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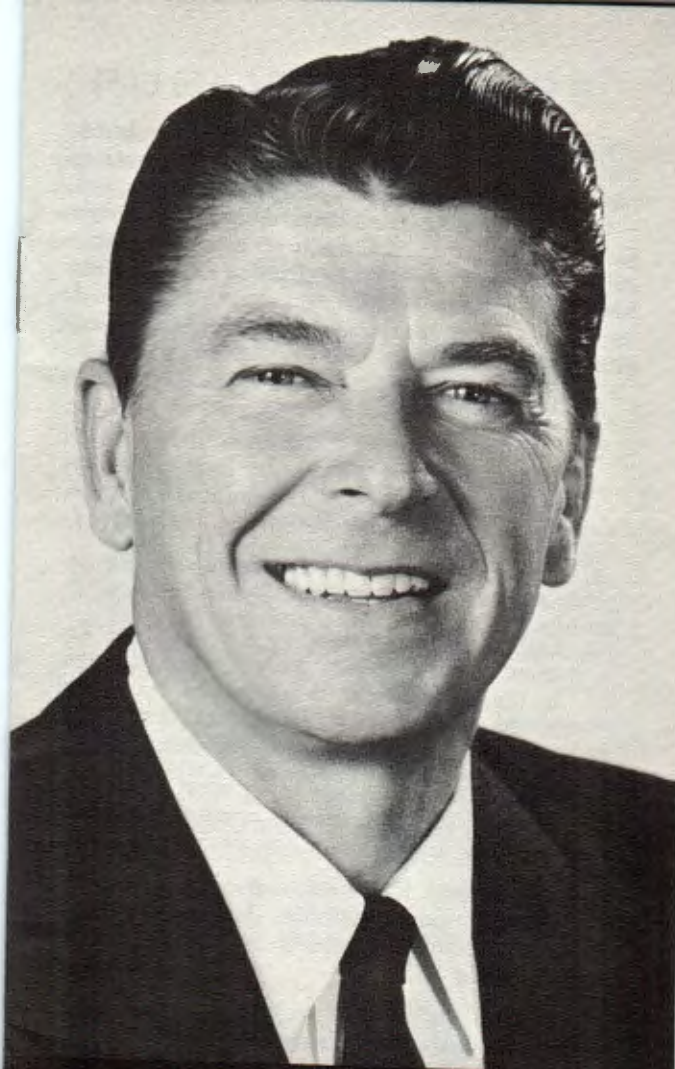
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*Ronald Reagan
Speaks Out
On The Issues*

CRIME

California, with 9% of the nation's population, has 17% of the nation's crime. It costs the average family of four a minimum of \$1,000.00 a year.

Our skyrocketing crime rate dates from certain judicial rulings that took much of the law enforcement authority away from local police and left them handicapped in their efforts to protect the law-abiding citizen from the increasingly insolent criminal element.

As Governor, I will:

1. Take positive action to restore to the cities and counties their rights to enact local ordinances designed to meet local law enforcement problems.
2. Support and work for a plan to take the appointment of judges out of politics.
3. Call on the legislature to re-enact those key crime prevention bills passed overwhelmingly by the legislature at its last session but vetoed by the Governor. When re-enacted, I will sign these measures into law.
4. Ask legislative support in an effort to end the growing flood of smut and pornography aimed primarily at degrading our young people.
5. Recommend legislation aimed at curbing the growing use of narcotics, hallucinatory drugs and pep pills, especially in schools and on campuses.

It will be my purpose to see that California's streets and neighborhoods become safe again.

PUBLIC WELFARE

I strongly support welfare programs designed to provide the permanently disabled, the aged and the infirm, with not only the necessities of life, but also some of the comforts which can make life worth living.

Another area of welfare has to do with those who are in need of temporary help until they can regain their rightful places in our productive economy. It is here that we have, too often, strayed from welfare's original purpose. We frequently perpetuate poverty by making welfare a way of life rather than by using it to help people back to productive jobs.

As Governor, I will:

1. Propose a commission to redefine welfare's goals and recommend appropriate legislation.
2. Explore every avenue whereby, through state, business, labor cooperation, the business climate can be improved and thousands of new jobs provided.
3. Seek to provide useful employment in our public institutions, or training for as many welfare recipients as possible in order to give them the self-respect which comes from useful service and to hasten the day when they can take their places in California's productive economy.

