

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>
60	16	n.d.	Other Document	Postcards supporting Nelson Rockefeller from the New York Republican State Committee. 2 pages.
60	16	n.d.	Brochure	"Porque Somos Amigos de Rockefeller" - campaign literature. 2 pages.
60	16	n.d.	Brochure	"Rockefeller and Labor" - campaign literature. 2 pages.
60	16	n.d.	Brochure	"Re-Elija Rockefeller" - campaign literature. 4 pages.
60	16	n.d.	Brochure	"Republican 'Firsts'" - campaign literature. 8 pages.
60	16	n.d.	Other Document	Postcard: "The Rockefeller Record". 2 page.

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60	16	n.d.	Brochure	"The Rockefeller Record - Four Years of Dynamic Achievement". 13 pages.
60	16	10/10/1962	Letter	To B.W. Bauer from H.R. Haldeman re: the enclosed campaign materials. 1 page.
60	16	10/02/1962	Letter	From B.W. Bauer of the New York Republican State Committee to H.R. Haldeman re: the enclosed campaign materials. 1 page.



This is the Rockefeller Record

- Budget balanced, State debt cut
- 450,000 new jobs, record payrolls
- School aid up 60% to \$1 billion
- Tuition grants for 160,000 students
- State University capacity being doubled
- Middle-income housing increased ten-fold
- Increased minimum wage to \$1.25
- Greater income security for workers
- Medical care for 170,000 aged
- Gains in fight for human rights
- \$1 billion road building program
- \$100,000,000 new parks program
- Youth services to prevent delinquency
- New laws for highway safety

THE ROCKEFELLER RECORD



VOTE ROW "A" ALL THE WAY

PLACE
STAMP
HERE

POST CARD

Address

TENNY PRESS, 250 WEST 54 ST., N. Y. C.



New York Republican State Committee, 315 State St., Albany
L. Judson Morhouse, Chairman

ROCKEFELLER ACHIEVEMENTS

- Budget balanced, State debt cut
- 450,000 new jobs, record payrolls
- Made New York leader in atomic industry
- School aid up 60% to \$1 billion
- College scholarships tripled to 17,000
- Tuition grants for 160,000 students
- State University capacity being doubled
- Middle-income housing increased ten-fold
- Increased minimum wage to \$1.25
- Greater income security for workers
- Retraining of workers affected by automation
- Medical care for 170,000 aged
- Gains in fight for human rights
- \$1 billion road building program
- \$100,000,000 new parks program
- Created State Council on Arts
- Youth services to prevent delinquency
- Better commuter transit service
- Crack-down on consumer frauds
- Expanded cancer, heart disease research
- New laws for highway safety
- Hospital treatment for drug addicts
- Agricultural research expanded
- Broadened "home rule" for local government
- Simplified absentee voting procedure

*New York Republican State Committee,
315 State Street, Albany, N.Y.
L. Judson Morhouse, Chairman*

*The Tenny Press
250 West 54th Street, N.Y.C.*



SOMOS SUS AMIGOS:

PORQUE el Gobernador Rockefeller y el Procurador General Lefkowitz han colocado el Estado de Nueva York en la vanguardia en la protección del consumidor, y del comerciante honesto.

BAJO SU ADMINISTRACION:

—Amplios y nuevos poderes le fueron conferidos al Procurador General para combatir los fraudes y los engaños en la venta de mercancías, muebles, y artefactos eléctricos para el hogar, que son cometidos por algunos comerciantes sin escrúpulos.

—Fueron reducidos los cargo de intereses por ventas a crédito.

—Es ahora obligatorio marcar debidamente todos los artefactos caseros reacondicionados y reconstruidos, incluyendo los tubos de televisión.

—Por primera vez, la inspección de los productos de carne es mandatoria para proteger la salud pública.

SOMOS SUS AMIGOS:

PORQUE la administración de Rockefeller ha tomado acción sin precedentes para asegurar al pueblo transportación conveniente, rápida y segura.

—Inició un programa para mejorar la transportación en la ciudad de Nueva York.

—Autorizó a la Autoridad de Tránsito de la ciudad a comprar 724 nuevos vagones de "subway" para acelerar el transporte de millones de trabajadores.

PORQUE se ha tomado acción efectiva para fortalecer la administración de la justicia en el estado para que uno se sienta más seguro en su hogar, en la calle y en el trabajo; para protección del comerciante en su tienda o en el taller, para las mujeres que regresan tarde de sus trabajos, así como los niños y todos los que necesitan protección.

PORQUE su administración ha emprendido una lucha implacable contra las enfermedades mentales, y por los dramáticos logros alcanzados

en la batalla contra el cáncer, las enfermedades del corazón, y el alcoholismo. También porque su administración ha iniciado programas especiales para dar tratamiento a los niños ciegos y sordos, y desajustados emocionalmente.

NOSOTROS SOMOS AMIGOS DE ROCKEFELLER, TAMBIEN, PORQUE EL HA CUMPLIDO SU PROMESA:

"Es mi determinación, como Gobernador, que este Estado continuará progresando, rápida y continuamente, para conseguir una mejor vida, iguales oportunidades y un mayor logro para cada hombre, mujer y niño".



NELSON A. ROCKEFELLER

The Tenny Press
250 W. 54 St., N.Y.C.

AMIGOS DE ROCKEFELLER
John A. Roosevelt, Chairman
45 E. 45th Street
New York 17, N.Y.

Porque somos

AMIGOS DE ROCKEFELLER



AMIGOS DE ROCKEFELLER

John A. Roosevelt

Chairman



Porque somos **AMIGOS DE ROCKEFELLER**

SOMOS SUS AMIGOS:

PORQUE él ha convertido el Estado de Nueva York en un lugar donde todas las personas pueden vivir y prosperar en un clima de dignidad y oportunidad.

PORQUE sus cualidades humanas le han servido de inspiración para proteger los derechos de todos, sin considerar la raza, el color o el credo.

PORQUE él dió vida a la Comisión de Derechos Humanos del Estado, a la cual cualquier individuo puede apelar contra cualquier acto de discriminación en las viviendas, empleo o por razones de edad.

PORQUE él le ha dado al Estado de Nueva York la mejor administración de cualquier Estado de la Unión, logrando inspirar confianza en el comercio y la industria. Esto ha resultado en más fábricas y en más oportunidades de trabajo para los residentes en todo el estado.

PORQUE él ha sido un gran defensor de la ley para un más alto salario mínimo para todos los trabajadores.

PORQUE el Gobernador Rockefeller ha dado al pueblo más y mejores viviendas. Bajo su administración, 22 nuevos proyectos de viviendas han sido iniciados para beneficio de las familias de bajos recursos en todo el estado.

PORQUE bajo su administración, las necesidades humanas han sido atendidas.

SOMOS SUS AMIGOS:

PORQUE el Gobernador Rockefeller se ha distinguido en toda la nación en alentar la construcción de grandes proyectos de viviendas. Bajo su administración se ha logrado:

—Aumentar hasta 120 los proyectos de viviendas para familias de bajo recursos en 39 comunidades, aumentando el total a 64,151 apartamentos.

