



# NEWS

*Hubert H. Humphrey*

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HUMPHREY SAYS ELECTION LESSON IS THAT  
PARTY LABEL NO GUARANTEE OF VICTORY IN 1972

SAN FRANCISCO, November 8--Senator Hubert H. Humphrey said today that despite Democratic gains in last week's elections, "the election day lesson is that victory in 1972 will not be assured by party label alone."

The Senator told a northern California Democratic dinner audience at the Fairmont Hotel here that Democratic candidates in 1972 "will be judged most of all by what they offer for America's tomorrows."

"We will need candidates at all levels of government and all across the nation who can respond to the needs of the people," he said.

"And we will need programs that look to the future:

--"Programs to provide jobs for the more than five million Americans out of work.

--"Programs that can lift 25 million Americans out of grinding poverty.

--"Programs to stabilize the cost of living.

--"Programs to give state and local government the financial tools to make quality and equality of government services realities.

--"Programs for a clean environment.

--"Programs to reverse the downward spiral of farm income.

--"Programs that offer all Americans quality health care .

(more)

--"Programs, most of all, that will make the decade of the '70s a decade of dynamic domestic development."

"Democrats scored impressive gains in last week's elections," Senator Humphrey said, "but the returns also showed that we cannot be assured of the votes of any group of Americans anywhere because of our party label alone."

"With the Republican Party mired in the past, we must look to the future."

But he warned that "the opposition will be tough."

"Republican officials estimate they will spend \$35 million next year to re-elect the President."

"They have already hired the head of their own 'inhouse' advertising agency. Already they are well under with 'The Selling of the President--1972.'"

"And we will be served up more Presidential television extravaganzas, in 1972."

"We may see the President with Mao near the Great Wall of China. But will we see him at Hunters Point, in Watts, or East Los Angeles?"

"We may see him in Moscow visiting the Kremlin. But will we see him talking to students on college campuses?"

"We will hear him promising us prosperity. But will we see him visiting the men and women in the lengthening unemployment lines in our Nation?"

"The Administration will try to substitute advertising for achievement. Our response must be action, progressive leadership and bold new policies for a brighter American tomorrow."

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REMARKS BY SENATOR HUBERT H. HUMPHREY

DEMOCRATIC DINNER

San Francisco, California

November 8, 1971

Six days ago Americans went to the polls to elect mayors, two governors, legislative representatives in several states and numerous local officials.

And when we look at the results we, as Democrats, have reason to be encouraged:

- We now have Democratic governors in 30 of the 50 states.

- We made important gains in the New Jersey legislature.

- Democrats continue to occupy most of the city halls of America.

But Democrats cannot look at November 2, 1972, and see certain victory.

Why?

Because one of the lessons of November, 1971, is that victory in 1972 will not be assured by a party label.

If 1971 tells us anything, it is that increasingly large numbers of voters in America today will judge a candidate not merely by his party affiliation, but instead by what he says, by what he has done, by what he stands for, and by what he intends to do about tomorrow.

We Democrats cannot assume that ethnic, racial or religious affiliation automatically means a Democratic vote.

We Democrats cannot assume that young voters or working men and women will automatically vote Democratic because they have in the past.

And we Democrats cannot assume that if a person lives in certain geographic areas or neighborhoods that he will automatically vote Democratic because he has in the past.

We must understand that we must offer voters more than our party. The Democratic party was founded on dynamic concern for people. It has given the nation some of its greatest leaders.

But American voters today are unwilling to cast their vote solely on the basis of a great tradition or great memories from the past.

They want leadership at times of crisis.

They want courage to face up to the problems of today and the future.

They want programs and policies that meet the nation's urgent needs.

And they realize that party affiliation is not always a guaranted that a candidate will possess all of these virtues.

The Democratic Party in California and in the nation has a formidable job to do before 1972.

We will need to put forth candidates at all levels of government and all across the nation who are truly responsive to the needs of people.

And we need to develop programs that look to the future:

- Programs that will lift 25 million Americans out of poverty.

- Programs to provide jobs for more than 5 million Americans out of work.

- Programs to stabilize the cost of living.

- Programs to help our bankrupt cities and states.

- Programs to give America a clean environment.

