

## **RONALD REAGAN GUBERNATORIAL CAMPAIGN: Files, 1966**

This collection is part of the Ronald Reagan Gubernatorial Papers and contains information regarding the participants and issues of the 1966 California gubernatorial election. The records pertain to the Republican primary and the general election contest between Ronald Reagan and Governor Pat Brown. The 1966 Campaign is composed of five series, Campaign Correspondence, Campaign Schedules, Campaign Speeches and Statements, Campaign Subject Files, and Campaign Research Materials.

### **SERIES I: CAMPAIGN CORRESPONDENCE (10.2 l.ft., Box C1-C29)**

The Campaign Correspondence consists of incoming and outgoing correspondence regarding a variety of campaign issues including: Civil Rights, disruptions on University of California campuses, crime and urban violence, the Vietnam War, the John Birch Society, and a proposed Redwoods National Park. In some cases, Nancy Reagan or Kathy Davis, Ronald Reagan's secretary, wrote responses to letters when Reagan was out of town. This series also includes correspondence of William Roberts, co-owner of Spencer-Roberts, which was a political management firm hired to assist with the campaign. The material is arranged alphabetically by the last name of the correspondent.

### **SERIES II: CAMPAIGN SCHEDULES (.5 l. ft., Box C29)**

The Campaign Schedules consist of the daily and weekly schedules of Ronald Reagan and Nancy Reagan. The campaign schedules for events in Northern California are filed separately. The materials are arranged chronologically.

### **SERIES III: CAMPAIGN SPEECHES AND STATEMENTS (.5 l.ft., Box C30)**

The Campaign Speeches and Statements series consists of Ronald Reagan's speeches and press releases issued by the Reagan Campaign. Because Ronald Reagan composed many of his speeches by using a system of interchangeable index cards, we do not have a complete list of all campaign speeches. The speeches were originally housed in two binders, each of which contains a subject index.

### **SERIES IV: CAMPAIGN SUBJECT FILES (2.1 l.ft., Box C31-Box 35)**

The Campaign Subject Files consist of material pertaining to Governor Pat Brown and Reagan's Republican Primary opponents. The files also contain information regarding major campaign issues. The materials include inter-office Reagan Campaign memorandums, campaign brochures for Reagan and his opponents, news clippings and press releases, correspondence, and other background information compiled by the campaign staff. The material is arranged alphabetically by folder title.

### **SERIES V: CAMPAIGN RESEARCH MATERIAL (1.0 l.ft., Box C36-C41)**

The Campaign Research Materials consist of campaign background papers, issue statements, and a series of index cards (Boxes C38-C40) containing secondary source

## 1966 Campaign Files/Campaign Correspondence-2

information regarding a variety of topics. Much of this material was compiled by Stanley Plog and Kenneth Holden of Behavior Science Corporation of Los Angeles. This firm was hired by Spencer-Roberts and assisted with the creation of the campaign theme, the "Creative Society."

### SERIES I: CAMPAIGN CORRESPONDENCE

#### Box C1

Aaronson - Adams  
Adamson - Aldridge  
Alexander - Allen  
Alles - Andersen  
Anderson - Andreas  
Andren - Armitage  
Armstrong - Atwood  
Auchincloss - Ayers  
Babcock - Bale  
Baleria - Barber

#### Box C2

Barberis - Barro  
Barron - Bassett  
Bates - Beatty  
Beaty - Becker  
Bedell - Benedict  
Benefiel - Berger  
Bergi - Beyer  
Bianca - Black  
Blackburn - Blakemore

#### Box C3

Blakney - Bodel  
Boenish - Bork  
Borkoski - Bowler  
Bowlin - Bradshaw  
Bradstreet - Brazelton  
Brearley - Broadus  
Broan - Brower  
Brown - Browne  
Browning - Buckleman

