

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	1	n.d.	Other Document	"Win With Nixon" campaign stickers. Not scanned.
60	1	n.d.	Brochure	"Dick Nixon's Pledges for a Better California."
60	1	n.d.	Brochure	"Nixon's Program for Progress."
60	1	n.d.	Brochure	"What is the Brown Record?"
60	1	n.d.	Brochure	"Win With Nixon - Volunteer Support Program." 2 copies.
60	1	n.d.	Form	"Win With Nixon Volunteer - Company Contact Committee."

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	1	n.d.	Memo	To: All WIN Committee Chairmen from John Vaughan re: How to Insure the Election of Dick Nixon!" 2 pages.
60	1	n.d.	Form	Blank WIN Volunteer membership / ID card. 2 copies.
60	1	n.d.	Form	"Undecided Voters" form. 1 page.
60	1	n.d.	Form	"Suggested WIN Committee Letter from Mailing to Company Employees." 1 page.
60	1	n.d.	Form	"Check List of Suggested Activities and Programs for WIN Volunteer Company Committees." 1 page.
60	1	07/09/1962	Newspaper	Reproduction of article published in the Los Angeles Times: "Nixon Prescribes Economic Cure" by Victor Riesel. 1 page.

**Dick Nixon's
pledges
for a better
California**



Give California a decisive Leader!

As Governor of California—

I pledge:

- ★ *To bring to California a State Administration that is worthy of the first and greatest State in the Nation. I will put an end to rule by clique and crony.*
- ★ *To bring into State Government a team of the best executives and technicians in the State. And I will kick the second-raters and political hacks out of Sacramento.*
- ★ *That California will lead the Nation in job opportunities for all our citizens by creating the best climate for new private investment of any State in the Union.*
- ★ *An Administration dedicated to attracting new industry—not an Administration that can be smug when we rank ninth among the major industrial states in building new plants since the beginning of 1961.*
- ★ *To replace the spineless, soft-on-crime attitude of the present Administration with strong, vigorous backing of local enforcement officials.*
- ★ *To wage an all-out campaign to make the homes, streets and highways of California safe for our citizens.*
- ★ *To cut the costs of State Government so that we can reduce the tax burden borne by our citizens.*
- ★ *To initiate the most effective State program in the Nation for fighting communism—a program that will include education, on the student and adult levels, on both the dangers of communism and the positive alternatives of freedom.*



Give California a decisive Leader!



**Dick Nixon's
pledges
for a better
California**

**Win with
NIXON**

Vote for Dick Nixon for Governor, Nov. 6

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

**Harold C. McClellan
Southern California Chairman
3908 Wilshire Boulevard
Los Angeles 5, California**

**Andrew Downey Orrick
Northern California Chairman
525 Market Street
San Francisco 5, California**



Nixon's Program For Progress



*Never in the history of California
has any candidate for Governor
so clearly spelled out his
position on the major issues
confronting the state.*

This is Dick Nixon's Program for California:

Expand job opportunities, for a population that increases by 1600 each day, through a new administration that will encourage free enterprise, keep costs of government down, and avoid new taxes.

Cut crime by backing up local law enforcement officials with a realistic legislative program, including the ultimate penalty for big-time dope peddlers, and a top-level State crime commission.

Attract new industry by starting a "California Crusade for New Business Investment," cutting government expenditures so as to avoid tax increases, opening new markets for our products at home and abroad, maintaining a balance between labor and management at the bargaining table.

Cut the cost of government by correcting unsound fiscal policies, wiping out frills and extravagance, and eliminating red tape and excess paper work.

Streamline welfare programs by adopting my five-point action program that will clear away red tape, give greater local control to meet local conditions, and restore the concept of personal responsibility.

Improve education by resisting Federal control, while giving a wider choice of textbooks, more fully recognizing the need for vocational training, initiating effective anti-communist education, and re-examining the tax structure to relieve economic pressure on education and real property taxpayers.

Reorganize government by undertaking my 10-point program to eliminate the super-cabinet, headed by \$25,000-a-year men; throw out State-paid press agents; investigate government operations, and revise the State Constitution.

Encourage agricultural development by appointing the best-qualified men to key jobs in the State Department of Agriculture, without regard to politics.

This is the record under Brown:

California has more people unemployed than any other state. Our State has had a higher-than-average unemployment rate for the past three years.