- Programs to provide quality and equality in health care.

- Programs, most of all, that will make the decade of the '70's a decade of dynamic domestic development.

If we offer such candidates and such programs, I can assure you that it will also be a Democratic decade.

My friends, the Republican Party is mired in the past. The Nixon Administration has failed to heed the advice of Victor Hugo who said: "Good government consists of knowing how much of the future to introduce into the present."

By 1972, the American people will have had four years of undelivered promises and unrealized hopes.

But despite this Administration's failure to revive the American economy, the Republican Party will spend massive amounts of money to win in 1972. It will launch a tremendous advertising campaign to promise more promises and raise more hopes.

Republican party officials estimate that they will spend \$35 million next year to re-elect President Nixon. Well, that's one way to provide jobs.

They have already hired a man to direct their own "in-house" advertising agency.

Already they are well under way with "The Selling of the President -- 1972."

And, we will see more presidential television extravaganzas.

We may see him with Mao near the Great Wall of China.

But will we see him in Hunters Point, in Watts, or East Los Angeles?

We may see him in Moscow visiting the Kremlin.

But will we see him talking to students on college campuses?

We will see him promising us prosperity.

But will we see him visiting the men and women in the lengthening unemployment lines?

The Administration will try to substitute advertising for achievement.

But the Democratic Party can be victorious in 1972 if we begin to ask:

Why are we Democrats?

And we must answer that we are Democrats because we feel as Woodrow Wilson felt:

"Here muster not the forces of party, but the forces of humanity."

We are Democrats because we deeply believe that our party is not an instrument for political power for its own sake -- but an instrument for human progress.

And in this feeling lies the key to victory in 1972.

# # # # #

my  
6 crises

DELTA



The air line with the BIG JETS

000420

## the Promises of Richard Nixon

- (1) a secret plan to End the War - to do it in 6 months
- (2) To stop Inflation and
- (3) ~~to~~ prevent unemployment without controls
- (4) to help our farmers
- (5) to stop the rise of Crime
- (6) ~~to Bring us together~~
- (5) to have an open Administration
- (6) to Bring us together -

000421

DELTA

The air line with the E-G-100

6 Cruces

6 Promises

## The Promises of Richard Nixon

(1) A secret plan to end the war  
+ to do it in 6 months

- Yet, the war goes on -

the conflict rages over  
all Indo-China

**DELTA** ▶ The air line with the BIG JETS

(2) To stop inflation ~~without~~  
~~raising unemployment~~

"We can control inflation  
without an increase in  
unemployment - Jan 27, 1969

✓ Inflation at over 6%. Pay

✓ Unemployment 6%

✓ Rise in Welfare

+ Reform set aside

000423

DELTA



The air line with the BIG JETS

unemployment

" I do not believe the American people should be forced to choose between unemployment and UnAmerican Controls -

" I pledge that I will redress the present imbalance without increasing unemployment or Controls"





000424

The air line with the BIG JETS

for the farmer -

1. 74% of Party is undesirable

✓ | Farmers are entitled to better  
I pledge that <sup>in</sup> my administration  
they will ~~do better~~ have better

DELTA

The air line with the BIG JETS

Programme  
Crime

↓ Pled fed to wage war on  
 crime - pledged to "pursue  
 the strongest measures within  
 my power + authority to  
 resolve this Problem

First year of Nixon - FBI Report  
 showed 12% increase  
 Second year 11.3%

Let Democratic programmed  
 expenditures in half.

① ~~Supreme Court~~  
 Has ~~tarnished~~ the  
 demeaned the stature  
 of the Supreme Court  
 stand in fear of what he might do  
 + then in shock of what he does do.



Open Administration

000426

DELTA

The air line with the BIG JETS

"It is time we once again  
had an open Administration -  
open to ideas from the  
people - and open in its  
communication with the  
people - an administration  
of open doors, open eyes,  
& open minds." Oct 17, 1968

Govt by Secrecy  
- Govt by Press Release  
- Govt by Theatrics  
Closed the door to the Young  
the Poor  
the People



000427

DELTA



The air line with the BIG JETS

"Bring us together"

- ✓ But what do we find -
- Black against white
- Urban - Rural
- young - old

DELTA

The airline with the BIG JETS

000428

Les McInnes

⑧ Cleaner - offers me job  
as advance man -  
~~no advance~~ But offer so far!

