

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

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67	13	10/12/62	Newsletter	News Release RE: Senator John McCarthy and the State Department of Employment. 2pgs.
67	13	10/11/62	Newsletter	Nixon for Governor News Release RE: Dr. Cecil Hardesty accepting the role of educational counselor in the Nixon campaign. 2pgs.
67	13	10/13/62	Newsletter	Nixon for Governor News Release RE: Remarks by Nixon on narcotics laws.
67	13	10/12/62	Newsletter	Nixon for Governor News Release RE: Nixon's "positive programs for a greater California." 1pg.
67	13	10/11/62	Newsletter	News Release RE: the State Treasurer's Office and "conflict[s] of interest." 2pgs. [1duplicate, not scanned]
67	13	10/12/62	Newsletter	Nixon for Governor News Release RE: Nixon as Governor, honoring the dedicated local peace officers with Awards for Excellence in Local Law Enforcement. 1pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	13	n.d	Newsletter	News Release RE: Collegians For Nixon Four Point Program For Victory. 3pgs.
67	13	10/13/62	Other Document	Remarks by Nixon at a Win With Nixon Really RE: Brown's campaign. 2pgs.
67	13	10/13/62	Newsletter	News Release. Remarks by Nixon to the League of County Employees Associations. 1pg.
67	13	10/09/62	Newsletter	Nixon for Governor News Release RE: Remarks by Nixon concerning his campaign "surging with optimism." 2pgs.
67	13	10/08/62	Other Document	Remarks by Dwight D. Eisenhower at the Cow Palace, San Francisco RE: his support of Nixon as CA Governor. 3pgs.
67	13	10/06/62	Newsletter	Nixon speaks to CA's Senior Citizens RE: Tax Reform, Medical Aid, Housing, and Useful Lives. 2pgs.
67	13	10/08/62	Newsletter	Nixon for Governor News Release RE: Pat Nixon's "tireless participation in her husband's 'person-to-person' campaign for Governor." 1pg.

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67	13	10/07/62	Newsletter	Nixon for Governor News Release RE: Nixon boarding a "Victory Express" train "for an unparalleled 17 stop train tour of CA's coastal communities." 2pgs.
67	13	10/08/62	Newsletter	Nixon for Governor News Release RE: Nixon's Weekly Schedule Roundup. 1pg.
67	13	n.d	Memo	Memo to Community Chairmen RE: "A suggested story for immediate release to local radio stations, weekly and daily newspapers," concerning Nixon for Governor speakers. 1pg.
67	13	n.d	Newsletter	Nixon for Governor News Release RE: California's record in crime, welfare, and employment. 1pg.
67	13	n.d	Newsletter	News Release RE: the Republican State Central Committee's weekend workshop session. 2pgs.
67	13	10/05/62	Newsletter	News Release by Assemblyman Howard Thelin RE: Gov. Brown's "FBI man" and Communists in California.
67	13	10/09/62	Newsletter	Nixon for Governor News Release. Remarks by Nixon Before the Food Industries Sales Managers Club of Los Angeles. 2pgs.

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67	13	10/05/62	Newsletter	Nixon for Governor News Release RE: Nixon's reunion with former President Dwight D. Eisenhower. 2pgs.
67	13	10/08/62	Newsletter	Nixon for Governor News Release RE: the organization of the Nixon for Governor Speakers Bureau. 2pgs.
67	13	10/08/62	Newsletter	Nixon for Governor News Release RE: Pat Nixon's Schedule. 2pgs.
67	13	10/05/62	Newsletter	Nixon for Governor News Release RE: Nixon's statewide radio address of his Pograms for a Greater CA. 6pgs.
67	13	10/07/62	Newsletter	Nixon for Governor News Release RE: Nixon's Person-to-Person Campaign schedule, 10/08-10/14. 6pgs.
67	13	10/05/62	Newsletter	Nixon for Governor News Release RE: the Press and Editorial Comment on the UPI Conference. 2pgs.
67	13	10/03/62	Newsletter	Nixon for Governor News Release RE: Remarks by Nixon before the San Fernando Joint Service Clubs. 1 pg.

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67	13	10/05/62	Newsletter	Nixon for Governor News Release RE: the Southern CA Youth for Nixon. 1pg.
67	13	10/03/62	Newsletter	Nixon for Governor News Release RE: Nixon's remarks on Brown's "taxing schemes." 3pgs.
67	13	10/02/62	Newsletter	Nixon for Governor News Release RE: a statement by Nixon concerning the "tragic events in Mississippi." 1pg.
67	13	10/03/1962	Newsletter	News Release RE: Nixon's remarks at a "Nixon for Governor Rally" in Pasadena. 3pgs.
67	13	10/02/1962	Newsletter	News Release RE: voter support for Nixon after "Nixon's joint appearance with Edmund G. Brown before the United Press International Conference." 2pgs.
67	13	9/30/1962	Newsletter	Nixon for Governor News Release RE: Nixon's campaign appearances. 2pgs.
67	13	9/19/1962	Newsletter	Nixon for Governor News Release RE: Nixon's remarks made during his person-to-person bus tour of the San Joaquin Valley. 2pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	13	9/21/1962	Newsletter	Nixon for Governor News Release RE: Nixon's Blue Ribbon Commission. 2pgs.
67	13	9/22/1962	Newsletter	Nixon for Governor News Release RE: remarks made by Nixon at the "Nixon for Governor Barbeque" before North San Diego County. 3pgs.
67	13	9/23/1962	Newsletter	Nixon for Governor News Release. The text of Nixon's Statewide Radio Address of his "Programs for Progress." 5pgs.

McCarthy

FOR IMMEDIATE RELEASE
October 13, 1962

Senator John F. McCarthy, Republican leader of the State Senate, today called for a halt to the state's "attempt to monopolize the employment industry and drive private employment agencies out of business."

McCarthy, of San Rafael, said in a Richard Nixon telethon in San Diego that "the legislature has refused to tolerate attempts of government departments to expand without approval of the legislature.

"The State Department of Employment is trying to monopolize the employment business by using taxpayers money to move in on legitimate private employment agencies," McCarthy said.

"The Department is trying to take over by saying its employment services are free. This is not true. The taxpayers pay for the employment services provided by the state, and this tax money is being used to squeeze private business.

"The State Department of Water Resources under William E. Warne tried to expand its facilities all over the state in 1961, and even went to the extent of leasing buildings for the expansion," McCarthy said.

He said, "Sen. Hugh Burns, the president pro tempore of the senate, found out about it and raised the roof. The legislature, at Burns instigation, ordered the Department not to expand."

McCarthy said that, ironically, the building in Fresno leased by the Department of Water Resources for expansion, is still empty although the State Department of Employment under Director Irving Perluss, has since leased another building of similar size and location."

"Rather than take the building already contracted for in Fresno, Perluss, for some reason insisted on leasing a separate building," McCarthy said. "This is costing the state \$1200 a month for nothing."

"In the City of Los Angeles," McCarthy said, "the state is about to cinch a contract for \$13,500 a month to lease several floors of a building in the high-rent Wilshire district for an employment office."

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"In this instance specifically, Perluss is trying to expand his department into a bureaucracy that will reach for the employment business of highly-skilled office workers and executives.

"The state should restrict its employment business to finding jobs for those persons who are out of work and are drawing unemployment insurance," McCarthy said. "It should not go into the general business of trying to perform employment services for everyone at the taxpayers' expense."

McCarthy said if the department persisted in this practice, he would introduce a resolution in the 1963 legislature ordering the department to stop immediately. "I just don't want the state to get stuck for any more pre-arranged, long-term leases," he said.

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10/12/62

NIXON FOR GOVERNOR

NEWS
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Herbert G. Klein
Press Secretary

For Release Friday AM's
October 12, 1962

Dr. Cecil D. Hardesty, San Diego County Superintendent of Schools, today accepted the role of educational counselor in the campaign of Richard Nixon for Governor of California and strongly urged his election as a "positive" means of safeguarding the state educational system.

Dr. Hardesty, who polled 660,000 votes for State Superintendent of Public Instruction at the Primary Election last June, was named Chairman of the important Education Committee of the Nixon for Governor Campaign.

H. C. "Chad" McClellan, Southern California chairman of the Nixon campaign, named Dr. Hardesty to head the committee. He pointed to Dr. Hardesty's outstanding record in public education as eminently qualifying him to appraise Nixon's educational plans and policies.

"I am working to elect Dick Nixon governor because of his known abilities for decisive action, long-range planning, and keen interest in the welfare of our public schools," Dr. Hardesty said in accepting the appointment.

"Education is nonpartisan. This has been Mr. Nixon's position, and I am in favor of it.

"It is my continued position that we have first emphasis on the teaching of American values and that we do a much better job in teaching under free enterprise.

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"Furthermore, Mr. Nixon opposes the trend toward greater State dictation of curricula and would keep control and direction of school districts at the local level.

"There has been no hesitancy on his part in speaking up in favor of Proposition 1-A on the November 6 ballot that would provide new funds for school expansion. As a native son, he has seen California grow and knows that it will continue to grow. He knows the vital necessity of long-range educational planning."

"Mr. Nixon has pledged himself to correct the educational failures of the current administration--the classroom shortages, the half-day sessions, the textbook controversies."