California now has the greatest number of crimes of any state—as many crimes were committed in California in 1961 as in New York, New Jersey, and Pennsylvania combined.

California ranks ninth among the major industrial states in starting new plants, according to an independent magazine. This year, New York has built three times as many new plants as California.

California has the most costly State Government in the nation. The cost of the Governor's office alone has gone up 52.7% under the present administration.

Two national magazines have singled out our welfare programs as shocking examples of slipshod administration. California welfare costs have risen 25% in the last two years, while the population has only gone up 7.5%.

California ranks close to the bottom (44th) in the ratio of teachers to pupils in our public elementary and secondary schools.

There are 360 boards, commissions, and agencies in California. The present Governor's plan has not eliminated a single job or abolished a single agency.

The State Board of Agriculture has been turned over to one political party. One recent State Director of Agriculture was involved in a national scandal; another tried to bury the Department in a bureaucratic

Dick Nixon's pledges for a better California

As Governor of California I pledge:

- To bring to California a State Administration that is worthy of the first and greatest State in the Nation. I will put an end to rule by clique and crony.
- To bring into State Government a team of the best executives and technicians in the State. And I will kick the second-raters and political hacks out of Sacramento.
- That California will lead the Nation in job opportunities for all our citizens by creating the best climate for new private investment of any state in the Union.
- An Administration dedicated to attracting new industry—not an Administration that can be smug when we rank ninth among the major industrial states in building new plants since the beginning of 1961.
- To replace the spineless soft-on-crime attitude of the present Administration with strong, vigorous backing of local enforcement officials.
- To wage an all-out campaign to make the homes, streets and highways of California safe for our citizens.
- To cut the costs of State Government so that we can reduce the tax burden borne by our citizens.
- To initiate the most effective State program in the Nation for fighting communism—a program that will include education, on the student and adult levels, on both the dangers of communism and the positive alternatives of freedom.

This pamphlet expresses Dick Nixon's position on some of the vital issues facing California today. If an issue of special concern to you has not been covered here, please write to: Dick Nixon, Nixon for Governor Headquarters, 3908 Wilshire Blvd., Los Angeles 5, California. The information you seek will be sent to you immediately.

In a major Telethon on May 29th, Dick Nixon answered 146 questions on State issues. Some of the more important issues have been discussed in this pamphlet.

Win with NIXON

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

Harold C. McClellan
So. California Chairman
3908 Wilshire Boulevard

Andrew D. Orrick
No. California Chairman
525 Market Street

DICK NIXON speaks out

WATER: "I have proposed a 13-point program to speed up construction of dams and aqueducts, to eliminate the present administrative hodge-podge created by William Warne, to reactivate the Power Committee, to put checks on executive power over water projects, and to oppose the 160-acre limitation where State water development is concerned."

CIVIL RIGHTS: "We cannot achieve progress and opportunity for all through purely legalistic approaches. A more positive approach is necessary. That is why, as Governor, I will use the moral and persuasive powers of my office to bring employers together for voluntary action in the field of equal job opportunities, and opportunities for promotion."

PARKS AND RECREATION: "Now is the time to move rapidly forward with a long-term program of land acquisition and development to keep pace with legitimate popular demand for adequate outdoor recreation facilities. In taking over land, there should be more consideration than in the past for the opinions of local residents. And a tight, responsible administration of the acquisition program is imperative."

COMMUNISM: "At the next session of the legislature, I will present a first priority anti-communist program. Among its provisions: it will deny the use of tax-supported institutions for speeches by any individual who refuses to comply with Federal and State subversive control laws or refuses to testify before Grand Juries or legislative committees investigating subversive activities..."

BOSSISM: "In less than four years, the mainstream of California politics has been polluted by Pat Brown's use of imported Tammany Hall political tactics. Our state, which from the time of Hiram Johnson, has established a reputation for placing the interests of the people above partisan considerations, has now been contaminated by a foreign agent—machine politics."

MEDICARE: "I am opposed to government medicine such as the compulsory King-Anderson Bill. I favor the Kerr-Mills Act, which provides for medical care for aged persons in need, and I will work to strengthen its implementation in California. There must also be more aggressive leadership to encourage the expansion of private health insurance programs."

INTERNATIONAL EXPERIENCE: "The people know that first-hand knowledge of such matters as world trade and international negotiations will be a vital asset to California. California industry, agriculture and labor are threatened by foreign competition... I have the background, the knowledge, and the will to fight California's battle in this important arena."