18 I came - (just close by)  
Hollywood, Florida.

✓ Brief

Stand behind the President  
would - if could know  
where they are so far

Phase I - II - III

000429

DELTA



The air line with the BIG JETS

## Education

"When you cut expenditures for Education, what you are doing is short changing the American future" - N. Humphrey, Feb 1968

"Money is needed and this Administration is prepared to commit itself to substantial increases in Federal aid to Educ<sup>n</sup>"  
Munro to Cong Mar 3, 1970

Set in 1969-1970 - Nixon Vetoes  
Office of Education -  
Democ Cong overrode veto in 1970

000431

REMARKS BY SENATOR HUBERT H. HUMPHREY

DEMOCRATIC DINNER

SAN FRANCISCO, CALIFORNIA

NOVEMBER 8, 1971

*the preceding  
000420 - 00043 inclusive  
belong to the following speech*

SIX DAYS AGO AMERICANS WENT TO THE POLLS TO ELECT MAYORS,  
TWO GOVERNORS, LEGISLATIVE REPRESENTATIVES IN SEVERAL STATES AND  
NUMEROUS LOCAL OFFICIALS.

AND WHEN WE LOOK AT THE RESULTS WE, AS DEMOCRATS, HAVE  
REASON TO BE ENCOURAGED:

- WE NOW HAVE DEMOCRATIC GOVERNORS IN 30 OF THE 50 STATES.
- WE MADE IMPORTANT GAINS IN THE NEW JERSEY LEGISLATURE.
- DEMOCRATS CONTINUE TO OCCUPY MOST OF THE CITY HALLS OF  
AMERICA.

BUT DEMOCRATS CANNOT LOOK AT NOVEMBER 2, 1972, AND SEE  
CERTAIN VICTORY.

WHY?



-2-

BECAUSE ONE OF THE LESSONS OF NOVEMBER 1971 IS THAT VICTORY  
IN 1972 WILL NOT BE ASSURED BY A PARTY LABEL.

IF 1971 TELLS US ANYTHING, IT IS THAT INCREASINGLY LARGE  
NUMBERS OF VOTERS IN AMERICA TODAY WILL JUDGE A CANDIDATE NOT  
MERELY BY HIS PARTY AFFILIATION, BUT INSTEAD BY WHAT HE SAYS,  
BY WHAT HE HAS DONE, BY WHAT HE STANDS FOR, AND BY WHAT HE INTENDS  
TO DO ABOUT TOMORROW.

WE DEMOCRATS CANNOT ASSUME THAT ETHNIC, RACIAL OR RELIGIOUS  
AFFILIATION AUTOMATICALLY MEANS A DEMOCRATIC VOTE.

WE DEMOCRATS CANNOT ASSUME THAT YOUNG VOTERS OR WORKING  
MEN AND WOMEN WILL AUTOMATICALLY VOTE DEMOCRATIC BECAUSE THEY  
HAVE IN THE PAST.

-3-

AND WE DEMOCRATS CANNOT ASSUME THAT IF A PERSON LIVES IN CERTAIN GEOGRAPHIC AREAS OR NEIGHBORHOODS THAT HE WILL AUTOMATICALLY VOTE DEMOCRATIC BECAUSE HE HAS IN THE PAST.

WE MUST UNDERSTAND THAT WE MUST OFFER VOTERS MORE THAN OUR PARTY. THE DEMOCRATIC PARTY WAS FOUNDED ON DYNAMIC CONCERN FOR PEOPLE. IT HAS GIVEN THE NATION SOME OF ITS GREATEST LEADERS.

BUT AMERICAN VOTERS TODAY ARE UNWILLING TO CAST THEIR VOTE SOLELY ON THE BASIS OF A GREAT TRADITION OR GREAT MEMORIES FROM THE PAST.

THEY WANT LEADERSHIP AT TIMES OF CRISIS.

THEY WANT COURAGE TO FACE UP TO THE PROBLEMS OF TODAY AND THE FUTURE.

THEY WANT PROGRAMS AND POLICIES THAT MEET THE NATION'S  
URGENT NEEDS.

