wilshire Boulevard  
Los Angeles 5, California  
DU 5-9161  
Contact: Sandy Quinn -- Ron Ziegler

(EDITORS: Complete press facilities will be available at KTTV studios during the telethon. You are invited to attend and cover this important campaign event. Arrangements can be made by phoning Sandy Quinn at the Nixon for Governor News Bureau, DU 5-9161.)

For Release Thursday, Nov. 1

Richard Nixon will be joined by sixteen well known motion picture and television personalities on his "no holds barred" telethon Saturday, Nov. 3.

The telethon, last in a series of seven live question and answer telecasts, will originate in Los Angeles from 6:30 to 8:30 p.m. and from 10:00 p.m. to 1:00 a.m. over station KTTV, Channel 11. It also will be simultaneously broadcast on radio stations KNX and KFI from 10:00 p.m. to 1:00 a.m.

A special statewide TV network will enable an estimated seven million to view the candidate's five hour telethon throughout California:

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

Scheduled to appear with the former Vice-President are: Pat Boone, Chuck Connors, Jeanne Crain, Tom Duggan, Rhonda Flemming, Coleen Grey, Victor Jory, Jeanette MacDonald, Constance Moore, Dennis Morgan, Lloyd Nolan, John Payne, Jackie Robinson, Ginger Rogers, Cesar Romero and Efrem Zimbalist, Jr.

The six previous Win With Nixon telethons, held in major cities throughout the state, have been seen or heard by an estimated 4.8 million persons.

Also appearing on the program with Nixon will be Mayor George Christopher of San Francisco, candidate for lieutenant governor; John Buserud, candidate for state treasurer, and Tom Coakley, candidate for attorney general.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

Dear Mayor:

Richard Nixon greatly appreciates your endorsement of his candidacy for Governor of California. We are naturally desirous that as many people as possible in your community are aware of your valued support.

I would greatly appreciate it if you would give to your local newspapers and radio and television stations a news release similar to the attached announcing your endorsement.

Sincerely yours,

Herbert G. Klein  
Press Secretary

October 31, 1962

Mayor \_\_\_\_\_ of \_\_\_\_\_  
today announced his endorsement of Richard Nixon for Governor of  
California and predicted victory for the former Vice President at  
the November 6th election.

"California desperately needs the strong leadership that Dick  
Nixon can provide," Mayor \_\_\_\_\_ declared.

"As a non-partisan office holder, I still have the responsibility  
of letting the people know my views on important matters. I also  
believe that Mr. Nixon is the best qualified by experience and proven  
ability to best serve the interests of State government.

"In the recent days of the Cuban crisis, I was particularly  
impressed by Richard Nixon's accurate analysis and firm leadership,  
in contrast to the woeful inadequacies of the present administration,  
especially in the field of Civil Defense."

Mayor \_\_\_\_\_ is one of 27 mayors of Los Angeles  
County cities who has endorsed Nixon for Governor.

\* \* \*

Statement by  
Mr. Elwood Wilson,  
Past President,  
California Citizens Freeway Association

RELEASE:

"In a recent letter to The Citizens' Freeway Association, Governor Brown claimed that his administration can take pride in the way freeways have been located in the past four years. He said:

'It is always easy to find the shortest, lowest-cost route, but this is only the beginning point. I can't think of a freeway which has been located during the four years of my term without considering other values such as economic benefits, the character of the community, park and school influences, the number of improvements taken, the number of families displaced, historic structures or areas, if any, to be affected, esthetic and other elements. There may be some such short route in rural areas but, none come to mind in built-up areas or recreational areas.'

"This statement is clearly false. Brown's record proves it false. Citizens of Chico, Monterey, Rincon, Tuolumne County, San Francisco, Fremont and countless other communities, know that Mr. Brown is not telling the truth.

"The fact is that Governor Brown has been completely indifferent to the cries of citizens, cities, counties and colleges who have been trampled on by the state's freeway engineers.

"He says the situation is beyond his ability to control. That I believe.

"But a governor who is willing to take the responsibility can prevent freeways from destroying historic campuses like Mills College; a decisive governor can strongly represent the desires of all the people in demanding that local community plans be honored and considered by the engineers, before land is condemned and buildings are demolished.

"The record shows the governor's administration has not given the problem of freeway location the kind of attention it deserves. The following are a few of the flagrant cases that have been placed before him. He has neglected to lift his finger on behalf of any of those who petitioned him:

- "1. Chico: Brown refused to help prevent a freeway from plowing a wide swath through the center of a fine, historic recreational park.
- "2. Monterey: Instead of helping, Brown threatens to take the 'state money' to another part of the state if the local citizens don't stop protesting

"a huge freeway interchange (one of six in five miles) called 'the can of worms' that would eradicate a fine private school (attended by the governor's daughter), a beautiful lagoon, and a sizable segment of this historic city -- on a freeway that runs out into the country and stops in the middle of nowhere.

- "3. Rincon: Brown washed his hands of a citizens' plea to avoid a freeway location that would have needlessly destroyed fine homes, in a location opposed by the supervisors and planning commissioners of two counties. The citizens won their fight, but no thanks to the head-in-the-sand tactics of Mr. Brown.
- "4. Mills College: Thousands of Californians have been dismayed to learn that a slice of this beautiful, 80 year old campus is to become a freeway. Trucks will rumble within a few feet of Mills' music building. This needless waste of our educational resources has been brought to Brown's attention repeatedly, but he's still hoping the problem will go away and leave him alone.

"And the same pattern of Brown indifference is seen in freeway controversies in Sacramento, San Francisco and forty (40) other places.

"Is it true that the governor's office is powerless to help?

Location of freeways is up to the Highway Commission, but it is everybody's business, including the governor's. The Commissioners are governor-appointed. The governor should speak up for the people in these cases. When Brown does not, he does not serve the people.

"California's governor should seek legislation to correct these abuses permanently. Brown will not; he has said and proved that Democratic Senator Collier and the Highway Commission are in full control as far as he is concerned. He has silently permitted corrective legislation to be watered down or killed in the past.

"California's governor must be vitally interested in preventing further damage to the face of our state. The governor can do much to make this a better place to live, to preserve neighborhoods, schools, parks and natural beauty.

"An indifferent governor has done much to lose them in the past four years.

"His false claims to the contrary will be disbelieved by every citizen who looks about him."

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C O P Y

CALIFORNIA CITIZENS FREEWAY ASSOCIATION

RICHARD NIXON

October 20, 1962

Mr. James T. Lindsey  
President  
California Citizens Freeway Association  
Suite 302  
Granada Building  
Santa Barbara, California

Dear Mr. Lindsey:

It is a pleasure to give you my answers to the four questions of interest to the members of the California Citizens Freeway Association.

As you know, I have spoken in detail on these questions on my telethons throughout the state and in a major address, "The Face of California," which was broadcast on October 14. I would be delighted to make the full text of this radio program available to any of your members who may not be familiar with its contents.

