

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>
63	4	06/01/1962	Letter	To: Colonel Dunlap C. Clark From: Bob Haldeman Re: Telethon. 2 Pages.
63	4	05/25/1962	Memo	To: Bob Haldeman From: Bill Spencer Re: Sqaw Valley amd Telethon. 1 Page.
63	4	n/a	Memo	Kent Questions and Answers. 9 Pages.
63	4	n/a	Memo	List of Subjects Nixon has Answered Questions on. 4 Pages.
63	4	05/28/1962	Memo	To: Bob Haldeman From: Rose Mary Woods Re: Telethon. 1 Pages.
63	4	05/28/1962	Memo	To: Bob Haldeman From: Rose Mary Woods Re: Telethon. 1 Page.

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63	4	05/28/1962	Memo	To: Robert White From: Charlie Farrington re: Telethon. 1 Page.
63	4	05/25/1962	Memo	To: Robert White From: Charlie Farrington Re: Telethon. 1 Page.
63	4	05/28/1962	Memo	To: Robert White From: Charlie Farrington Re: Telethon. 1 Page.
63	4	05/21/1962	Letter	To: The public From: Harold C. McClellan and Andrew Downey Orrick Re: Contributions to the telethon. Attached: Not scanned brochure and contribution card and envelope. 8 pages.
63	4	05/21/1962	Letter	To: The public From: Harold C. McClellan and Andrew Downey Orrick Re: Contributions to the telethon. Duplicate Copy not scanned. 1 Page.
63	4	05/28/1962	Letter	To: Bob Haldeman From: William G. Beaumont Re: Suggestions with regard to Nixon's telethons. 1 Page.
63	4	08/14/1962	Memo	To: Bob Haldeman From: Charlie Farrington Re: Telethon "Thank-You's". Attached: file of suggested letter and lists. Duplicate Copies not scanned. 21 Pages.

June 1, 1962

Dear Colonel Clark:

Glad you felt the Telethon was successful.

I agree with your comments regarding Gail Storm and Sigma Chi, and we will certainly make every effort to trap such slips before they occur in the future.

I am delighted to know that you are Chairmanning the Alameda County Finance Committee, and trust that Wooglin will smile with favor upon your effort.

Best regards.

WIN WITH NIXON!

H. R. Haldeman

Colonel Dunlap C. Clark  
330 Seaview Avenue  
Piedmont 10, California

✓File: P.R. - Telethon  
x C (Clark)  
x date



ADVISORY COUNCIL  
COL. DUNLAP C. CLARK  
330 SEAVIEW AVENUE  
PIEDMONT 10, CALIFORNIA

Personal

5/30/62.

Dear Brother Haldeman:

Heartiest congratulations on an excellent job done last evening!

I fear, however, that Gail Sterns used poor taste in bringing EX into her portion of the program. Her reference contributed nothing and may well have antagonized some members of "minority groups", who, as you know, are currently attacking Greek letter Fraternities on many campuses and in State Legislatures.

While this incident is closed, it might be well to assure that such "slants" are avoided in the future.

Recently I have accepted the Chairmanship of the Alameda County Finance Committee under Ken Sherman, County Chairman. Hope that our paths will be crossing after June 5<sup>th</sup>!

Yours sincerely in  
— Kai —

Dunlap C. Clark, Chicago, '17.

You will no doubt be pleased to know that we have obtained Sen. Goldwater for our #150-a. state dinner on October 13. We expect an attendance of at least a thousand!

- R.C.C.

RUSH

## Nixon for Governor

To: Bob Haldeman

From: Bill Spencer

Subject: Squaw Valley and Teletthon

Distribution: Jerry Reynolds, Al Moscow, Sandy Quinn

*Bober -*  
Date: May 25, 1962

*We saw RV  
set this in  
Teletthon material*

Jim Halley and I today had a conversation with two gentlemen regarding RM's Squaw Valley position. Both possess a large interest in the Squaw Valley Inn, and I believe that one of them has a restaurant sub-contract from Mr. Newson. These points were made:

1. RM's Squaw Valley position has alienated certain business people in the area. Although the Newson contract is open to serious question, and should be investigated, care should be taken not to cast a reflection on the area, or to indicate that the State of California would suddenly withdraw from the Valley following RM's election.
2. RM's statement that "money should not be poured down a rathole" should be clarified further to emphasize that the rathole is in essence the Newson Contract. RM should stress the international aspects of Squaw Valley as an attraction, and dwell somewhat on its significance as a recreational area. He should stress that under a Republican administration Squaw would be fairly and efficiently run, and that its rate of growth as a recreational center would increase. (We think that a strong plea for additional private enterprise in the area to do the job would be appropriate.)
3. RM can expect questions on the Teletthon asking for his position on local business interests in the general area and the effect of the Newson scandal thereon.
4. The Newson contract was a negotiated one, rather than being put out to legitimate bid. Newson has mismanaged Squaw Valley badly, and improvements are needed.

We will supply additional information regarding our conversation if it appears pertinent, and after another look at Jim's notes.

*Bill*  
7/63

Q. Your telethon is costing you approximately \$40,000. How much of the \$40,000 is coming from contributors outside California?

A. The idea for the telethon originated with the Nixon <sup>Campaign volunteers</sup> Club members in this state and after the original contributions were made, a mailing of 40,000 was made over the whole state asking for an average of \$5 a piece from the other supporters of my campaign. I understand that \$20,000 has already been raised by these \$5 contributions. To my knowledge at this point there have been no contributions from out of state.

