

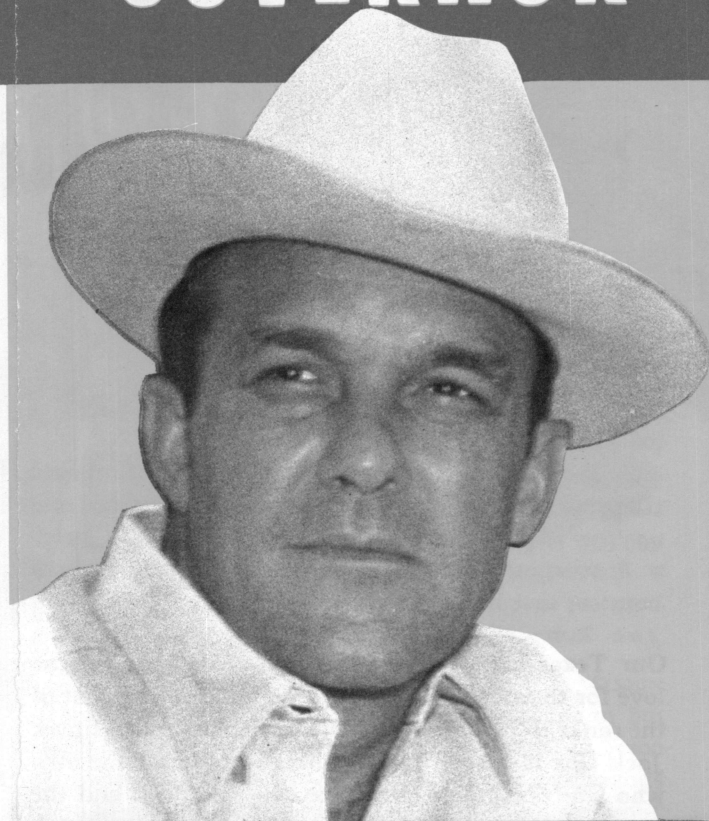
WHY
**INDEPENDENT
THINKING**

**TEXANS
SUPPORT
JACK COX:**

Independent of Washington Control!

GOVERNOR
COX
Elect JACK

COX
GOVERNOR



*Independent of
Washington Control!*

1 His sincere concern for the well being of Texas people, plus his broad legislative and administrative experience, will bring honest, efficient government to our State.

2 He is completely honest and forthright in all his dealings... a man of strong religious and moral principles... an Elder and lay minister in the Christian Church.

3 He is a fearless fighter who will provide aggressive leadership for a growing Texas.

4 He is qualified by 6 years experience in the Texas Legislature and 6 years service on the Texas Commission on Higher Education.

5 He is conservative and proud of it.

6 He is independent of Washington control... will always put principle ahead of blind party loyalty.

7 He is trustworthy. He talks the same to all Texans in all sections of the state.

8 He is well educated, with a degree from North Texas State in government and economics... basic necessities for state administration.

9 He has a sound business and financial background... knows both labor and management problems from *personal* experience.

10 He has the youth and vigor to lead the fight to protect Texas State Government from Washington domination.

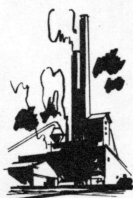
You **KNOW** where JACK COX stands!

ON EDUCATION Jack Cox knows that Federal aid must bring Federal control of our educational institutions. As Governor, Jack Cox will stand up for the right of Texans to continue to build their school facilities and improve education at all levels to suit the needs of Texas children. Jack Cox will tell Washington master planners the people of Texas do not solicit, do not want, and will not accept Federal "Aid" to Education!



ON INDUSTRIAL DEVELOPMENT

As your governor, Jack Cox will be Texas' number one salesman. The election of Jack Cox . . . a true conservative . . . will provide dramatic proof to business throughout the United States that Texas will have a favorable business climate. New industry will come to Texas and provide more jobs and better jobs at better pay for Texas workers.



ON RIGHT TO WORK As a member of the Texas State Legislature, Jack Cox was one of the leading advocates of a right to work law. He believes no man or woman should be forced to pay tribute to obtain or hold a job, and as Governor he will fight to keep Texas' Right to Work Law.



ON STATES RIGHTS Jack Cox believes that Texas independence from Washington control is deeply imbedded in our state's history. The progressive destruction of Texas ideals of local self-government is an insult to our heritage. As Governor, Jack Cox will fight to reverse this trend.



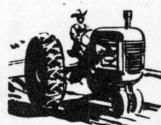
ON A TWO-PARTY SYSTEM Jack Cox believes that continued one-party rule leads inevitably to corruption and abuse of power, increasing the cost of government and decreasing freedom of choice. As Governor of Texas, Jack Cox will bring a new era of political responsibility to Texas, and he will lead the National Republican Party in writing a conservative platform and nominating a conservative candidate to lead the ticket in 1964.