The basic premise of my transportation program is that Californians deserve dynamic leadership that will preserve and improve the natural and man-made beauty of our state. One important reason why over 1,000 people a day move to California is that our state is a pleasant place to live. California state government has the obligation to see that it remains so.

The state must not be indifferent to the wishes of our local communities when choosing locations and designs of its freeways and other structures. The Governor does not have to live with a state-built eyesore, but the local people do. Therefore, such factors as the character of a community must be considered in this far-reaching state program.

Now, in answer to your specific questions.

Question 1.

I believe, and have repeatedly stated, that local people must have a greater voice in all freeway issues that intimately affect their lives.

To achieve this goal, I have outlined six exact guidelines for government to follow and five specific procedures on freeway construction.

Question 2.

These are the six questions or guidelines that must be given greater consideration in weighing the pros and cons of a proposed freeway with regard to both location and design:

- (1) How will the freeway affect homes, neighborhoods and communities?
- (2) How will the freeway affect individual property values, personal income, and farm lands?
- (3) How will the freeway affect the tax revenue of local governments?
- (4) How will the freeway affect the scenic beauty of an area?
- (5) How will the freeway affect existing recreational areas and historic landmarks?
- (6) How will the freeway tie in with regional and local comprehensive plans?

These are five procedures to insure that local people get full and fair consideration:

1. Hearings at the locale of the proposed project, after adequate notice, should be conducted by an impartial examiner.
2. Hearings should be conducted with the same regard for due process of law that we have in our court rooms.

3. No rights-of-way should be condemned until a highway project has received final approval.
4. Threats of withdrawal of highway funds or promises of extra highway expenditures must not be used to solicit local agreement for freeway routing.
5. No funds for any highway public relations activities other than purely informational programs should be authorized.

Question 3.

While I resist turning the Highway Commission into a political football, and favor keeping the Commission removed from partisan politics, I believe that the Legislature can responsibly examine its operations and make appropriate recommendations.

Question 4.

As Governor, I will carefully consider any legislative proposal regarding our freeway system and will take whatever action I feel is necessary, in the best interests of the people of California and within my constitutional authority, to implement the policy I have set forth in Question 2.

In conclusion, let me assure all your members that as Governor I look forward to four years of mutual respect and cooperation with the California Citizens Freeway Association.

Sincerely,

Richard Nixon

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STATE OF CALIFORNIA  
Governor's Office  
Sacramento

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October 23, 1962

Mr. James T. Lindsey, President  
California Citizens Freeway Association  
Suite 302  
Granada Building  
Santa Barbara, California

Dear Mr. Lindsey:

I am happy to have your recent letter asking me to answer four questions.

May I say at the outset that through our current hearing procedures we try hard to draw the public in our freeway planning process, and I appreciate the interest of your group in the total highway program.

Here are the questions you asked and my answers:

1. Question: Are you willing to allow to the local authorities more voice in disputed freeway designs and locations?

Answer: Certainly I am, if an orderly process could be adopted on a Statewide basis. To make such a revision in procedure workable, we would require the support and concurrence of the League of California Cities and the County Supervisors' Association. My Public Works people have been working with these Associations for many months on possible constructive improvements in the Federal-State-local partnership here in California. If any such changes required revision in the law, of course the Legislature would have to make that decision.

2. Question: Do you recognize that there are other community values to be considered besides distances, speed and lowest cost?

Answer: Of course I do. It is always easy to find the shortest, lowest-cost route, but this is only the beginning point. I can't think of a freeway which has been located during the four years of my term without considering other values such as economic benefits, the character of the community, park and school influences, the number of improvements taken, the number of families displaced, historic structures or areas, if any, to be affected, esthetics and other elements. There may be some such short routes in rural areas but, none come to mind in built-up areas or recreational areas.

- More -

3. Question: If reelected, would you urge the legislature to examine the operation of the Highway Commission in fixing freeway locations and designs?

Answer: As you probably know, I did this last April in a letter to both Houses of the Legislature, which was released to the press. You know that the Legislature now has continuing committees on transportation and highways, and this is one of their continuing responsibilities.

4. Question: If such investigation showed basis for complaints made against the Highway Commission, would you urge remedial legislation?

Answer: Yes.

Sincerely,

/S/ Edmund G. Brown

EDMUND G. BROWN, Governor

Via Air Mail

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# NIXON FOR GOVERNOR

**NEWS  
RELEASE**

III -

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

News Bureau: Sandy Quinn -- Ron Ziegler

Statement by RICHARD NIXON  
October 31, 1962

FOR IMMEDIATE RELEASE

I predict that in the next five days my opponents will launch the most massive campaign of fear and smear in the history of California elections.

Having been informed by their pollsters that they are now running behind and seeing that their workers are apathetic and they cannot attract crowds they are resorting to a desperate last minute scare campaign.

I have been conducting my campaign on the issues. Up and down the state I have been presenting my 21 detailed "Programs for a Greater California."

But it is time to fight back and rip off the grotesque Halloween mask that my opponents have designed to frighten the voters.

Based on a detailed analysis of 4,400 questions that were telephoned to me on my six telethons, here are seven lies that are being used in a statewide attempt to scare the voters with a phony chamber of horrors. From the similar wording and frequency pattern it is clear that this whispering campaign is being planned and executed by professional hatchetmen.

Lie 1: They attempt to scare union members by manufacturing the lie that I support right-to-work laws.

Lie 2: They attempt to scare old people by manufacturing the lie that I will cut off pension.

Lie 3: They attempt to scare defense workers by manufacturing the lie that the state will loose contracts when I am elected.

Lie 4: They attempt to scare the blind by manufacturing the lie that I will abolish their public assistance.

Lie 5: They attempt to scare parents and teachers by manufacturing the lie that I will be a dictator over local school districts.

Lie 6: They attempt to scare the news media by manufacturing the lie that I am for suspension of the press.

Lie 7: They attempt to scare state career employees by manufacturing the lie that I am going to fire them.

It is the cheapest sort of Tammany Hall tactics to run a campaign to lead the first state in the nation like a kid's game of trick or treat.

But Californians will be no more frightened by this kind of grotesque behavior than they are by the ghosts and goblins that will appear on this Halloween night.

10/31/62

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MEMO TO THE PRESS

Harry Keaton, President of the California Young Republicans, will hold a press conference at 1:00 p.m., Wednesday, October 31, in the Press Room of the Ambassador Hotel.

Mr. Keaton will present a specific and constructive program to provide safeguards against political influences in the handling of the state's business.

The program presented by Mr. Keaton will be of major importance to the gubernatorial campaign.

Keaton Press Conference

1:00 p.m. - Wednesday, 10/31/62

Press Room, Ambassador Hotel

Contact: Sandy Quinn, DUnkirk 5-9161

FOR RELEASE

Thursday, November 1, 1962

Democrats for Nixon today challenged Governor Brown to name those Democratic candidates for whom he said he was not campaigning.