LEADERSHIP: "What we desperately need in state government is not just a decisive leader as Governor, but a Governor who will surround himself with men and women of quality, men and women with fresh ideas, men and women of proven administrative ability. Only in this way can we close the leadership gap in California government."

CALIFORNIA DEMOCRATIC COUNCIL: "In this crusade for a better California, we will be joined in November by hundreds of thousands of Democrats, who believe in our principles, and who recognize that the radical CDC clique controlling the Democratic Party in California is not representative of their philosophy."

FEDERAL AID TO EDUCATION: "There is only one effective answer to the pressures for vastly increased federal aid. Our state and local school districts... must assume the burden of responsibility. The most effective way to avoid dictation on education from Washington is to do a better job of meeting the needs of education at home."

Nixon's Program For Progress



Never in the history of California has any candidate for Governor so clearly spelled out his position on the major issues confronting the state.

What is
the
BROWN
record
?

What kind of a Governor has BROWN been?

**Every thinking Californian
should decide for himself**

Here is Brown's "box-score" in nine crucial areas

TAXES

FACT: California today has the highest total state and local tax collections in the nation.

FACT: In Brown's first year as governor, the largest single tax increase in the history of any state became law in California.

FACT: During Brown's four years as Governor, per capita tax collections have gone up 23% ... per capita income only 9%.

QUESTION: Can California stand 4 more years of tax increases?

EDUCATION

FACT: Brown's high-tax policies are preventing new industries from coming to California—and even forcing some existing businesses to leave California.

FACT: California unemployment is above the national average.

FACT: New York had more than three times as many new industrial plants start last year as California.

QUESTION: Do you want to see the Brown trend continued... with more and more California jobs—perhaps your job—threatened?

LEADERSHIP

FACT: Brown has a world-wide reputation—for indecision. Cases where he has embarrassed Californians include:

- (1) the Democratic Convention in 1960;
- (2) the Chessman case;
- (3) outlawing professional boxing in California;
- (4) need for narcotics legislation in California.

QUESTION: With California industry, agriculture

state have a governor who lacks international stature or experience... a man who has consistently failed to stand up and protect our interests?

FACT: California's state government spends more money than any other state in the nation.

FACT: The costs of running Brown's own office have increased 52.7% since he became governor.

FACT: Brown has superimposed on the already thick layers of state government an extra layer of "fat"—i.e., his "superagency" plan.

QUESTIONS: Should California's future growth be penalized by Brown's bureaucratic empire? Should California continue a program of extravagant spending that includes 51 press agents on the state payroll?

FACT: California has the worst record of major crime in the nation, in spite of the efforts of dedicated local law-enforcement officials.

FACT: In 1959 and 1960, Brown ignored the need for better narcotics control legislation, despite a petition signed by hundreds of thousands of citizens, despite pleas from civic and church groups, despite deaths in Los Angeles County High Schools.

FACT: In 1961, Brown consistently delayed effective narcotics legislation until the State Legislature forced him to act.

QUESTIONS: Do you think the present governor, by word or deed, has recognized the seriousness of the problem?

Do you think he is capable of supplying the leadership to attack the problem?

FACT: California has the largest number of students of any state in the nation, but in the pupil/teacher ratio (number of students per teacher) ranks 44th.

FACT: The "Master Plan For Education," claimed by Brown as one of his accomplishments, is actually a bi-partisan achievement, with most of the work done in the Knight administration.

QUESTIONS: Has the Brown administration ever shown it wishes to avoid control of education from Washington, D.C.? Has it ever shown it believes in more local and state action in education and welfare?

OPPORTUNITIES

FACT: The Fair Employment Practices Commission established during the Brown regime has made no significant breakthroughs in opening up closed fields of employment.

FACT: Democrat "liberals" redistricted the majority of Los Angeles Negroes into one Congressional district, forming, in effect, a Negro "ghetto." The Los Angeles Sentinel commented as follows: "... the actions of the

ernment reveal them as the true enemy of the development and self-expression of our community."

FACT: At the Governor's conference in 1962, Brown said he didn't want a resolution on civil rights ever presented, because it might "divide" the Democrats. When a resolution finally was introduced, Brown was absent when the vote came.

QUESTION: Are you proud of a governor with such a record in the field of equal opportunities and civil rights?