#### Box C4

Buckley - Burgy  
Burke - Busick  
Bussert - Cagney  
Cahill - Campbell  
Camps - Carlson  
Carlyle - Carroll

1966 Campaign Files/Campaign Correspondence-3

Carrigg - Cavitt  
Cedick - Chattaway  
Chauncey - Christianson

Box C5

Christie - Clawson  
Claxton - Cohrt  
Cole - Comet  
Comfort - Conway  
Cook - Corfee  
Cornelius - Cox  
Craddock - Crawford  
Creagh - Crozier  
Crumb - Currie

Box C6

Curry - Daggett  
Dahl - Davies  
Davis - Deland  
Deloach - Dent  
Dente - Dillon  
Dills - Dobbin  
Dobias - Douglas  
Doushkess - Driver  
Drobac - Duguid

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Duhagon - Dunning  
Dupen - Dzera  
Eadie - Edgerton  
Edmonds - Eisen  
Eisenhower - Ellingson  
Elliot - England  
Engler - Esser  
Essick - Eymann  
Fafek - Farrow

Box C8

Fassler - Fetzer  
Feustel - Fischler  
Fish - Fletcher  
Flint - Foy  
Fraleigh - Fraser  
Frasier - Freshman  
Freund - Funkhouser  
Gabler - Gammon

1966 Campaign Files/Campaign Correspondence-4

Gantt – Gault

Box C9

Gautschi - Gideon  
Giese - Givins  
Gjerset - Gonzales  
Gooch - Gouthro  
Gow - Grant  
Grapp - Grey  
Griffin - Grover  
Grubb - Gyerset

Box C10

Haaf - Hagge  
Haggerty - Halin  
Hall - Hamon  
Hampson - Harding  
Hardinge - Harris  
Harrison - Hartke  
Hartley - Haskins  
Hassell - Haynes  
Headley - Henderson

Box C11

Hendricks - Herring  
Herschleb - Higsby  
Higgins - Hilton  
Hilts - Hodgkins  
Hodgson - Holden  
Holeman - Horvath  
Hosford - Howbert  
Howell - Hufstader  
Huggins - Humes

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Hummel - Hyman  
Icardo - Ivey  
Jablon - Jarrett  
Jarvis - Jennings, Irene  
Jennings, Jay - Johnson, Dwight  
Johnson, Ed - Johnson, Woodward  
Johnston - Jones  
Jongste - Jury  
Kahlson - Karl

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Kennell - Kilbourne  
Kilduff - Klein  
Kleiner - Koch  
Koehler - Kraushaar  
Krebs - Kutz  
LaBonte - Landis

Box C14  
Landom - Lathrop  
Laub - Ledford  
Lee - Lemon  
Lenahan - Lewis  
Leyland - List  
Little - Longden  
Longuevan - Lovell  
Lovett - Lunbeck  
Lundale - Lyons  
Macauley - Main

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Margwarth - Marshall, Rose  
Marshall, Victoria - Mason, Harry  
Mason, Lute - Mathews  
Matheison - Maxwell  
May - Mazzie  
Meabon - Melchoir  
Melchoir (cont.) - Menz  
Merchant - Meudie

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Middleton - Miller, Jack  
Miller, James - Milner  
Milotz - Mitten  
Mize - Montgomery, Paul  
Montgomery, R. - Moore  
Moorehead - Morely  
Morrell - Mott  
Moz - Murphy, Dwight

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MacArthur - McCart

1966 Campaign Files/Campaign Correspondence-6

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McClerman - McDonald, Clara  
McDonald, Frank - McGough  
McGowan - McKeegan  
McKelvie - McLean  
McLees - McNewar  
McNicol - McWhorter  
Nagai - Neilson

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Neiswender - Newbro  
Newcomer - Nienalt  
Niendorff - Norwood  
Novak - Nyquist  
O'Brien - Oakley  
Obcamp - Olson  
Opalek - Overby  
Overfield - Oxman  
Pacciorini - Palmer  
Palmieri - Parkinson  
Parks - Patrick