AND THEY REALIZE THAT PARTY AFFILIATION IS NOT ALWAYS A  
GUARANTEED THAT A CANDIDATE WILL POSSESS ALL OF THESE VIRTUES.

THE DEMOCRATIC PARTY IN CALIFORNIA AND IN THE NATION HAS A  
FORMIDABLE JOB TO DO BEFORE 1972.

WE WILL NEED TO PUT FORTH CANDIDATES AT ALL LEVELS OF GOVERNMENT  
AND ALL ACROSS THE NATION WHO ARE TRULY RESPONSIVE TO THE NEEDS  
OF PEOPLE.

AND WE NEED TO DEVELOP PROGRAMS THAT LOOK TO THE FUTURE:  
-- PROGRAMS THAT WILL LIFT 25 MILLION AMERICANS OUT OF  
POVERTY.

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-- PROGRAMS TO PROVIDE JOBS FOR MORE THAN 5 MILLION AMERICANS

OUT OF WORK.

-- PROGRAMS TO STABILIZE THE COST OF LIVING.

-- PROGRAMS TO HELP OUR BANKRUPT CITIES AND STATES.

-- PROGRAMS TO GIVE AMERICA A CLEAN ENVIRONMENT.

-- PROGRAMS TO PROVIDE QUALITY AND EQUALITY IN HEALTH CARE.

-- PROGRAMS, MOST OF ALL, THAT WILL MAKE THE DECADE OF THE

'70'S A DECADE OF DYNAMIC DOMESTIC DEVELOPMENT.

IF WE OFFER SUCH CANDIDATES AND SUCH PROGRAMS, I CAN ASSURE  
YOU THAT IT WILL ALSO BE A DEMOCRATIC DECADE.

MY FRIENDS, THE REPUBLICAN PARTY IS MIRED IN THE PAST.

THE NIXON ADMINISTRATION HAS FAILED TO HEED THE ADVICE OF VICTOR HUGO WHO SAID: "GOOD GOVERNMENT CONSISTS OF KNOWING HOW MUCH OF THE FUTURE TO INTRODUCE INTO THE PRESENT."

BY 1972, THE AMERICAN PEOPLE WILL HAVE HAD FOUR YEARS OF UNDELIVERED PROMISES AND UNREALIZED HOPES.

BUT DESPITE THIS ADMINISTRATION'S FAILURE TO REVIVE THE AMERICAN ECONOMY, THE REPUBLICAN PARTY WILL SPEND MASSIVE AMOUNTS OF MONEY TO WIN IN 1972. IT WILL LAUNCH A TREMENDOUS ADVERTISING CAMPAIGN TO PROMISE MORE PROMISES AND RAISE MORE HOPES.

REPUBLICAN PARTY OFFICIALS ESTIMATE THAT THEY WILL SPEND \$35 MILLION NEXT YEAR TO RE-ELECT PRESIDENT NIXON. WELL, THAT'S ONE WAY TO PROVIDE JOBS.

-7-

THEY HAVE ALREADY HIRED A MAN TO DIRECT THEIR OWN "IN-HOUSE"  
ADVERTISING AGENCY,

ALREADY THEY ARE WELL UNDER WAY WITH "THE SELLING OF THE  
PRESIDENT -- 1972."

AND, WE WILL SEE MORE PRESIDENTIAL TELEVISION EXTRAVAGANZAS.

WE MAY SEE HIM WITH MAO NEAR THE GREAT WALL OF CHINA.

BUT WILL WE SEE HIM IN HUNTERS POINT, IN WATTS, OR EAST LOS  
ANGELES?

WE MAY SEE HIM IN MOSCOW VISITING THE KREMLIN.

BUT WILL WE SEE HIM TALKING TO STUDENTS ON COLLEGE CAMPUSES?

WE WILL SEE HIM PROMISING US PROSPERITY.

-8-

BUT WILL WE SEE HIM VISITING THE MEN AND WOMEN IN THE  
LENGTHENING UNEMPLOYMENT LINES?

THE ADMINISTRATION WILL TRY TO SUBSTITUTE ADVERTISING FOR  
ACHIEVEMENT.