"This is a remarkable statement," said Z. Wayne Griffin of Los Angeles, chairman of the Democrats for Nixon Committee. "It deserves amplification."

Brown made the statement recently in reply to a question at a Los Angeles luncheon. The Governor said: "It troubles me that there is so much partisanship in the world today. I used to be a Republican and I have voted for Republicans. I'm not campaigning for all Democrats. But don't ask me who they are. I won't tell you."

Said Mr. Griffin: "I am also troubled about the amount of partisanship exhibited today. That is why an increasing number of Democrats such as myself have decided to vote for the best man for Governor, Richard M. Nixon."

"However, as the leader of his party in California, Governor Brown has an obligation to announce the names of those Democratic candidates for whom he will not campaign and why he has decided not to do so.

"The record shows that Governor Brown is supporting the candidacies of John A. O'Connell and Phillip Burton, both of San Francisco. These men are leftwing extremists. They both participated in the events which led to the notorious San Francisco riots of 1960. Yet Governor Brown has announced he is supporting them 'unequivocally.'

"These questions, therefore, must be asked: Is Governor Brown giving similar unequivocal support to the conservative candidates of his party? Does he intend to campaign for them?"

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10/31/62

COMPLAINT  
OF  
VIOLATIONS  
OF  
CODE OF FAIR ELECTION PRACTICES

H. R. Haldeman  
Campaign Manager, Nixon for Governor  
October 31, 1962

CODE OF FAIR CAMPAIGN PRACTICES

There are basic principles of decency, honesty and fair play which every candidate for public office in the United States has a moral obligation to observe and uphold, in order that, after vigorously contested but fairly conducted campaigns, our citizens may exercise their constitutional right to a free and untrammelled choice and the will of the people may be fully and clearly expressed on the issues before the Country.

THEREFORE:

I SHALL CONDUCT my campaign in the best American tradition, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing without fear or favor the record and policies of my opponent and his party which merit such criticism.

I SHALL DEFEND AND UPHOLD the right of every qualified American voter to full and equal participation in the electoral process.

I SHALL CONDEMN the use of personal vilification, character defamation, whispering campaigns, libel, slander, or scurrilous attacks on any candidate or his personal or family life.

I SHALL CONDEMN the use of campaign material of any sort which misrepresents, distorts, or otherwise falsifies the facts regarding any candidate, as well as the use of malicious or unfounded accusations against any candidate which aim at creating or exploiting doubts, without justification, as to his loyalty and patriotism.

I SHALL CONDEMN any appeal to prejudice based on race, creed, or national origin.

I SHALL CONDEMN any dishonest or unethical practice which tends to corrupt or undermine our American system of free elections or which hampers or prevents the full and free expression of the will of the voters.

I SHALL IMMEDIATELY AND PUBLICLY REPUDIATE support deriving from any individual or group which resorts, on behalf of my candidacy or in opposition to that of my opponent, to the methods and tactics which I condemn.

I, the undersigned, candidate for election to public office in the United States of America, hereby endorse, subscribe to, and solemnly pledge myself to conduct my campaigns in accordance with the above principles and practices, so help me God.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
/s/ Edmund G. (Pat) Brown  
Signature

COMPLAINT OF VIOLATIONS OF CODE OF FAIR CAMPAIGN  
PRACTICES

As campaign manager for Richard Nixon, I vigorously protest the campaign practices of Edmund Brown and his publicists, which are violations of the Code of Fair Campaign Practices which Mr. Brown voluntarily signed. The instances of deliberate falsehood and distortion we herewith present for your attention are not isolated cases of "honest mistake". Specifically, the Code of Fair Campaign Practices has been violated by Mr. Brown, as follows:

(1) A violation of the third, sixth and seventh principles:

Serious distortions of fact are contained in a current radio commercial for Mr. Brown. A copy of the text is attached (Exhibit "A") and should be considered in connection with this complaint.

Specifically the text falsely implies that both publications mentioned are attributable to the Nixon campaign.

The pamphlet "California Dynasty of Communism" by Karl Prussion, has no connection with the Nixon campaign and has been condemned and repudiated by Mr. Nixon. Any innuendo to the contrary is false.

The pictures contained in the Anti-CDC pamphlet issued by our campaign are not "faked". They are pictures of Mr. Brown that are completely unretouched and unaltered. It is flagrantly improper to call these pictures "forgery", as the commercial does.

The pamphlet contains pictures of Mr. Brown used illustratively to show his long-time applause of the policies of the C.D.C. As an illustration it is not false, fake, unreal, a forgery or deliberately doctored. The radio commercial should be severely censured as a clear violation of the principles of your Code.

(2) A violation of the fourth principle:

On October 12, 1962, in Salinas over KSBW-TV (and on subsequent occasions, we believe) Edmund Brown himself narrated a film showing the "accomplishments of his administration." Among the false claims by Mr. Brown were:

(a) That a senior citizens' building shown and said to be in Seaside (it was actually in Pacific Grove) was attributable to Brown's efforts. According to State Senator Fred Farr (D-Carmel), Brown's administration had nothing whatsoever to do with it.

(b) That the Monterey Research Park was a result of his administration's efforts. This statement is absolutely false. This project is entirely a result of local cooperation between The City of Monterey and Del Monte Properties Company. Brown's administration had nothing whatsoever to do with it.

(3) A violation of the fourth, sixth and seventh principles:

One "John J. Keller" signed a letter dated September 25, 1962, from a purported "Republican Committee to Re-elect Governor Brown", 140 Montgomery Street, San Francisco 4, California. Mr. Keller was a registered Democrat and voted as such in the primary election in June of 1962.

(4) A violation of the fourth, fifth and seventh principles:

The Keller letter was sent to citizens of Polish ancestry. It enclosed a smear sheet headed, "Nixon has supported discriminatory immigration laws." It purports to cite Mr. Nixon's legislative record, but it does so falsely, in a manner calculated to appeal to prejudice based on national origin. This sheet's description of the effect of a recomittal to committee and the effect of override of a Truman veto on immigrants is grossly misleading and untrue.

(MORE)

(5) A violation of the fourth principle

In a television commercial being run throughout the state, Mr. Brown is depicted standing in front of the Mulholland Dam Spillway while the oral text contends that this and other structures were the result of Mr. Brown's efforts. The statement given, and the total implication of the commercial, are false. The structure involved was built when Mr. Brown was eight years old.

(6) A violation of the fourth and seventh principles:

Edmund Brown, his Vice-Chairman George McLain, and his publicists have repeatedly published false and distorted material alleging that Mr. Nixon advocates a reduction of pensions and other benefits for the elderly. Attached as Exhibit "B" are samples of this material. Mr. Nixon has advocated removing the unqualified and ineligible from state welfare rolls. He has never made any statements to support the misrepresentations of Mr. McLain, Mr. Brown and their people concerning this subject.

Similar, more detailed statements of this kind were made by Mr. McLain at Fresno on Saturday, October 27 before an audience. In substance he said that, if elected, Mr. Nixon would take from the elderly "all your benefits". Mr. McLain then took a collection of \$1,100 from the pensioners present, for Mr. Brown's benefit.