"He is a man of his word. With him as governor, California can look forward to sound, orderly administration of a State school system free of mismanagement and political quibbling."

Dr. Hardesty is widely known throughout the nation for his educational accomplishments. He ran a close third in the Primary Election for the State's top school job, a non-partisan office.

Both his opponents now in the runoff, Dr. Ralph Richardson, of Los Angeles, and Dr. Max Rafferty, of La Canada, later had high praise for the way he conducted his campaign and for his abilities as an educator and administrator.

Dr. Hardesty has been head of the San Diego County Schools since 1950. From 1947 to 1950 he was superintendent of San Jose city schools. Previously he had been assistant superintendent in Beverly Hills and superintendent in Montebello and Westminster.

He is past president of the California Association of School Administrators, California Association of Public School Business Officials, Southern Section, and immediate past president of the National Association of County School Superintendents.

Dr. Hardesty also won the Educator's Award of the Valley Forge Freedoms Foundation for 1962.

Serving nine years on the Legislation Committee of the California Teachers' Association has qualified him as one of the most experienced educators in the State field.

NIXON FOR GOVERNOR

NEWS
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Remarks of RICHARD NIXON
Downey Nixon for Governor Rally
8:00 p.m. Downey High School
October 11, 1962

FOR FLAT AM RELEASE
October 11, 1962

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

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

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

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

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

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

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

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

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

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

My program will smash the narcotice traffic in California.

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

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

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

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

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

NIXON FOR GOVERNOR

NEWS
RELEASE



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

News Bureau: Sandy Quinn--Ron Ziegler

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

FOR FLAT AM's RELEASE
October 12, 1962

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

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

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

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

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

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

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

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

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

FOR PM RELEASE
October 11, 1962

REPUBLICAN STATE CENTRAL COMMITTEE
914 SOUTH OLIVE
LOS ANGELES

Assemblyman Harold K. Levering (R-Los Angeles) today called for immediate public legislative hearings to investigate charges of "conflict of interest" by officials in the State Treasurer's Office.

Levering said state officials should "be dedicated to working for the people of California instead of trying to set up little fancy deals on the side for themselves."

He referred to charges yesterday by Assemblyman John A. Buserud, Republican candidate for State Treasurer, that the former and present Assistant Treasurers, E. Lee Friedrich and Santino D. Meo, were involved in investments in banks doing business with the state during their service as state officials.

"In view of this disclosure, this would be a proper subject for an immediate investigation by the Assembly Governmental Efficiency and Economy Committee," Levering said. Levering is a member of the committee.

"I shall ask the chairman, Assemblyman Lester A. McMillan (R-Los Angeles) to start an investigation," he said. "I don't think that an Assistant Treasurer should get into a business of this character. It appears to be a conflict of interest, and this sort of thing leads directly into corrupt practices.

"What they apparently are preparing to do is to direct

deposits of state money into the banks in which they have an interest. Through these deposits, they certainly could gain income through their ownership of bank stock," Levering said.

"If this continues," he said, "it could lead to widespread corruption and immense profits by state employees. Their time is supposed to be dedicated to working for the people of California instead of trying to set up little fancy deals on the side for themselves."

NIXON FOR GOVERNOR

NEWS
RELEASE

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

News Bureau: Sandy Quinn -- Ron Ziegler

REMARKS BY RICHARD NIXON
AT MARSHAL'S ASSOCIATION MEETING
Disneyland Hotel
October 13, 1962

FOR PM RELEASE
October 13, 1962

I believe the State should present "Oscars" to our dedicated local peace officers. Consequently, as Governor of California, I am going to start a program of "California State Awards for Excellence in Local Law Enforcement."

Two California State Awards will be given annually. One will be "The Friend of the Boy" award to be given to the local law enforcement official who has made the greatest contribution to encouraging youth and fighting juvenile delinquency. The second presentation will be "The Beyond the Call of Duty" award to be given for the finest act of bravery by a local law enforcement officer.

Candidates for these awards will be nominated by local citizens newspapers and news media, and local governments. They will be judged under the existing State merit awards system. And the awards will be made at a great annual statewide banquet.

It is essential that the image of law enforcement people be held high, particularly by our young people. We know that those who would subvert our ideals start by destroying respect for law enforcement officers. By dramatizing the excellence of the work done by local peace officers we can build better understanding of their work. The California State Awards will be a constructive step in building the proper public understanding, support and respect our law enforcement officials deserve.



COLLEGIANS FOR NIXON

COLLEGIANS FOR NIXON FOUR POINT PROGRAM FOR VICTORY

As November 6th draws closer, Collegians for Nixon units should concentrate their efforts in four areas to insure Dick Nixon's victory. These areas are: "Operation Signboard", Bumper strips, Absentee Ballots, and Victory Squad.

1. "Operation Signboard"

Each Collegian for Nixon unit should sponsor a program of placing Nixon signs, cards, pictures, and bumper strips in dorm windows, fraternity and sorority windows, and other legal locations on well-traveled streets. Obtain these materials from your local headquarters, if possible; a limited number of signs may be obtained from Collegians for Nixon Headquarters, 6763 Hollywood Blvd., Hollywood 28, California.

2. Bumper Strips

An effort should be made by each unit to get as many Nixon bumper strips on cars (with permission) as is humanly possible. Take a few hours on a Saturday morning and hit public parking lots, markets, etc. Get these "moving billboards" on cars this Saturday.

3. Absentee Ballots

Dick Nixon won California in 1960 because of absentee ballots. Urge students for Nixon who have not already done so to write his home county's Registrar of Voters for an absentee ballot application. Applications must be filed by October 30.

If you are able to canvass precincts adjacent to your campus, obtain a supply of your county's absentee ballot applications and distribute them to Republicans and Nixon democrats. In order to make sure they are mailed to the registrar: (1) have the party fill out the application on the spot and you mail it in; or (2) make a list of those who took absentee applications and follow-up on them before October 30.

4. Victory Squad

Whether Dick Nixon wins or loses will depend upon the number of Republicans and Nixon Democrat voters who turn our way on November 6. In order to insure a Nixon victory, your unit should plan to participate in the local Victory Squad effort. This program involves working from 3 P.M. to 7 P.M. on November 6 in the area of getting out vote to the polls. Contact your local Republican Headquarters for details.

If your Collegians for Nixon unit will actively participate in these areas we will WIN WITH NIXON!

REGIONAL COLLEGIAN FOR NIXON UNITS WORK FOR NOVEMBER 6 VICTORY

THE CENTRAL REGION by Dick Crossman, Central Region Collegians for Nixon Co-ordinator

The Collegians for Nixon in the Central Region have been very active of late. At Fresno State, Rod Coburn, the campus chairman, announced a membership goal of over 400, the early sign-up makes this figure seem insignificant. The other colleges in the area are also pushing a membership program, often in close co-operation with the local Young Republican groups. Collegians for Nixon are now active at Fresno City College, Coalinga College, Reedly College, and the College of the Sequoias.

In the Bay Area, the Collegians for Nixon are active on the San Jose State campus. The SJS group hosted a rally for Dick Nixon in September. An enthusiastic crowd of 4000 attended, bolstering hopes for a BIG Nixon victory in November in that area.

To the South, Collegians for Nixon are moving ahead in high gear, with units at Bakersfield College, Porterville, Alan Hancock, Cal Poly, Santa Barbara CC, Westmont, Monterey Peninsula, Hartnell, Ventura College, and UCSB. The UCSB group has been actively promoting the "Operation Signboard" program on its campus. The last count gave Nixon 50 and Brown 2.

THE SOUTHERN REGION by Ray Stewart, Southern Region Collegians for Nixon Co-ordinator

Collegians for Nixon chairmen have been appointed at some 29 colleges in the Southern Region to date. Active groups are now functioning at Antelope Valley College, Claremont Men's College, El Camino College, Fullerton, Glendale College, Immaculate Heart, San Diego State, San Fernando Valley, Long Beach State, LACC, LA Harbor, Pomona, LA State, LA Trade Tech, LA Valley, Loyola, Occidental, Orange Coast, Orange State, Pasadena, Riverside CC, San Bernardino Valley, Pepperdine, Santa Monica CC, Scripps, Whittier, Woodbury, USC, and UCLA.

Los Angeles County Collegians for Nixon units sponsored a bumper strip day on October 13. Members of participating Collegian units placed over 1,000 strips on cars in the area in a period of four hours. Future activities include an absentee ballot campaign and a car caravan throughout Los Angeles County on the Saturday before the election.

THE NORTHERN REGION by Pete Rule, Northern Region Collegians for Nixon Co-ordinator.

After a rather slow start, Collegians for Nixon in the Northern Region seem to be picking up speed. In the Northern part of the state, collegians for Nixon at Sacramento College and American River are working hard to make absolutely sure this area carries for Dick Nixon. Elsewhere in the Northern Region, Collegians for Nixon are functioning on the campuses of Boalt Hall, Diablo JC, Golden Gate, San Francisco State, Hastings, San Francisco CC, Humphreys, Lincoln, Mills, and University of the Pacific.

Besides the absentee campaign conducted by these clubs, and the blitzes, the SF State unit sent a delegation to the Eisenhower dinner in San Francisco.

MIKE NASON APPOINTED

Mike Nason, Collegians for Nixon Chairman at Harbor College, has been appointed Assistant State Co-ordinator for Collegians for Nixon. Mike served in a leadership capacity of the Youth for Nixon in the 1960 campaign. He will serve in the areas of co-ordination and publicity.