FACT: The Brown administration has urged a state minimum wage law for farm workers, which would place many California farmers in a position where they could not possibly compete with other states.

FACT: Brown has made three "political appointments" to the key position of Director of Agriculture. The first, William Warne, a former Federal Foreign Aid Administrator, was cited by Senate and House Committees for "boondoggling" in Iran, Korea and Brazil. (Warne TODAY is Brown's Director of Water Resources.) The second appointment to the Agriculture post, James Ralph, was subsequently fired from a national administration post (Assistant Secretary of Agriculture) for involvement in the Billie Sol Estes case. The third appointment, Charles Paul, was picked for political purposes over the heads of qualified career men.

QUESTION: Can California hope to compete successfully in the world agricultural market with its problems handled by misplaced persons, second-rate administrators and political hacks?

FACT: One of Brown's sons-in-law is Assistant to the State Director of Corrections.

FACT: Another of Brown's sons-in-law is a Deputy Attorney General.

FACT: Brown's brother is a State Inheritance Tax Appraiser.

FACT: Brown's record of appointments shows nearly four Democrats for every Republican.

FACT: Brown appointed Dutch Woxberg, a former Jimmy Hoffa aide, to a state post (Small Boat Harbors Commission).

FACT: Our State Director of Finance is a newspaperman, without financial experience.

FACT: Regarding the appointment of judges, Brown says... "I have picked them irrespective of their politics." The record of judicial appointments: 165 Democrats, 34 Republicans, 1 no party affiliation.

QUESTIONS: Do you like political bossism... with government by-and-for cronies?

Do you wish to see a political dynasty built in California?

What they say about Brown

Arthur McCardle, chairman of the Veteran Board, resigned with these words:

I have nothing but absolute disgust and repulsion for the lies, deceit and treachery coming out of Sacramento.

Robert McCarthy, former Chief of the Department of Motor Vehicles under Brown, resigned with this blast:

It has become increasingly difficult for me to work for a spineless administration that lacks both courage and principles.

When I accepted your appointment in January, 1959, we agreed to the seriousness of the traffic problem and the need for vigorous leadership.

Since this time, your support has dwindled steadily and by now has completely disappeared.

During the past two years more than \$4,500,000 has been saved in the operation of this department with no support whatever from you.

Leadership on your part could have saved the people of California additional millions in the operation of other departments.

My attempts to curb the drunk driver, while initially receiving lip service, saw you cave in to pressure for a softer law. Leadership here could have saved lives. These experiences are symptomatic of a sick administration.

This is the record of Brown "firsts" for California

1. **FIRST** in total state taxes.
2. **FIRST** in total general expenditures.
3. **FIRST** in sales taxes.
4. **FIRST** in property taxes.
5. **FIRST** in total number of state employees and payroll.
6. **FIRST** in business failures among major business states.
7. **FIRST** in bankruptcies.
8. **FIRST** in highway fatalities.
9. **FIRST** in major crime.
10. **FIRST** in total criminal offenses.

Are these the "FIRSTS" California wants?