Mr. Brown made such statements before the Baptist Ministers' Alliance in Los Angeles, where he also grossly misrepresented Mr. Nixon's position regarding fair employment practices.

(7) A violation of the fourth principle:

Mr. Brown, in recorded television commercials, has falsely inferred by the use of background photographs and spoken text that he and his administration are responsible for the establishment of free education in the State of California. This false contention would be laughable if it were not seriously repeatedly being made on a state-wide basis at present.

(8) A violation of the third, fourth and seventh principles:

While Mr. Brown has not personally had the courage to charge Mr. Nixon with wrong-doing in this connection, he has encouraged (and failed to repudiate) the circulation of defamatory and libelous copy alleging that Mr. Nixon or his family acted improperly in connection with his family's financial misfortune in 1956.

Copies of some of this material are attached hereto as Exhibit "C".

This is precisely the kind of political conduct condemned by Mr. Brown himself when he signed The Code of Fair Campaign Practices.

The innuendo that, as Vice President, Mr. Nixon could have, or did, favor an airline or contractor is absolutely false. It is unsupported by any evidence because it is untrue. Mr. Brown's publicists and workers do not offer any evidence; there is none to give because the contemptible slur is a lie.

When given an opportunity to make the charge and prove it, on state-wide television, Mr. Brown reddened and denied that he made the charge. Yet he has violated the Code by failing to clearly repudiate "the use of personal vilification, character defamation, whispering campaigns, libel, slander or scurrilous attacks on (the) candidate or his personal or family life" by Brown's political associates.

(9) A violation of the seventh principle:

Mr. Nixon has vigorously repudiated a pamphlet by Karl Prussian entitled "California Dynasty of Communism". Yet Democratic officials

(MORE)

principally Mr. Brown and Eugene Wyman, Democratic State Chairman, have persistently attacked this book while criticizing other pamphlets which are actually campaign material of the Nixon organization and which are responsibly critical of Mr. Brown's position on issues. This is a devious, brazen and irresponsible effort to associate Mr. Nixon with the Prussion pamphlet for which no one can or will claim he has a bit of responsibility.

Of some interest is the fact that Karl Prussion, the pamphlet's author, stated in a press conference he had received no orders from Republican organizations, but that the California Democratic Council had ordered 1,000 copies.

(10) A violation of the fourth principle:

Upon his return to the State last weekend, Mr. Brown issued a statement to the press. In one paragraph he complained that while his back was turned "tens of thousands" of pieces of campaign literature were mailed "by my opposition" accusing Brown of being soft on Communism.

(The only such accusation of this kind being made is found in the Prussion Book, "California Dynasty of Communism", which has no connection with the Nixon campaign whatsoever.)

In the next breath, Mr. Brown criticized Mr. Nixon, his opponent, for making a statement on Cuba without the permission of the President.

The innuendo is that the Nixon campaign issued the Prussion book. It is clever but a demonstrably false innuendo. It deserves condemnation under The Code of Fair Practice.

(11) A violation of the fourth principle:

Eugene Wyman, State Chairman of the Democratic Central Committee, falsely charged on KTTV-TV Los Angeles that Mr. Nixon had once labeled Harry Truman "a traitor". Mr. Wyman was speaking on behalf of Mr. Brown's candidacy. Mr. Brown has failed to correct or repudiate this misrepresentation.

(12) A violation of the first, third and fourth principles:

Mr. Brown has stated repeatedly, as have his campaign associates, that Mr. Nixon has accused him of being "soft on communism". This is a lie. Mr. Nixon has stated clearly, emphatically and repeatedly that he has no quarrel with Brown's loyalty or his opposition to Communism. This difference is over programs to combat communism and their appraisal of the severity of the communist menace. Mr. Brown's misrepresentation of Mr. Nixon's position is a flagrant violation of Paragraphs 1, 3 and 4 of the solemn pledge which Brown signed.

We respectfully submit that your Code, voluntarily adopted by Mr. Brown, should be adhered to by all candidates. Only by your censure of these flagrant violations by Mr. Brown and his publicists will the Code have the meaning and value it deserves.

/s/ H. R. Haldeman

H. R. HALDEMAN

Statement by RICHARD NIXON  
November 1, 1962

FOR IMMEDIATE RELEASE

The statements by Mr. Brown that California's Civil Defense program is "unexcelled" in the nation and that "it is safe to say that the state of California is substantially the leader among the 50 states" in civil defense are shocking attempts to hoodwink the people of California into a false sense of security.

These are the most cynically false statements he has made in his entire career as Governor of this State.

The truth is that Mr. Brown's record in civil defense is one of personal confusion, vacillation and failure to back up his public statements with action. California, instead of leading the nation in civil defense as we should because of our concentration of defense industries, has one of the most inadequate civil defense programs of all the industrial states.

This is why I have proposed a positive seven-point program to close the serious civil defense gap that has developed during Mr. Brown's administration.

Here is the major 14 charge indictment of Brown's conduct in failing to assure the safety of all our citizens in the event of nuclear attack.

1. During the Brown administration, the state budget for the California Disaster Office has been reduced by 20%.
2. Brown's budgetary requests and appropriated budgets for the California Disaster Office have been lower than under the two preceding state administrations.
3. Under Brown, in 1960 the Civil Defense budget dropped below \$1 million for the first time since 1951.
4. The extent of Brown's concern for the civil defense protection of California, as reflected in the budget of the California Disaster Office, amounts to 5.9 cents per person.
5. Brown has entrusted the direction of California's Civil Defense to a man

who (a) has no background or training in civil defense (he is a former New York advertising man); (b) has a real estate business on the side while receiving \$17,640 a year from the state; (c) has mired the Civil Defense program in partisan politics and is presently under investigation by the United States Civil Service Commission.

6. New York, with the same population, is outspending California for civil defense protection by at least 100 to 1.

7. While California has made virtually no progress in shelter construction, this is New York's record:

- (a) Shelters now in 80% of New York's state armories;
- (b) Shelters now in five out of six state police barracks;
- (c) Shelters now in the plans for all new New York state university buildings;
- (d) Shelters now in the plans for all new state buildings in New York;
- (e) An average of two to three contracts signed each day for shelters within the past year in New York.

8. In the first two years under Brown, only 3,526 people had taken the prescribed adult course in civil defense, while in New York 180,000 people completed the course in one year alone.

9. Brown's attitude of "let Washington do it" has allowed our state to go unprotected while he waits in vain for Federal action.

- (a) On October 17, 1961, he said, "I will continue to develop our state position so that when there is Federal funding we are ready to use it... the shelter problem for communities is a responsibility of the Federal Government."
- (b) As recently as July, 1962, the Director of the California Disaster Office reported Brown's attitude was still that no emergency actions should be taken pending the development of federal plans. He said, "It would be improper to spend state dollars for programs the Federal Government might duplicate."

