

- I. Presidential election of 1960 is said to be the most crucial since 1860. It is also baffling because even the ~~the~~ public opinion polls have not given the edge to either candidates.
2. The two contestants, Republican Richard Nixon and Democrat John F. Kennedy, have many characteristics in common.

Both are young men--K is 43, Nixon 47. T. R. ~~was~~ was our youngest president at 42(almost 43).

Perhaps because of youth or perhaps to psyche, both are energetic and vigorous. The extent of each man's campaigning is a source of amazement to the Am. people. *Nixon is over 40 state - K. is over 30 & several trips in those*

Both are articulate and well-educated. (~~Five states in 1960~~ ~~contrast to the inactivity of Presidents~~) (Both contrast sharply with Pres. Eisenhower who has difficulty expressing himself). Nixon graduated with high standing from Whittier College and The Duke University Law School. Kennedy graduated magna cum laude from Harvard University. His honor's thesis Why England Slept became a best-seller.

Both men love ~~politics~~ *is always a character* which has not been the case with all presidents or candidates. Eisenhower looked on political with distaste and considered the word a dirty word.

Both have had considerable political experience. Kennedy was elected to the House in 1946 and to the Senate in 1952. Nixon was elected to the House in 1946; to the Senate in 1950, and to the vice-presidency in 1952.

Both are ambitious --for each the office would be a fulfillment; neither is complete without it. To use an academic metaphor the Presidency was an honorary degree for Eisenhower--his place in history was achieved without it. Without the presidency, Kennedy and Nixon will be mentioned in the history books but the mention will be bare.

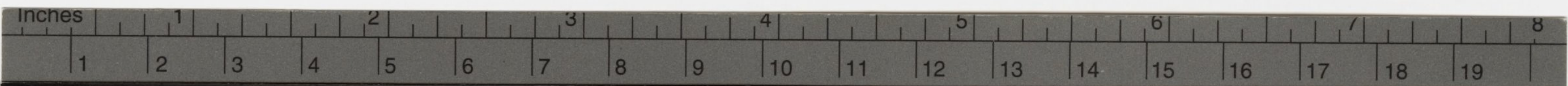
Ambition is of course a laudable trait. But it must be admitted that both men have been accused of opportunism, pragmatism, and forever shifting with the political breezes. *This has been the main image of Nixon held by his critics and ~~and~~ *has been* *genuinely** Kennedy has been accused of being a "Democratic Nixon."

(Perhaps this is what people have in mind when they say I fear, Nixon- I fear Kennedy--or I fear both of them.)

Kennedy's critics (Democrats, that is) charge that he is not deeply ~~rooted~~ committed to principles and wonder who is against him (*I am ~~omitting his religion~~ *omitting his religion* in this context*). They are unable to love him for the enemies he has made.

It is true that Kennedy has shifted from something ~~either~~ *72* nationalist ~~in~~ in foreign affairs to an internationalist and from a neutral position on McCarthyism (or an ill-defined position) to one of support for civil rights. Liberals still find it hard to forgive his unwillingness to fight McCarthy. But it should be pointed out that the senator entered politics as a young man while his ideas were

They have been accused of taking only position the ball game vote



During W.W.II he served as a lt. in the navy and emerged a hero after his PT. boat was sunk by the Japanese.

Nixon was born in Yorba Linda California, the son of Francis and Hannah Milhous Nixon. His family were Quakers and poor but honest folk. ~~##~~ The family later moved to Whittier Calif where the father kept a grocery store which Dick helped attend. Whatever, spending money he had, he earned himself. He was always a conscientious and hard-working youth determined to make a success of his life.

He too served in the navy with the rank of lt. commander during W.W. II. After the war he returned to Whittier and the practice of law.

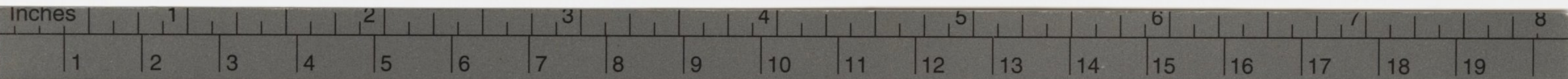
The question is which man lives up to the presidential image. It is not the personality so much as the public image of that personality that is important. The standard image is that of a man who is a product of a small-town or rural environment whose life has been that of struggle. But this person must appear ~~#####~~ relaxed, smiling, friendly, self-assured and able to meet all problems.