L.A. COUNTY COLLEGIAN UNITS PLEASE NOTE

HELP US IN THE 56th ON THE 20th!

Collegians for Nixon units in the Los Angeles County area are

urged to participate in the 56th district's Absentee Ballot Blitz Day this Saturday, October 20. This is a particularly crucial area, which is represented by Republican Assemblyman Chet Wolfrum and Congressman Gordon McDonough. The district is 55.7 % Democratic on paper, but the hope is that absentee ballots, plus a large turnout of voters on November 6 will carry the area for Dick Nixon, Wolfrum, and McDonough.

Those interested in helping to distribute absentee ballots in this area should meet at the Hollywood Nixon Headquarters, 6763 Hollywood Blvd., at 10 A.M. on Saturday, the 20th.

NIXON TELETHON DATES ANNOUNCED

Following on the heels of the reports of record telethon audiences, State Nixon Headquarters has announced the dates and stations of the three remaining Telethon appearances by Richard Nixon.

Sacramento	October 16	KCRA Television
San Francisco	October 22	KTVU Television
Los Angeles	November 3	KTTV Television

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Collegians for Nixon units are urged to send news of their activities to State Co-ordinator, Randy Siefkin, 6763 Hollywood Blvd., Hollywood 28, California, in order that they may be included in the next issue of "Collegians for Nixon".

WIN WITH NIXON

WIN WITH NIXON

WIN WITH NIXON

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

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

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

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

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

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

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

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

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

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

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

FOR IMMEDIATE RELEASE
OCTOBER 13, 1962

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

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

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

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

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

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

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

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

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

NIXON FOR GOVERNOR

**NEWS
RELEASE**

III-

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

Remarks by
RICHARD NIXON
Santa Monica Rally
October 10, 1962

FOR FLAT AM's RELEASE
October 11, 1962

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

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

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

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

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

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

-MORE-

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

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

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

Remarks by
DWIGHT D. EISENHOWER
at the Cow Palace, San Francisco
October 8, 1962

At the very outset, let me make one point.

You know I'm a Texan by birth, a Kansan by raising. Of course, my mother and father arranged that. But I'm a Pennsylvanian and a Californian by choice; in those two states Mamie and I make our home.

I first reached this state forty-three years ago -- in the late summer of 1919. I had just finished a trans-continental trip with the first Army truck convoy to run from the Atlantic to the Pacific.

After weeks of mud roads and desert tracks, clogged-up radiators and blown-out tires, broken springs and missing road markers, California looked good to me.

It looked so good that I have been coming back ever since.

And, God willing, I'll be back again with my wife in January.

In any case, as an American, I am concerned with what happens in California because what happens in this state can directly and immediately affect every aspect of American life and the position of the Republic in the world. We all know, of course, California is the fastest-moving state in the union -- thanks to the energy of its people, to their faith in themselves, in the future of their state, in the providence of God.

Consequently, today, in the number of students enrolled in its schools; in the number of men and women working in the modern technologies and on the latest applications of science; in the certain expansion of this state in all the indices that measure social growth -- California towers above most of the sovereign nations of the earth.

In that light, not only as a Californian by winter-residence but as an American and one who has at times been intimately associated with problems of global scope, I come here today to speak as forthrightly as I can about a man who, I know, can carry, successfully, the heaviest possible loads of civic responsibility.

Richard Nixon is one man, so intimately and thoroughly known to me, that without hesitation I can personally vouch for his ability, his sense of duty, his sharpness of mind and his wealth in wisdom.

Through eight years, in the Cabinet Room of the White House, in weekly sessions of the Cabinet and the National Security Council, he sat directly across the table from me -- a mere few feet away.

There, I came to know him as a man can never be known from headlines about him or speeches by him. My knowledge of him -- first-hand, immediate, the product of my own close scrutiny -- grew in times of crises and of progress toward their solution; in times of high resolve and purposeful planning; in times of decisive action and of increase in America's leadership of free nations. I lived with him through years of intense discussion and thought and soul-searching.

When we met in the Cabinet Room of the White House, around the long table in that room were gathered at every meeting men and women who, in their dedication to the public good, constituted a gathering worthy of America's highest purposes.

The matters before us were always important to the well-being of America; often of grave moment; sometimes critical in their impact on the prosperity and progress of the Republic; sometimes even fraught with the peril of war.

In every discussion, our single guide was the welfare and security of

MORE

the United States. But in the application of principle, there were often expressed wide differences of opinion.

Through all these meetings, I could watch Dick Nixon; absorbed in the thoughtful and sober weighing of every word and idea.

The discussion ended, I frequently asked him to present a consensus of the judgments expressed. This he did, always ignoring the trivial, the irrelevant, the imprudent; adding from his own insight and knowledge and conviction counsel that was always useful to me in making my decision.

Repeatedly, he was my personal representative in affairs that ranged from meetings with small groups of visitors in Washington to momentous conferences on the national and international level.

On my behalf, for example, he launched before the Conference of Governors my administration's proposal for the most comprehensive highway program ever attempted by the Republic, in partnership with the states. For so titanic an enterprise, I could have found no better spokesman.

Another example: In addition to all his other duties, he took over at my request the Chairmanship of the President's Committee on Government Contracts early in my administration. The ultimate purpose of this Committee was to end discrimination because of race, national origin or religion by employers doing business with the United States Government.

As Chairman, Dick Nixon launched an educational program of national scope. Conferences were held throughout the country. Thirteen hundred cases were handled. And the walls of discrimination were broken down in area after area, from coast to coast, from Canada to the Gulf -- a unique demonstration of what can be accomplished when men of good will, in a climate of fair play, ably led, sit down to talk out controversial problems and their decent solution.

A third example: On my behalf and on behalf of every American, he traveled the continents of the earth presenting the case and cause of the Republic; never hesitant; never indecisive; never fearful; never brash; always firm without arrogance, friendly without servility, courageous without truculence -- a great American voice on the world scene.

In all that he did -- through the eight years we were together -- he proved himself an able leader; an outstanding executive; a public servant in the finest American tradition.

Always through those years, he was only a heartbeat away from the Presidency of the United States. No one knew that fact better than I. And, knowing it, I had no worry about the future of the Republic -- should I be removed from life.

Because of my knowledge of the man, I applauded his decision to enter the race for Governor of California.

Of course, after fourteen years of devoted service to the people of California in the Congress of the United States and to all Americans as Vice President, he had earned a rest.

Moreover, I knew that he felt a personal obligation to give his daughters and his wife far more of his time than ever could be possible in the public service.

But I feel most strongly that in this period of our history no man of Dick Nixon's intellectual capacity, conscientious stewardship, superb leadership should be permitted to stand on the side lines.

The Republic of the United States desperately needs in the public service men and women of high competence, strong character, stout courage; men and women who have proved themselves.

Particularly, their leadership is needed within the States and the Union

where in legislatures and executive offices they can rally the enterprise and the energy of people to do greatly the jobs that can be done best without Washington interference and rule.

Dick Nixon is uniquely fitted for such leadership. Out of fourteen years in the nation's capital -- in both legislative and executive branches -- he knows well where Federal effectiveness ends and Federal waste begins; where Federal help must be had and Federal regimentation must be shunned; where and when the Federal Government can be a good servant; where and when it can become an evil master.

Several months ago, in Denmark, I observed that one of the biggest mistakes of my political career was not working harder for Dick Nixon in 1960. I urge all of you at this dinner, and I urge all Californians, not to make the same mistake this year.

Each of you, as a citizen, has in this campaign an opportunity, a challenge, an obligation to assure California great and responsible leadership. Not one of you can afford to sit back and wait to see what happens. I urge those who believe in Dick Nixon as I do, to get up, get out and get going for him through every possible hour from now until Election Day.

Richard Nixon has served his country well. I feel positive that he can serve the State of California equally well. I have full faith in the man. I endorse him one hundred per cent. Regardless of where I lived in the United States I would be proud to have Richard Nixon as my Governor.

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

VOTE FOR NIXON
Nov. 6

RICHARD NIXON SPEAKS TO CALIFORNIA'S SENIOR CITIZENS

A digest of his statewide broadcast on
October 6, 1962

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

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

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

1. TAX REFORM

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

2. MEDICAL AID

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

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

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

3. **ELIMINATE CHISELERS--PROTECT THE DESERVING:**

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

4. **HOUSING**

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

5. **USEFUL LIVES**

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

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

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

FOR WEEKLY PAPERS
(Thursday 10/11/62 Release)

EDITORS: Enclosed is a one column mat showing Pat Nixon during a typical day of campaigning. Statewide attention has been attracted by Pat's tireless participation in her husband's "person-to-person" campaign for Governor.

10/8/62

PAT NIXON GREET'S 26,000 AT "CHATS WITH PAT"

The woman's touch has been added to Dick Nixon's "person-to-person" campaign for Governor.

The woman is his wife Pat, who has shaken hands with some 26,000 Californians in the last three weeks.

Besides helping to take her husband's "Programs for a Greater California" campaign message to women throughout the state, she has brought forth a new format for participation by women in political affairs.

She has done it so effectively that her own personal appearances attract up to 2000 civic-minded women for a "Chat With Pat."