10. In 1960, Brown appointed a State Shelter Study Committee, which made seven recommendations that require state action. By the time of the Cuban crisis last week, there was little if any implementation on five of these seven important recommendations.

11. In 1961, Brown participated in a meeting of the Governor's Civil Defense Committee that called on all Governors to take five Civil Defense actions. Yet he has taken no significant action in California in any of these areas.

12. Brown's reorganization of State government has placed an added layer of bureaucracy between the Governor and the California Disaster Office.

13. In the 1961 legislative session, Brown's lack of leadership resulted in the failure of seven out of eight civil defense measures.

14. Brown has been totally ineffective in showing any Civil Defense leadership in his party's councils:

- (a) His Speaker of the Assembly fought for the complete elimination of the budget for the California Disaster Office in 1960.
- (b) The California Young Democrats' Convention condemned the entire Federal fall-out shelter program.
- (c) The Northern California ADA Chapter called on Brown to exclude Civil Defense from the special session of the Legislature in 1962.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

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

Enclosed is a 45 second sound-on-film clip of Richard Nixon for immediate release.

Mr. Nixon's statement reveals that \$300,000 is being spent to hire workers on election day in a last minute attempt to buy the Governorship.

The statement is an excerpt of a speech made this afternoon to a Roseville Nixon for Governor Rally.

11/1/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

News Bureau: Sandy Quinn-- Ron Ziegler

HERB KLEIN, Press Secretary  
MAYORS ENDORSE NIXON

FOR FLAT A.M. RELEASE  
Friday, November 2, 1962

Mayor Talmage V. Burke, of Alhambra, announcing the endorsement of 27 mayors in Los Angeles County for Richard Nixon, today complained of a "lack of consistent support on civil defense from the Brown administration.

Mayor Burke, Chairman of the Mayors' Committee of Los Angeles endorsing Richard Nixon for Governor, declared:

"It was the thought of the mayors that as non-partison office holders, we still had the responsibility of letting our views be known to the public.

"We are convinced that Mr. Nixon is better qualified by experience and proven ability to serve the best interests of our state government."

Mayor Burke said it was his own view that the recent Cuban crisis revealed the "woeful lack of leadership in civil defense from Sacramento. This has compelled me to speak out.

"The plain fact of the matter is there has been no civil defense at all," Mayor Burke said. "Instead of leadership from the state, we have had nothing but confusion and delays.

"This became fearfully plain last week when people tried to find shelters and civil defense instruction--and discovered there was none.

"Because of this lack of leadership on civil defense and on so many other California problems, my fellow mayors and myself look

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with anticipation to the election of Richard Nixon next Tuesday," Mayor Burke said.

The mayors endorsing Richard Nixon are: Talmage V. Burke, of Alhambra; Leroy H. Watson of Beverly Hills,; Rollin P. Eckis, of Bradbury, Ben Corbin of Downey; William H. Lancaster of Duarte; Arthur R. Kellogg of Huntington Park; Richard H. Diaz of Irwindale; David H. Spring of La Puente; Thomas L. Thorp of Lawndale; Arnold C. Andersen of Rosemead.

Also, Gordon W. McGinley of San Gabriel; Harry W. Hitchcock of San Marino; Grace H. Wilson of Santa Fe Springs; Leland R. Weaver of Southgate; Joseph C. Partsch of South Pasadena; Jack R. Tyrell of Temple City, Robert J. Furlong of Vernon.

And George E. Hartstone of Hidden Hills; Seth I. Colver of Covina; Wilburn E. Baker of El Segundo; H. F. B. Roessler of Palos Verdes Estates; Louis Spane of Paramount; Stanley W. Plummer of San Dimas; Lloyd A. Manning of Pico-Rivera; Thomas M. McCarthy of Santa Monica; Kenneth J. Beyer of Claremont, and Williams Howard Peters of Glendale.

11/1/62

V. John Krehbiel, immediate past Chairman of the Republican State Control Committee, urged all residents in Los Angeles County to unite behind Proposition 23 to cure what he labeled "the worst modern example of 'taxation without representation.'"

Six million people in Los Angeles County are now represented by one State Senator while one million people residing in rural counties have 15 Senators," Krehbiel emphasized.

Proposition No. 23 provides for more adequate representation for the people of urban areas by increasing the membership of the State Senate from 40 to 50, the 10 additional senators to be apportioned among the most heavily populated counties. It protects the rural area population by a 6-senator limit to any one county and a 3-county limit to any one district.

"Great injustice to the people of our county has resulted from this rurally dominated Senate," Krehbiel claimed, and he cited the fact that "while Los Angeles gets \$10.50 per car from State Highway Funds, a rural area gets as much as \$804.00 per car."

"Proposition 23 provides a sensible, fair way to correct the geographical complexion of our State Senate -- an action we had best take ourselves before the Courts decide to do it for us," Krehbiel concluded.

\* \* \* \*

V. John Krehbiel  
330 East Green Street  
Pasadena, California

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

November 2, 1962

TO: RADIO NEWS DIRECTORS  
FROM: SANDY QUINN, NIXON FOR GOVERNOR NEWS BUREAU  
SUBJECT: TAPED INTERVIEW WITH DICK NIXON

We have had many requests for Dick Nixon's views on the major issues of the current gubernatorial campaign.

Enclosed are a series of answers to suggested questions for an "open-end" interview, which you may be interested in using on your station in the closing days of the campaign.

The taped answers could also be used individually as election wrap-ups on the views of the former Vice-President regarding major issues.

The enclosed tape also includes two statements by former President Dwight Eisenhower regarding 1) the Kennedy administration and 2) Dick Nixon's candidacy for Governor.

11/2/62

- 3) Much has been said throughout this campaign about job opportunities in California and whether our business climate is attracting the new business investment needed for our growing population. Would you state your views on this subject?

(Answer covers unemployment, the job gap, taxes, government spending, economic development and Mr. Nixon's proposals.)

TIME OF ANSWER: 2:27

Opening cue: First, I want to make it absolutely clear...

Closing cue:- .....and this is California's destiny.

- 4) What, in your opinion, have been the accomplishments of the Brown administration?

(Answer covers state spending, taxes, and Mr. Nixon's proposals)

TIME OF ANSWER: 2:09

Opening cue: He has first increased government spending....

Closing cue: ....Californians can get a tax reduction within the next four years.

EISENHOWER:

- 1) Would you assess the first two years of the Kennedy administration?

TIME OF ANSWER: 1:04

- 2) Do you think Dick Nixon will make a good Governor for California?

TIME OF ANSWER: :09

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

FOR RELEASE FRIDAY

November 2

Paul W. Johnson, Sr., President of Local 1553 of the Electronics and Space Technicians Union, today was named Chairman of Richard M. Nixon's Labor Committee.

Johnson said, "Dick Nixon holds the promise of breaking the chains threatening to strangle organized labor in California, and has my unqualified endorsement for the office of governor in the November 6 election."