—Poner en práctica un programa para interesar a constructores privados en las viviendas para familias de bajos recursos.

—Aprobar una ley que obliga a los caseros a usar el dinero del alquiler para mejorar las viviendas destaraladas.

PORQUE él inició ayuda financiera especial para las escuelas, para estu-

diantes sin recursos económicos, y para estudiantes de habla castellana; también **aumentó** los salarios y las pensiones para los maestros.

PORQUE él ha hecho posible que un mayor número de graduados de escuela superior puedan seguir estudios de colegio. Triplicó, de 5,500 a 17,400, el número de becas estatales para ayudar a más estudiantes.

SOMOS SUS AMIGOS:

PORQUE el Gobernador Rockefeller ha enriquecido la vida de las personas mayores de edad proveyéndoles con todas las oportunidades para que lleven una vida útil y saludable. Primero, estableció asistencia médica para 170,000 ancianos necesitados. Segundo, ensanchó el programa Estatal de viviendas para los ancianos, de 10,700 a 21,000 apartamentos. Tercero, estableció un servicio de orientación para ayudar a trabajadores con 45 o más años de edad; y, cuarto, extendió la prohibición en la discriminación en los empleos para proteger a las personas deseosas de trabajar que tengan más de 40 años de edad.

PORQUE la administración del Gobernador Rockefeller ha utilizado conceptos humanitarios para resolver lo que él ha llamado "los angustiosos y terribles problemas de la delincuencia juvenil". Para esto:

—Estableció Centros de Oportunidad para proporcionar trabajo y entrenamiento para jovencitos al borde de la delincuencia, y de Rehabilitación para los que ya tenían problemas con la ley.

—Creó un programa de empleos para proveer trabajos temporeros para los de 15 años de edad que corrían el peligro de abandonar sus estudios, y de entrenamiento para jóvenes de 16 y 17 años que habían dejado la escuela.

—Estableció un servicio de Empleos para Jóvenes para conseguirles trabajos.

—Estableció escuelas de entrenamiento para niños desorientados de 12 a 16 años de edad.

SOMOS SUS AMIGOS:

PORQUE en el campo de las relaciones obreras, él ha creado el clima apropiado para que el trabajador siga prosperando. El ha:

—Garantizado mayor protección en los salarios, mejores viviendas y mejores condiciones de trabajo para los obreros migrantes, y ha aumentado la ayuda estatal para la educación y para el cuidado de sus niños.

—Estableció la primera ley estatal sobre el salario mínimo.

—Aumentó a \$55.00 la compensación máxima para trabajadores y extendió estos beneficios a 400,000 trabajadores adicionales.

—Aumentó el máximo del seguro por desempleo semanal a \$50.00, y extendió este beneficio a 150,000 trabajadores más.

—Aumentó los beneficios por enfermedad e incapacidad a un máximo de \$50.00 semanales, y los extendió a 565,000 trabajadores adicionales.

—Amplió el seguro por desempleo, compensación obrera y beneficio por enfermedad e incapacidad para cubrir trabajadores en pequeñas fábricas.

PORQUE bajo su administración el empleo en el estado ha aumentado en 450,000 nuevos trabajos, y las nóminas han alcanzado el más grande aumento en la historia del estado.

PORQUE, como ningún otro gobernador, él ha librado una constante y vigorosa campaña contra toda forma de discriminación por razones de color, religión o raza. El cree en iguales oportunidades para todos. Por ejemplo, él:

—Prohibió la discriminación en la venta y alquiler de viviendas privadas.

—Prohibió la discriminación en los préstamos para la compra y reparación de casas.

—Amplió la prohibición de la discriminación en lugares públicos, hoteles, restaurantes y lugares de diversión.

—Amplió la Comisión Estatal de Derechos Humanos y estableció cuatro nuevas oficinas legales, dos de ellas en la Ciudad de Nueva York, donde cualquier persona puede acudir en busca de ayuda.

—Nombró un Comisionado y a 4 otros puertorriqueños capacitados para ayudar en esta labor.

AT RISK FOR THE FUTURE...

ROCKEFELLER AND LABO

"In the first three years—from January, 1959, to December 31 of 1961—there was a 450,000 net increase in the number of jobs in this State. Now that's fine, *but what we want now is 500,000 more jobs in the next four years.* That's the goal and I think we can achieve it—more jobs and better jobs and opportunities for the existing labor force and for the young people coming out of school and college."

GOVERNOR NELSON A. ROCKEFELLER



VOTE ROW "A" ALL THE WAY

"If I am elected Governor, I will seek to maintain a climate in which responsible labor and responsible management can work in harmony."

NELSON A. ROCKEFELLER

October 3, 1960

Labor Division
New York Republican State Committee
45 E. 45th Street, New York 17, N. Y.

The Tenny Press
250 West 54th Street, N.Y.C.



A Promise Made...

In 1958, Governor Rockefeller pledged that he would put New York State on the road to more jobs and better incomes through a new, practical development program that would encourage vigorous business expansion.

and KEPT...

By 1962, more than \$7,000,000,000 in new investments had been made in 1,800 plant and plant expansion projects. Personal income in the State jumped \$6,000,000,000. Payrolls soared to record highs. Approximately 450,000 new jobs were created. These Rockefeller achievements were accomplished within his anti-inflationary, pay-as-we-go balanced budget.

A Promise Made...

To help solve the grave problems workers face from automation and technological change, Governor Rockefeller promised a vigorous new program through extended unemployment insurance combined with job retraining.

and KEPT...

Workers were authorized, in 1960, to take approved vocational training courses and still receive unemployment insurance benefits. Two years later this legislation was further broadened.

In 1961, unemployment insurance benefits were extended an additional 13 weeks on a standby basis for those who had exhausted their regular 26 week benefits.

A Promise Made...

A key point in Governor Rockefeller's plan for workers was the increasing and broadening of unemployment insurance, workmen's compensation and disability benefits.

and KEPT...

The unemployment insurance maximum was raised from \$45 to \$50 a week during Rockefeller's first term of office and coverage was extended to 150,000 more workers.

Workmen's compensation was increased from \$45 to \$55 a week and coverage extended to 390,000 more workers.

Disability benefits were raised from \$45 to \$50 a week and coverage extended to 565,000 more workers.

Non-profit organizational workers were included in the workmen's compensation and disability benefits programs for the first time.

A Promise Made...

Recognizing the vast reserves of manpower in disabled and handicapped workers, Rockefeller envisioned, in 1958, expanded and more effective programs for rehabilitation, training and placing these reserves in jobs.

and KEPT...

His first step was to establish the Governor's Council on Rehabilitation and organize a State-wide plan for development and support of rehabilitation centers. Through his efforts, more workers were rehabilitated in New York State in 1961 than in any other state—for the second year in a row. Last year 40,482 handicapped workers were placed in jobs—the best record in the nation.

A Promise Made...