**For a California that's FIRST in
Achievement, give California a Leader**

VOTE FOR DICK NIXON FOR GOVERNOR

DEMOCRATS FOR NIXON

Z. Wayne Griffin Merritt K. Ruddock
3908 Wilshire Blvd. 525 Market Street
Los Angeles, Calif. San Francisco, Calif.

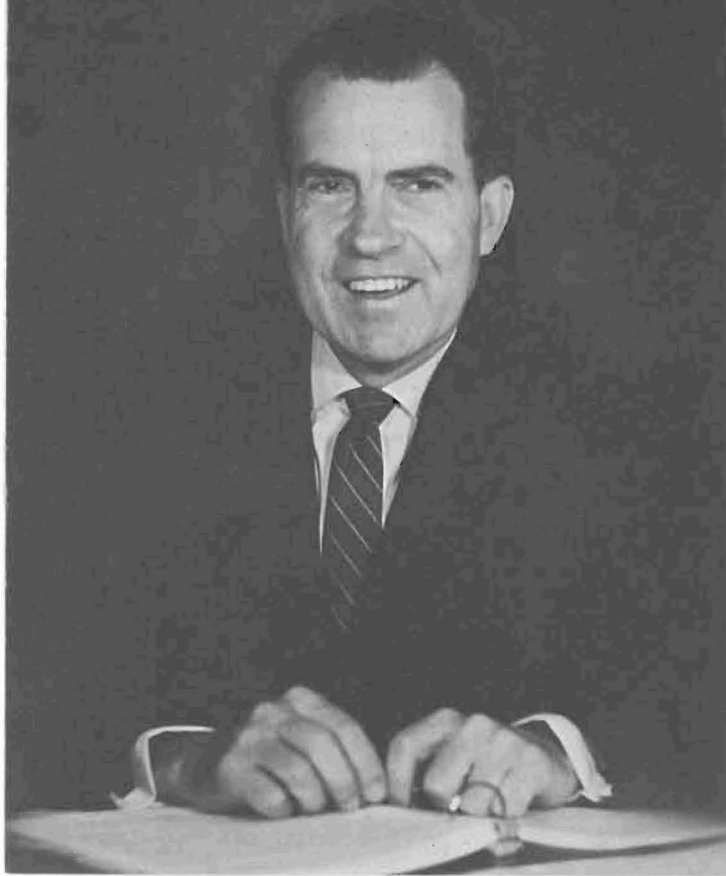
BROWN

record

?

Win with NIXON

VOLUNTEER SUPPORT PROGRAM



Win

What is the WIN Program?

In hundreds of large companies throughout California, committees of employees are being organized to work in the forthcoming election campaign. Service on such committees will be volunteer... and representing all operating levels, occupation groups, divisions and departments.

In addition to the major corporations and plants participating in the WIN program, thousands of smaller business offices, shops, filling stations, pharmacies and professional offices are joining this campaign crusade. The following suggestions may be applied to these smaller employee groups as well as to larger ones.

What does the WIN committee do?

Each committee makes its own rules and plans its own program. The ultimate objective is to—

- Contact all fellow workers in each company—
- Make sure they understand Dick Nixon's philosophy
- Provide them with campaign literature, badges, bumper strips, etc.
- Convince them to vote for Dick Nixon on November 6.

What to do first All those from your company officially enrolled with Nixon Headquarters as members of your committee should meet to decide upon a Chairman and perhaps one or more Co-Chairmen.

1. As soon as you have done this, please send these names to WIN Director, Nixon Headquarters, so they may be recorded.

2. Either the Chairman of your committee, or someone appointed by him, should talk with the appropriate executive of your Company to determine what ground rules he would like you to adhere to. Your activities should be carried on within company policy, but you should try to get approval for such things as the use of company bulletin boards, signs in the work areas, etc.

3. Try to obtain a list of names, home addresses and telephone numbers of all fellow employees. If your personnel office is unwilling to release this list, perhaps the Personnel Manager would be willing to address envelopes for your mailings of letters and literature.

If a complete list of personnel home addresses is not available through any source, then you can

with NIXON

build your own by having members of your committee circulate a "Pledge of Support" form. This list will be most valuable later on for use in recruiting additional workers for campaign jobs and election day work.

Expand your committee

4. Get busy on finding new members for your committee. Besides making sure that you have a representative from each occupational group, department and division, you should strive for at least ONE COMMITTEE MEMBER FOR EACH 10 EMPLOYEES (i.e., 250 total employees in the company should have a WIN COMMITTEE consisting of at least 25 members).

Plan your program

5. Now you have the solid core of workers needed to cover your company. Arrange a meeting with your entire committee to make certain you are in agreement on your aims and objectives and to distribute to each member a kit of material and literature which Nixon Headquarters will supply.

In smaller companies, this meeting could be held at lunch time, during rest periods, or before or after work. In larger companies and plants, it would be advisable to hold the meeting AWAY FROM THE PLANT in a centrally-located hall.

Schedule activities

6. Committee Co-Chairmen should have a suggested action program and time-table of activities prepared to present to the entire committee. At least one mailing should be planned to go to the HOMES of all employees. This would include a letter from the committee (mimeographed) and Nixon literature which will be provided by Nixon Headquarters upon request. Nixon Headquarters should be notified of these planned mailings as far in advance as

VOLUNTEER SUPPORT PROGRAM

possible. Perhaps the company will be willing to provide envelopes and postage. This should be discussed by the committee Chairman and the appropriate executive in their initial meeting.

Suggested activities Dick Nixon is sure to speak at a Nixon Rally somewhere in your area at some time during September or October. When a Nixon appearance is announced for your community, "talk-it-up" among fellow employees.

Organize a Nixon Rally Caravan. Dress your cars up with banners. Pick up fellow workers, take them to the rally to see and hear Dick Nixon in person.