Johnson's union, largest local of the International Carpenters Union, AFL-CIO, is the bargaining unit for 15,000 aerospace workers in Southern California.

At the same time, Clayton Thomason, business agent for the Scenic and Title Artists, Local 816, was named to Johnson's Labor Steering Committee.

Johnson said organized labor is caught in the "steel-cold grip of a ramrodding federal government," while Governor Brown stands by in "weak-kneed indifference."

"This icy grip is choking the future of organized labor and threatens to make free collective bargaining a hollow shell, with terms dictated by a handful of non-workers who know more about what's best for us than we do," Johnson said.

"Richard Nixon can and will reverse this dangerous trend, returning collective bargaining to its rightful position in our democratic structure," he said.

-More-

Johnson said another reason for his decision to support Nixon was "Brown's inaction" in the legislature that resulted in the death of a Defense Production Act provision.

"Brown could have broken the stalemate and women in bargaining units in the defense industry would have been permitted to work overtime if and when it was available," he said.

Instead, Johnson said, "Brown's shortsightedness resulted in the death of a defence provision designed for just such a situation as the present Cuban crisis if a defense speed-up were to be ordered."

Johnson said, "Dick Nixon has assured me personally that if he is elected he will do all in his power to return to all women ... the right to compete with men for overtime and in other categories on an equal basis."

10/31/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

November 2, 1962

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

Enclosed is a 44-second sound on film excerpt of Richard Nixon's remarks at a noon rally in Santa Clara (11/2/62).

The statement assails the "hit and run" campaign tactics of Edmund Brown during the last few days.

The excerpt includes:

"Look at the tactics of the Governor in the last few days. He charges smear and yet refuses to meet me in man to man debate. I believe that the people of California want a man as Governor that makes his own decisions, fights his own battles and is willing to meet his opponent in debate....."

Text of telegram sent to each Los Angeles County Candidate for State Office:

To correct any false impressions created by articles in Sunday newspapers, the undersigned wish to advise you that out of all funds under the direction of URFC, including all the proceeds thus far collected by the Nixon and Goldwater dinners, each Republican candidate for the assembly, state senate, board of equilization and the six constitutional officers, including Nixon, has received allocations in cash or credit in exact proportion to each participant's percentage as set forth in the approved URFC budget. The distributions to all such candidates were made at the same times except that the first distribution to Nixon was made later than the first distribution to the other candidates. The October 26 distribution to assembly candidates and others running for state offices have temporarily made the distributions to them greater in proportion to their URFC budgets than the distributions to congressional candidates. Every effort is being made to increase the contributions to URFC general funds out of which it is hoped to make further distributions to congressional candidates to bring their distributions up to the same proportion of their budgets as has already been done for candidates for the assembly and other state offices.

Franklin Donnell, Chairman of  
The Budget and Expenditures  
Committee of URFC

Herbert Sturdy, General Counsel  
of URFC

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler  
Statement by HERBERT G. KLEIN FOR IMMEDIATE RELEASE  
Press Secretary to RICHARD NIXON November 3, 1962

There isn't a shread of truth in the Wyman statement. This phony poll story is the latest and most cynical chapter in this last minute series of deliberate lies and smears by the Brown hatchetmen. Frankly, I think that the public resents this Brown assumption that there is a sucker born every moment.

The fact is that we have taken no formal poll. We have had volunteers make telephone calls to Democrats. Statewide results of this massive survey still are being compiled. Our report on 120,000 calls to Democrats in Southern California shows that Richard Nixon will win a minimum of 23 percent of the Democratic vote. With this vote, Richard Nixon will win an overwhelming victory Tuesday.

In counties such as Imperial, the survey shows Nixon carrying as much as 32 percent of the Democratic vote.

The only formal poll Mr. Nixon places any faith in takes place on election day.

The other strong indicator of a Nixon victory is the size of the crowds he has been drawing. This was the tipoff in 1948 of a Truman victory and it is the tipoff this year of a sizeable Nixon victory.

In every city where both candidates have appeared and there is valid ground for comparison, Nixon crowds have been at least three times larger than those of Governor Brown. Reporters can document this.

There is no question but that the ground swell of enthusiasm in the grass roots indicates that the Nixon voters will turn out in record numbers. Mr. Brown apparently has not been able to generate this type of enthusiasm and thus has turned even to hiring precinct workers in a desperate attempt to get out a vote.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

NIXON FOR GOVERNOR HEADQUARTERS  
COMMENT ON THE BENSON BOOK

FOR IMMEDIATE RELEASE

No one at the Nixon campaign headquarters has read the book as yet, but we understand that Ezra Taft Benson is supporting Mr. Nixon's candidacy for Governor.

Two weeks ago he wrote a letter to Mrs. William Langston Bents of Balboa, California, saying:

"In writing the book, Cross Fire, I have tried to be as objective, honest and forthright as possible.

"I have a high regard for Vice President Nixon and believe he would make a good Governor. Were I a citizen of California he would certainly have my support."

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11/2/62



# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MAdison 7-0924

FOR SATURDAY RELEASE  
November 3

Y. Frank Freeman, vice president of Paramount Pictures and a life-long Democrat, today announced his support of Richard Nixon and urged fellow members of the motion picture industry to join him in "assuring that California will be an opportunity state for incoming job seekers in the years ahead."

"As a businessman, I believe that Dick Nixon can give our state the leadership necessary to attract new investment, new plants and new business which will help guarantee the jobs required by the first state in the nation," Freeman said.

"We cannot expect new business to move to California from other parts of the country simply because our weather is nice. We must hold the line on taxes and do everything possible to assist business investors. It is my opinion the free enterprise system is in jeopardy under the present administration in California.

"Dick Nixon is my choice to give us the leadership which will stop this and bring California back to Californians," Freeman said.

10/31/62

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# NIXON FOR GOVERNOR

NEWS  
RELEASE

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

FOR FLAT AM RELEASE  
November 3, 1962

Superior Court Judge Kenneth Chantry today issued a restraining order against the Democratic State Central Committee and its leaders from further distributing two anti-Nixon pieces of literature which allegedly violate the elections code.

The restraining order was issued after H. R. Haldeman, Campaign manager of the Nixon-for-Governor Committee, filed a \$2 million damage suit against the Democratic State Committee and Eugene Wyman, Democratic State Chairman; Roger Kent, Northern California Democratic Chairman; and Elizabeth Rudel Gatov, Democratic National Committeewoman.

Haldeman charged the Democrats with "a conspiracy to violate the elections code and to distribute false election propaganda."

Haldeman declared: "The two papers in question are both smear sheets of the sort typically used by a desperate campaign in its dying hours. The Brown organization has gone to tremendous expense to print thousands of copies and hire people to stuff them into mail boxes. If the material was really this important, it is strange that distribution was delayed until the final days of the campaign.