Box C19

Pattee - Payton  
Peabody - Pecoraro  
Pedersen - Peron  
Perrine - Peterson, Nels  
Peterson, Paul - Phillips, Glen  
Phillips, J.C. - Pirkey  
Pirner - Pollack  
Pollard - Posey  
Post - Pregl  
Preiss - Prineas  
Printz - Pyle  
Quaal - Quinn

Box C20

Race - Rand  
Randall - Raven  
Rawlins - Records  
Reddin - Reedy  
Reemtsma - Reimel  
Reinertson - Reyes  
Reynolds - Rickerd  
Ricketts - Richardson  
Richbourg - Riley

1966 Campaign Files/Campaign Correspondence-7

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Roberts, Howard - Roberts

Box C21

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Rock - Rodman  
Roe - Rohrer  
Rolph - Ross, Jack  
Ross, John - Row  
Rowan - Ruge  
Rukeyser - Rys  
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Sanchez - Sanford  
Santorelli - Saunders

Box C22

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Schmicking - Schulz  
Schupp - Scott, Elizabeth  
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Searl - Semkow  
Semnacher - Sexton  
Shackles - Shawie  
Shay - Shimchik  
Shinedling - Showley

Box C23

Shultz - Sims  
Singer - Slyzwick  
Smale - Smith, George  
Smith, H. - Smith, Mary Ann  
Smith, Maxwell - Snider  
Snodgrass - Soule  
Sousa - Spencer, Terrel  
Spencer, Verdelle - Squires  
St. Amant - Stanton, George

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Steffes - Stevenson, Cyril  
Stevenson, J. - Stivers  
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Sugden - Swainston

1966 Campaign Files/Campaign Correspondence-8

Swallow - Swig  
Swim - Szmak

Box C25

Tackaberry - Taylor, John  
Taylor, Kenneth - Teas  
Teel - Thiele  
Thomas - Thompson, Martha  
Thompson, Millard - Tipton  
Tirado - Traber  
Tracton - Troupe  
Trousdale - Turner  
Turney - Tyrrell

Box C26

Ubil - Utz  
Vail - VanKleeck  
VanMeter - Venis, Martin  
Venis, Martin (cont.) - Vivian  
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Wahrman - Walker  
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Wanamaker - Warwick  
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Box C27

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Weimer - Wendt  
Wenger - Westman  
Westmoreland - White, Carl  
White, Ernest - Whitney, John  
Whitney, Lloyd - Wilcox  
Wilder - Williams, Helen  
Williams, John - Williams, Walt  
Williamson - Wilson, Pete

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Wintersteen - Wong  
Wood - Woodward  
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Xurge  
Yackle - Young, Douglas  
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1966 Campaign/Campaign Correspondence/Campaign Schedules/Campaign Speeches/Campaign  
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Zook - Zwerneman  
Miscellaneous  
Mailing Lists

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66 Campaign: Gov. Personal Correspondence – Goldwater, Barry Sr.  
66 Campaign: Gov. Personal Correspondence – Goldwater withhold c.11  
66 Campaign: Gov. Personal Correspondence – Nixon, Richard M.  
66 Campaign: Gov. Personal Correspondence – Buckley, William  
66 Campaign: Gov. Personal Correspondence – Letters of Congratulations – November  
1966 (1)(2)  
66 Campaign: Gov. Personal Correspondence – Letters of Particular Interest [A-L]  
66 Campaign: Gov. Personal Correspondence - Letters of Particular Interest [M-Z]

SERIES II: CAMPAIGN SCHEDULES

Box C29 (cont.)  
Schedules: [Nancy Reagan]  
Schedules: [Ronald Reagan] (1)-(5)  
[Northern California Campaign Schedules] (1)-(3)