ON STATE SPENDING Jack Cox believes a critical study of state spending is long past due by someone who is not afraid of skeletons in the political closet. Recent Texas-based Federal scandals point to the abuses which accompany big bureaucracy . . . particularly a bureaucracy which operates under the monopoly of a single party rule for generations. Jack Cox believes there is room for economy in a state budget of \$2,600,000,000. Not being tied to any political machine, he will recommend changes where needed.



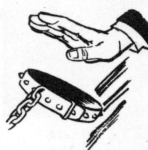
ON AGRICULTURE Jack Cox will fight to regain the freedom Texas farmers and ranchers have lost to the ruthless Washington farm bureaucracy. As Governor of Texas he will work with and represent farmers, ranchers . . . and consumers . . . in their fight to get rid of economic blackmail and dictatorial programs forced on them by the Secretary of Agriculture.



ON TAXES Jack Cox will hold the line on taxes. He firmly believes that honest, business-like government can reduce the tax burden at all levels. He is unalterably opposed to a state income tax and to increasing any taxes whatsoever! Jack Cox favors a Constitutional Amendment limiting the sales tax to the present 2%.



ON PARTY LOYALTY Devotion to principle is far more important to Jack Cox than blind party "loyalty." He has demonstrated the courage to throw off party shackles rather than compromise his convictions. Jack Cox will not support liberal candidates or platforms . . . either nationally or locally . . . regardless of which party presents them! His opponent will not . . . and can not . . . make this statement.



ON MEDICAL CARE Jack Cox has full confidence in the capacity of private medicine to meet the medical needs of our people, and he will oppose any program leading to socialized medicine.



ON ELECTION LAW REFORM Jack Cox believes every voter has the right to cast a secret ballot and to have an honest vote count. As Governor, he will work for repeal of special privilege legislation permitting one man to run for two offices at the same time.



ON EQUAL RIGHTS FOR WOMEN

Jack Cox pledged in his 1960 campaign to work for legislation guaranteeing complete legal equality to Texas women. He renews that pledge.



ON WATER CONSERVATION Jack Cox believes constructive, creative cooperation between all branches of government and private enterprise will provide the water necessary for continued expansion of Texas industry, agriculture and personal use.



ON LOCAL SELF-GOVERNMENT

Jack Cox believes that government closest to the people is best. Therefore, he will vigorously oppose the creation of a "super-mayor" for Texas cities and towns through a Federal Department of Urban Affairs.



ON WORKING WITH THE LEGISLATURE

Jack Cox knows that State issues are decided along lines of principle . . . not party. He will work effectively with the Texas Legislature, because he knows most of the members personally. They respect his deep convictions and will respond favorably to his firm conservative leadership.



ON INTERNATIONAL AFFAIRS Jack Cox believes our overriding national goal must be victory over Communism. For this reason, he favors an immediate economic blockade of Communist Cuba and restoring the Monroe Doctrine. Cox opposes aid to Communist countries and any program which will disarm our military.



JACK COX

fighter for

TEXAS

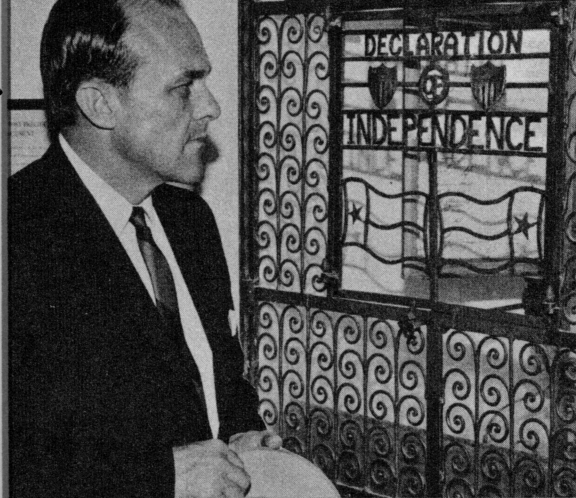
Independence!

Our Texas history is a proud story of people whose love for their State and for freedom lifted them out of the ranks to provide heroic leadership in crucial times. Jack Cox is cast in the mold that produced the men who won Texas independence 126 years ago and the proud, self-reliant Texans who have brought worldwide acclaim to their State.