"Jesse Unruh, Co-Chairman of the Get Out the Vote Committee of the Democratic State Central Committee will, I understand, be named as Doe #1 and also restrained in this case since one of the smear sheets is being distributed with Unruh's marked ballot which tries to tell people who to vote for in all the non-partisan offices, such as judge, as well as how to vote on every proposition."

11/2/62

REPUBLICAN STATE CENTRAL COMMITTEE  
914 South Olive  
Los Angeles

FOR IMMEDIATE RELEASE

The State Vice Chairman of the Republican Party today asked Governor Edmund G. Brown to "repudiate the attack on Richard Nixon by the Communist Party. "

Dr. Gaylord Parkinson of San Diego said "when Mr. Brown was attacked in a booklet titled 'California Dynasty of Communism' Nixon was quick to repudiate the document.

"Now Nixon is the victim of a vicious attack in the 'People's World,' the Communist Party's official West Coast publication. There is considerable evidence that this newspaper is being distributed widely throughout Southern California.

"Governor Brown should repudiate this newspaper attacking Nixon as Mr. Nixon repudiated the booklet attacking Brown," Parkinson said.



# DEMOCRATS *for* NIXON

641 South Flower Street • Los Angeles 17, California • MADison 7-0924

For RELEASE SUNDAY  
November 4th

William H. Ware, Democratic candidate for Secretary of State who got 400,000 votes in the primary election, today announced his support of Richard M. Nixon for governor.

Ware said, "I am pleased to support Richard Nixon as the man I feel can put the proper controls on internal communism in California, discredit their left-wing dupes, and break the hold of the California Democratic Council (CDC) on the Democratic Party in California."

Ware, who opposed Don Rose in the Democratic Primary for Secretary of State, said "we must return California politics to those candidates selected by a bona-fide draft of the people rather than those selected by a boss-ridden machine.

"I am one who knows," Ware said. "Any candidate who does not have the blessing of the CDC is marked to receive the cold shoulder from the Democratic machine and almost always is beaten."

"By its deeds, the CDC has become an organization that is not good for the Democratic Party -- an organization whose principles and pronouncements must be rejected. This can only be done by massive repudiation at the polls," Ware said.

He said, "candidates endorsed by the CDC are obligated to follow the council's policies after election.

"For Governor Brown, Controller Alan Cranston, Attorney General Mosk and State Senator Richard Richards to repudiate some of the positions of the CDC without rejecting its support and endorsement is not good enough.

"We must stop the CDC right now by rejecting it completely. This is why I urge all responsible Democrats to vote for Richard Nixon for governor," Ware said.

10/31/62

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REPUBLICAN STATE CENTRAL COMMITTEE OF CALIFORNIA  
914 S. Olive St.  
Los Angeles 15  
(Betty Williams, MA 5-1251)

FOR A.M.'s SUNDAY, NOVEMBER 4, 1962

Assemblyman Harold K. Levering today said he planned to "bring to the attention of the Legislature instances of shady State leasing practices.

"There is considerable evidence that in the leasing of private property for state use, the State has largely ignored the principle of competitive bidding, and has leased some facilities on the basis of political favoritism," Levering said.

A member of the Republican "Truth Squad" commenting on the Brown Administration, Levering said he planned to bring "this new evidence of government by crony" to the attention of the voters.

Levering cited as an example the leasing of land and a building constructed to state specifications in the city of Hawthorne, home of Lt. Gov. Glenn Anderson, for the State Department of Vehicles.

Levering said the lease given to the Village Realty Company, Los Angeles, "will cost the state about \$20,000 more over its 10-year duration than another lower and better offer which was rejected."

He said the lease went to an A. Edward Schiesel "in a mysterious series of circumstances. The State Department of Finance recommended against a \$990 a month lease to Schiesel as being 'excessive and unrealistic.'

"Later, Schiesel wrote a letter to the office of Gov. Edmund G. Brown saying "the Governor should be apprised of unrealistic approaches," and pointed out that he "chauffeured" Brown around Los Angeles during his campaign for Attorney General and was "a founding member" of the District Democratic machinery.

"In three months, the judgement of the Department of Finance was over-turned and Schiesel got the lease signed Aug. 31, 1961, despite the fact  
(MORE)

that George L. Graziadio, Jr. had made a lower bid of \$950 a month in offering property with more acceptable facilities," Levering said.

"Not only was the lease granted to the less-than-best bidder, but Schiesel was permitted to change his case three months later to make necessary corrections enabling him to meet the state's specifications.

"Then Schiesel sold his property and lease to the Franklin Life Insurance Co. for \$80,000, a profit in excess of \$30,000," Levering said.

He said, "All of this is fact, and I can prove it. I call on the state administration now to stop the political handling of state business and return these matters to the proper competitive bidding procedures."

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10/31/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

Statement by  
STATE SENATOR JOHN F. MC CARTHY

FOR MONDAY A.M. RELEASE  
November 5, 1962

State Senator John F. McCarthy, Republican Senate leader, today predicted an overwhelming victory for Richard Nixon in the Tuesday election for the governorship of California.

McCarthy said, "I have just completed a series of calls throughout the state to candidates running for the state Assembly and Senate, their reaction and observation to Mr. Nixon's campaign was one of confidence and victory.

"They all indicated there is tremendous enthusiasm among the workers in their areas and a great desire to get the vote out on election day for Richard Nixon and the entire Republican ticket.

McCarthy said he "also based his prediction on the intensiveness of the campaign Richard Nixon has waged, the number of personal contacts he has made, and the tremendous response of the crowds he has addressed in every corner of the state. In every city where both candidates have appeared and there is valid ground for comparison, Nixon crowds have been at least three times larger than those of Governor Brown.

"Just as importantly, I base my prediction of victory on the fact that Richard Nixon is offering California, soon to be the first state in the nation, a first rate program for sound government -- a program for progress based on experience and leadership -- leadership which this state needs so badly and the people of California want," McCarthy said.

Taking note of a California opinion poll which shows Brown leading over Nixon, McCarthy said, "This is the same poll which wrongly predicted President Kennedy would win in California in 1960."

# NIXON FOR GOVERNOR

NEWS  
RELEASE

III-

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

Herbert G. Klein  
Press Secretary

RELEASE MONDAY AM's  
November 5, 1962

Telephone survey reports taken during the weekend confirm a major swing of undecided voters to Richard M. Nixon in his race for governor, it was reported Sunday by Herbert G. Klein, Nixon press secretary.

In his own comment, Nixon said:

"The only question in Tuesday's election is the size of the victory. I am confident that I will win by a sizeable majority.

"The enthusiasm of our volunteers, both Democrats and Republicans, and the dramatic swing of undecided voters as our campaign hits its peak assures victory. From every county I have had reports that there will be a heavy turnout of our voters, in most cases larger than in 1960."

Tonight Nixon will bring his campaign to a dramatic climax with a special statewide television program at 9:30 PM.

The program will originate in Los Angeles (KTTV Channel 11) and will be carried live over a statewide network to San Francisco-Oakland (KTVU Channel 2), San Diego (KFMB-TV Channel 8), Sacramento (KRCA-TV Channel 3) and Fresno (KFRE-TV Channel 30).