TV Debates and Telethons—Headquarters will notify committees of all scheduled Nixon TV appearances. Committee members should plan "coffee-hours" at their homes and invite 10 or more fellow employees in to watch the telecasts.

Bumper Strips are one of the most effective promotional items. Order a supply and plan a day when each member of your committee can station himself at the parking lot exits to seek approval for placing a bumper strip on each employee's car.

Undecided Voters. In talking to your fellow employees, you will find many who have not made up their minds which way they want to vote. Fill out the "Undecided Voter" forms sent you, giving names and HOME addresses. Send completed forms to WIN Director, Nixon Headquarters, as early as possible. A personal letter from Dick Nixon will then be sent to these UNDECIDED VOTERS soliciting their support.

Continue your activities with increasing tempo, from now until November 6. By person-to-person contact, letter or telephone, pass on all information you can assemble to your fellow employees and keep selling the truth—Dick Nixon... and what he stands for...are what California needs.

“California is now in competition with the rest of the nation to attract the new industry we need to provide the hundreds of thousands of additional jobs required by our growing population each year. Our labor/management policies must maintain a balance between the bargaining power of management on the one side and labor on the other. Once that balance swings too far one way or the other, the result is labor/management strife which will drive away rather than attract new business investment.”

Richard M. Nixon

Dear WIN Worker:

I want to thank you for volunteering your time and efforts as a member of your company's WIN team.

Never before in any major election has there been such a concerted effort to reach so many hundreds of thousands of voters at their place of employment than the one we will be making together during the coming weeks and months in presenting our realistic program of "Decisions for Progress" for a better California.

Your active participation in this history-making undertaking will be invaluable and a vital factor in the outcome of the election.

I will be hoping to have the pleasure of seeing you and your fellow-employees at some point along the campaign trail. In the meantime, I know you will make the most of your opportunities to get our message across to your fellow-workers.

Let's all get together and WIN!

Sincerely,



Win-with-NIXON

STATE HEADQUARTERS

3908 Wilshire Blvd., Los Angeles 5, California

DUnkirk 5-9161

NIXON FOR GOVERNOR CAMPAIGN COMMITTEE

JOHN V. VAUGHN
So. California WIN Chairman
3908 WILSHIRE BOULEVARD
LOS ANGELES 5, CALIF.

RICHARD NAIR
No. California WIN Chairman
525 MARKET STREET
SAN FRANCISCO 5, CALIF.

Win with NIXON

VOLUNTEER SUPPORT PROGRAM



(PLEASE TYPE OR PRINT)

WIN WITH NIXON VOLUNTEER COMPANY CONTACT COMMITTEE

Volunteer's name	Bus. phone contact	
Home address	City	Home phone
Volunteer's company job title	Registration	<input type="checkbox"/> Rep. <input type="checkbox"/> Dem. <input type="checkbox"/> Ind.
Employer's firm name & address	City	
Company or firm category		

WIN WITH NIXON PROGRAM

My Company will participate in the in-plant, volunteer worker WIN program. I will send you committee names within a few days.

Please get in touch with me. I wish to discuss the WIN Program before deciding upon my company's participation.

(NAME) (please print)

(COMPANY NAME)

(COMPANY ADDRESS)

(Telephone No.)

(No. Employees)

INTER-OFFICE MEMORANDUM

NIXON FOR GOVERNOR

TO: All WIN Committee Chairmen

FROM: John Vaughn

SUBJECT: How to insure the election of Dick Nixon!

DISTRIBUTION: All other WIN Committeemen in your company

First, our appreciation to those of you who took the time to attend the "kick-off" luncheon on July 27. We hope that you were inspired and stimulated by the remarks of Dick Nixon, Senator Hiram Fong and others. To those who were unable to attend this meeting, we will try in this letter to outline the steps you should take to implement the WIN Program in your respective companies.

Second, we must tell you how pleased and encouraged we are with the overwhelming responses we have received from companies such as yours to the WIN Program idea. Well over 150 of the largest firms in California have established "contact" individuals or committees representing several hundred thousand employees. In the days immediately ahead, these numbers should double. The "machinery" is thus provided and all that now remains is to make certain that each committee "crank up the motor" and start down the road that has been charted in the enclosed "Win With Nixon" leaflet.

