

To: Key Campaigners for Governor Pat Brown

From: Dan Kimball, Warren Christopher, Charles Rickershauser

Here is your campaign manual...which we hope will become a prime reference source in your efforts to help with the re-election of our great Governor Pat Brown.

The leadership ability Governor Brown has given us and all the citizens of California is well known and recorded. His record as chief executive of the fastest growing state in the Nation is outstanding. Most of us are quite familiar with the great programs of his administration...education, water development, conservation, highways, economic development, and a host of others. It will be our job to take this record to the people and show what good government has and will continue to accomplish in California.

Since this is a political campaign, let's also look at Governor Brown as a politician. Again, the record here is outstanding. Twice elected the only Democratic statewide office holder as Attorney General under Governor Earl Warren. Then his first campaign for Governor...the defeat of the Senate Minority Leader, William Knowland, by over 1,000,000 votes in 1958. Then the campaign for re-election in 1962 against the former Vice President of the United States, a man who had carried California only two years earlier against President John F. Kennedy. Governor Pat Brown, waging a vigorous campaign, soundly whipped Richard Nixon. This is our candidate...an unparalleled political record...the most successful Democrat in California's political history.

We feel we have the best of everything in our incumbent Governor...an outstanding executive with a great political record. We will not run on the record alone...as the campaign develops, new issues will be developed by the Democratic Party, you and the other leadership of this campaign, and the Governor. We are not resting on what's been done...we will have a strong program of what's going to be done in the next four years.

Governor Brown has friends, admirers and supporters throughout California...we want to use all of them in this campaign. Please do your best to see that everyone who wants to help gets a chance...this is a campaign for all Californians.