"A statewide telephonic survey, including 310,000 telephone calls to Democrats, shows Nixon carrying 21.8 percent of the Democrats who list themselves as decided. It shows percentages of undecided ranging in varied areas from nine to 19 percent, and it reveals heavy Democratic apathy for the Brown campaign," Klein said.

During this weekend the volunteers have made spot telephone checks with 5500 of the undecided Democrats. They show a dramatic 3-1 swing to Nixon, more than enough for a Nixon sweep Tuesday," Klein said.

Calls made Sunday showed that the five-hour Nixon telethon Saturday night was the most significant single factor in swaying the undecided voters into support of Nixon, according to H. R. Haldeman, Nixon campaign manager, who directed the study.

"Rating surveys of the viewing audience for the telethon showed it to be the largest ever to see a California political program," Haldeman said. "Four and three-quarter million Californians watched and listened to the

-more-

five hour telethon. "

Nixon chairmen were swamped with calls from volunteers after the former Vice President's appeal for thousands of additional workers to assist in the precincts Tuesday. Special preparations are being made to handle the calls in the headquarters Monday morning, Haldeman said.

"The most used single comment our telephonic check found regarding the telethon was that it presented "the kind of talk we have been wanting to hear on the issues instead of personalities." Haldeman reported.

During the weekend Nixon also received a "grass roots report" from his committee of 27 Los Angeles County mayors, headed by Mayor Talmage V. Burke of Alhambra.

"Our mayors are the best judges of the soundings in the local precincts," Burke said. "My calls to them during the weekend brought predictions that in every city covered, Nixon will lead his opponent by a larger margin than in 1960," Burke said.

"In their Sunday checks the mayors found a swing of undecided voters to Nixon. They also found particular enthusiasm among their constituents for the Nixon program of strong civil defense to end Sacramento indecisiveness and for the strong Nixon law enforcement program. Our local police officers need support from Sacramento to assist them in the war against crime," Burke said.

Nixon is scheduled today to make a tour of six Southern California headquarters ending in his home town of Whittier.

The headquarters blitz will include stops at Culver City, 3890 Main Street, at 9 AM; Lynwood, 11121 Long Beach Boulevard at 10:15 AM; Compton, 735 E. Compton Boulevard, 10:30 AM; Norwalk, 11802 Rosecrans Boulevard, 11:30 AM; and Whittier, 125 S. Greenleaf Street at 12:30 PM.

During Nixon's border-to-border campaign he will have travelled 30,690 miles and personally addressed 621,000 voters. He has made 38 walkathons through shopping centers, factories, downtown streets, the Los Angeles produce market and varied farm centers.

# NIXON FOR GOVERNOR

**NEWS  
RELEASE**



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

Herbert G. Klein  
Press Secretary  
November 4, 1962

FOR IMMEDIATE RELEASE 11/5/62

Richard Nixon unexpectedly announced last night he was cancelling his scheduled appearances today, the final day before election, to prepare for a special telecast in which he will "take off the gloves and fight back against the personal attacks which have been made by Brown and his aides."

The special program will originate in Los Angeles (KTTV Channel 11) and will be carried live over a statewide network to San Francisco Oakland (KTVU Channel 2), San Diego (KFMB-TV Channel 8), Sacramento (KCRA-TV Channel 3) and Fresno (KFRE-TV Channel 30), at 9:30 PM.

"I am going to disclose for the first time the reasons behind this series of personal attacks by Mr. Brown," Nixon said.

Nixon aides said that the former Vice President had made the decision to alter his scheduled telecast tonight partly on the basis of intelligence reports regarding Brown's plans received during the weekend.

Nixon said that he had hoped to devote tonight's telecast to a summary of the election issues. "I have found however that this campaign of smears against me and abuse against my family has reached a point where I no longer can ignore it," he said.

Nixon had scheduled a whirlwind series of stops at six key Southern California campaign headquarters today. This was to climax his border-to-border campaign. The final stop was to be Whittier, Nixon's hometown.

Mrs. Nixon will substitute for the former Vice President to carry out the schedule. In 14 years of campaigning this will mark the first time Mrs. Nixon has substituted for her husband with the exception of one appearance in 1956 when he was suffering from laryngitis.

The headquarters blitz will include stops at Culver City, 3890 Main Street at 9 AM; Lynwood, 11121 Long Beach Blvd. at 10:15 AM; Compton, 735 E. Compton Blvd., 10:30 AM; Norwalk, 11802 Rosecrans Blvd., 11:30 AM; and Whittier, 125 S. Greenleaf Street at 12:30 PM.

Efforts also were being made to arrange additional radio and television time.

# NIXON FOR GOVERNOR

NEWS  
RELEASE



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

Statement by RICHARD NIXON

FOR MONDAY AM RELEASE  
November 5, 1962

I am alerting the 211 Nixon Headquarters throughout the state today to give legal assistance at our expense to all voters who report they are being intimidated or threatened.

This action is necessary because of numerous calls we are receiving from persons who are being told that anyone who obtains the number on the upper left hand corner of their ballots can match it up with the vote they cast.

I am shocked that there are individuals in California who would stoop so low as to pull this "Big Brother is watching you" trick.

I want to make it clear that the ballot is absolutely secret. There is no way, from the number stub or otherwise, of telling how a ballot is marked. The secrecy of the ballot is the most precious right that an American citizen has and no one can find out who an individual votes for unless he chooses to disclose it himself.

Any threatening or intimidating statement to a voter is a violation of Sections 29130, 29131 and 29132 of the Elections Code. Any individual making such a threat is liable to a prison sentence. And my offices will give full assistance to see that the law is upheld.

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11/3/62

# NIXON FOR GOVERNOR

NEWS  
RELEASE

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

Herbert G. Klein, Press Secretary

FOR IMMEDIATE RELEASE  
November 5, 1962

Additional Radio and TV time has been purchased for Richard Nixon's Special Telecast tonight it was announced this noon by Herbert G. Klein, Nixon's Press Secretary.

Because of the all important nature of tonight's telecast, Bakersfield (KERO Channel 10) and Stockton (KQVR Channel 13) have been added to the special statewide network which includes Los Angeles, San Francisco-Oakland, San Diego, Fresno and Sacramento.

In addition the program will be played on a delayed basis on three Los Angeles channels, KTLA, Channel 5 at 10:00 p.m., KABC, Channel 7 at 11:30 p.m. and KCOP, Channel 13 at 12:00 midnight. The program will originate on KTTV, Channel 11 at 9:30 p.m.

Klein also announced that the CBS Radio network will carry the Nixon "gloves off" address at 9:30 p.m.

Mr. Nixon spent the day working on tonight's program. He conferred for an hour this morning with his attorneys.

In six scheduled campaign stops in Southern California, Mrs. Pat Nixon substituted for her husband urging a major turnout of voters tomorrow.

-30-

11/5/62