Third, although we recognize that each company committee will want to "tailor" its activities to fit company policy and conditions, we urge that you adhere to the following as closely as possible:

1. Expand your committee. Enlist additional WIN Volunteers. Try to get a representative from each department, branch, job classification or work unit in your company. (Be sure to send us these names promptly so they may be added to our master file and so we may mail to them their official 'WIN VOLUNTEER CARD.)
2. Discuss with the proper official of your company the "ground rules" he would like you to follow in working with your fellow employees. We do not want to encourage any activities that would not be in the best interests of your company and its employees. Certainly the WIN Program, to achieve maximum results, must be carried out in an unofficial way without employer participation or pressure. It is simply a man-to-man, employee-to-employee program designed to seek out, disseminate and discuss the facts about the candidates and issues, primarily gubernatorial, in the forthcoming election in California.
3. Enlist the help of your personnel manager. Perhaps he will undertake to mail out literature and an appropriate letter from your committee to all employees, or release the addresses of all employees to your committee. In either case, you should point out that such mailings, including the envelope, should not bear the company name, as we should avoid any semblance of company sponsorship.

4. Now, plan your activities, what you are going to do, how you are going to do it and when. See the enclosed check-list of suggestions. Choose which things you think would be the most effective and practical to use with your fellow employees and set up a timetable for doing them.
5. Now is the time to enlist the help of the Nixon Headquarters Staff. Within the next few days you will be contacted by phone or in person by one of the Volunteer or staff workers in the Contact Division. He will discuss with you your plans and program, he will see that you receive whatever quantity of literature, campaign material or forms you will need, he will try to answer your questions and help to work out any problems. Briefly, he will be available to assist your committee in every way possible to build an effective employee communications program.
6. Finally, we urge you to take the initiative to keep us posted on your activities. Don't hesitate to ask for help or advice. Phone Dan Waters, Contact Director, Nixon Headquarters, DUnkirk 5-9161.

With support such as yours in helping to get the message to fellow-employees, we can all WIN with Nixon!

Sincerely,



John V. Vaughn, Chairman
Southern California Contact
and WIN Program

Enclosures

WIN VOLUNTEER

Win With Nixon in November
This Certifies

Name

Company or Occupation Phone

IS AN OFFICIAL REPRESENTATIVE OF THE
NIXON FOR GOVERNOR
WIN PROGRAM

JOHN V. VAUGHN, Chairman
Southern California



RICHARD NAIR, Chairman
Northern California

SUGGESTED WIN COMMITTEE LETTER FOR MAILING TO COMPANY EMPLOYEES

Dear Fellow Employee:

As you are probably aware, a group of us here at _____ company have formed a volunteer Nixon For Governor Club. Our aim is to try and provide information on the candidate and the issues to all fellow employees for their consideration before election day on November 6.

Enclosed is a brochure on Dick Nixon's ideas and philosophies of government which we hope you will read carefully. If any of the information contained in the booklet is not clear, we will be happy to try and answer any questions you might have. If we don't have the answers, we will get them for you.

At some time in the next few weeks, Dick Nixon will be in your neighborhood making an appearance at a rally or some other public function. We hope you will avail yourself of the opportunity of hearing him speak. All of us here at _____ company are interested in working toward the same goal -- that of helping to provide California with the very best possible state administration, and one that will be able to develop the 20,000 new jobs needed each month by those people moving here. We believe Dick Nixon's proposed administration capable of doing this.

Thank you for your consideration in reading this and the enclosed material. We hope you will join us on November 6.

WIN WITH NIXON!

NIXON FOR GOVERNOR EMPLOYEE CLUB

Company

Enclosures

CHECK LIST OF SUGGESTED ACTIVITIES AND PROGRAMS
FOR
WIN VOLUNTEER COMPANY COMMITTEES

Company volunteer WIN Chairman should consult with his committee and then fill out this form. Return completed form to Dan Waters, Contact and WIN Director, Nixon Headquarters, 3908 Wilshire Blvd., Los Angeles 5, California (telephone - DUnkirk 5-9161).

Check one or more of the following:

We will obtain mailing list (home addresses) of all employees - OR

Arrange with Personnel Office to do mailing of literature for us.

We are planning the following mailings:

1. Letter from employee committee to go out on _____ (date).

*2. _____ to go out on _____ (date).
(describe literature)

*3. _____ to go out on _____ (date).
(describe literature)

For the above mailings we will require _____ pieces of literature.