Of major importance to older workers in New York State was Governor Rockefeller's proposal to make possible the continuation of hospitalization and group life insurance for workers after they retire.

and KEPT...

Legislation was passed requiring all group health insurance policies and contracts be convertible to individual policies at the time of retirement, at the termination of employment or when union membership ends.

Provision was made to assure fair rates for those 60 years of age or older without increasing the cost of coverage to the group members.

A Promise Made...

In 1958, Governor Rockefeller pledged to continue the fight for equal opportunity in employment for all competent workers regardless of their race, religion, national origin, ancestry, sex or age.

and KEPT...

Because of his efforts, discrimination was outlawed in apprenticeship training programs, occupational training and retraining programs.

Protection against age discrimination was extended to include all workers over 40 years of age.

ROCKEFELLER



ROCKEFELLER

El Gobernador Rockefeller, trabajando con una Legislatura Republicana, ha estimulado más empleos, nuevas y más altas nóminas de pago, florecientes negocios y una creciente economía en el Estado de Nueva York. Ha tomado acción positiva para convertir a Nueva York en la capital de la industria atómica de la nación para fines pacíficos.

Estos logros fueron obtenidos mediante un presupuesto anual balanceado y juiciosa planificación financiera mientras él:

- Cancelaba un déficit potencial de \$700,000,000 que heredó de la administración Demócrata.
- Terminó con el financiamiento deficiente, restableció el pago de contado, ahorrándole a los contribuyentes millones de dólares en intereses por conceptos de préstamos.
- Redujo la deuda estatal financiada por los impuestos en \$85,000,000.

VOTE EN TODA LA LINEA "A"

RE - ELIJA



... PARA UN BUEN GOBIERNO

UNA PROMESA HECHA — “Es mi determinación como Gobernador que este Estado continuará progresando, rápida y continuamente, para conseguir una mejor vida, iguales oportunidades y un mayor logro para cada hombre, mujer y niño”.

UNA PROMESA CUMPLIDA — “En estos cuatro años hemos probado aquí en el Estado de Nueva York que el gobierno puede responder efectivamente a los retos tanto de firme progreso social como de política fiscal sólida y solvente”.

UNA PROMESA PARA EL FUTURO — “Vamos ante el pueblo del Estado de Nueva York este otoño confiados porque contamos con este récord de progreso para todo el pueblo basado en prácticas financieras juiciosas. Sobre este récord, estamos formando nuestro programa para un mejor futuro”.



RE-ELIJA A NELSON A. ROCKEFELLER

Más de una vez, el Gobernador Nelson A. Rockefeller ha demostrado las altas cualidades que son necesarias para un liderato capacitado e inteligente en el gobierno y en el servicio público:

- DEDICACION
- INTEGRIDAD
- HABILIDAD
- VALOR
- EXPERIENCIA
- VISION



UNA RARA COMBINACION... DEDICADA A SERVIR A TODO EL PUEBLO



UN LIDER que, en su primer término como Gobernador, ha probado que habilidad, dedicación y buen juicio pueden enfrentarse a los desafíos de los tiempos y dar al Estado de Nueva York un gobierno progresista, sólido y solvente.

UN LUCHADOR que nunca se detiene en su batalla por programas imaginativos y progresistas y por un presupuesto balanceado.

UN HUMANISTA cuya integridad y devoción a su deber está fortalecida por su hondo y afectuoso sentimiento hacia el pueblo y su amplia comprensión de sus variadas necesidades, sus muchos problemas y sus grandes esperanzas.

UN ADMINISTRADOR cuyas extensas y variadas carreras en servicio público y la empresa privada lo han dotado de una experiencia excepcional que lo ha convertido en un gran gobernador.

PROGRESO y PROSPERIDAD REPUBLICANA

RE-ELIJA UN GRAN GOBERNADOR

LIDERATO DINAMICO

NUEVOS, ESTUPENDOS PROGRAMAS

PRESUPUESTOS BALANCEADOS

PROGRESO SOLIDO



EL GOBERNADOR ROCKEFELLER HA HECHO LO SIGUIENTE PARA USTED..

PARA LOS TRABAJADORES — Más empleos para un mayor número de personas con sueldos más altos . . . el total de personas empleadas aumentó en 450,000 . . . hizo más efectiva la prohibición contra la discriminación en los programas de aprendizaje de oficios . . . creó el primer salario mínimo uniforme en el Estado . . . autorizó el aumento a \$1.25 . . . el ingreso personal aumentó en \$6,000,000,000 . . . mayor seguridad económica para todos.

PARA LOS ESTUDIANTES — La ayuda estatal para los distritos escolares locales aumentó a un récord de 60% . . . Triplicó las becas de Regentes . . . creó concepciones para el pago de matrícula para estudiantes de colegio . . . liberalizó los préstamos a los estudiantes . . . la ayuda Estatal a 200,000 estudiantes de colegio alcanza cerca de \$63,000,000 al año.



PARA LA FAMILIA — Un vasto y nuevo programa de viviendas para familias de bajos recursos . . . prohibió la discriminación en las viviendas privadas . . . intensificó las investigaciones contra el cáncer y otras enfermedades fatales . . . expandió las facilidades recreativas y los parques locales y Estatales . . . impulsó el más grande programa de construcción de carreteras en Nueva York . . . nuevas y positivas medidas para ayudar a la juventud.



PARA EL ANCIANO — El mejor programa médico de la nación para 170,000 ancianos de Nueva York . . . Duplicó las facilidades de viviendas para los ancianos . . . redujo las tarifas en los seguros de salud . . . amplió la prohibición de la discriminación en los empleos por razones de edad.



Nelson Rockefeller es un gobernador que trabaja las 24 horas del día, siete días a la semana, que se interesa personalmente en los problemas del pueblo.

*Amigos de Rockefeller
John A. Roosevelt, Chairman
45 E. 45th Street
New York 17, N. Y.*

*The Tenny Press, Inc.
250 West 54 St., N. Y. C.*



PROGRESO y PROSPERIDAD REPUBLICANA



REPUBLICAN "FIRSTS"

REPUBLICAN "FIRSTS"

Partnership Government In New York State

Governor Nelson A. Rockefeller and the Republican majorities in both houses of the State Legislature under the leadership of Senator Walter J. Mahoney and Speaker Joseph F. Carlini have blazed new trails with sound, imaginative programs and bold new action to meet the challenges and problems of the times and to strengthen New York's pre-eminence as the nation's FIRST state.

On the following pages are listed the pioneering actions taken during the past four years, all of which are "firsts" for New York State and many of which are "firsts" for the nation.

JOB AND INDUSTRY: FRESH INCENTIVES

FIRST! Comprehensive State-wide program to expand job opportunities, including 60 specific actions to encourage economic growth—with \$7 billion in new plant investments and 450,000 better-paying jobs.

FIRST! Job Development Authority, with \$100,000,000 available, to stimulate the building and expansion of plants for new industries and to assist local, non-profit groups engaged in similar activities, particularly in labor-surplus areas.