Jack was born in West Texas. Like many great Texans before him, he very early learned the importance of work. His father, an oil field worker, worked long and hard to provide for a family of five growing youngsters. To help out, Jack went to work in the oil fields when he was 10. Nothing could destroy the individual freedom and initiative which were deeply ingrained in his father and mother, and their teachings imbued Jack with a strong sense of moral responsibility and consuming interest in preserving American ideals.

Jack Cox has earned national acclaim as an articulate spokesman for conservatism, speaking from coast to coast to groups of patriotic Americans who are fighting to conserve our heritage of personal freedom and liberty.

Two years ago he fearlessly faced the entrenched political machine which has held Texas in its grip for a generation. He earned the votes of more than 600,000 independent thinking Texans. In true Texas tradition he has again accepted the challenge, and with your help will re-establish political independence for Texas voters.



▲ Jack reverently studies the inspiring words of Texas' most precious document, the Texas Declaration of Independence, through which courageous early day Texans told the world that they could not continue to live under tyranny. Jack Cox believes the message in this historic document is still valid and that it is time once again for Texans to re-declare their independence from outside dictation.

▲ Jack Cox has been active in the American Legion for the past 17 years and has been a leader in patriotic activities of the veterans organization. Since 1959 he has served as the Texas Representative on the National Americanism Commission of the American Legion and has received the Legion's Americanism Award.



▲ Jack served five years in the Navy, including two and one half years overseas duty in South America and the Pacific Theater. Holding the rank of Lieutenant, senior grade at discharge in 1945, he later earned the rank of Lt. Commander in the Naval Reserve. Here Jack and his buddies break the tension with some horseplay in the ready room of an aircraft carrier.

► Jack is extremely proud of his family, all typical Texans. This picture shows his lovely wife, the former Joyce Smyrl of Breckenridge; his son, Jack, Jr., 18, and his attractive daughter, Callan, 15. The Cox family frequently campaigns as a team, and Joyce Cox shares her husband's interest in good government.

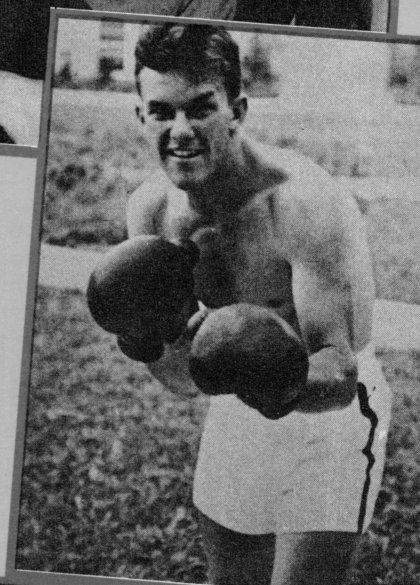


▲ After returning to civilian life, Jack was elected to the State Legislature in 1946 and was re-elected in 1948 and 1950. During his six years in the Legislature he served on 12 standing committees. Since he served on the Revenue and Taxation Committee and vice-chairman of the Appropriations Committee, he knows where the money comes from and where it goes. Here Jack watches Governor Jester sign a bill which Jack co-authored.



◀ Jack has made speeches on Americanism from coast to coast. Three times he has received the Freedoms Foundation Award in recognition of his devotion to the cause of individual freedom. Here he proudly receives his 1962 Freedoms Foundation Award from Bobby Morrow, former Olympic Track Star.

► Jack Cox worked his way through college, starting at the University of Texas, graduating at North Texas State. In addition to a heavy schedule of economics and government courses, he found time to keep in top physical trim and was light heavyweight boxing champion at North Texas.



◀ Christian principles have always had a deep influence on Jack Cox's life. He is an Elder and a Sunday School teacher in the First Christian Church in Breckenridge. He is frequently called upon as a guest preacher and has spoken from many pulpits. Here he fills the pulpit in his home church.



▲ In addition to instilling a strong interest in government in their children, Jack's parents also taught them to love music. Here 12-year-old Jack (seated, center) enjoys a country music session with his father, R. M. Cox (standing, left), his mother, Louella Cargill Cox, and three neighbors.



◀ Jack Cox served a six year term on the Texas Commission on Higher Education by gubernatorial appointment. He was elected Secretary of the Commission and participated actively in its work from 1955 through 1961. Here, during a school inspection trip, Jack chalks his concern for better schools on a classroom blackboard.

▲ With a family background that was closely tied to the land, Jack Cox very early developed a lasting interest in agriculture and the problems of Texas farmers and ranchers. For his work in behalf of sound Texas agriculture, the Future Farmers of America awarded him the Lone Star Farmer degree in 1959.

◀ Starting work in the West Texas oil fields at the age of 10, Jack was doing a man-sized job by the time he finished high school. Here husky young shirtless Jack takes a break with three other oil field workers.