The facts in Nixon's life approximate this ideal. He is the small-town boy who after much struggling made good. But ~~Kennedy's~~ personal image is more impressive and incidentally more like Eisenhower (who had an unbeatable personality). Nixon appears too ambitious, grim, and humorless. Kennedy appears as the all-American boy. He ~~seems/s/~~ relaxed, self-possessed, friendly, dignified. (But sometimes too much glamour boy)

Actually the man behind the image may be quite different. Nixon's most distinguishing trait is his determination. He is intense and ingrown but he is more friendly than generally believed and probably enjoys social intercourse more than Kennedy.

On the other hand Kennedy is as determined as Nixon and enjoys the organizing and technical problems of campaigning ~~and~~ more than the hand-shaking and speechmaking.

Personality is important in every campaign but especially so in this one. This is due to many factors. 1- Technological--jet plane and television has brought the candidate in view of many more voters. The debates on t.v. are unprecedented in a pres. campaign. 2. It is due to the fact that party lines have weakened in last decade due to the personality of Eisenhower and those party lines have remained weak in case of presidential elections. 3. American people are worried. They consider political problems especially foreign problems too baffling to solve for themselves and they are looking for a man who has found the magic formula.



Personality in this campaign as in every campaign symbolizes an approach to issues. The main issue in this campaign is foreign affairs. Voters have usually been more interested in domestic issues--that is bread and butter issues. Interest in foreign affairs is due in part to the dangers confronting the country and to prosperity which produces relative unconcern about domestic problems.

Nixon has chosen to wage his campaign primarily on this issue and with that in mind selected H.C. Lodge former U.S. representative to the U. N. as his running mate. Nixon insists that his "experience" and his ability to stand up to Krushchev as for example in the Kitchen Debate ~~make~~ the qualify him to meet the cold war challenge. He insists that his party has maintained peace without surrender and that the U.S. is today the greatest nation in the world. He urges his opponent not to sell America short. As to his experience Nixon as vice-president was a member of the pres. cabinet, a member of the National Security Council, and was ch. of the cabinet committee on price stability (to fight inflation). He also made many "good-will" missions abroad for Eisenhower. His recent achievement was to get a promise from Eisenhower to be his good will representative.

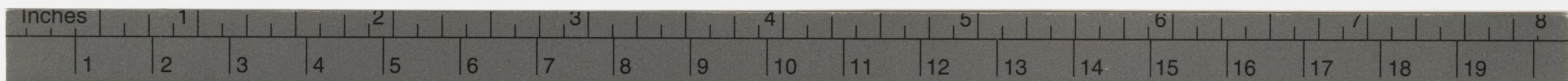
Nixon's claim undermined ~~Kennedy argues that Nixon has~~ Early in the campaign Eisenhower stated that Nixon had been consulted on many problems but the final decisions had been made by the Pres. When asked what idea of Nixon's had become a final decision, he said give me a couple of weeks to think about it.

Kennedy insists that Nixon's role has been secondary ~~and~~ Furthermore, his experience has been in ~~doing everything the wrong~~ promoting the wrong policies. Kennedy charges that the U.S. has declined economically and militarily in relation to the Soviet Union, and that the prestige of the country has also declined.

The issue that has been raised recently is that of policy toward the offshore islands of Quemoy and Matsu. These islands held by the Nationalist Chinese are about 5 miles from the Chinese mainland and as close to China as Staten Island to Manhattan. Kennedy proposes to dissociate those islands from the defense of Formosa which is held by the Chinese Nationalists. He proposes to get the Nationalists to withdraw from the islands but says they should not withdraw under Communist attack.

Nixon has said that islands should be defended as a matter of principle. The Administration position has been that the islands would be defended only if necessary for the defense of Formosa. Nixon has retreated somewhat from his earlier position and said they would be defended if an attack on this was a prelude to an attack on Formosa which would be the indication at the present time. Nixon charges that Kennedy's policy is one of appeasement and will lead to war. Kennedy accuses Nixon of being "trigger-happy."

In summary Nixon's position is that he can stand up to Krushchev. Kennedy's argument so aptly put by Adlai Stevenson is that the question is who can sit down and negotiate with Krushchev from a position of strength.