FIRST! Minimum wage law in the State, now guaranteeing over 2,000,000 workers at least \$1.15 an hour in 1962, and \$1.25 in 1964.

FIRST! State Atomic Research and Development Authority, designed to make New York the capital of the nation's atomic industry for peaceful purposes.

FIRST! State-wide conference to study role of automation, protection and welfare of workers.

To extend unemployment insurance to workers displaced by automation during job retraining period.

FIRST! State public works stockpile to create State construction projects in the event of a recession to offset decline in employment.

FIRST! To ratify the Delaware River Port Authority, which sets a new pattern for regional cooperation in development of water resources for industrial, commercial and recreational purposes.

SCHOOL AID: NEW CO

FIRST! Billion-dollar annual program of financial assistance to local schools.

FIRST! Special State aid to city schools based on population density.

New York State's future rests with the children. Governor Rockefeller has given full attention to our children's education.

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To extend unemployment insurance benefits to workers displaced by automation during job retraining period.

- FIRST!** State public works stockpile, used to accelerate State construction projects to provide jobs in the event of a recession or regional decline in employment.
- FIRST!** To ratify the Delaware River Compact, which sets a new pattern for Federal-State cooperation in development of water resources for industrial, commercial and recreational purposes.

SCHOOL AID: NEW CONCEPTS

- FIRST!** Billion-dollar annual program of State financial assistance to local school districts.
- FIRST!** Special State aid to city school districts based on population density.

New York State's future rests with its youth and, to insure that future, Governor Rockefeller has devoted full attention to our children, their needs and their education.



FIRST! State financial aid to city school districts to pay for transportation of elementary and high school pupils.

FIRST! To authorize standard plans to reduce local school construction costs.

FIRST! State matching fund program to share up to one-half the cost of fallout shelters in the schools and colleges.

COLLEGE OPPORTUNITIES: URGENT PRIORITY

FIRST! Scholar Incentive Program to provide tuition grants for students qualified to attend college, ranging from \$100 to \$800 a year.

FIRST! State University Construction Fund, to speed building of a \$700,000,000 program to double capacity of the State University to 106,000 students by 1970.

FIRST! State aid for establishment of first doctoral programs and expanded graduate work in the City University of New York.

HUMAN PROGRESS: NEW GUARANTEES

FIRST! State-wide ban in New York on discrimination in the sale and rental of private housing and commercial space.

FIRST! To ban discrimination in the sale of insurance in the State.

FIRST! To outlaw discrimination by banks and other lending institutions in granting loans for purchase or repair of private housing or commercial space.

FIRST! To appropriate funds for Attorney General Lefkowitz's new Civil Rights Bureau.

FIRST! State master plan for mental health problems.

FIRST! State Office for the Aging, to provide technical assistance to localities in coordinating activities and services for senior citizens.

FIRST! State law requiring conversion, at fair rates, of group health insurance policies to individual policies upon retirement.

FIRST! State authorization for health insurance companies to act jointly to provide insurance on group basis at lower rates to people over 65.

HOUSING PIONEERING PR

FIRST! State Housing Finance the investment of \$1 b for constructing 80 apartments — without or credit.

FIRST! State guaranteed low-families make down p tive apartments with a own ready cash.

FIRST! To encourage private apartments for low-inc

FIRST! State grants for urban

FIRST! Receivership law to fo rental income to impro

FIRST! State-sponsored region ters for the physically

Governor Rockefeller speak project in New York State

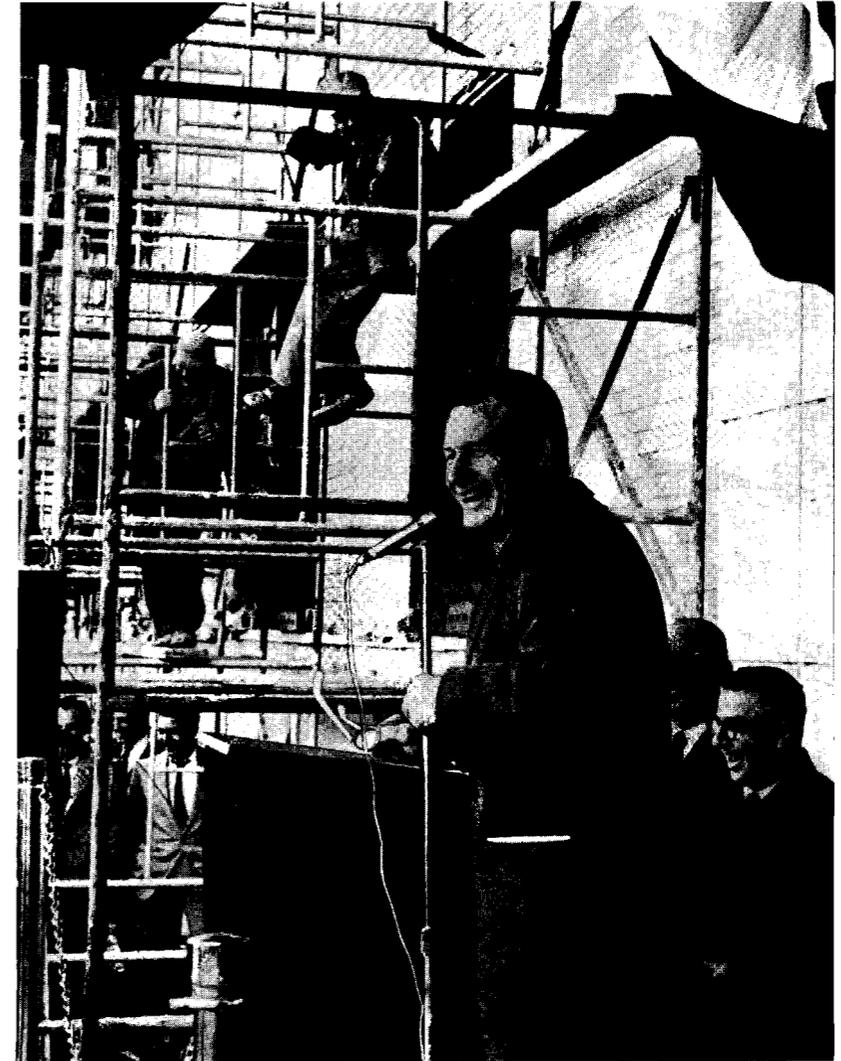
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HOUSING: PIONEERING PROGRAMS

- FIRST!** State Housing Finance Agency, to facilitate the investment of \$1 billion of private funds for constructing 80,000 middle income apartments—without use of State revenue or credit.
- FIRST!** State guaranteed low-interest loans to help families make down payments on cooperative apartments with as little as \$200 of their own ready cash.
- FIRST!** To encourage private builders to provide apartments for low-income families.
- FIRST!** State grants for urban renewal projects.
- FIRST!** Receivership law to force slumlords to use rental income to improve rundown housing.
- FIRST!** State-sponsored regional rehabilitation centers for the physically handicapped.