SERIES III: CAMPAIGN SPEECHES AND STATEMENTS

Box C30  
RR Speeches & Statements Book I (1)-(5)  
RR Speeches & Statements Book II (1)-(6)  
[Handouts: Issue Statements]  
[Ronald Reagan Campaign Brochure]  
Governor Campaign Material Catalog

SERIES IV: CAMPAIGN SUBJECT FILES

Box C31  
66 A&S: Agriculture  
66 A&S: Agriculture Unions  
66 A&S: 160 Acre Limitation  
66 A&S: Consumer Affairs  
66 A&S: State Employees  
66 A&S: Veterans  
66 B&T: Business Climate  
66 B&T: CHP  
66 B&T: Highways  
66 B&T: Housing [includes Rumford Act] (1)(2)  
Birch Society (1)(2)  
Christopher, George (1)(2)  
66: The Creative Society  
66: Campaign Debate  
66: Campaign Debate (Issues & Answers/Meet the Press Transcripts)

Dorn, Warren  
EGB (1)-(3)  
EGB – Committee/Staff  
EGB (material for EGB) (1)(2)  
EGB – Material Against RR (see also 66: Labor)  
EGB – Political Appointments

Box C32  
R. Finch  
Kuchel, Sen. T.  
Knight, Goodwin  
Murphy, George  
Patrick, Wm. Penn  
Campaign Polls (1)(3)  
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66 Campaign: RR (1)-(4)  
RR Material (1)-(4)  
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Box C33  
RR Committee (1)-(4)  
RR Endorsements  
RR – Friends of (1)(2)  
1966 Campaign Roster  
RR- Staff  
RR – Staff Inter-Office Memos (1)-(4)  
RR-3 Q&A Session 1965  
Waters, Laughlin  
Community Relations  
Economy, California  
ED: Academic Freedom  
ED: Campus Unrest

Box C34  
66 ED: Early Childhood  
66 ED: Elementary & Secondary  
66 ED: Elementary & Secondary – Teachers  
66 ED: Higher  
66 ED: Higher – Faculty  
66 ED: Student Aid  
66 ED: Tuition  
66 ED: University of California (1)(2)  
66 Efficiency & Cost Control Task Force  
66 Executive Appointments  
66 H&W – Agency  
66 H&W: Agency (Social Security)

66 H&W: Drug Abuse  
[66 H&W: Employment](#)  
[66 H&W: Health](#)  
[66 H&W: MediCal](#)  
66 H&W: OEO  
[66 H&W: Welfare \(1\)](#)  
[66 H&W: Welfare \(2\)](#)  
66 Finance: Budget  
66 Finance: Tax  
66 Foreign Policy: Southeast Asia  
66 Labor (1)-(3)  
66 Labor: Withhold  
66 Legal Affairs: Capital Punishment  
66 Legal Affairs: Courts  
[66 Legal Affairs: Gun Control](#)  
66 Legal Affairs: Judiciary  
66 Legal Affairs: Law & Order  
66 Legal Affairs: Law Enforcement  
66 Legal Affairs: Night Racing  
66 Legal Affairs: Pornography  
66 Legal Affairs: Watts  
66 Legislation: EGB  
66 Legislation: RR  
66 Legislature  
66 Legislature: Withhold

Box C35

RR: Philosophy of Government – General  
66 RR: Philosophy of Government – Citizen Participation  
66 RR: Philosophy of Government – Economy in Government  
66 RR: Philosophy of Government – Free Enterprise  
66 RR: Philosophy of Government – Local Control  
66 RR: Republican, Registration as  
66 RR: Pre-1966 Speeches  
The Speech, “Freedoms Finest Hour” – [“A Time For Choosing”], 10/27/1964  
66: “The Speech” 1964 (Telegrams in response) (1)-(3)  
66: Press/Media (1)-(7)  
66: Press/Media – Interviews with RR (LA Radio & TV)  
66: Press/Media – Magazine Articles on RR & Family  
66: Republican Party  
66: Resources: Air Pollution  
66: Resources: Environment  
66: Resources: Fish & Game  
66: Resources: Parks & Recreation  
66: Resources: Redwood Park  
66: Resources: Water