"This way I really have a chance to learn what people think and to find out about women's viewpoints," Pat says. Her daily schedule of coffee hours often has the look of a railroad timetable.

When she isn't campaigning at her husband's side, Pat attends breakfasts, brunches, luncheons, teas and dinners on her own. Civic receptions are frequent affairs.

At her insistence, however, most of Pat's major appearances are held at noon. This is the lunch hour break at which she can meet office workers, nurses, secretaries, receptionists, beauty operators and others.

This week, Pat's schedule includes coffee hour receptions in Ojai, Stockton and El Centro. In addition, she will make joint appearances with her husband at a 3-hour telethon in San Diego Friday night.

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

HERBERT G. KLEIN
PRESS SECRETARY

FOR IMMEDIATE RELEASE

Richard Nixon will board a "Victory Express" Thursday, October 18, for an unparalleled 17 stop train tour of California's coastal communities.

Approaching the final phase of his hard-driving gubernatorial campaign, the former Vice President will spend more than 35 hours on a whistle stop swing discussing his "Programs for a Greater California" at train-side rallies from Santa Cruz to San Diego.

Herbert G. Klein, Nixon's press secretary, said the "Victory Express" will enable "hundreds of thousands of California voters to hear for themselves Dick Nixon's ideas on each major issue.

"At the offset of this campaign, Dick Nixon pledged to use every means possible to give the voters an opportunity to know the issues and to hear his programs.

"He has used buses, helicopters, automobiles, telethons, walkathons and now trains to take his 'Decisions for Progress' directly to every voter. The results of this person-to-person effort are becoming more and more evident. Dick Nixon's discussion of the failures of the Brown Administration--coupled with his positive and constructive solutions and alternatives--have taken on with the majority of California voters.

"We know we are now on the road to victory," Klein said, "and we expect to win by a larger majority than originally expected.

"Our workers are embarked on a crusade to wipe out spend-thrift government. Dick Nixon's program has caught fire with Democrats, Independents as well as Republicans. Political observers who have traveled with both Mr. Brown and Mr. Nixon frankly concede that the only enthusiasm and crowds of this campaign are those which surround Dick Nixon at each appearance.

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"Judging from the enthusiasm level at this reading, the Brown forces have failed to find home plate and have already walked in the winning runs. In the final innings they find themselves up against a home run hitter who has the bases loaded.

"Unfortunately for them, they're stuck with the pitcher they have."

Following an 8:30 a.m. rally where Nixon will speak from the observation platform, the "Victory Express" will roll out of Santa Cruz for a 9:30 a.m. stop in Watsonville, then on to Salinas at 10:30 a.m.; King City at 11:30 a.m.; Paso Robles, 1:00 p.m.; San Luis Obispo, 2:30 p.m.; Santa Maria, 4:30 p.m.; and Santa Barbara at 7:45 p.m.

The only off-train rally of the tour is planned at Santa Barbara, where the Nixons will attend a huge rally and reception at the Santa Barbara High School.

Leaving Santa Barbara at 9:30 p.m., the "Victory Express" rolls on to Los Angeles arriving at 11:30 p.m. for an overnight stopover. No campaign activity is scheduled for the layover. Friday morning, the train departs Los Angeles at 8:45 p.m. for Pico Rivera, 9:00 a.m.; Fullerton, 10:00 a.m.; Anaheim, 10:30 a.m.; Orange, 11:00 a.m.; Santa Ana, 12 noon; San Juan Capistrano, 12:45 p.m.; Oceanside, 2:00 p.m.; Del Mar, 3:00 p.m.; and San Diego at 4:00 p.m.

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

Weekly Schedule Roundup

FOR RELEASE THURSDAY, 10/11/62

Richard Nixon's person-to-person campaign schedule included a versatile round of appearances this week kicked off by a motorcade reunion with former President Eisenhower in downtown San Francisco.

Also, plans were announced for an unparalleled 17-stop train tour aboard the "Victory Express." Next Thursday and Friday, Nixon will spend more than 35 hours on a whistle stop swing discussing his "Programs for a Greater California" at train-side rallies from Santa Cruz to San Diego.

Nixon's schedule this week included a student convocation in Pasadena, a Chinese anniversary celebration in Los Angeles, a "no holds barred" telethon in San Diego, and a box lunch with the Japanese-American Nixon for Governor Committee in Orange County.

Sandwiched in between were civic speeches, "walkathons," rallies, statewide radio broadcasts, barbecues and press conferences.

H. R. Haldeman, Nixon's statewide campaign manager, said the former Vice President's gubernatorial bid "has caught fire with Democrats, Independents and Republicans alike. We know we are on the road to victory, and we now expect to win by a larger majority than originally expected.

"Dick Nixon's campaign has centered on a frank and constructive discussion of the major issues which confront every Californian as our state becomes the largest in the nation. He has outlined his program in many areas including law enforcement, narcotics, education, economy in government, senior citizens, crime, welfare, agriculture, taxes, communism, water and the business climate," Haldeman concluded.

COMMUNITY CHAIRMEN: This is a suggested story for immediate release to local radio stations, weekly and daily newspapers. This should be retyped and delivered as soon as possible. State News Bureau

A Nixon for Governor speakers bureau has been formed to accept speaking engagements throughout the (Community) area.

According to (Community Chairman), local Nixon for Governor Community Chairman, the speakers bureau is made up of leaders in business, sports, politics and civic affairs.

It will serve as a central clearing house for groups who desire a speaker to discuss Richard Nixon's positions on the key issues of the gubernatorial campaign.

(Name) urged all civic groups, political organizations, professional associations and social clubs who are interested in obtaining a speaker to contact the (area) Nixon for Governor headquarters at (address), (phone).

"Our speakers will get the real issues of this campaign before the voters," (Name) said. "They will unmask the current administration's failures and follies and tell how Dick Nixon will bring back responsible leadership to Sacramento through his 'Programs for a Greater California.'"

The speakers bureau stands ready to supply a debater to compete with an opposition speaker, or a specialist to explain how Nixon stands on vital issues such as unemployment, high taxes, education or water.

Others are expert on exposing the inadequacies of the Brown administration, contrasting it sharply with Nixon's "Decisions for Progress" programs.

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(Date)

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

(SUGGESTED EDITORIAL)

For a State about to become first in the nation in population, California currently has a shocking record in crime, welfare and employment.

Richard Nixon charges that state government under the Brown Administration just has not been facing up to its public responsibilities. The former Vice President has proposed positive programs for corrections:

CRIME: He points out California has the best local law enforcement officers in the country, yet California is first in the nation in major crime and first in total criminal offenses. Why? Because the Governor's office under the present administration has been the weakest link in the law enforcement chain, Nixon says. If elected, he pledges to give leadership to cleaning out criminal elements and tightening laws and penalties.

WELFARE: Stricter supervision and new legislation would remove the chiselers from the welfare roles "right now," he believes. A total of \$27 million a year can be saved, he says, in federal, state and county costs and still give California the most generous and humane program in the nation.

JOBS: Unemployment in California has increased 44.8% in the past three years. To increase employment, Nixon would encourage new industry by holding the line on taxes and by a "California Crusade for New Business Investment."

These are sound programs for California- and it is sound judgment to elect the man who proposes them Governor of California.

REPUBLICAN STATE CENTRAL COMMITTEE OF CALIFORNIA
914 S. Clive Street, Los Angeles
MA. 5-1251
Contact: Ron Smith

FOR IMMEDIATE RELEASE

The Republican State Central Committee today ended a weekend workshop session with a blistering attack on Governor Brown for "waging a gutter campaign."

The GOP Committee, represented by 452 members from all over the state, adopted reports of four Saturday workshops including a scorching indictment of the Brown campaign produced by a Public Relations and Communications Committee headed by Joseph Martin, Jr., Republican National Committeeman for California.

Martin reported his Committee agreed that Republicans should make every opportunity to point out that "Brown is in the gutter and running a smear-a-day campaign.

"We should also point out Brown's complete lack of moral courage in again bringing up the issue of Nixon's brother, after he weakly covered when Nixon put the question to him directly.

"Any person without this moral courage is certainly not competent to face the great decisions of this state.

Martin's committee report, adopted unanimously by the Central Committee, further said "Republicans should point out that Democrats using the floor of the United States Congress to fight the California campaign battle is unfair and ridiculous. The Malaxa story was well known in 1960 -- President Kennedy didn't use it at that time because he knew there was nothing in it."

Movie actor Ronald Reagan wound up the two-day session at the Statler Hilton by warning Republicans that "the campaign is tough in California -- but just because it is going to be tough, don't say we can't do it. It is like the patient who asked his doctor, 'What can I do?'; and the doctor replied, 'Eat the best part of the chicken first.'

"The most important thing for us to remember is not to sit out an election and neglect to go to the polls --that's the way for the other side to win. There is no candidate on the Republican side of the ballot who is not a far better choice than his opposite number on the Democrat side."

The report of Martin's committee went on to say, "The UPI side-by-side confrontation is clear proof of the value of television debates. Richard Nixon's obviously superior ability in discussing issues presented by editors and publishers should be put to further test. He has offered to meet Mr. Brown again under any terms.

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"The Republican State Central Committee calls on Mr. Brown to raise his campaign from the gutter and to address himself to the issues, rather than hiding behind a barrage of news releases.