BUT THE DEMOCRATIC PARTY CAN BE VICTORIOUS IN 1972 IF WE BEGIN  
TO ASK:

WHY ARE WE DEMOCRATS?

AND WE MUST ANSWER THAT WE ARE DEMOCRATS BECAUSE WE FEEL AS  
WOODROW WILSON FELT:

"HERE MUSTER NOT THE FORCES OF PARTY, BUT THE FORCES OF  
HUMANITY."

WE ARE DEMOCRATS BECAUSE WE DEEPLY BELIEVE THAT OUR PARTY IS  
NOT AN INSTRUMENT FOR POLITICAL POWER FOR ITS OWN SAKE -- BUT  
AN INSTRUMENT FOR HUMAN PROGRESS.

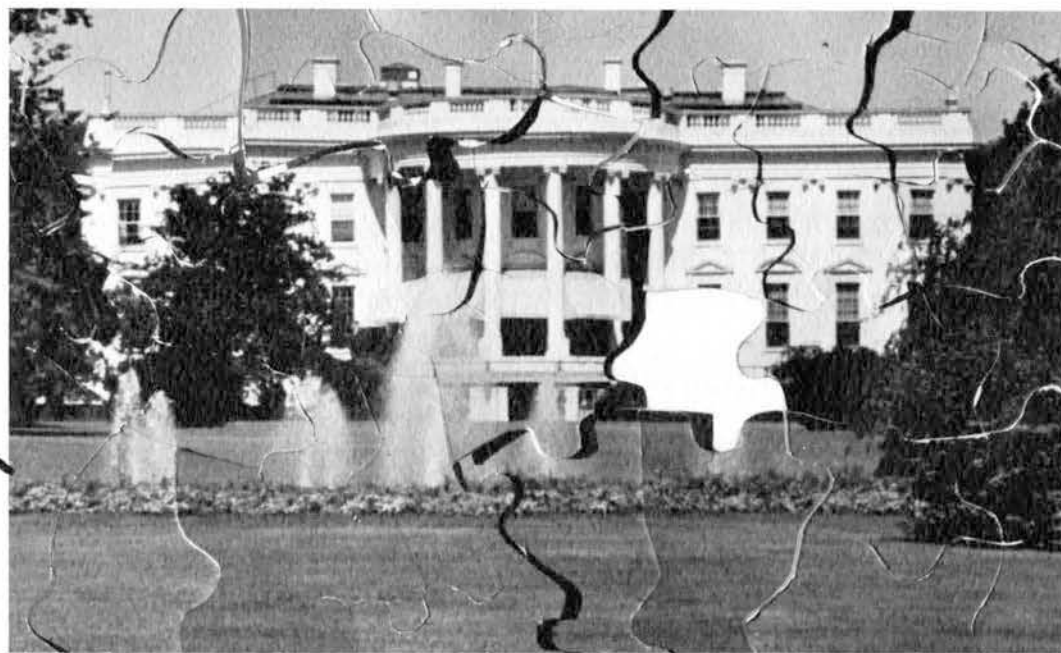
AND IN THIS FEELING LIES THE KEY TO VICTORY IN 1972.

# # # # #



49ers - Vikings

000430



Brick  
Birch Bay

# Presidential Dinner

- John Merlo
- Sen Muskie + Jane
- Eleanor McHouern
- Sen Cranston
- Mayor Aliotti
- Jess ~~under~~ Kureha
- Jerry Brown
- John Tunney

- George Moscone - <sup>Sen Majority Leader</sup>
- Bob Moretti - Speaker
- Chuck Manatt - Chr
- Jack Brooks
- Members of Assembly + Senate



## California Democratic State Central Committee

### NORTHERN OFFICERS

JOHN MERLO, *Chairman (Acting)*  
PATRICIA NISBET, *Women's Chairman*  
EMORY C. CURTIS, *Secretary*

### STATE OFFICERS

CHARLES T. MANATT, *Chairman*  
BLANCHE GOLDSTEIN, *Women's Division Chairman*  
CARMEN WARSCHAW, *National Committeewoman* *not here*  
STEPHEN REINHARDT, *National Committeeman*