Governor Rockefeller speaks at the dedication of one project in New York State's vast housing program. ▶



TRANSPORTATION: VITAL BREAKTHROUGHS

- FIRST!** State Office of Transportation, to plan and coordinate all transportation services.
- FIRST!** State program to help railroads acquire new equipment for better commuter service.
- FIRST!** Comprehensive planning and action program through Tri-State Transportation Committee.
- FIRST!** Program of local tax relief for railroads to preserve and improve passenger service.
- FIRST!** Billion-dollar State highway construction program in any state.
- FIRST!** To require seat belts in new cars sold in the State, beginning with 1965 models.

LAW ENFORCEMENT: MODERN PROTECTION

- FIRST!** To require special training for all new local police officers.
- FIRST!** To require proper labelling of all reconditioned or rebuilt household appliances, an integral phase of Attorney General Lefkowitz's campaign against consumer frauds.
- FIRST!** To bar persons with criminal records from charitable fund-raising activities.

NEW NEW HELP

- Youth Opportunity Centers, to provide training and outdoor work for boys 15 to 17 years old to prevent delinquency.
- FIRST!** Youth Rehabilitation Centers as an alternative to imprisonment for boys already in trouble with the law.
- FIRST!** School-to-Employment Program (STEP), to provide part-time jobs for 15-year-old boys in danger of dropping out of school.
- FIRST!** Farm Cadet Program to place youths in agricultural jobs.

RECREATION AND CULTURE: NEW EMPHASIS

- FIRST!** State Council on the Arts, to broaden cultural opportunities and stimulate interest and participation in performing and fine arts.
- FIRST!** \$75,000,000 program for the State and localities to acquire open lands for park and recreational purposes.

Governor Rockefeller's untiring efforts have brought, for all the people of New York State, greater cultural opportunities and more recreational facilities to enjoy—including the chance to relax and fish once in a while.

*New York Republican State Committee
315 State Street, Albany, N. Y.
L. Judson Morhouse, Chairman*

Advertisers Offset Corp., 155 6th Ave., New York, N. Y.



THE NEW YORK STATE

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"To generate a new era of progress, we need not only to focus sharply on the problems of our times but to anticipate the problems of the future as well."
Governor Nelson A. Rockefeller

THE ROCKEFELLER RECORD



ROCKEFELLER ACHIEVEMENTS

- *Budget balanced, State debt cut*
- *450,000 new jobs, record payrolls*
- *Made New York leader in atomic industry*
- *School aid up 60% to \$1 billion*
- *College scholarships tripled to 17,000*
- *Tuition grants for 160,000 students*
- *State University capacity being doubled*
- *Middle-income housing increased ten-fold*
- *Increased minimum wage to \$1.25*
- *Greater income security for workers*
- *Retraining of workers affected by automation*
- *Medical care for 170,000 aged*
- *Gains in fight for human rights*
- *\$1 billion road building program*
- *\$100,000,000 new park program*
- *Created State Council on Arts*
- *Youth services to prevent delinquency*
- *Better commuter transit service*
- *Crack-down on consumer frauds*
- *Expanded cancer, heart disease research*
- *New laws for highway safety*
- *Hospital treatment for drug addicts*
- *Agricultural research expanded*
- *Broadened "home rule" for local government*
- *Simplified absentee voting procedure*

*New York Republican State Committee,
315 State Street, Albany, N.Y.*

L. Judson Morhouse, Chairman

*Ampco Printing Co., Inc.
155 6th Ave. New York, N.Y.*

THE ROCKEFELLER RECORD

FOUR YEARS OF DYNAMIC ACHIEVEMENT



A PROMISE MADE

“It is my determination as Governor that this State shall continue to go forward, rapidly and steadily, in the interest of a better life, equal opportunity and fuller self-realization for every man, woman and child.”

NELSON A. ROCKEFELLER

“In these four years we have proved here in the State of New York that government can respond effectively to the challenge of both soundly progressive social advance and soundly solvent fiscal policies.”

NELSON A. ROCKEFELLER

A PROMISE KEPT

"Our State's fiscal integrity underlies its economic growth. This growth, in turn, alone can give hope and opportunity for individual fulfillment for all of our citizens." January 6, 1960

BUDGET BALANCED

1

True progress must be based on fiscal soundness—this is Governor Rockefeller's firm conviction.

An almost endless list of achievements during his first term of office are recorded on the following pages. Yet, they are achievements made under the sound pay-as-we-go, balanced budget he established.

To build the solid base needed for his far-reaching programs, Governor Rockefeller:

- Wiped out a \$700,000,000 deficit inherited from a Democratic Administration
- Halted deficit financing
- Saved taxpayers millions of dollars in borrowing charges
- Reduced the State's tax-financed debt by \$85,000,000

But the most notable achievement was that while he was accomplishing this financial reform, Governor Rockefeller at the same time:

- Readjusted tax rates, reducing the share paid by those in lower brackets
- Cancelled 1958 income tax payments in establishing the payroll withholding system
- Established \$25 and \$10 "credits" for married and single taxpayers
- Granted a 10% income tax refund in 1961
- Held the tax line in 1962 despite record \$1,400,000,000 in State aid to schools and local government
- Simplified State income tax by "conforming" it with Federal tax returns—saving taxpayers \$8,000,000

"The well-being of the people of New York depends on the vitality and growth of our State's economy. A vigorous and growing private economy is the basic source of jobs and incomes." January 7, 1959

MORE JOBS, HIGHER PAYROLLS

2

Governor Rockefeller's dynamic efforts to foster a better economic climate have created more job opportunities for everyone in the State by expanding business and industrial activity.

- Total employment rises 450,000
- Payrolls reach record highs
- Plant expansion up \$7,000,000,000
- Personal income jumps \$5,000,000,000

Among the many wide-ranging measures he took to stimulate this vigorous, growing State economy were:

- Creation of the \$100,000,000 Job Development Authority to establish and expand plant facilities for new industries in labor surplus areas
- Business tax structure adjusted to meet industrial competition from other states
- \$5,000,000 a year tax relief for small businesses
- Organization of the State's Congressional delegation to obtain more defense contracts for New York
- Establishment of the State Atomic Research and Development Authority to create more jobs and make New York State the capital of the nation's atomic industry for peaceful purposes
- Created World Trade Center in New York City



"One test of our faith in the future of democracy is the provision we make for the education of our children in a world of unparalleled complexity and change." January 3, 1962

MEETING THE SCHOOL CHALLENGE

3

Historic revisions of New York's "equal education" State school aid formula has been one of Governor Rockefeller's greatest achievements—further guaranteeing every boy and girl, no matter where they live, the best possible education.