"Mr. Brown is doing a disservice to the voters of California in refusing further debates, in refusing to permit the reshowing of film of the UPI debate, and in permitting his campaign mouthpieces to make an issue of something on which he admits he has no evidence."

ASSEMBLYMAN HOWARD THELIN
Glendale, California
(Citrus 3-4466)

FOR WEDNESDAY RELEASE
October 8, 1962

Governor Edmund G. Brown was urged today to make known the identity of the "FBI man" who, he claimed, had informed him that the Federal Bureau of Investigation could "put their hands on every Communist in California in 15 minutes."

"Its shocking to hear that any responsible official of the FBI would have made any such statement to the Governor," said Thelin.

"This is not to say that the FBI, despite vociferous opposition from within Brown's own party, is not doing the best job humanly possible in keeping track of the Communists. But for a responsible FBI official to make the complacent statement attributed to him by Brown just doesn't make sense."

By saying this, Governor Brown is obviously seeking to discount the domestic Communist threat as being insignificant. The FBI, from J. Edgar Hoover down, has never scoffed at the Communist menace.

In fact, Mr. Hoover only recently commented on the inclination throughout the nation to minimize the internal threat of Communist activity.

The FBI chief was quoted in the Los Angeles Herald-Examiner on July 2, 1962, as having observed:

"This tendency can have tragic consequences since the Communist party, U.S.A., the largest subversive organization in our nation today, is part and parcel of the predatory empire of the international Communist conspiracy whose ultimate objective is world domination by communism."

Buttressing Mr. Hoover's analysis was a remark made by Attorney General Robert F. Kennedy: "Communism is a very serious threat and anyone who underestimates the danger of that threat is doing a disservice to the country."

Attorney General Kennedy made that statement in Seattle on

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August 7, 1962. It was a reply to a speech of August 6, before the 13-state Western Democratic Conference by W. H. (Ping) Ferry, who had accused FBI Director Hoover of "sententious poppycock" in building what he called a "false legend" of Communism's strength.

"While many patriotic Democrats took exception to 'Ping' Ferry's incredible assertions," said Thelin, "we still have not heard from Governor Brown, a leader of his party. This would be an opportune moment for Brown to state his opposition to 'Ping' Ferry's anti-FBI assertions."

"And," added Thelin, "does Governor Brown agree, or disagree, with J. Edgar Hoover's warning to the nation not to minimize the domestic Communist threat? These are serious questions which deserve serious answers. Now is the time for Governor Brown to speak up."

"How does he stand?"

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10/5/62

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

News Bureau: Sandy Quinn -- Ron Ziegler

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

For FLAT AM Release
October 10, 1962

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

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

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

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

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

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

- More -

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

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

5. Another \$1 million can be saved by following the Legislative Analyst's recommendations to cut the fat out of Mr. Warne's Water Agency and by ending non-essential government studies.

* * * * *

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

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

NIXON FOR GOVERNOR

NEWS
RELEASE



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

HERBERT G. KLEIN
PRESS SECRETARY

FOR RELEASE SUNDAY
October 7, 1962

A reunion with former President Dwight Eisenhower will open Richard Nixon's fifth week of intensive campaigning tomorrow (Monday) as the two meet in Los Angeles at 10:00 AM and fly to San Francisco for a downtown motorcade at noon.

General Eisenhower, a part time resident of California, will stay in the Bay City to address a campaign fund raising dinner at the Cow Palace. His former Vice President returns to Los Angeles for a similar event at the Hollywood Paladium. Nixon will be accompanied by his wife Pat during the day's events.

The two dinners will be connected by closed circuit television. Many movie and television personalities will participate at the "Win with Nixon" fund raising dinner in Hollywood including James Stewart and Red Skelton.

Today (Sunday), Nixon will appear on the Meet the Press Television program taped in Burbank for statewide showing at 6:00 PM over the NBC network.

Also, the third in a series of seven "Programs for a Greater California" will be aired today (Sunday) over the CBS radio network. Nixon will discuss his program for California's aged and outline his ideas concerning the state's senior citizens.

A round of versatile person-to-person appearances are scheduled for Nixon next week including a Cal Tech student convocation, a Chinese anniversary celebration, a three hour "no holds barred" telethon in San Diego, a rally with the Japanese-Americans' Nixon for Governor Committee and a Marin County "walkathon".

Pat Nixon, who has personally greeted some 26,000 Californians to date, also returns to the campaign trail with appearances scheduled Wednesday at a Ventura County Community Reception at Rancho Mt. Solar

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at 1:30 PM; a community reception in Stockton Thursday and a similar event in Imperial County Friday at the El Centro Armory.

The former Vice President's schedule Tuesday begins with a combined service club luncheon in Long Beach at the Lafayette Hotel. At 7:30 PM Tuesday he will address the Sales Managers Association dinner at the Ambassador Hotel in Los Angeles.

On Wednesday he addresses a California Institute of Technology student convocation at 11:00 am at the school's Pasadena campus, sponsored by the student assembly. In the late afternoon he will attend a reception given by the Chinese Consul in observance of the 51st Anniversary of the Chinese Republic in New Chinatown.

Wednesday night the candidate will make a major campaign address at a Nixon for Governor rally in the Santa Monica Civic Auditorium at 8:00 pm.

Nixon returns to San Francisco Thursday to address the California Real Estate Association's annual convention in the Fairmont Hotel at 10:15 am. In the afternoon, the candidate will conduct a "walkathon" through the Cortemadera Shopping Center in Marin County.

At 2:00 pm he will address a Nixon for Governor Rally on the steps of the San Rafael City Hall, flying back to Los Angeles Thursday afternoon for a rally in the Downey highschool gymnasium.

Appointments will occupy most of the candidate's time Friday. That night he flies to San Diego for a three hour no-holds-barred "Win with Nixon" telethon starting at 9:30 pm over KFMB-TV. The public is invited to telephone questions directly to the studio as Nixon outlines his "Programs for a Greater California."

His campaign schedule starts at noon Saturday with a speech before the California League of County Employees at Disneyland Hotel in Anaheim. At 1:30 pm he will make an appearance at a Japanese-Americans Nixon for Governor box lunch at nearby Knott's Berry Farm.

Saturday afternoon he makes an Orange County "person-to-person" tour, including a stop at the Honer Shopping Plaza, final event of the day will be an Orange County Nixon for Governor rally at the Fairgrounds in Costa Mesa at 7:30 pm.

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

For Release Wednesday
October 10, 1962

A Nixon for Governor Speakers' Bureau, with a roster of more than 200 participants, was organized today to accept speaking engagements throughout Southern California.

The Speakers Bureau is a virtual "Who's Who" of the Southland business, entertainment, political and sports world.

The Bureau operates as a central clearing house for the hundreds of speaking invitations received each week by the former Vice President which he is unable to accept.

Political and civic groups, professional associations and social clubs plus other interested organizations can obtain a speaker to represent Mr. Nixon by contacting the Speakers Bureau manager, Mrs. Lura Eckman, at the Nixon for Governor Headquarters, 3908 Wilshire Blvd., Los Angeles 5, DU 5-9161.

"Our speakers will get the real issues of this campaign before the voters," according to the bureau's volunteer chairman, former Congressman Patrick J. Hillings. "They will unmask the current administration's failures and follies and tell how Dick Nixon will bring back responsible leadership to Sacramento."

The Speakers' Bureau stands ready to supply a debater to compete with an opposition speaker, or a specialist to explain how Nixon stands on vital issues such as unemployment or education.

Others are experts on exposing the inadequacies of the Brown administration, contrasting it with Nixon's "Programs for a Greater California."

Speakers include Edith Head, Hedda Hopper, Jeanette MacDonald, Lloyd Nolan, John Payne, Mary Pickford, Zasu Pitts, Caesar Romero, Gene Raymond, Ronald Reagan, Red Skelton and James Stewart.

Also, Mrs. Ivy Baker Priest Stevens, former Treasurer of the United States, and Donald Jackson, former Southern California Congressman.

-more-

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Sports figures speaking out for Nixon include:

Charles "Chuck" Benedict, Bruce Bennett, Gene Brito, Ken Carpenter, Charles "Chuck" Connor, Dick Daugherty, Glen Davis, Pete de Paolo, R. A. "Bones" Hamilton, Babe Herman, Mark Kerridge, Jack Kramer, Woodley Lewis, Dr. Sammy Lee, Richard "Dick" Luckey, William R. "Link" Lyman, Bob Mathias, Mike and Marlon McKeever, Jimmy McLarnin, Dr. John W. Perry, Helen Wills Roark, Bill Schroeder, Gus Shaver, Francis Tappan, and Frank Wykoff.

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10/8/62

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

FOR IMMEDIATE RELEASE

Pat Nixon's Schedule
Week of October 8, 1962

Pat Nixon, who has greeted more than 26,000 Californians at "Chats with Pat" during the past three weeks, goes to Ojai, Stockton, and El Centro this week for more of her popular coffee receptions.

She will also join her husband for "person to person" appearances throughout Southern California.

Crowds up to 3,000 have been turning out to welcome the wife of the former Vice President on her fast moving circuit of receptions, teas, brunches, luncheons and "Bring a Democrat" meetings.

Tuesday (October 9) Pat will accompany her husband at a Long Beach Service clubs luncheon at the Lafayette Hotel.