Q. You have charged that you were smeared in the primary campaign. Who smeared you? Why?

A. Above all others, Mr. Kent is thoroughly aware of the smears that have been used against me in this campaign. When a person is attacked about his house, his family's business misfortunes, and other old charges which have been proven false and are now rehashed - none of which bear on an individual's competence or integrity for the office he seeks - then I regard that as a smear. Frankly, the fact that my brother had to go through bankruptcy the course of which my mother lost the single largest asset in her estate, to my mind has no more to do with the race for the Governorship of California than how the President's brother handled an examination at Harvard, has to do with how Mr. Kennedy runs the country.

Q. You say you are opposed to the John Birch Society. Two California Republican Congressmen, John Rousselot and Edgar Hiestand are members of the society. They are seeking reelection but you have not repudiated

them. If they are nominated in the Primary, will you endorse them for reelection in November?

A. Let me make two points crystal clear: (1) I am not endorsing one Republican over another in any Primary election; (2) My criticism of the John Birch Society begins with the views of its founder and leader, Robert Welch. I can't believe that Congressmen Hiestand and Rousselot whom I respect, who are members of the society, believe that President Eisenhower is a "dedicated, conscious agent of the Communist conspiracy". As I have said before, it is my hope that they will repudiate those views before the Primary election.

Q. Last September you announced at a press conference in Los Angeles your decision to run for Governor. A newspaper reporter asked you to explain how you got a Beverly Hills lot where you have since built your home for \$35,000 even though there was a \$42,000 mortgage on it held by Jimmy Hoffa's Teamsters' fund. You never answered the question. Why? Was the reporter smearing you? Will you answer the question now?

A. This is a classic example of Mr. Kent's smear technique. All of the dealings in connection with my house have been between myself and Mr. Paul Trousdale, the builder-developer. The facts are that a great many investors, including the Teamsters' Pension Fund loaned Mr. Trousdale the money to buy the property back in 1959, long before I had any idea that I would be living in California. It is a matter of record that whatever security the investors had by way of a mortgage on the property I purchased was released before I paid the \$35,000 for the lot. I then

entered a contract with Mr. Trousdale to build me a home and I had to borrow the money at 6% interest from a bank to sign the contract. I felt that this home was not only a wonderful gift to Pat and the girls, but a sound investment. Fortunately, my book has done very well and our family refers to it as the "house the book built". Other people make investments in stocks and bonds and other businesses, but I chose to put my earnings from last year out of the law practice and my book into the house. I might say that there has been no gift of any kind in connection with the house - I am obligated to pay for every cent the house cost.

Q. In the 1960 Presidential campaign, Hoffa supported you. Did you repudiate his support?

A. This is a perfect example of Mr. Kent's big lie technique. Mr. Hoffa did not support me in any way in 1960. What is true is that Mr. Hoffa and the Teamsters supported Mr. Brown in 1958 and have now endorsed him again in 1962, which can only mean that he has performed to their complete satisfaction.

Q. Governor Brown has the endorsement of all major unions including the Teamsters Union of California. You have charged that the Teamsters' endorsement means endorsement by Hoffa, which it does not. The Teamsters' Union has also endorsed Secretary of State Frank Jordan, Republican who appears on the same ballot with you. Does that mean Jordan has Hoffa's endorsement?

A. I believe it is a matter of public knowledge Mr. Hoffa runs his Teamsters' Union with an iron hand - in the Navy what we used to call " a commanding officer running a tight ship". To try to separate the Teamsters and their program in any state from Mr. Hoffa's wishes is like trying to separate the dog and his tail.

Q. You sent a message to the meeting of the GOP Assembly urging passage of a resolution that no member of the GOP Assembly should be a member of the John Birch Society. Your former campaign manager and close associate, Murray Chotiner proposed a "compromise resolution" (which was passed) which only censured Robert Welch for calling President Eisenhower a Communist. Will you deny you discussed this strategy with Chotiner before the meeting?

A. At no time, before, during or since my endorsement by the California Republican Assembly or the censuring of Robert Welch by that body, have I ever discussed this matter with Murray Chotiner.

Q. You have refused to debate with Joe Shell or to criticize him publicly in any way even though he has repeatedly pointed out that you are unqualified to be Governor of California; Shell is supported by the Birchers and other right wing extremists. Does your silence mean you are seeking Birch support?

A. I have made my position crystal clear with respect to Robert Welch and the John Birch Society. My primary opponent has Mr. Welch's endorsement and that is his prerogative. Governor Brown on the other hand attempts to have his cake and eat it too. He has the endorsement of the CDC which is opposed to the House Un-American Activities Committee, recognition of Red China, opposed to the resumption of atom tests and

a great many other matters about which he maintains a complete silence. Governor Brown should either express himself on these critical issues or repudiate the support of the California Democratic Council.

Q. Charles Jones, the oil man and GOP leader visited Shell to ask him to throw his right wing support to you after the primary. What do you know about that meeting? Will you state now that you do not want Joe Shell's right wing John Birch votes in November?

A. At no time have I sent any emissary to any potential or actual Republican opponent for the California Gubernatorial Republican nomination on any matter.

Q. You called President Kennedy a carpetbagger on his recent visit to California to speak at the University of California. Will you repeat that charge now?

A. This is another classic example of a Kent "smear". As I have said repeatedly, I welcome anyone to California on legitimate business. By the same token, any non-Californian who comes into this state for the purpose of influencing California elections is inppolitical parlance "a carpetbagger" and I am confident such efforts will be rebuked by the independent voters of California.