### HONORARY DINNER CO-CHAIRMEN

Hon. Alan Cranston ✓	Hon. John F. Foran
Hon. John V. Tunney	Hon. John Burton
Hon. Phillip Burton	Hon. Willie Brown, Jr.
Hon. George Moscone ✓	Hon. Leo McCarthy ✓
Hon. Joseph L. Alioto ✓	

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Albert D. Elledge	August Marra	Ed Zelinsky
Morse Erskine, II	Joseph Mazzola	

## Program

### Opening Remarks

JOHN MERLO, *Northern Chairman (Acting)*

### Pledge of Allegiance

NATHAN N. HOLDEN, *President, California Democratic Council*

### Invocation

REV. CHARLIE FAGAN, *Pastor, Our Divine Saviour Community*

### Introductions

JOHN MERLO

### Remarks

JOHN BROOKS, *former Northern Chairman*  
~~CARMEN WARSCHAW, *National Committeewoman*~~  
CHARLES T. MANATT, *State Chairman*

### Comments

HON. ALAN CRANSTON, *United States Senator*

## Introduction of the Presidential Candidates

### Address

HON. EDMUND S. MUSKIE, *United States Senator*

### Address

~~HON. FRED R. HARRIS, *United States Senator*~~

### Address

HON. HUBERT H. HUMPHREY, *United States Senator*

### Benediction

REV. CHARLES BELCHER

## County Chairmen

William W. Lockyer, Alameda  
Joe Mattich, Amador  
Arley Howsden, Butte  
Leland E. Larrabee, Jr., Calaveras  
Virgil O'Sullivan, Colusa  
Bert Coffey, Contra Costa  
Thomas O. Cochran, Del Norte  
Harry Duane, El Dorado  
James O'Banion, Fresno  
Muriel O. Thomas, Glenn  
Gary Thrapp, Humboldt  
Mildred J. Kane, Inyo  
Ervin E. Berrigan, Kern  
Simon Lakritz, Kings  
Jack V. Springer, Lake  
Warren E. Chapman, Lassen  
Gilbert R. Sciacqua, Madera  
Herbert G. Hawkins, Marin  
Gordon Pusser, Marin  
John L. Rotondo, Mariposa  
Garry A. Flint, Mendocino  
Eda Falasco, Merced  
Erin Forrest, Modoc  
Russell S. Hansen, Monterey

George M. Boyet, Napa  
Joseph Slouber, Nevada  
Byron Claiborne, Placer  
Anthony Miller, Plumas  
George Bramson, Sacramento  
Joseph F. Felice, San Benito  
Agar Jaicks, San Francisco  
Richard F. Nickerson, San Joaquin  
James Smith, San Luis Obispo  
Al Kochman, San Mateo  
Jose M. Zertuche, Santa Clara  
Roderick MacDermott, Santa Cruz  
Rod Ash, Shasta  
Harry A. Hammond, Siskiyou  
Bernard Favaro, Solano  
John F. Shea, Sonoma  
Francis R. Ruggieri, Stanislaus  
Bachan S. Teja, Sutter  
Oscar Slionys, Tehama  
Kenneth Conn, Tulare  
James M. Robertson, Tuolumne  
Donald L. James, Yolo  
Ruth E. Pennebaker, Yuba

## Congressional District Co-Chairmen

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Barry Keene, 1st  
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John Harvey Carter, 3rd  
Norma Clevenger, 3rd  
Neil Norman, 4th  
Norma Sublett, 4th  
Angie Alarcon, 5th  
Hon. Willie Brown, Jr., 5th  
Hans J. Schiller, 6th  
Mrs. Timothy J. Twomey, 6th  
D. G. Gibson, 7th  
Jeanne Miller, 7th  
Clarence Davis, 8th  
Jody Kerrigan, 8th  
Peter J. Allen, 9th

Kimiko Fujii, 9th  
Samuel Obregon, 10th  
Loretta M. Riddle, 10th  
Mel Kerwin, 11th  
Charlotte Schultz, 11th  
Mary R. Green, 12th  
Rodger Over, 12th  
George Dabney, Jr., 14th  
Sybil Galazin, 14th  
Ruth Davis, 15th  
Morris K. Nelson, 15th  
Shirley G. Gibson, 16th  
Kenneth A. Riggs, 16th  
Horace S. Massey, 18th  
Virginia Richmond, 18th



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