Our committee members will personally circulate "Pledge of Support" forms to sign up as many fellow employees as possible. We will need _____ "Pledge of Support" forms for this purpose.

Our committee will compile a list of "Undecided Voters" and forward to Nixon Headquarters for special follow-up. We will need _____ forms for this purpose.

(Company Name)

(Compiled by)

* NOTE: There will be at least two different brochures available for general mailing purposes. One will be a general campaign brochure and the second will be a special brochure on campaign "issues". Please refer to these two pieces as "general" and "issue".

Nixon Prescribes Economic Cure

BY VICTOR RIESEL

I asked Richard Nixon to discuss what he believes to be most pertinent to the people of the United States today. I hoped he would analyze some action of the administration he thinks should be talked of frankly. He did.

Here is what the former Vice President of the United States wrote:

'We no longer live in an era where a Vanderbilt could get away with saying, 'The public be damned.' Neither can our nation afford to allow its government to say, 'Business be damned.'

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"The indignant response of the national administration last April to a steel price rise was the typical reaction of a bully.

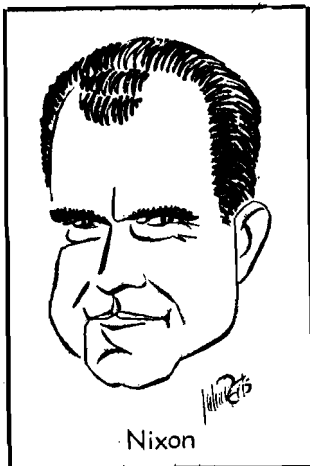
"Regardless of the merits of the case, government acted in a way that was destined to create a public loss of confidence in private industry and a business loss of confidence in government.

"The primary way we make new jobs in our society is still through the expansion of private industry. It is the expectation of private profit-making that determines whether there will be a job gap or a job surplus.

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"When men are eager to expend time, talent and money in the hopes of gain, there will be more jobs available. When men are convinced that such expenditures will result in losses or meager profits, jobs dry up. Man's will to risk by investing and

re-investing goes hand-in-hand with the need for labor.



"This is why the present anti-business sentiment on the part of our government is so distressing.

"The stock market is no longer a rich man's gaming table. There are now more than 15 million American share-owners. Few of these people are 'fat cats'—many are retired persons, housewives, middle-income families, and blue-collar workers.

Many more of us are affected through our deposits in savings and loan associations. And all of us are affected by any canceled business expansion or postponed purchases that result from a government-created loss of confidence in American industry.

"Nothing could be more mistaken than government policies that could 'kill the goose that lays the golden egg.' For it is not

government that creates jobs, plows back profits into expansion and research, and generates the wealth that assures the world's highest standard of living. It is private free enterprise.

"Today the United States is confronted by a state-controlled economic system that vows to bury us. We are also faced with fierce competition from Western Europe and Japan. This, then, should be a time for our government to encourage industry to greater heights of productivity.

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"Instead, this seems to be a time when some state governments and our national administration are too often influenced by men of little faith in free enterprise. Our elected state and national leaders have a duty to leash these appointees who shoot from the hip. There have been entirely too many government pot-shots at private enterprise lately. No one should condone

wrong-doing—whether in business, labor, or individual action. But when government uses a shot-gun, innocent bystanders are bound to get hit. This is what happened when Washington muzzled the steel industry. And the shock waves hit the stock market.

"But what is past is prologue and as we look to the future it is imperative to take remedial steps to strengthen our economic system.

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"I believe these six actions are of crucial importance.

"1—We must do a much better job in our schools of teaching the theory and facts of free enterprise.

"The shocking results of polls taken in schools across the country reveal that our youngsters have little knowledge of the free enterprise system.

"2—We must have government dedicated to the primacy of private action.

"Government must believe that the right way to get a job done is to first turn to private enterprise; only if the private sector cannot do the job should government step in and do it. This is how government sets an example for individual initiative.

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"3—Government must create a climate that is fair to both management and labor.

"Government must not use its vast power unfairly to tip the delicate balance in labor-management negotiations. In this era of tough foreign competition, labor and management leaders must act responsibly to hold costs in check.

"4—Government must reduce the burden of taxation on savings and investing in order to provide the necessary incentives for growth.

"5—We must have cost-conscious government in order to assure that taxes will not go up.

"6—Government and non-government leaders must provide a greater sense of national purpose."