Q. In a press statement published Sunday (yesterday), Shell plainly implied that \$60,000 in cash which an eastern GOP leader was carrying to California when his plane crashed was intended for use in your campaign.

Was Shell right or was he smearing you?

A. This obviously refers to the unfortunate crash in which Mr. Pete Jones, President of Cities Service Company was killed in New York. Mr. Jones was on his way to vacation with President Eisenhower in Mexico. If he had been planning to contribute to my campaign I certainly would have had some fore-knowledge of it and there was never any indication of any kind that we would meet or that he would make any contribution whatsoever to my campaign during his visit.

Q. In the same press statement Shell accused your supporters of "getter tactics" in the circulation of a letter concerning his personal life - tactics similar to your last-minute "Commie" telephone campaign against Congressman Jerry Voorhis in 1946 and the "pink" sheet" you used against Congresswoman Helen Gahagan Douglas in 1950. Shell accused you of smearing him. You have refused to answer the charge. Will you now answer it?

A. This tissue of misrepresentation does not even deserve the dignity of an answer. I have never criticized fellow Republicans during my years of public service - my policy has always been (as was Robert Taft's) to never criticize a fellow Republican during a primary campaign. I say Republicans can <sup>conduct</sup> denunciate their own elections without the intervention of Mr. Kent.

WIRE TO RICHARD NIXON

You are hereby challenged to answer the following questions on your telethon tomorrow night:

1. Your telethon is costing you approximately \$40,000. How much of the \$40,000 is coming from contributors outside California?
2. You have charged that you were smeared in the primary campaign. Who smeared you?? Why?
3. You say you are opposed to the John Birch Society. Two California Republican Congressmen, John Rousselot and Edgar Hiestand, are members of the Society. They are seeking reelection, but you have not repudiated them. If they are nominated in the primary, will you endorse them for reelection in November?
4. Last September, you announced at a press conference in Los Angeles your decision to run for Governor. A newspaper reporter asked you to explain how you got a Beverly Hills lot, where you have since built your home, for \$35,000, even though there was a \$42,000 mortgage on it, held by Jimmy Hoffa's Teamsters Fund. You never answered the question. Why? Was the reporter smearing you? Will you answer the question now?
5. In the 1960 Presidential campaign, Hoffa supported you. Did you repudiate his support?
6. Governor Brown has the endorsement of all major unions, including the Teamsters Union of California. You have charged that the Teamsters endorsement means endorsement by Hoffa, which it does not. The Teamsters Union has also endorsed Secretary of State Frank M. Jordan, a Republican who appears on the same ballot with you. Does that mean Jordan has Hoffa's endorsement?
7. You sent a message to the meeting of the GOP Assembly urging passage of a Resolution that no member of the GOP Assembly should be a member of the John Birch Society. Your former campaign manager and close associate, Murray Chotiner, proposed a "Compromise resolution" (which was passed) which only censured Robert Welch for calling President Eisenhower a Communist. Will you deny you discussed this strategy with Chotiner before the meeting?

8. You have refused to debate with Joe Shell, or to criticize him publicly in any way even though he has repeatedly pointed out that you are unqualified to be Governor of California; Shell is supported by the Birchers and other Right Wing extremists. Does your silence mean you are seeking Bircher support?
9. Charles F. Jones, the oil man and GOP leader, visited Shell to ask him to throw his right wing support to you after the primary. What do you know about that meeting? Will you state now that you do not want Joe Shell's Right Wing John Birch votes in November?
10. You called President Kennedy a carpetbagger on his recent visit to California to speak at the University of California. Will you repeat that charge now?
11. In a press statement published Sunday (yesterday), Shell plainly implied that \$60,000 in cash, which an Eastern GOP leader was carrying to California when his plane crashed, was intended for use in your campaign. Was Shell right? Or was he smearing you?
12. In the same press statement, Shell accused your supporters of "gutter tactics" in the circulation of a letter concerning his personal life -- tactics similar to your last-minute "Commie" telephone campaign against Congressman Jerry Voorhies in 1946 and the "pink sheet" you used against Congresswoman Helen Gahagan Douglas in 1950. Shell accused you of smearing him. You have refused to answer the charge. Will you now answer it?

s/ Roger Kent, Chairman  
State Democratic Central Committee  
5533 Sunset Blvd., Hollywood 28

DW

file

Roger Kent's

Q's + A's

for telethon

BOB HALDEMAN

10:30 - 11:00 P.M.

DICK NIXON HAS ANSWERED QUESTIONS ON THESE SUBJECTS:

DICK NIXON HAS NOW ANSWERED 72 QUESTIONS

1. OLD AGE PENSION
2. WELFARE ROLLS
3. SMEARS AGAINST MINORITY GROUPS
4. ~~RECORD ON CIVIL RIGHTS~~
5. ~~INTERNATIONAL EXPERIENCE~~
6. ~~CALIFORNIA'S AGRICULTURAL EXPORTS~~
7. WATER PROGRAM
8. ~~ABOVE-PARTISAN APPROACH TO FARMING~~
9. SCHOOL CONSTRUCTION BOND ISSUE
10. FISH AND GAME RESOURCES
11. ~~LONG-TERM RECREATIONAL PLANNING~~
12. LEADERSHIP GAP IN SACRAMENTO
13. INEFFICIENCY IN STATE GOVERNMENT
14. STEEL PRICE INCREASE
15. ~~ECONOMIC COMPETITION FROM ABROAD~~
16. OLD AGE HOUSING
17. ~~CALIFORNIA AS PACE SETTER FOR THE NATION~~
18. IMPORTANCE OF LOCAL GOVERNMENT
19. 1950 SENATE CAMPAIGN
20. SUPPORT FOR HOUSE COMMITTEE ON UN-AMERICAN ACTIVITIES
21. ~~FOREIGN AID~~
22. OPPOSING COMMUNISM AT HOME AND ABROAD
23. ~~COMMUNIST CAMPAIGN AGAINST YOU~~
24. DEATH PENALTY FOR BIG TIME DOPE PEDDLERS
25. BROWN'S RECORD OF NOT SUPPORTING LAW ENFORCEMENT LEGISLATION

11:30 p.m. to 12:00 a.m.