- State aid to local school districts increased from \$593,000,000 for 1958-59 to \$951,000,000 for 1962-63 and to \$1,063,000,000 for 1964-65, the largest increase in history
- Established for the first time State financial aid to city school districts for 90% of the cost for transporting pupils
- Initiated special State financial aid to city school districts for programs for non-English speaking, handicapped and economically and culturally deprived pupils
- Increased State financial aid for hard-pressed smaller school districts through modernized "sparsity" formula
- Inaugurated State financial aid to all local school districts, on a uniform basis, for school construction
- Created "standard plans" to reduce school construction costs
- Increased salaries and pensions for teachers
- Greater State aid for educational TV, libraries



"Our goal is that no young man or woman with the capacity and the desire to seek a college education should be prevented from doing so because of the lack of adequate facilities or financial resources." January 3, 1962

COLLEGE OPPORTUNITY FOR ALL

4

Governor Rockefeller's Administration has made it possible for more high school graduates than ever before to go on to college.

- Tripled, from 5,500 to 16,240, the number of State regents scholarships, worth \$250 to \$700 a year for four years at any college in the State
- Created "scholar incentive" tuition grants, ranging from \$100 to \$300 a year for undergraduates and from \$200 to \$800 for graduate students
- Combined scholarships and tuition grants, in full effect, will provide \$63,000,000 annually in State assistance to nearly 200,000 college students
- State-guaranteed student loan maximums increased 50%; repayment period extended from 6 to 12 years after graduation
- Created State University Construction Fund to speed up \$700,000,000 building program to double State University capacity to 106,000 students
- Incorporated University of Buffalo into the State University
- Approved master plan for State University expansion to develop 11 teacher colleges into liberal arts schools with master's degree programs, to establish graduate centers at Albany, Buffalo, Binghamton and Stony Brook (Long Island)
- Created City University of New York from existing local units
- State financial aid to City University increased 200% to \$27,000,000 annually, including initial appropriation of \$1,000,000 to help establish graduate programs

"Our task is to help provide a meaningful way of life for older persons so that they may continue to contribute to their community in a dignified and productive manner." April 30, 1962

AID FOR THE AGING

5

The Rockefeller Administration has enriched senior citizens' later years by providing them with the opportunity to lead healthy and useful lives.

- Established medical assistance for 170,000 needy senior citizens—nation's best medicare program
- Created the new State Office for the Aging to provide localities with technical assistance in coordinating activities and services for the aged in the State
- Granted the elderly the right, upon retirement, to convert group health insurance coverage to individual policies at a "fair rate"
- Doubled State-aided housing for the aged from 10,700 to 21,000 units
- Established a \$50,000,000 loan fund to accelerate additional construction of low and middle-income housing for senior citizens
- Granted real estate tax exemptions to qualifying non-profit groups for middle income housing for the aged
- Established a job counselling service which ranks New York first among the states in placing workers over 45
- Extended the ban on job discrimination to protect all workers between 40 and 65



"Our society must have a unique concern for its youth—for its youth is the society of tomorrow. These young citizens are our hope for the future, our greatest living resource." January 6, 1960

A HELPING HAND FOR YOUTH

6

Governor Rockefeller's Administration has inaugurated imaginative new concepts to cope with what he has called the "heart-breaking and frightening problems of juvenile delinquency."

- Created Division for Youth in the Executive Department
- Established Youth Opportunity Centers to provide work and training for boys on the brink of delinquency, and Youth Rehabilitation Centers for those already in trouble with the law
- Created STEP (School-to-Employment Program) to provide part-time jobs for 15-year-old boys in danger of dropping out of school
- Instituted work-training programs (4 hours paid work, 4 hours counselling) for 16 and 17-year-old boys who quit school
- Established YES (Youth Employment Service) to help find part-time and full-time jobs for young people
- Authorized commitment of "hardened" 15-year-old hoodlums to reformatories rather than training schools
- Created forestry camps for youths sentenced to penal institutions
- Authorized "half-way houses" to assist newly-paroled youth to adjust to society
- Established specialized training schools for disturbed boys, 12 to 16 years old
- Organized farm cadet program to place youths in farm jobs

"A sound and prosperous agricultural community is vital to the overall economy of our State."
January 6, 1960

STRONGER FARM ECONOMY

7

Governor Rockefeller has acted to strengthen agriculture as a vital component of the State's economy. This administration has done much to improve the productive and economic position of New York farmers.

- Extended for 10 years, the Erwin town road program under which 11,650 miles of farm-to-market roads have been improved, with the State paying from 25% to 75% of the cost
- Expanded agricultural research, increasing appropriations by more than \$1,500,000
- Authorized penetrating survey of State's \$500,000,000-a-year milk industry, pointing to revision of Federal-State and State marketing orders with special attention to prices paid dairymen for fluid milk
- Revitalized Governor's Committee for Increased Use of Milk
- Authorized wider use of vending machines to increase consumption of milk
- Strengthened bargaining powers of dairy farmer co-operatives by requiring milk dealers to pay dairymen's dues directly to duly authorized co-operatives
- Allocated State Agriculture Department \$25,000 to study adverse economic impact on New York dairymen by proposed national milk sanitation act
- Intensified fight against brucellosis, reducing incidence of cattle disease sharply, moving toward eradication
- Established new pesticide control program
- Raised ceiling by 33% on State financial aid for county extension services and rural youth programs

"We have reason to be gratified that in the Empire State there is a genuine partnership between labor and management and the State government. To this policy we reaffirm our fidelity." September 2, 1961

LABOR GAINS

8

More jobs, higher payrolls, greater job security—these are labor's gains.

- Established the State's first uniform minimum wage of \$1 an hour in 1960, with an increase to \$1.15 this year and to \$1.25 in 1964 authorized
- Increased workmen's compensation weekly maximum to \$55 and extended coverage to 400,000 additional workers
- Increased unemployment insurance weekly maximum to \$50 and extended coverage to 150,000 additional workers
- Increased sickness-disability weekly maximum to \$50 and extended coverage to 565,000 additional workers
- Extended unemployment insurance, workmen's compensation and sickness-disability coverage to workers in single-employee firms
- Established State Manpower Division to re-train workers displaced by automation
- Extended unemployment insurance benefits to workers displaced by automation during vocational retraining
- Added 13 weeks "emergency" unemployment insurance payments to the permanent 26-week maximum as an anti-recession measure
- Cracked down on misuse of funds by employer and labor organizations; established code of ethics for officers and agents
- Guaranteed greater wage protection, better housing and working conditions for migrant workers and increased State aid for school facilities and day-care centers for their children



*"Residential slums bring untold human problems . . .
The renewal of obsolescent and blighted areas is
essential to restore economic land uses and provide
adequate housing." March 6, 1961*

MORE AND BETTER HOUSING

9

Governor Rockefeller has led the way in the nation in developing programs to encourage the investment of private funds in the construction of vast new housing developments.