Ventura County welcomes Pat on Wednesday (October 10) with a county-wide "Chat with Pat" reception at the rancho residence of Mrs. Robert Haley in Ojai at 1:30 p.m. She returns to Santa Monica late Wednesday afternoon to join her husband at a huge Nixon for Governor rally in the Santa Monica Civic Auditorium.

Thursday morning she flies to Stockton for a San Joaquin County reception at the home of Mrs. Samuel Frankenhimer, 1705 N. Joaquin Street at 11 a.m. That night she will join the candidate in a "Win with Nixon" rally at Downey High School in Los Angeles.

Another flying trip Friday will take her to El Centro for an Imperial County "Chat with Pat" and civic reception in the Armory at 11 a.m.

From El Centro Mrs. Nixon will go to San Diego to appear on a 3-hour "no holds barred" telethon in which her husband will answer

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questions telephoned from the public to KFMB-TV. The telethon runs from 9:30 p.m. to 12:30 a.m.

Saturday night Mr. and Mrs. Nixon will attend a Nixon for Governor rally at the Costa Mesa Fairgrounds in Orange County.

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

PROGRAMS FOR A GREATER CALIFORNIA
Text of Statewide Radio Address
by RICHARD NIXON
(over CBS Network from Los Angeles)
October 7, 1962

Monday AM Release
October 8, 1962

Press Secretary: Herbert G. Klein

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

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

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

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

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

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

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

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

-MORE-

2-2-2

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

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

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

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

"Dear Mr. Nixon:

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

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

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

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

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

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

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

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

-MORE-

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

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

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

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

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

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

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

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

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

-MORE-

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

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

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

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

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

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

My program would save the taxpayers' money, including the elderly taxpayers' money. My program wholeheartedly supports aid to the aged, the blind, the disabled, and needy children. My program is aimed at getting chiselers off welfare rolls. And this is in the very best interest of all Californians regardless of their political affiliations or their economic status.

5-5-5

4. We must create more housing for the elderly at prices they can afford.

I will work to establish a California Housing Finance Agency to harness private investment to build housing for the aged.

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

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

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

5. We must make maximum use of the talent and wisdom of our senior citizens.

I will mobilize the great talents, skills and training of our senior citizens in a "California Legion of Service".

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

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

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

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

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

-MORE-

6-6-6

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

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

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

* * * * *

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

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

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10/5/62

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

HERBERT G. KLEIN, Press Secretary

RICHARD NIXON
PERSON-TO-PERSON CAMPAIGN SCHEDULE

Monday, October 8 - Sunday, October 14, 1962

Tentative Schedule - Monday, October 15 - Saturday, October 20

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

Please contact the Nixon News Bureau (DU 5-9161) for travel accommodations. Those who plan to be on board the "Victory Express" Campaign Train on October 18th - 19th should please contact the Nixon for Governor News Bureau before Monday, October 15.

Press coverage of the San Diego and Sacramento WIN WITH NIXON Telethons is invited.

MONDAY, OCTOBER 8, 1962

EISENHOWER VISIT
LOS ANGELES - SAN FRANCISCO

9:30 a.m.	Richard Nixon meets General Eisenhower at Gate 80, Satellite 8, UAL, International Airport. *The two will meet with the press at this time.
10:00 a.m.	Take off for San Francisco
11:15 a.m.	Arrive San Francisco International Airport
11:30 a.m.	Depart airport for Downtown San Francisco Motorcade
12:00 noon	Ticker Tape Parade begins - Main and Mission Forming Area
12:40 p.m.	Arrive Saint Francis Hotel
4:00 p.m.	Richard Nixon departs San Francisco International Airport for Los Angeles
6:30 p.m.	Nixon-Eisenhower Dinner at the Palladium in Hollywood (Eisenhower will appear at fund raising dinner at the San Francisco Cow Palace. The two dinners will be connected by closed circuit television beginning at 8:45 p.m.)
	ADDRESS BY RICHARD NIXON
10:00 p.m.	Dinner ends

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Schedule - Con't.

TUESDAY, OCTOBER 9, 1962

LONG BEACH - LOS ANGELES

12:00 noon Long Beach Service Clubs Luncheon - Lafayette Hotel,
Broadway and Lincoln
ADDRESS BY RICHARD NIXON

1:45 p.m. Depart Luncheon for Person-to-Person campaigning
Afternoon reserved for person-to-person campaigning -
to be announced

7:00 p.m. Sales Managers Association Dinner - Embassy Room,
Ambassador Hotel
ADDRESS BY RICHARD NIXON

*Press transportation to Long Beach will depart the
Wilshire Entrance of the Statler Hilton Hotel at
11:00 a.m.

WEDNESDAY, OCTOBER 10, 1962

PASADENA - CHINATOWN - SANTA MONICA

*Press transportation for Pasadena - Cal Tech - will
depart the Wilshire Entrance of the Statler Hilton
at 10:15 a.m.

11:00 a.m. California Institute of Technology Student
Convocation - co-sponsored by the Student Assembly -
Athenian Lawn
ADDRESS BY RICHARD NIXON

12:00 noon Depart Cal Tech

12:15 p.m. Arrive Huntington Sheraton for staff work
Afternoon period from 1:00 p.m. - 3:30 p.m. reserved
for person-to-person campaigning in Los Angeles area -
*to be announced.

4:00 p.m. Arrive Chinatown for tour and reception

5:00 p.m. Arrive General Lee's Restaurant for Chinese 10-10
Reception (MA 4-1825)

5:35 p.m. Depart Chinatown for home

8:00 p.m. Santa Monica Nixon for Governor Rally, Santa Monica
Civic Auditorium, 1855 Main Street
ADDRESS BY RICHARD NIXON

9:30 p.m. Depart Rally for Santa Monica Airport for Flight to
San Francisco

9:50 p.m. Take off for San Francisco

11:45 p.m. Arrive San Francisco International Airport -
*Butler Aviation Executive Terminal

OVERNIGHT IN SAN FRANCISCO - SAINT FRANCIS HOTEL

-MORE-

3-3-3
Schedule - con't.

THURSDAY, OCTOBER 11, 1962

SAN FRANCISCO - SAN RAFAEL - DOWNEY

10:00 a.m. Depart St. Francis for Fairmont Hotel

10:15 a.m. California Real Estate Association - Fairmont Hotel,
Crand Ballroom

ADDRESS BY RICHARD NIXON

11:15 a.m. Depart Fairmont Hotel for St. Francis

12:25 p.m. Depart St. Francis for Corte Madera Shopping Center
in Marin County - Highway 101

1:05 p.m. Arrive Shopping Center

2:05 p.m. Depart Center for San Rafael Court House

2:15 p.m. Arrive San Rafael Court House - Nixon for Governor
Rally on Court House steps

3:00 p.m. Depart San Rafael for Oakland Airport

4:00 p.m. Take off for Long Beach Airport

5:40 p.m. Arrive Long Beach Airport

Staff time at Motel in Long Beach area. *Press room
will be available.

8:00 p.m. Downey - Nixon for Governor Rally - Downey Senior
High Gymnasium

ADDRESS BY RICHARD NIXON

FRIDAY, OCTOBER 12, 1962

SAN DIEGO TELETHON - KFMB-TV

Morning Staff work in Los Angeles

4:45 p.m. *Press transportation for Los Angeles International
Airport for flight to San Diego will depart Wilshire
Entrance of the downtown Statler Hilton Hotel -
Los Angeles

5:40 p.m. Take off for San Diego

6:15 p.m. Arrive San Diego Lindbergh Field

6:45 p.m. Arrive Mission Valley Inn for pre-telethon staff work.
Will remain overnight at Mission Valley Inn.

*Press Room will be available at Mission Valley Inn.

8:45 p.m. Depart Mission Valley Inn for KFMB-TV Station,
310 Tenth Street (Hickory 4-7300)

9:30 p.m. Telethon begins

12:30 a.m. Telethon ends

RETURN TO MISSION VALLEY INN FOR OVERNIGHT

-MORE-

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Schedule con't.

SATURDAY, OCTOBER 13, 1962

SANTA ANA - ORANGE COUNTY AREA

9:45 a.m. Depart Hotel for Airport
10:15 a.m. Take off for Santa Ana Airport
10:45 a.m. Arrive Santa Ana Airport
11:20 a.m. Arrive Disneyland Hotel
12:00 noon Disneyland Hotel - California League of County Employees
ADDRESS BY RICHARD NIXON
1:45 p.m. Depart Luncheon for Knott's Berry Farm
2:15 p.m. Drop-by Japanese-American Luncheon, Knott's Berry Farm
3:00 p.m. Depart Luncheon for Honer Plaza Shopping Center in Orange County
3:30 p.m. Arrive Shopping Center for Person-to-Person campaigning
4:30 p.m. Depart Shopping Center for Balboa Bay Club
5:00 p.m. Arrive Balboa Bay Club for staff work.
*Press room will be available.
7:45 p.m. Depart Bay Club for Orange County Rally
8:00 p.m. Orange County Win with Nixon Rally - Costa Mesa Fairgrounds
9:30 p.m. Return to Los Angeles

SUNDAY, OCTOBER 14, 1962

No Schedule

MONDAY, OCTOBER 15, 1962

LOS ANGELES

Staff work

TUESDAY, OCTOBER 16, 1962

SACRAMENTO TELETHON - KCRA-TV

2:50 p.m. *Press transportation will depart Wilshire Entrance of the Statler Hilton Hotel - Los Angeles
3:30 p.m. Depart Los Angeles International Airport for Sacramento - Garrett Airesearch Terminal, 6201 West Imperial Highway
5:30 p.m. Arrive Sacramento International Airport
6:15 p.m. Arrive El Dorado Motel
*Press room will be available

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5-5-5
Schedule con't.