DICK NIXON HAS ANSWERED 112 QUESTIONS SO FAR

1. OPPOSITION FROM OUT-OF-STATE POLITICIANS
2. PAY RAISE FOR TEACHERS
3. STATE RESPONSIBILITY FOR EDUCATION
4. ~~ECONOMIC HEALTH OF THE NATION~~
5. THE NEED FOR IMPROVED GOVERNMENT-BUSINESS RELATIONS
6. PLEDGE TO SERVE AS FULL-TIME GOVERNOR
7. RELIGION WILL NOT BE A FACTOR IN THIS ELECTION
8. NEED FOR UNITY IN THE REPUBLICAN PARTY
9. ~~CONSTITUTION~~
10. ~~AMERICAN INTERESTS IN SOUTH ASIA~~
11. STATE TAX POLICY FOR EDUCATION
12. PROPOSALS TO BACK UP LOCAL LAW ENFORCEMENT OFFICIALS
13. CHESSMAN CASE
14. ANTI-CRIME LEGISLATION
15. SUPPORT FOR 6% WEST COAST SHIPBUILDING DIFFERENTIAL
16. ~~COMMERCE~~
17. EFFECT OF TARIFFS ON AGRICULTURE
18. FINANCING OF HOME IN LOS ANGELES
19. BUSINESS CLIMATE IN CALIFORNIA
20. SQUAW VALLEY MISMANAGEMENT
21. CRONYISM IN BROWN'S ADMINISTRATION
22. BOND ISSUE FOR SCHOOL CONSTRUCTION

12:00 - 12:30 A.M.

DICK NIXON HAS ANSWERED 125 QUESTIONS SO FAR

1. TEACHING OF COMMUNIST TACTICS IN OUR SCHOOLS
2. POSITION ON ENDORSEMENT OF PRIMARY CANDIDATES
3. STAND ON JOHN BIRCH SOCIETY
4. OPPOSITION TO 160-ACRE LIMITATION ON STATE FINANCED WATER PROJECTS
5. REPUBLICAN PARTY UNITY
6. COUNCIL ON FOREIGN RELATIONS
7. BROWN'S ATTEMPT TO PUT STATE AGRICULTURE DEPARTMENT UNDER SUPER AGENCY
8. JEFFERSONIAN PRINCIPLES
9. DE-CENTRALIZATION OF GOVERNMENT
10. PROGRAM FOR EFFECTIVE ANTI-COMMUNIST ACTION
11. FRANCIS AMENDMENT
12. THE WAY TO WAGE A POLITICAL CAMPAIGN
13. ~~XXXXXX~~ OUT-OF-STATE POLITICIANS IN CALIFORNIA ELECTIONS
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.

1  
Telethon  
file

BOB HALDEMAN

# Nixon for Governor

To: **Bob Haldeman**  
From: **Rose Mary Woods**  
Subject: **Telethon**  
Distribution:

Date: **May 28, 1962**

One thing Leone Baxter mentioned to RN the other night was to be sure that the telethon is taped so that we have all of the questions and answers for future use.

*R.M.W. —  
"Thanks loads  
if you won't believe  
that — but we  
all by our  
elves" —  
H.*

Nixon for Governor

To: Bob Haldeman  
From: Rose Mary Woods  
Subject: Telethon  
Distribution:

Date: May 28, 1962

*to CF  
with  
question  
re: contact.*

When RN was talking with Leone Baxter the other night she mentioned Joe E. Brown and he said, "we'll get in touch with him. We might have him on the telethon."

Has he been contacted or do you think RN ought to give him a call.

INTER-OFFICE MEMORANDUM

**Nixon for Governor**

*file*

To: **Robert White**  
From: **Charlie Farrington**  
Subject: **TELETHON**  
Distribution: **Bob Haldeman**

Date: **May 28, 1962**  
**8:30 AM**

Attached are checks totalling \$759.00  
cash totalling 11.00  
\$770.00

INTER-OFFICE MEMORANDUM

**N i x o n   f o r   G o v e r n o r**

To: **Robert White**

Date: **May 25, 1962**

From: **Charlie Farrington**

Subject: **TELETHON**

Distribution: **Bob Haldeman**

**Attached are checks totalling ----- \$304.00**

**for the WIN WITH NIXON TELETHON FUND**

INTER-OFFICE MEMORANDUM

Nixon for Governor

*file*

To: **Robert White**  
From: **Charlie Farrington**  
Subject: **TELETHON**  
Distribution: **x Bob Haldeman**

Date: **May 28, 1962**  
**2:30 pm**

Attached are checks totalling	\$1086.00
cash	<u>72.00</u>
	\$1158.00

# WIN WITH NIXON TELETHON

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

May 21, 1962

Good news! We have arranged to bring Dick Nixon's tremendously successful person-to-person campaign directly into the living-rooms of California.