66 Youth

SERIES V: Campaign Research Material

Box C36

[The Creative Society: A Framework]

[Binder: Creative Society] (1)(2)

Johnson Administration/Sample Sources

Johnson Administration (1)(2)

Standard of Living/Inflation/Economic Opportunity

Federal Spending

Vietnam (1)-(4)

Urban Insurrection/Crime (1)-(6)

[RR: Civil Disasters]

Box C37

Federal Spending

Johnson Administration

Standard of Living – Inflation – Economic Opportunity

Urban Insurrection – Crime

Vietnam

Box C38 [Index Cards re: General Issues]

A. Bits & Pieces

B. Black Militants

C. Court Cases – Examples

D. Court Cases – 5-4 Majorities

E. Court Cases – Police Problems

F. Crime – Administration of Justice

G. Crime – Causes

H. Crime – Gangs

I. Crime – Statistics

J. Crime – Victims

K. The Negro – Evades Census

L. The Negro – Psychological Direction

M. Police – Brutality

N. Police – Disrespect

O. Police – Hiring Negroes

P. Police – Needs

Q. Police – Review Boards

R. The Poor – Consumer Discrimination

S. The Poor – Education

T. The Poor – Employment

U. The Poor – Family Structure

V. The Poor – General

W. The Poor – Housing

X. The Poor – Psychology  
Y. The Poor – Transportation  
Z. The Poor – Urban Immigration  
AA. The Poor – Urban Problem  
BB. Rat Control  
CC. Right to Revolt  
DD. Riots – Aftermath  
EE. Riots – Bipolarity Results  
FF. Riots – Business Lost  
GG. Riots – Causes Cited  
HH. Riots – Communists and Other Agitators  
II. Riots – Conditions Before  
JJ. Riots – Economic Results  
KK. Riots – Efforts to Curb  
LL. Riots – Handling  
MM. Riots – Insurance  
NN. Riots – Organized?  
OO. Riots – Psychology of the Participants  
PP. Riots – Public Reaction  
QQ. Riots – Sociology of the Participants  
RR. Riots – Spreading Effect  
SS. Riots – Statistics  
TT. Riots – TV Coverage  
UU. Riots – Who’s Responsible  
VV. Social Uplift vs. Other Commitments  
WW. Solution – Federal Action  
XX. Solution – General  
YY. Solution – Negro Self-Respect  
ZZ. Solution – Self-Help  
AAA. Solution – Social Legislation  
BBB. Solution – Repression  
CCC. Status Quo – General  
DDD. Status Quo – Poverty Program  
EEE. Status Quo – Welfare  
FFF. Urban Programs  
GGG. Financing Government Activity  
HHH. Efficiency  
III. Private Sector  
JJJ. Public-Private Mix  
KKK. Public Sector  
Bibliography  
Urban X File

Box C39 [Johnson Administration]