Kennedy insists that domestic issues cannot be separated from foreign issues. He believes that the nation's achievements in education, health, economic progress, and other areas will determine its ability to meet the Communist challenge which today is largely economic and propagandist.

H's argument is that the federal government must spend more money for education, medical care for the aged, housing, H's ideas come from John Galbraith's The Affluent Society. Galbraith, a Harvard economist ~~says that~~ paints a picture of private glut and public want. In other words the American people have fine automobiles and poor roads, well-equipped kitchens but poorly equipped schools. Kennedy proposes to stimulate the public sector of the economy.

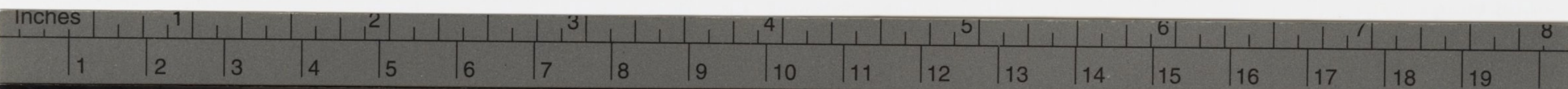
Nixon says his goals are the same as Kennedy's but he proposes to create a climate of opinion in which ~~the~~ private enterprise ~~and~~ and local communities can solve these problems.

~~Both candidates have~~ Farm policy is also an issue. Kennedy support 100% partiy for farmers. Nixon's long-range plan is to get the govt. out of agriculture but first he will reduce the suprluses. H's plan is similar to Benson's but he has dissociated himself politically from Benson.

An intangible issue in the campaign is that of Kennedy's religion. Objection to Kennedy's religious is based largely on prejudice. ~~But~~ However, enlightened people has questioned if a Catholic can maintain the principle of separation of church and state. The Catholic Church is more centralized, authoritarian, and hierarchal than the Protestant and there is fear that the Catholic hierarchy and finally the Popemay influence the thinking of a Catholic president. Unlike Al Smith another Catholic candidate, Kennedy has met the issue head-on. He has stated firmly that he supports the First Amendment to the Constitution. H's voting record backs him up because he has supported federal aid to education without aid to parochial schools. To me it is ridiculous to think that the nomination of Kennedy is a conspiracy on the part of Catholics to take over con rol of the country.

~~The best answer as to a person's stand on~~ Actually an individual's belief should be judged by his own remarks and his own record. Nixon is a Quaker which church is opposed to oath-taking and fighting.

In recent weeks the religious issue has susbsided, but the N.Y. Times indicates that a renewal of the campaign is planned for the ten days prior to the election. Actually such a campaign might have varied results. ~~It might drive many northern~~ Kennedy's religion hurts him in Protest ant ~~the~~ South and the ~~strongly~~ Prot Midwest. On the other hand the raising of the issue may drive many northern Catholics into the Kennedy fold. The Catholic voter is traditionally Democratic. Most of the immigrants were Catholic and it was the Democratic party that helped them out. However, since 1940 many Catholics have voted Republican and indicated they would do so in this campaign. Some have shifted to Kennedy after attacks were made on his religion. Regarless of the the political effects of an anti-Catholic campaign, it is to be deplored. Other issues are crucial.



The strategy of the two candidates with respect to issues is different. Nixon's strategy is to ~~appeal to the emotion~~ speak in generalities and appeal to emotion. But he is a polished orator and appears to give sound reasons in his appeal. Kennedy appeals to the reason of the voters but ironically his greatest appeal is probably emotional. Women like to touch him. ~~Nixon has~~

Nixon has appealed to the voters to forget party lines and vote for the candidate. He must ~~do so because the Democratic~~ win the vote of independents because the Democratic Republican ratio is 60 to 40. Kennedy on the other hand vote for the man and the party best equipped for leadership. He has emphasized his party affiliation partly to divert attention from his religion. I am the Democratic candidate not the Catholic candidate.

Nixon has attempted to capitalize on Eisenhower's popularity while Kennedy has in less degree tried to capitalize on that of F.D.R.

The outcome of the election is very uncertain. This does not mean it will necessary be close. One correspondent say one of the men will win by a landslide but he has no idea which one it will be.