On Tuesday, May 29th, Californians will have the opportunity to question Dick directly on all the State issues of concern to them -- by means of a 4-hour Statewide Telethon.

Because so many loyal Nixonites have urged that such a program be presented, and so that this program will not divert funds from other campaign activities, we plan to underwrite the costs by voluntary contributions.

You can purchase a share in the Nixon Telethon for only \$5.00 -- and thus have a key part in this refreshing and unique highlight of the gubernatorial campaign.

Don't wait --

- ✓ send your contribution today.
- ✓ send in the questions you want Dick to discuss.
- ✓ invite 5 couples to join you at your home on May 29th to watch the show.
- ✓ line up 5 other people who will also agree to have 5 couples join them to watch the show.
- ✓ have friends buy local advertising to announce the show.
- ✓ encourage all the Nixon supporters you know to follow all of the above steps.

Yours to WIN WITH NIXON.

  
HAROLD C. McCLELLAN  
Southern California  
Campaign Chairman

  
ANDREW DOWNEY ORRICK  
Northern California  
Campaign Chairman

LET'S CLOSE THE "LEADERSHIP-GAP" IN SACRAMENTO --- WIN WITH NIXON !!!

The following excerpts were compiled from some of the many speeches made by Richard Nixon throughout California on issues and conditions of statewide interest. Dick Nixon is conducting a long, intensive, hard-hitting, factual, knowledgeable and heavily scheduled campaign.

Let us do our part by getting out a B I G NIXON VOTE FOR VICTORY at the June 5th Primary!!

DEFENSE CONTRACTS - 2-16-62 - Sacramento - "Defense plants account for 23 percent of all factory jobs in California. Missile and aircraft production provide 82 percent of all jobs in San Diego and 27 percent of all jobs in Los Angeles and Long Beach area. It should be perfectly clear that anyone who is Governor of California must have experience with national defense matters." 2-22-62 - Woodland Hills - "It would be indefensible to see contracts important to our national security being given to small, inefficient plants while our own giant defense industry begins laying off workers to prove that California too has people unemployed. The ultimate result of giving priority to unemployment over performance would be disastrous."

SOVEREIGNTY OF STATE - 12-2-61 - Santa Maria - "California will soon become first in population in the nation. I say it is time to mount a crusade in this state for new leadership to see to it that California will not also be first in crime, first in high taxes and first in bungling bureaucracy."

CONSTITUTIONAL REFORMS - 4-24-62 - "For the next Governor of this state there can be no more urgent assignment than to lead the fight for four major constitutional reforms:

(1) A complete, top to bottom overhaul of the present hornets nest of more than 350 swarming independent and semi-independent commissions, bureaus, agencies and departments that comprise the executive branch of state government.

(2) Institution of annual legislative sessions would permit long-range committee investigation in depth with no danger of simply putting off major issues two years at a time.

(3) Unfreeze that 2/3rds of the annual state budget which now is not subject to review or control by the legislature.

(4) Senate reapportionment."

AGRICULTURE - 3-16-62 - San Bernardino - "A spirit of harmony and trust and cooperative effort must be restored to California agriculture, if all of us are to reap the rewards of sustained prosperity and greater productivity. That is the spirit - on the farm, in business and industry - that creative leadership can restore."

BROWN - 4-20-62 - San Francisco - "Getting rid of the present Governor's super cabinets will be one of my first acts."

WELFARE & FISCAL RESPONSIBILITY - 12-2-61 - Santa Maria - "We now spend more than \$500 million annually on social welfare, highest by far in both total amount as well as average benefits of any state in the United States. At a time when numerous California counties have held Grand Jury investigations into welfare costs, expressing anything but apathy about their state government, Brown and his machine chose to ignore their concerns and stepped up the handouts."

NEW INDUSTRY & TAXES - 2-26-62 - San Mateo - "Our state government must adopt an attitude which will inspire confidence in those who are considering investment here. We cannot afford near sighted budget policies which in effect say 'tax and spend what the traffic will bear' without regard to the effect these policies will have on future economic growth and on jobs for everyone."

12-2-61 - Santa Maria - "Already many firms are bypassing California as a site for new and expanding plants. They find added taxes burdensome and a dangerous drain on the margin of profits necessary for new investments and new jobs."

MEDICAL CARE FOR THE AGED - 2-22-62 - Woodland Hills - "We must all recognize that there is a need for medical care for the aged. We have legislation to cover medical care for our elderly people in need, the Kerr-Mills Act. The King-Anderson bill is not really a medical plan at all, it is a hospital care plan and an inadequate one at that."

EDUCATION - 4-5-62 - Santa Rosa - "Detailed control of our schools and school budgets, and of the curriculum must remain in the hands of the local boards."

4-4-62 - Santa Clara - "Local control of public education is a full-time hundred percent matter - and any retreat represents an opening wedge that may pull down, ultimately, our whole free way of life."

JUNIOR COLLEGES - 3-9-62 - Glendale - "What is needed - now, and not ten years from now when the problem is on our front doorstep -- is a new chapter in the Education Code which specifically defines the status of our junior colleges, which spotlights their unique function as a bridge between high school and the college and university, and which balances fairly their privileges and responsibilities."