I.A. Credibility Gap – Existence of  
I.B. Credibility Gap – Extent of

- I.C. Credibility Gap – Causes of
- I.D. Credibility Gap – Examples of
- I.E. Credibility Gap – Implications of
- II.A. Morality in Government (Lack of) – Where in Present Administration
- II.B. Morality in Government (Lack of) – Consequences of
- III.A. Power Grab – Where in Present Administration
- III.B. Power Grab – Implications of
- IV.A. Descriptive Analysis of Johnson Administration – Campaign Positions
- V.B.1. Descriptive Analysis of Johnson Administration – Major Legislative Programs – Domestic
- IV.B.2. Descriptive Analysis of Johnson Administration – Major Legislative Programs – Foreign
- IV.C. Descriptive Analysis of Johnson Administration – Relations with the Public
- Johnson Administration Bibliography
- [Index Cards re: Economic Issues]
- A. Standard of Living – Disposable Income
- B. Standard of Living – Price Increases
- C. Standard of Living – Buying Power
- D. Standard of Living – Number of Persons in Poverty
- E. Standard of Living – Causes of Poverty
- F. Standard of Living – Characteristics of Persons Living in Poverty
- G. Standard of Living – Geographic Location of Poverty
- H. Standard of Living – Consumer Power of Persons in Poverty
- I. Standard of Living – Programs Toward Elimination of Poverty
- J. Definition of Inflation
- K. Types of Inflation
- L. Causes of Inflation
- M. Effects of Inflation
- N. Persons Hurt by Inflation
- O. Restraints of Inflation
- P. Future Trends in Inflation
- Q. Economic Opportunity – Current Unemployment
- R. Causes of Unemployment
- S. Types of Unemployment
- T. Effect of Education on Economic Opportunity
- U. Effect of Race on Economic Opportunity
- V. Effect of Age on Economic Opportunity
- W. Effect of Automation on Economic Opportunity
- Bibliography
- X File
- [Index Cards re: California Issues]
- Agriculture – General Facts
- Agriculture – Department of Agriculture: Organization
- Agriculture – Agricultural Income
- Agriculture – Farm Prices
- Agriculture – Government Payments

Agriculture – 160 Acre Law  
Agriculture – Farm Labor Supply  
Agriculture – Migrating Workers' Children: Education and Welfare  
Agriculture – Farm Housing  
Agriculture – U.S. Food Processors in Mexico  
Birch Issue – Circular Construct of Political Action  
Brown and Brown's Appointments – Public Utilities Commission  
Brown and Brown's Appointments – Appointments  
Brown and Brown's Appointments – Yorty and the Democrats  
Brown and Brown's Appointments – Brown on Government Reorganization  
Brown and Brown's Appointments – Who Really Runs California?  
Brown and Brown's Appointments - Brownisms  
Budget – General and Special Funds  
Budget – Brown's Descriptions of Budgets, 1959-1966  
Budget – 1966-1967 Budget  
Budget – Hospitals  
Budget – Accrual Accounting  
Budget – Proposals for Efficiency, Reductions  
Budget – Special Session (1966)  
Business Climate – General Data  
Business Climate – Employment and Manufacturing  
Business Climate – New Plant Locations  
Business Climate – Personal Income, Retail Sales, Home Building  
Business Climate – 1966: Trends  
Business Climate – Business Failures  
Business Climate – Bankruptcies  
Business Climate – Index: Southern California Business Activity  
California Democratic Caucus and Liberal Democrats – New C.D.C. Positions  
Crime – Statistics, 1959-1965  
Crime – New Legislation: Narcotics, Liquor, Registration of Ex-Felons, Anti-Riot, etc.  
[Crime – Mail Order Guns, Abortions](#)  
Crime – Crime Prevention  
Crime – Court Decisions, Legal Interpretations, Reform Proposals  
Education – Senate Debate, 1948  
Education – Chronology of Legislation, 1963-1966  
Education – Federal Role in Education  
Education – Fisher, Arcoss, and Collier Bills  
Education – Elementary-Secondary Act, 1965  
Education – Primary Education in California  
Education – Higher-Education Act, 1965  
Education – Higher Education in California  
Education – Watts Jr. College, Poor Achievement Areas Bond  
Education – Economics of Education  
Education – School Board Liability  
Education – Racial Census (State Department of Education)  
Education – University of California and the Berkeley Issue