(Tuesday, Oct. 16)

8:30 p.m. Depart Motel for Telethon - KCRA-TV
9:30 p.m. Telethon begins
12:30 a.m. Telethon ends
RETURN TO EL DORADO HOTEL FOR OVERNIGHT

WEDNESDAY, OCTOBER 17, 1962

SAN FRANCISCO - RICHMOND - SANTA CRUZ

9:30 a.m. Depart El Dorado Hotel for San Francisco
12:00 noon Mark Hopkins Hotel - Peacock Court - for all
Industrial Day planned by Chartered Property and
Casualty Underwriters
ADDRESS BY RICHARD NIXON
1:45 p.m. Depart Luncheon for St. Francis Hotel, San Francisco
*Press room will be available
3:05 p.m. Depart St. Francis for Nationalities Reception -
Hall of Flowers, San Francisco
3:30 p.m. Nationalities Appearance - Hall of Flowers, San
Francisco
4:45 p.m. Return to St. Francis for staff work
7:00 p.m. Depart Hotel for Richmond Win with Nixon Rally
8:00 p.m. Richmond Win with Nixon Rally - Municipal Auditorium
9:30 p.m. Depart Richmond for Santa Cruz - originating point
for Nixon for Governor "Victory Express" Train
OVERNIGHT IN SANTA CRUZ - off-train accommodations

THURSDAY, OCTOBER 18, 1962

WIN WITH NIXON VICTORY EXPRESS CAMPAIGN TRAIN BEGINS

8:30 a.m. Santa Cruz Win with Nixon Rally. Following rally
where Nixon will speak from the observation plat-
form of the train, the "Victory Express" will roll
out of Santa Cruz for Watsonville.
9:30 a.m. Watsonville Win with Nixon Rally
10:30 a.m. Salinas Win with Nixon Rally
11:30 a.m. King City Win with Nixon Rally
1:00 p.m. Paso Robles Win with Nixon Rally
2:30 p.m. San Luis Obispo Win with Nixon Rally
4:30 p.m. Santa Maria Win with Nixon Rally

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6-6-6
Schedule cont.

(Thursday, Oct. 18)

7:45 p.m. Santa Barbara Off-Train Win with Nixon Rally - San
Marcus High School Auditorium, Hollister Avenue

*The Off-Train Rally in Santa Barbara is the only
off-train rally of the "Victory Express" train tour.

9:30 p.m. Train departs Santa Barbara for Los Angeles

11:30 p.m. Arrive Los Angeles for overnight stopover. No
campaign activity is planned for the layover.
REMAIN ON BOARD TRAIN FOR OVERNIGHT

FRIDAY, OCTOBER 19, 1962

WIN WITH NIXON VICTORY EXPRESS TRAIN CONTINUES

8:45 a.m. "Victory Express" departs Los Angeles for a series
of train-side rallies

9:00 a.m. Pico-Rivera Win with Nixon Rally

10:00 a.m. Fullerton Win with Nixon Rally

10:30 a.m. Anaheim Win with Nixon Rally

11:00 a.m. Orange Win with Nixon Rally

12:00 noon Santa Ana Win with Nixon Rally

12:45 p.m. San Juan Capistrano Win with Nixon Rally

2:00 p.m. Oceanside Win with Nixon Rally

3:00 p.m. Del Mar Win with Nixon Rally

4:00 p.m. San Diego Win with Nixon Rally

"VICTORY EXPRESS" TRAIN ENDS

Following the San Diego Rally, the Nixon party will
fly to Riverside for a Win with Nixon Rally.

8:00 p.m. Win with Nixon Rally, Riverside

OVERNIGHT AT THE CARAVAN INN

*Press room will be available

SATURDAY, OCTOBER 20, 1962

9:00 a.m. Depart Riverside for series of rallies in Los
Angeles area

10:30 a.m. Montrose Win with Nixon Rally

12:00 noon Glendale Win with Nixon Rally

1:30 p.m. Los Feliz Win with Nixon Rally

3:00 p.m. Burbank Win with Nixon Rally

8:00 p.m. San Bernardino Win with Nixon Rally -Orange Show

SUNDAY, OCTOBER 21, 1962

OAKLAND
10/7/62

Detailed schedule will be forwarded in the near future.

NIXON FOR GOVERNOR

NEWS
RELEASE

III-

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

Herbert G. Klein, Press Secretary

PRESS AND EDITORIAL COMMENT ON THE UPI CONFERENCE

NIXON-BROWN JOINT APPEARANCE

"Richard Nixon drove Governor Edmund G. (Pat) Brown into the ropes yesterday in their only scheduled, face-to-face televised meeting.....Mr. Nixon caught Mr. Brown flat-footed with a dare to the Governor to say that as Vice President Mr. Nixon had ever done any favors for the Hughes Tool Company which had lent his brother \$205,000.

"Again he had the Governor patently rattled...."

Robert J. Donovan
Chief Washington Correspondent
New York Herald Tribune

* * * * *

"The impression was pretty clear in all of them (New York and Washington newspapers) that the smartest thing the Governor ever did was to decide not to engage in any series of television debates with his Republican rival. Nixon's margin in the face-to-face meeting seems to have been no surprise to the Democrats here in Washington who fear that not even a 50% edge in party registration can save Brown from defeat in November."

Bill Henry
Los Angeles Times

* * * * *

"The face-to-face confrontation between Governor Brown and former Vice President Nixon in San Francisco earlier this week in which it was our privilege to witness has served to further strengthen our feeling that there is a great need for a change of administration in Sacramento and that Richard Nixon is the man who is capable of bringing about that change and giving us realistic leadership on a course back to sound government."

Lodi News Sentinel

* * * * *

"Among the real issues which were ably discussed by both candidates were state finances and the state's business climate; the problem of creating jobs for our growing population; Communist speakers on state campuses; the Governor's water program; the

-more-

welfare relief abuses; the cuts that could be made in government spending; the related problems of law enforcement, capital punishment and the growing crime rate in California leading the nation in major crimes.

"On all of these, except the statewide water program, Nixon was the attacker and Brown the defender;

"We only regret this occasion will not be repeated for the benefit of all California television viewers and voters."

Santa Monica Outlook

* * * * *

"It is nearly regrettable that Dick Nixon showed up so well when the two men met. Realization that his rival came out ahead of him is likely to solidify the Governor's determination not to accept the hazards of any other face-to-face."

Sacramento Union

* * * * *

COMMENT FROM REPORTERS IMMEDIATELY AFTER THE DEBATE

(from the San Diego Union -- Tuesday, October 2, 1962)

Syd Kossen, San Francisco Examiner:

"I think Nixon scored well with his challenge to Brown to accuse him of misconduct in office."

* * * * *

Harry Farrell, San Jose Mercury News:

"I think Nixon won the debate on the basis of the Hughes Tool Company answer."

* * * * *

Reed McClure, Santa Monica Outlook:

"Nixon clobbered him, particularly on that loan bit."

* * * * *

Seymour Korman, West Coast correspondent for the Chicago Tribune:

"It was Nixon by a mile."

NIXON FOR GOVERNOR

**NEWS
RELEASE**

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Herbert G. Klein, Press Secretary

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

FOR IMMEDIATE RELEASE

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

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

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

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

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

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10/3/62

NIXON FOR GOVERNOR

NEWS
RELEASE



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

YOUTH TO CAMPAIGN FOR NIXON

FOR IMMEDIATE RELEASE

Enlistments in the Southern California Youth for Nixon corps of campaigners hit the 1,650 mark today.

Larry Gould, Jr., 16 who resides in the San Gabriel Valley has been named chairman of the youth group. He said the initial 1,650 will serve as recruiters to enroll thousands more to work for Richard M. Nixon in his bid for Governor of California.

"The master plan is to have a Youth for Nixon Club in each city in Southern California," he said. He reported 35 clubs have already been chartered. "This is a great way for young people to get practical experience in political and civic affairs."

Chief activity, he said, will be to conduct "bumper blitzes" to put Nixon for Governor stickers on as many automobiles as possible. Owners will be asked for permission by youth groups at shopping centers and other places of car concentration.

Automobile motorcades in decorated cars carrying Nixonettes and other rooters for Nixon are planned for every part of the Southland.

Gould is a senior at San Marino High School and vice president of his class. Any high school student is eligible to join Youth for Nixon, he said. Applicants should write him at Post Office Box 262, Alhambra.

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10/5/62

NIXON FOR GOVERNOR

NEWS
RELEASE



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

News Bureau: Sandy Quinn -- Ron Ziegler

Herbert G. Klein, Press Secretary

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

For Flat AM Release
October 5, 1962

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

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

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

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

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

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

1. Statewide Property Tax

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

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

-MORE-

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

2. New Cigarette Tax

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

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

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

3. State Withholding Tax

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

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

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

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

* * * * *

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

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

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

News Bureau: Sandy Quinn--Ron Ziegler

Herbert G. Klein, Press Secretary

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

For Release FLAT AM's
October 3, 1962

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

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

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

10/2/62

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

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

FOR FLAT AM's
October 4, 1962

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

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

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

Let us explode these myths right here and now.