VICTORY IN '62 - 4-25-62 - San Diego - "Our goal should be to beat the opposition - not each other. I intend to continue to follow the policy that I have adhered to throughout my political career. I believe that the best way a candidate can prove he deserved the nomination of his party is by demonstrating how effectively he can campaign against the man who will be his opponent in November rather than against his fellow Republicans who are seeking the nomination. Our party has one special interest and only one: it seeks to serve the best interests of all the people, all the time."

BROWN - 4-28-62 - Sacramento - "The seeds of special interest politics were planted by new dealers and nurtured along the new Frontier. But Governor Brown, now a willing puppet of the left wing CDC has brought it to full bloom right here in California -- weeds and all. The choice is between standing pat for four more years of policies of incredible indecision and bungling or moving ahead with the decisions for progress California needs."

SQUAW VALLEY - 5-2-62 "The shenanigans are still unexplained by the Brown Administration. Why didn't Brown cancel his crony's contract after the Newsom outfit was found guilty of serving liquor to minors, and was cited for more than 30 concession violations?"

GOV'T SPENDING - 5-4-62 - Oakland - "The only way to curb the runaway spending of the Brown Administration is to go on a fiscal diet. Keep away from government sweets. This is exactly what I propose to do. We remember Brown's tax increase of over 250 million; we don't want it to happen again. I will fight to see that it doesn't."

FEDERAL ENCROACHMENT - 5-1-62 - Beverly Hills - "In those areas closest to the human and individual needs of the American people - welfare, education, housing and urban renewal, to mention but a few - there is still room for state and local autonomy and for private initiative. Not only room, in fact, but an urgent necessity unless we are prepared to deal away our liberties lulled by the tempting offer of governmental handouts."

EDUCATION ABOUT COMMUNISM - 3-24-62 - Ventura - "We must train our teachers especially so that they in turn can instruct our young people in the true nature of the cold war and the present menace to our way of life."

CRIME AND CAPITAL PUNISHMENT - 12-3-61 - Santa Monica - "California has experienced a 90.3 percent increase in major crime during the last 6 years. I disagree with those who attempt to throw the blame on local enforcement officials. Leadership on the state level through state laws, as well as the attitude of the Governor of this state on what I believe is an absolutely necessary deterrent to crime - capital punishment - has an undeniable effect on the problem of law enforcement. If the criminal elements get the idea that the State administration is soft on crime, the inevitable result is to encourage those elements rather than to deter them."

LOYALTY OATH - 3-10-62 - "I support the California State Loyalty Oath. I believe it should be applied with full legislative intent. Public employment is a privilege as opposed to a right and we have every reason to require public employees to take the loyalty oath."

BOSSISM - 5-10-62 - Escondido - "In less than four years, the mainstream of California politics has been polluted by Pat Brown's use of imported Tammany Hall political tactics. Our state, which from the time of Hiram Johnson has established a reputation for placing the interests of the people above partisan considerations, has now been contaminated by a foreign agent -- machine politics. All Californians, regardless of Party affiliation, should mourn the passing of our nonpartisan tradition of State Government. Easterners who have moved to California know what happens when bossism takes over. Pat Brown is teaching the rest of us these grimy facts of political life."

STATE GOVERNMENT REORGANIZATION - 4-26-62 - San Francisco - "What is needed is not more layers of government -- but fewer. Getting rid of the present Governor's super-cabinet will be one of my first acts."

4-24-62 - Los Angeles - "A complete, top-to-bottom overhaul of the present hornet's nest of more than 350 swarming independent and semi-independent commissions and bureaus and agencies and departments....."

WATER - 4-26-62 - San Francisco - "Water requires freedom from politics and federal meddling. California water developments prove that self-government at the local level is the best government. Water projects already built are the best possible evidence of the effectiveness of local self-government. The job of the state should be to encourage this kind of achievement, not displace it with larger government.

I am against the 160-acre limitation at all times and in all places where state water development is concerned.

The Santa Margarita battleground stands as a prime example of the vigilance we must always exercise to resist the ungrounded assertion of alleged federal rights over ours on our own water.

Just as the Feather River Project and other units in the California Water Plan were planned by past administrations almost 20 years ago, so it is up to us to lay out a resourceful plan for the generations to come.

We should not dismiss the possibilities for the future in the conversion of sea water."

LOUIS FRANCIS AMENDMENT - 5-3-62 - Los Angeles - "No one concerned with the security of our State and Nation can quarrel with the aims - which are designated to combat the communist menace in California. Unfortunately there appears to be a fatal Constitutional flaw. Because of

loose drafting in Section 3, which allows a wide assortment of groups and individuals to designate subversives, the amendment may inadvertently give the communists a constitutional escape hatch. Communists ferret out a legal loophole with the cunning of a rat after cheese. My alternative is this: at the next session of the legislature I will present a program (that) will: (1) deny use of tax supported institutions for speeches by any individual who refuses to comply with Federal and State subversive control laws (2) stress hard-hitting enforcement of laws now on the books, including loyalty oaths. (3) Activate on a statewide basis educational programs on the tactics and strategy of communism on the school and adult levels (4) emphasize the teaching of teachers and the use of authoritative textbooks to do this job."

LAW ENFORCEMENT - 4-28-62 - Sacramento - "Instead of endless delays and foot dragging in supporting city and county law enforcement officials in such vital fields as narcotics control and suppression of organized syndicate crime, new leadership in Sacramento could be counted on for timely and vigorous action geared to meet these dangers. Instead of years of indecision over the punishment of Caryl Chessman, such leadership would move to reverse the growth in the major crime rate - one area in which California has no desire for continued number one ranking."