- A ten-fold increase in the housing program for middle-income families—from 2,360 to 27,544 apartments built or authorized
- Mortgage money committed for middle-income housing raised from \$31,150,000 to \$361,337,600
- State Housing Finance Agency created to facilitate investment of \$1,000,000,000 in private funds to construct 80,000 apartments for middle-income families without use of State money or credit
- Down payments reduced from 10% to 5% in purchase of privately-sponsored, co-operative apartments by middle-income families
- Low-interest, ten-year loans made available to middle-income families to permit down payments on co-operative apartments with as little as \$200 of their own ready cash
- Low-rent housing increased from 98 to 120 projects in 39 communities—raising total to 64,151 units
- Pilot program launched to interest private builders in housing for low-income families
- Moved to create the Rehabilitation Finance Corp. to raise private funds for individual loans to rehabilitate slum dwellings
- Receivership law passed forcing slumlords to use rent money for improving rundown housing
- Urban renewal aided with authorization of \$35,000,000 in State assistance to match cities' share of land write-down for 54 projects in downtown areas of 43 communities

"The achievement of equal opportunity for all will be a major goal of my Administration—to make New York State a shining example to the nation and to the world of our faith in freedom and justice for all men." January 7, 1959

CIVIL RIGHTS STRENGTHENED

10

Governor Rockefeller has led the fight against discrimination because of race, religion, or national origin and for equal rights and opportunities for all.

- Banned discrimination in the sale and rental of private housing and commercial space
- Banned discrimination in loans by institutions for purchase or repair of private housing or commercial space
- Banned discrimination in the writing and sale of all forms of insurance
- Broadened the ban on discrimination in places of public accommodation
- Tightened the ban on discrimination in apprenticeship and other job-training programs
- Expanded the State Commission Against Discrimination, redesignated it the State Commission for Human Rights and established four more local offices
- Increased annual appropriations for State Commission for Human Rights from \$743,000 in 1958-59 to \$1,532,000 for 1962-63



"The fight against fraud and deception in the sale of consumer goods and services must be pursued vigorously." January 6, 1960

CONSUMER PROTECTION

11

Governor Rockefeller and Attorney General Lefkowitz have put New York State far into the lead in protecting consumers — and honest businessmen — from fraud and deception in the sale of goods, services and securities.

- Broad new powers were granted to the Attorney General to crack down on fraud and deceptive practices in the retail sale of goods and household appliances, in the furnishing of services and against monopolistic price-fixing practices detrimental to consumers and honest merchants
- The Attorney General's power to combat fraud and deception in the sale of securities and in charity fund-raising solicitations was broadened
- Charges for installment credit were reduced
- Proper labelling of all re-conditioned and re-built household appliances, including television tubes, is now required
- Persons with criminal records barred from fund-raising activities for charitable purposes
- The inspection of all meat slaughtered in New York is now required and, for the first time, the inspection of meat products such as sausage and prepared meats was made mandatory
- The liability of the owner of a lost or stolen credit card has been limited and the knowing, unauthorized use of a credit card is punishable as larceny
- Payment made under a contract to a home builder for both the sale of real property and the construction of a building upon the land now constitute a trust fund which the builder may apply only for the purposes of the contract
- Salesmen of securities and investment advisory services must register with the Attorney General and file copies of all literature they circulate to investors

"The effectiveness of the State's transportation system, not only for the growth of the economy, but also for the general convenience of the public, has been and will continue to be a major concern of my Administration." January 6, 1960

BETTER TRANSPORTATION

12

The Rockefeller Administration has undertaken unprecedented action to assure the people of convenient and reliable public transportation—especially modernized facilities for improved commuter service.

- Created Office of Transportation in State government
- Real estate tax relief granted to railroads operating in State, with State reimbursing localities for 50% of loss in revenue
- Special, additional tax relief for three major commuter railroads in metropolitan New York suburban area, contingent on improved service and equipment
- Authorized State loan and use of State credit for Port of New York Authority to acquire modern, air-conditioned coaches for leasing to commuter railroads—which are required to place matching orders—to replace 1,000 of 2,100 cars now in service
- Directed Port of New York Authority to acquire, rehabilitate and operate the Hudson-Manhattan Railroad (Hudson tubes) which carries commuters from and to New Jersey
- Authorized New York City Transit Authority to purchase 724 new subway cars
- Replaced burdensome gross receipts tax on bus lines with net income tax; exempted buses from 33% of the motor fuel tax
- Launched long-range action and planning programs to improve transportation in metropolitan New York and Niagara Frontier areas
- Granted State loans for development of harbor facilities by Port Authorities in Buffalo, Oswego and Ogdensburg

"The future of our State and the security of our citizens demand that we move with alacrity and determination against organized crime and all criminal elements in our society." January 7, 1959

WAR ON CRIME

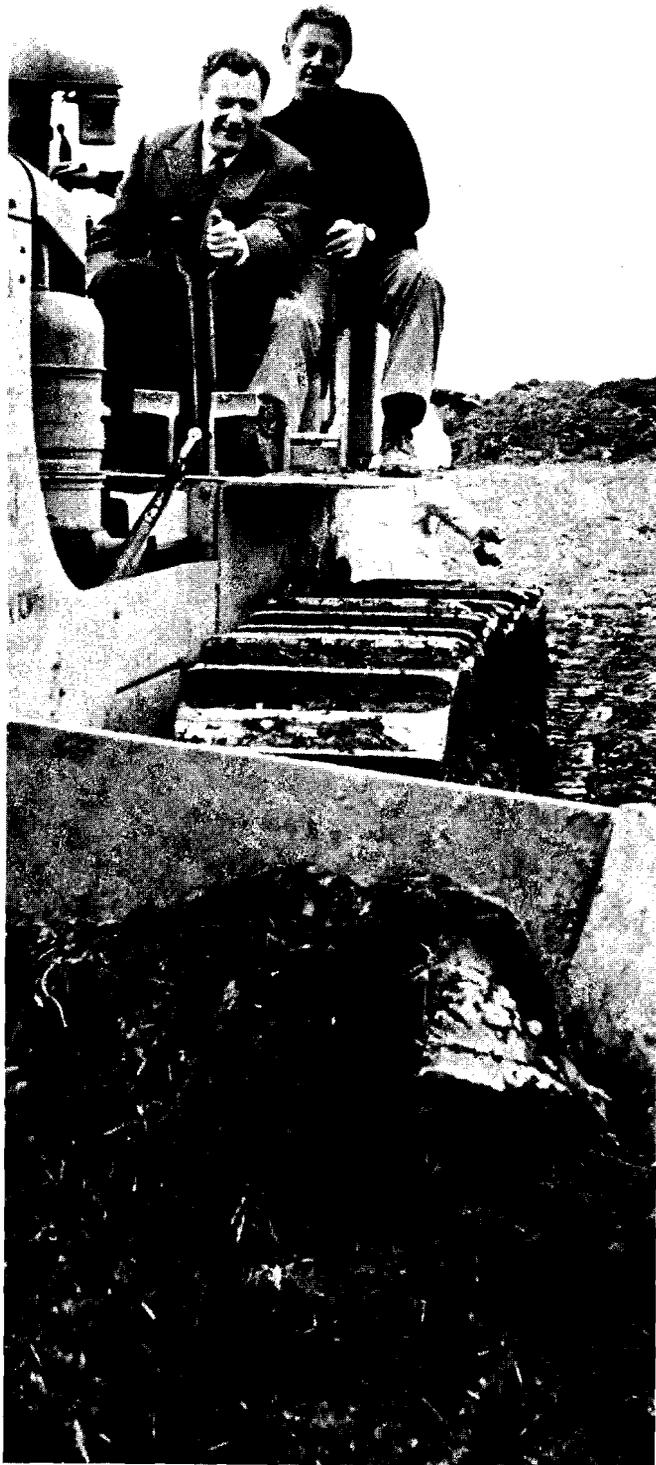
13

Effective action has been taken to strengthen the administration of criminal justice and to make the people more secure in their homes, on the street and at their work.