Education – New Program Ideas  
Governmental Organization and Efficiency – Statewide Information System  
Governmental Organization and Efficiency – Democratic Criticism of Current Administration (Unruh)  
Governmental Organization and Efficiency – Family Court Proposal (Brown)  
Governmental Organization and Efficiency – Legislative TV  
Governmental Organization and Efficiency – Government Growth and Costs  
Governmental Organization and Efficiency – Special Session, 1966  
Governmental Organization and Efficiency – Reform Proposals  
Labor – Unemployment Insurance and Workman’s Compensation: Programs and Proposals  
Labor – Unemployment Statistics  
Labor – Job Training: EYOA  
Labor – Unions  
Labor – Discrimination  
Minority Groups – Negro and Mexican-American Community  
Minority Groups – Watts  
Minority Groups – Urban Renewal  
Minority Groups – Schools  
Minority Groups – Job Training  
Minority Groups – Brown-Anti-Poverty Plan  
Minority Groups – Murphy Amendment to EOA  
Minority Groups – Poff Proposals  
Minority Groups – 1964 Civil Rights Act  
Minority Groups – Republican Civil Rights Bill  
Minority Groups – Proposition 14  
Minority Groups – Indirect Initiative Effort, 1966  
Pollution – Air Pollution: Origins and Controls Summary  
Public Welfare – Costs: Fiscal 1954-1966  
Public Welfare – Administration and Control, Efficiency and Cost Recommendations  
Public Welfare – Nursing Homes  
Public Welfare – State Medicare Bill  
Public Welfare – MARS Program, Administration of Welfare  
Rapid Transit and Highways – BART  
Rapid Transit and Highways – San Francisco Freeways  
Rapid Transit and Highways – SCRTD  
Rapid Transit and Highways – San Diego County Transit District  
Rapid Transit and Highways – Watts Problem  
Rapid Transit and Highways – State Highway Commission  
Rapid Transit and Highways – Southern California Freeways and Gasoline Taxes  
Rapid Transit and Highways – Coastal Freeway, Southern California  
Rapid Transit and Highways – Flying Buses  
Reapportionment – Lame Duck Senators  
Recreation – State Park in Los Angeles  
Recreation – Redwoods National Park  
Recreation – Unemployment in Redwoods Region

Recreation – Forest Fire Proposals (Brown)  
Recreation – Flood Control  
Structure of California State Government – The Chief Executive: Qualifications, Powers, Responsibilities  
Structure of California State Government – Constitutional Revision  
Structure of California State Government – Boards and Agencies  
Structure of California State Government – Political Organizations (SCAG)  
Structure of California State Government – State-Wide TV Service  
Structure of California State Government – Legislators’ Salaries  
Taxes and Revenues – Spending, Fiscal 1958-67  
Taxes and Revenues – State and Local Taxes, 1964  
Taxes and Revenues – Spending – Tax Structure  
Taxes and Revenues – Unemployment Insurance Taxes  
Taxes and Revenues – The Heller Plan  
Taxes and Revenues – Low-Income Tax Bill (Brown) and State Income Tax Reform  
Taxes and Revenues – Summary: Current Tax-Legislation Problems  
Taxes and Revenues – Tax Assessment Issue  
Water – Desalting Plant  
Water – MWD Bonds  
Water – California Water Plan and State Water Project  
Water – California Water Plan: Costs and Construction Schedule  
Water – California Water Plan, the Future: Undersea Aqueduct, Reclamation of Waste, Watershed Management  
Water – Tidelands Oil Revenue

Box C40 [Index Cards re:Vietnam ]

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B. American Presence – Ethnic Aggravations  
C. American Presence – History  
D. American Presence – Legalities  
E. American Presence – Misdirected  
F. American Presence – Naval Best  
G. American Presence – Needed – Countries  
H. American Presence – Needed – Rationale  
I. American Presence – Popular  
J. American Presence – Provokes China  
K. American Presence – Strain with Allies  
L. American Presence – Strain with USSR  
M. American Presence – “Test Case” – Domino  
N. American Presence – U.S. Credibility – Prestige  
O. American Presence – Warns China  
P. Bombing – Deterrent to China  
Q. Bombing – Effect on North  
R. Bombing – Halt for Talks, Peace  
S. Bombing – Mutual Hostages  
T. Bombing – Need, Rationale