EDUCATION - 4-28-62 - Los Angeles - "With the exception of six other states, California has the most crowded classrooms in the nation. Between the eighth and twelfth grades one out of every four pupils drops out of school. In terms of unemployment, juvenile delinquency and the state's welfare programs, this is 'social dynamite'. The solution lies in increasing the number of teachers in California and using our school buildings to greater purpose, so that we can arrive at an improved pupil-teacher ratio. Teachers should be relieved of non-teaching duties insofar as possible. Our state is arbitrarily imposing more and more curricular assignments on local school districts and at the same time assuming a decreasing percentage of the costs. We can't have it both ways. We should limit ourselves to a statewide floor of curricular requirements and allow maximum local autonomy of school districts."

I do not believe any problem confronting the Governor of this state should have a higher priority than a complete re-examination of the state and local tax structure with the objective of relieving economic pressures on education and on the real property taxpayer.

We must recognize more adequately the needs of students who want vocational training."

FEDERAL AID TO EDUCATION - 4-28-62 - Los Angeles - "The most effective way to avoid dictation on education from Washington is to do a better job of meeting the needs of education at home."

BOND ISSUES ON JUNE 5 BALLOT for construction of new school, college, and university buildings - "For the present there is no doubt we need more classrooms. For this reason I urge support for the two State bond issues proposed for the construction of new school, college and university buildings."

JOBS AND PRIVATE ENTERPRISE - 4-27-62 - Anaheim - "A few more years of wasteful, inefficient, and patronage-plagued state government will inevitably mean still bigger budgets and a more crushing tax load. And there is no surer way to scare off the new investment we must have to provide new jobs for our increasing population. If California is going to provide productive jobs for its skilled citizens, we must have a new administration in Sacramento pledged to holding down expenditures and offering a reasonable hope for eventual tax cuts."

What California needs are some decisions for progress and men capable of carrying out those decisions so that this State once again can forge ahead and lead the nation in efficient state government -- government which will attract to California the new investment in private enterprise which will mean new jobs for California's increasing population."

*WGB*  
*WGB*

*Whitaker & Baxter International*

PUBLIC RELATIONS, ECONOMIC AND POLITICAL COUNSELLING, NATIONAL AND INTERNATIONAL

*The Fairmont, - Nob Hill, San Francisco*

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LONDON E.C.4

5.28.62

Air Mail - Special Delivery

Mr. Robert Haldeman, Manager  
Nixon-for-Governor Headquarters  
3908 Wilshire Boulevard  
Los Angeles, California

Dear Bob:

As promised by Miss Baxter I am  
sending along to you the attached suggestions  
which may be useful with regard to Mr. Nixon's  
Telethon program scheduled for tomorrow night.

With best wishes.

Sincerely

*Bill Beaumont*  
William G. Beaumont

WGB:p  
Encl:

cc: Miss Leone Baxter

INTER-OFFICE MEMORANDUM

Nixon for Governor

*hold*

To: ✓ Bob Haldeman

Date: August 14, 1962

From: Charlie Farrington

Subject: Telethon "Thank You's"

Distribution: file

Attached is the file of suggested letters, together with lists, which I sent to Loie following the Primaries. The only list which is not here is the one for the telephone girls and, unfortunately, I sent my only copy of that list with this original batch of mailing information.

A thorough "spot-check" indicates that none of these people have received RN letters. It is obviously now too late to go ahead with this project, but I bring this to your attention in order that whatever confusion may exist in our present mailing setup might be corrected at once.

I would appreciate your returning this file to me when you have finished with it.

*C*

TO: LOIE GAUNT

June 19, 1962

FROM: CHARLIE FARRINGTON

SUGGESTED LETTER OF APPRECIATION TO VOLUNTEER TELETHON  
WORKERS:

(BRYANT, GOYAN, MACDOUGALL, BENEDICT, car parkers,  
etc.) Names and addresses attached.

Dear \_\_\_\_\_:

As you probably know, the reactions to ~~that~~WIN  
WITH NIXON Telethon have been extremely favorable, and I  
just want you to know how grateful I am for your contri-  
bution to the success of this over-all effort.

It was a long and somewhat tedious four hours,  
but I think we achieved our main objective, and your  
help in the arrangements for the broadcast was invaluable.

With warm regards,

RN

**Daniel W. Bryant (Dear Dan)**  
**1937 Fletcher Avenue**  
**South Pasadena**

**Chuck Benedict**  
**6014 Carlos Avenue**  
**Hollywood 28, Calif.**

**Dave McDougall**  
**630 West 6th St.**  
**Los Angeles**

**Michael D. Goyan**  
**640 South Spring**  
**Los Angeles**

*Call Hooper*

(SUGGESTED LETTER OF APPRECIATION TO VOLUNTEER TELETHON WORKERS -- BRYANT, GOYAN, MACDOUGALL, BENEDICT, CAR PARKERS, ETC.)

Dear \_\_\_\_\_:

As you probably know, the reactions to last week's Telethon have been extremely favorable, and I just want you to know how grateful I am for your contribution to the success of this over-all effort.

It was a long and somewhat tedious four hours, but I think we achieved our main objective, and your help in the arrangements for the broadcast was invaluable.

With warm regards,

RN

*Get addresses for these people*

\_\_\_\_\_

**TO: LOIE GAUNT**  
**FROM: CHARLIE FARRINGTON**

**June 19, 1962**

**SUGGESTED LETTER OF APPRECIATION TO KTTV TELETHON CREW**

**Dear \_\_\_\_\_:**

I want to take this opportunity to express my deep appreciation for the wonderful job you did during the WIN WITH NIXON Telethon.