1. The Myth of Fiscal Responsibility

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

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

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

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

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

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

2. The Myth of the Balanced Budget

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

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

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

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

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

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

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

3. The Myth of No Tax Increase Next Year.

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

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

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

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

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

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

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

Herbert G. Klein
Press Secretary

For Release A.M.'s
October 3, 1962

Nixon for Governor Headquarters throughout California have been besieged with telephone calls and telegrams since Richard Nixon's joint appearance with Edmund G. Brown before the United Press International Conference in San Francisco, it was revealed today by Herbert G. Klein, Nixon Press Secretary.

A survey of Nixon State Headquarters showed that more than 2,700 congratulatory telegrams had been received, and thousands of phone calls were taken in the two hundred state headquarters.

The switchboard at the Nixon State Headquarters in Los Angeles was jammed for hours after the program was seen on television and heard on radio. "Dick Nixon scored a knock-out over Brown before the eyes of millions of Californians," Klein said.

"Without question, this was the most dramatic event of the campaign thus far, and the difference between Dick Nixon and Mr. Brown was so clear-cut that two definite effects already are apparent --(1) Nixon workers already have volunteered by the hundreds as a result of Mr. Nixon's inspired, hard-hitting discussion of the issues. The volunteers include many Democrats. (2) The number of undecided voters in California has drastically decreased with thousands of these people going to the support of Nixon after seeing directly the differences between his program and those of Mr. Brown," Klein said.

"Even notes and planted questions couldn't help Mr. Brown. Typically, many of the telegrams described the joint press conference as a ~~mismatch~~ mismatch", Klein said.

Z. Wayne Griffin, co-chairman of the Democrats for Nixon, said that as a result of the dramatic televised press conference, his executive committee had sharply raised its sights for working members, and now is dedicated to forming an active committee of 15,000 working Democrats instead of the 10,000 as previously announced. Griffin said his committee now has 8,725 workers pledged to work actively for the election of Dick Nixon with more coming in daily.

More

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"Mr. Nixon will continue to seek additional opportunities for a debate with Mr. Brown", Klein said. "There is no question but that the voters want to see more direct man-to-man debates in California. Unfortunately, Mr. Brown is in retreat. We believe that the pressure of California voters will cause the Governor to reconsider his position. If he fails to do so, it can only mean that he does not have enough confidence in his own ability and his own record to place it before the voters for this kind of scrutiny".

Klein said that Nixon's offer of free time on any of his remaining six telethons would continue to remain open to Mr. Brown. "Even in tonight's program at Bakersfield, or Friday night's telethon in Fresno, arrangements could be made to allow Mr. Brown to appear so that both candidates could ask each other questions directly," Klein said.

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10/2/62

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

Herbert G. Klein
Press Secretary

For Release
Sunday AM's
September 30, 1962

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

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

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

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

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

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

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

M O R E

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

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

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

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

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

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

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

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

NIXON FOR GOVERNOR

NEWS
RELEASE

III-

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

News Bureau: Sandy Quinn -- Ron Ziegler

Herbert G. Klein, Press Secretary

Remarks by
RICHARD NIXON
September 20, 1962

For PM Release
September 20, 1962

(Remarks made during Mr. Nixon's person-to-person bus tour of the San Joaquin Valley, including stops in Delano, Porterville, Lindsay, Visalia, Hanford and Fresno.)

Secretary of Agriculture Freeman has just been here to try to stamp out the farm revolt in California. We welcome him to our fair climate. But we do not welcome his attempt to put California's farmers in a bureaucratic straightjacket made in Washington, D.C.

The California farmer does not need to be told about marketing orders from the man from Minnesota. We can tell him that the concept of marketing orders originated in our state nearly 30 years ago and has always had bi-partisan support. But Californians believe that marketing orders mean self-management from the bottom up, rather than know-it-all management from the top down.

Today, in California, our number one industry is being treated like a step-child. This is particularly evident from the low calibre of the agricultural appointees in the present state administration. And it is impossible to get a first-rate job out of second-rate politicians.

During the past four years, the great California tradition of a nonpartisan State Board of Agriculture has been shattered and the Board now consists of eight members of the same political party and one traditionally academic member.

The key position of State Director of Agriculture was first turned over to Czar William Warne, who tried to kidnap the Department and bury it in his empire, and then turned over to James Ralph, who was later fired by the Federal government for accepting favors from Billie Sol Estes.

* * * * *

-MORE-

We must replace indecision and incompetents with this five-point program for dynamic state leadership.

1. California's agricultural programs must be administered by the most experienced and highly qualified men in the State, without regard to whether a man is a Democrat or a Republican.

2. We must have a State administration that will firmly oppose the 160-acre limitation on State-financed water projects, so that this outmoded concept will not be used as a political instrument for expropriation.

3. We must have a State administration that will stand up and fight for California's share of world markets and not allow our crops to be sold down the river by State Department negotiators in Washington, D.C.

4. We must have a State administration that will fight to get California a voice on the U.S. Tariff Commission. Although we are the largest agricultural exporting state in the nation, there is no Californian on the Commission. On May 30, I called on my opponent to meet with the State Congressional Delegation to propose a candidate for an existing vacancy. Nearly four months have gone by and still no action has been taken.

5. We must have a State administration that will support the farmer's need for a supplemental labor supply when there is a shortage of qualified local workers. Perishable crops cannot be allowed to rot in the fields because of phony labor disputes and bureaucratic harassment.

* * * * *

As California becomes the first state in population, it is imperative that we get a new administration that will restore the farmer's confidence in his government and fight for a prosperous agricultural economy that will serve the best interests of farmers, farm workers and consumers.

NIXON FOR GOVERNOR

NEWS
RELEASE



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

News Bureau: Sandy Quinn--Ron Ziegler

Remarks by
RICHARD NIXON

at Medical, Dental & Pharmaceutical Association
of Southern California and the
John Langston Law Club, Rodger Young Auditorium,
Los Angeles, California
September 21, 1962

For FLAT AM Release
Saturday, September 22, 1962

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

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

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

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

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

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

-MORE-

As you know, I have had seven years of direct experience in fighting discrimination in the manner that I now propose to use on a state-wide basis in California. From 1953 through 1960, I had the honor of being Chairman of the President's Committee on Government Contracts, which had the single objective of achieving equal job opportunity through voluntary employer compliance.

I am proud of the record we made--1,042 complaints received and 851 cases closed. And everyone who follows baseball, as I do, knows that .810 is a pretty remarkable batting average!

I am convinced that the approach to the problem that I have outlined will be a great step forward in seeing that every Californian gets an equal chance at the starting line. The Governor of our State must lend the prestige of his office to his cause.

It is a question of simple justice. But it is also a question of doing what is in the best interests of our State. We all want California to be the first state in the nation in population. But we also want California to be the first state in the nation in opportunity for all of our people.

NIXON FOR GOVERNOR

**NEWS
RELEASE**



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

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

News Bureau: Sandy Quinn-- Ron Ziegler FOR FLAT AM RELEASE

September 23, 1962

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Now let us look at the facts.

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

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

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

-- On March 17, 1960, Harry Bridges spoke at a noon rally in Wheeler Hall, University of California, Berkeley.

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

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

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

More

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

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

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

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

NIXON FOR GOVERNOR

NEWS
RELEASE



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

Press Secretary: Herbert G. Klein

PROGRAMS FOR PROGRESS
Text of Statewide Radio Address
by RICHARD NIXON

Flat Monday A. M. Release

September 23, 1962

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

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

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

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

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

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

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

-MORE-

reason for more crime.

Why then has crime skyrocketed in California?

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

What has been the record over the past four years?

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

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

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

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

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

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

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

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

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

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

I believe that this eight-point/^{action}program will make our state into a model for effectively preventing and fighting crime.

1. Capital punishment -- the law of California -- must be firmly supported from the Governor's office. We must not encourage crime because of public vacillation over the death penalty. My opponent and I are diametrically opposed on this issue.

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

We must have stronger penalties for the possession and sale of dangerous drugs. We must speed up research on the causes and cures of narcotics addiction and we must improve public school educational programs on the menace of narcotics and dangerous drugs.

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

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

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

We must reasonably define our search and seizure laws.

And we must get tougher enforcement of our parole laws to prevent the unsafe release of dangerous criminals.

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

4. We must set up a top-level Governor's Council on Crime Prevention and Law Enforcement to coordinate the fight for a safer California.

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

that work in the field of crime prevention.

The Governor's Council will work closely with the F.B.I., the Federal Bureau of Narcotics and the other national agencies in the law enforcement field.

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

5. We must initiate educational programs to create a greater respect for our law enforcement officials.

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

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

6. We must have a Governor who will personally lead the fight to drive the racketeers and hoods from California.

We must make California "off limits" to the eastern gangsters who are coming here because they think our state is a happy hunting ground.

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

8. State government must give meaningful encouragement to our voluntary agencies, church groups and boys clubs in their programs of crime prevention. This will be a primary function of the Governor's Council.

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

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

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

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

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

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