U. Bombing – Non-military targets  
V. Bombing – Unrest in North  
W. Bombing – World Response  
X. China – Attitudes  
Y. China – For Vietnam, U.S. – USSR, Wars  
Z. China – Influence, Hegemony  
AA. China – Intervention Possibility  
BB. China – Isolation  
CC. China – Collision Course  
DD. Communist Threat – Real?  
EE. Endorsements – Misc.  
FF. Escalation – Dangers  
GG. Escalation – Needed  
HH. Escalation – Not Feasible  
II. Escalation – Useless  
JJ. Formal Declaration of War  
KK. Gas Warfare  
LL. Geneva Accords (1954)  
MM. Geneva Accords (1954) – Unsound Agreement  
NN. Geneva Accords (1954) – And South Vietnam  
OO. Geneva Accords (1954) – And North Vietnam  
PP. Geneva Accords (1954) – And U.S.  
QQ. ICC  
RR. National Liberation Front – Administration  
SS. NLF – Activities and Goals  
TT. NLF – Casualties  
UU. NLF – Crimes  
VV. NLF – Defections  
WW. NLF – And South Vietnam  
XX. NLF – China and USSR  
YY. News Reporting  
ZZ. North Vietnam – Attitudes  
AAA. North Vietnam – Election Hoax  
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CCC. North Vietnam – Manpower Drain  
DDD. North Vietnam – Morale  
EEE. North Vietnam – And the NLF  
FFF. North Vietnam – “Titoism” or “Puppetism”  
GGG. North Vietnam – U.S. Began Infiltration  
HHH. North Vietnam – When Enter War?  
III. Nuclear Warfare  
JJJ. Other “Vietnams” Ahead  
KKK. Solutions – And Alternatives  
LLL. Solutions – ICC, UN, International  
MMM. Solutions – Japan, Indian Hegemony  
NNN. Solutions – Long-term Commitment

OOO. Solutions – Native Nationalism  
PPP. Solutions – Negotiations  
QQQ. Solutions – Neutralization  
RRR. Solutions – Peace Efforts  
SSS. Solutions – Post Peace – What?  
TTT. Solutions – Pull Out  
UUU. Solutions – Recognize NLF  
VVV. Solutions – Regionalism  
WWW. Solutions – Unification  
XXX. South Vietnam – Armed Forces  
YYY. South Vietnam – Black Market  
ZZZ. South Vietnam – Comparative Success  
AAAA. South Vietnam – Economy  
BBBB. South Vietnam – Elections  
CCCC. South Vietnam – Government  
DDDD. South Vietnam – Oppression  
EEEE. South Vietnam – Popular Support  
FFFF. South Vietnam – Social Conditions  
GGGG. South Vietnam – U.S. Troop Presence  
HHHH. South Vietnam – Value to the U.S.  
IIII. Strategy – Cease-fire  
JJJJ. Strategy – De-escalate  
KKKK. Strategy – Enclave, Holding  
LLLL. Strategy – Man-made Barrier  
MMMM. Strategy – Military vs. Political  
NNNN. Strategy – Pacification  
OOOO. Strategy – North Vietnam Shipping  
PPPP. Strategy – Their War  
QQQQ. Strategy – We're Winning  
RRRR. Russia – To Intervene  
SSSS. U.S Domestic Policy – Cost  
TTTT. U.S. Morale  
UUUU. U.S. Overcommitment  
VVVV. U.S. Protestors  
WWWW. U.S. Protestors – Communists Involved  
XXXX. U.S. Protestors – Legalities  
YYYY. U.S. Protestors – Help Communists  
ZZZZ. Vietnam – Sociology  
AAAAA. War Carnage – Civilian and Other  
Vietnam Bibliography  
Vietnam X File

Box C41

[This box contains an assortment of "Reagan for Governor" campaign stickers and buttons.]