The reaction to this effort, from my standpoint, has been extremely encouraging, and I know well that without your astute performance during that long four hours the result could have been quite different.

With best wishes,

**RN**

June 7, 1962

TO: CHARLIE FARRINGTON  
FROM: KAI JORGENSEN

Following is a list of KTTV personnel who contributed greatly to the success of the Nixon telethon. I would suggest that a note of thanks be sent to each of them.

VAL CONTE, in charge of Sales Services  
BOB HIESTAND, Director  
JOHN RICHARDSON, in charge of Production  
CY JONES, Art Director  
ALAN GUNDERSON, Chief Engineer  
CHUCK JANUARY, Assistant to Gunderson  
BOB BUNZEL, Engineer in charge of the Telethon  
ROBERT BRECKNER, President of KTTV

The address of KTTV is 5746 Sunset Blvd., Los Angeles 28, Calif.

Kai Jorgensen

KJ:db

(SUGGESTED LETTER OF APPRECIATION TO JACK ROURKE)

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Dear Jack:

As you probably know, the reactions to our Telethon have been very encouraging. I am personally most appreciative of the excellent job you did in bringing the whole show together, and in seeing that it ran smoothly and effectively.

Despite the inevitable pressures and confusions of such an activity, the end result was exactly what we wanted; and I attribute this, in large measure, to the patient and professional manner in which you carried out an extremely difficult assignment.

I look forward to seeing you again in the near future.

With warm regards,

RN

(SUGGESTED LETTER OF APPRECIATION TO WENDELL COREY)

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Dear Wendell:

I want you to know how very much I appreciate your taking the time to participate in *the*  
*WIN With NIXON*  
~~Last Tuesday's~~ Telethon with me.

The reaction to the program has been extremely favorable, and your skillful co-ordination of the entire four-hour production was a decisive factor in this result.

I hope we will have the opportunity to work together again during the course of this important campaign.

With warm regards,

RN

**TO: LOIE GAUNT**  
**FROM: CHARLIE FARRINGTON**

**SUGGESTED LETTER OF APPRECIATION TO TELETHON PHONE GIRLS**

**Dear:**

While I know the WIN WITH NIXON Telethon was a particularly long and tiring experience for you, I hope you will take some gratification from the fact that the reactions to this effort from all quarters have been extremely favorable.

Without your courteous and faithful handling of the many calls which were received, the result could well have been otherwise, and I am deeply appreciative of your excellent contribution to this important activity.

With best wishes,

**RM**

**TO: LOIE GAUNT**

**June 19, 1962**

**FROM: CHARLIE FARRINGTON**

**SUGGESTED LETTER OF APPRECIATION TO JACK ROURKE'S PEOPLE  
(Names attached)**

**Dear \_\_\_\_\_:**

The reactions to the WIN WITH NIXON Telethon have been extremely favorable, and I want you to know how deeply grateful I am for the outstanding job you did in helping to see that the entire program ran smoothly and effectively.

With best wishes,

**RN**

**Rourke's People**

**Jakk Rourke Productions  
6331 Hollywood Blvd.  
Hollywood 28, Calif.**

**Marjorie Lawson**

**Joan Lane**

**James Bauman**

**Mr. and Mrs. Bill Baxley**

June 5, 1962

TO: CHARLIE FARRINGTON

FROM: KAI JORGENSEN

I recall that you asked for a list of names of agency personnel, as well as those from Jack Rourke Productions, who had contributed of their time and effort beyond the call of duty at the Telethon, and I would like to submit the following names for any recognition or commendation that is appropriate.

Agency Personnel:

Dorr Walsh

Mildred Fluent

Dick Bower

Harriett Weigand

Gwen Mason

Chris Jorgensen

Kay Jorgensen

Dorothy Bratton

*Kai Jorgensen*

~~Jack Rourke Productions:~~

~~Jack Rourke~~

Marjorie Lawson

Joan Lane

James Bauman

Mr. & Mrs. Bill Baxley



Address of Jack Rourke Productions is 6331 Hollywood Blvd.,  
Hollywood 28, Calif.

WIN WITH NIXON

*Kai Jorgensen*  
Kai Jorgensen

KJ:db

(SUGGESTED LETTER OF APPRECIATION TO TELETHON CELEBRITIES)

-----

Dear \_\_\_\_\_:

I want you to know how very much I appreciate  
your taking the time to participate in ~~last Tuesday's~~ *the Win With Nixon*  
Telethon with me. ↗

The reaction to the program has been  
extremely favorable, and your appearance was a tremendous  
factor in this result.

During the months ahead, I hope we can continue  
to work together in the vital purposes of this campaign.

With warm regards,

RN

Hixson & Jorgensen, Inc.  
3540 Wilshire Blvd.  
Los Angeles 5, California

Dorr Walsh

Mildred Fluent

Dick Bower

Harriett Weigand

Gwen Mason

Chris Jorgensen

Kay Jorgensen

Dorothy Bratton

Kai Jorgensen

(SUGGESTED LETTER OF APPRECIATION TO H&J TELETHON WORKERS)

-----

Dear \_\_\_\_\_:

As you probably know, the reactions to  
*the Win With Nixon*  
~~last Tuesday's~~ Telethon have been most encouraging and,  
because of the tremendous amount of extra effort which  
you expended on this project -- effort which was, by  
all standards, above and beyond the call of duty -- I  
want to express to you my deep and lasting appreciation.

With warm regards,

RN