- Expanded State Police force from 1,532 to 2,372, an increase of 840 troopers
- Established nation's first mandatory police training program for all new local police officers
- Strengthened laws in fight against organized crime
- Continued State Investigation Commission for two more years
- Granted broader authority to State Investigation Commission and Waterfront Commission of New York Harbor to combat corruption and racketeering
- Tightened State laws against professional gambling syndicates; mandated minimum jail sentences for multiple offenders of gambling laws; required fingerprinting of all persons arrested for gambling
- Established broad new program for voluntary in-patient and out-patient treatment of narcotics addicts
- Initiated new program for medical treatment, as an alternative to imprisonment, for addicts accused of crimes, other than major felonies and the sale of narcotics
- Authorized counties to establish an Office of Public Defender
- Initiated a major revision of the Penal Law and the Code of Criminal Procedure, first since 1881
- Increased State financial aid for local probation services

"Our motorists, our communities and our economy require a modern highway network that enables the safe, efficient and economical transportation of people, goods and services." December 7, 1961

MORE AND SAFER HIGHWAYS



14

Under Governor Rockefeller, our vital network of State highways is being greatly expanded and improved.

- Achieved State's first billion-dollar highway construction program in 1959—continued pace in 1960, 1961 and 1962
- Put highway construction on a pay-as-we-go basis—saved millions in interest and debt service charges
- Awarded 1,246 contracts to build 5,868 miles of highway costing \$1,258,390,000—compared to 732 contracts for 2,567 miles costing \$757,776,000 by previous Democratic administration
- Will have completed 5,270 miles of new highways in four years—compared to 1,880 completed by previous Democratic Administration
- Accelerated construction of four great super-highways—Northway, North-South Expressway, Southern Tier Expressway (Route 17) and the Long Island Expressway
- Awarded \$115,000,000 in contracts for arterial highways serving the 1964 World's Fair area
- Began construction of the Newburgh-Beacon Bridge to carry Interstate Route 84 across the Hudson River

SAFE DRIVING

- Made seat belts mandatory in front seats of all new automobiles sold in the State after June 30, 1964
- Increased State Police by 840 to total of 2,372 troopers
- Authorized severer penalties for drunken drivers, imposed penalties on drivers operating a car while ability is "impaired" by alcohol

"Health problems continue to exert extreme pressure on the citizens of New York State. This prevalent condition is one that we must recognize if we are to meet the urgent challenges of our extremely hazardous and progressive civilization." April 4, 1962

HEALTH AND MENTAL HEALTH

15

The constant fight against disease and mental illness has been forwarded dramatically.

- Major strides in research in cancer, heart disease, hepatitis, mental health and alcoholism
- Appropriated more than \$20,000,000 to launch first phase of a five-year mental health master plan
- Established division of alcoholism to provide clinic and hospital service for treatment of alcoholics
- Established State-wide monitoring and measuring network to record levels of radio-active fall-out
- Expanded capacity of State's cancer research facility, Roswell Park Hospital, from 100 to 500 beds
- Established first State-wide regulations to control and minimize air pollution
- Established Governor's Council on Rehabilitation
- Initiated house-care assistance for chronically ill and aging persons
- Provided State aid for special local training classes for severely retarded children
- Initiated special programs to treat emotionally-disturbed blind and deaf children
- Increased by \$5,500,000, State aid to community mental health programs; per capita ceiling raised from \$1 to \$1.40



"We have both the duty and the opportunity to broaden and enrich the lives of our people by giving them greater access to the unique cultural and recreational resources in this State." January 4, 1961

THE FULLER LIFE

16

Sweeping new programs have been launched to make available to all the people unexcelled cultural and recreational facilities.

- Created State Council on Arts to stimulate interest and participation in the performing arts and to sponsor low-cost appearances throughout the State of non-profit professional performing groups — orchestras, ballet, opera, soloists and choral groups
- Exhibitions of paintings, prints and other graphic media offered to museums, galleries throughout State by Arts Council
- Initiated construction of State theater at Lincoln Center in New York City as part of State's participation in 1964 World's Fair at Flushing Meadows
- Approved construction of \$5,000,000 State exhibit at World's Fair—an international exposition expected to generate \$7,000,000,000 in economic activity in New York
- Inaugurated \$100,000,000 program for State and localities to acquire open lands for development as park, recreation areas
- Began development of State's third great ski center — the Burnt Bear facility on Gore Mountain in Warren County
- Authorized New York City to construct stadium for use by new National League baseball team
- Added 130,000 acres to the State's forest preserve
- Increased State's public campsites—from 38 to 43 camp centers; from 3,965 to 4,504 separate facilities, with individual capacities increased from 15,400 to 17,500 campers
- Required licensing of motorboats and increased penalties for reckless piloting—greatly reducing fatalities and boating mishaps

A PROMISE FOR THE FUTURE

"We go to the people of New York State this fall with confidence as we present this record of sound progress for all the people based on sound financial practices. Upon this record, we are building our program for an even greater future."

NELSON A. ROCKEFELLER

*New York Republican State Committee, 315 State Street, Albany, N.Y.
L. Judson Morhouse, Chairman*

Advertisers Offset Corp. 155 6th Ave. New York, N.Y. 

October 10, 1962

Dear Mr. Bauer:

Thanks very much for your note and for the campaign materials which you enclosed.

Your office should now be receiving our material and I hope you will let me know if this is not the case.

Your campaign brochures and pamphlets are outstanding. A great job is being done.

Many thanks and kind regards.

Sincerely,

H. R. Haldeman

Mr. B. W. Bauer
New York Republican State Committee
45 East 45th Street
New York 17, New York

CAMPAIGN HEADQUARTERS

NEW YORK REPUBLICAN STATE COMMITTEE

45 EAST 45th STREET • NEW YORK 17, N.Y. • ORegon 9-6500

WILLIAM L. PFEIFFER
CAMPAIGN MANAGER

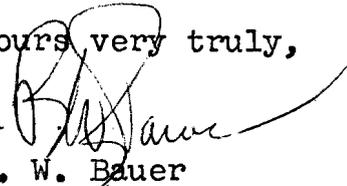
MRS. DOROTHY MCHUGH
CAMPAIGN CO-MANAGER

October 2, 1962

Dear Mr. Haldeman:

Enclosed are the campaign materials which have been printed thus far. You will automatically receive any future publications.

Yours very truly,



B. W. Bauer

Mr. H. R. Haldeman
"Nixon for Governor"
3908 Wilshire Boulevard
Los Angeles 5, California