EDUCATION

Education is the bulwark of freedom. Removed too far from parental influence, it can become the tool of tyranny. Local control of education is basic to the traditions of America. Only with local control can Americans be assured that their children will receive the finest education possible, with safeguards against ideological or political indoctrination.

Financial support of our state's school system was once evenly divided between the local communities and the state. Today, the state's share has fallen to 35 per cent.

As Governor, I will:

1. Work to increase the state's contributions to local school districts, to relieve the growing burden on local property taxpayers.
2. Seek appropriate ways to help local school districts attract and keep good teachers.
3. Call for legislation to put unification of local school districts on a voluntary—not compulsory—basis.
4. Work to assure the teaching profession a position of dignity and respect, and to restore to our educational system the teaching of the traditional concepts of individual responsibility and good citizenship.
5. Explore every modern technique and technology in education that could lead to giving the taxpayer more for his educational dollar.

With such a program and plan of action we can work toward the creative educational system that Californians need and deserve.

ACADEMIC FREEDOM

Nothing exposes the "leadership gap" in Sacramento more glaringly than recent events that have taken place on campuses of some of our California universities.

In preserving academic freedom, we must preserve the right to learn as well as to teach. We must make sure the principal purpose of our universities is served; namely, to provide an education for the thousands of young men and women who go there for that purpose.

Faculty, from teaching assistants to professors, must be ever aware of a responsibility that goes beyond teaching a subject in a classroom. Members of the faculty must set examples in and out of the classroom of adult behavior, decent conduct and good citizenship for the young people in their charge.

Preservation of free speech does not justify letting beatniks, and advocates of sexual orgies, drug usage and "filthy speech" disrupt the academic community and interfere with our universities' purpose. No one would deny that free speech includes the right to criticize every aspect of national policy, but when some Americans are fighting and dying for their country, free speech must stop short of lending comfort and aid to the enemy.

As Governor, I would consider it my responsibility to take the lead in returning our universities to their original purpose as institutions of learning and research, and restoring to them the respect they deserve and which has been lost through indifference and lack of leadership.

AGRICULTURE

Agriculture is the biggest single industry in California. Our 99,000 farms are larger and have an estimated value four times higher than the farms in the other 49 states. Directly, or indirectly, farming in California is responsible for one-third of all our jobs and 70% of all cash transactions.

We lead the nation in variety of crops—some 200 in all and 98% of them are produced with no government subsidy. California farm workers receive an hourly wage 40¢ higher than the national average.

In spite of this, the present administration has refused to meet its obligations to agriculture. Only a weather miracle prevented a catastrophe last year when California farmers were treated like guinea pigs in a sociological experiment by the Federal government. Violating a campaign pledge, the Governor refused to speak in behalf of the farmer when it was evident that domestic labor would be inadequate.

Net income to California farmers was the lowest in five years by \$200,000,000 due to the labor shortage.

The farmers' problems become the housewives' problems as she shops. Today she is paying the highest prices she has ever paid, but the grower is receiving the lowest share of the market basket dollar he has ever received. A responsible administration would offer more than empty words and unkept pledges.

As Governor, I will:

1. Provide the agricultural community with sufficient status in the state government so as to insure recognition and understanding of the farmers' pressing problems.
2. Review the tax structure with a view towards elimination of discriminatory and regressive taxes.
3. Face squarely the problem of farm labor and the need for a solution that will guarantee an adequate labor supply with protection for both the welfare of the farmer and the worker.
4. Use the prestige of the Governor's office to press upon the Federal government the need for a complete review of the 64-year-old unrealistic limitation of 160 acres on the size of irrigated farms.

POLITICAL APPOINTMENTS

I firmly believe that the most qualified persons must be chosen to fill appointive offices in California. The present Governor has repeatedly violated this principle by selecting political cronies, hacks, and defeated Democratic candidates to fill important positions. This has been done in an attempt to build a political machine. As a candidate obligated to no one, I have no political debts to pay.

As Governor, I will:

1. Make all appointments to state offices on the basis of experience and qualifications, and not on the basis of personal loyalties or political obligations.
2. Provide extensive background information on every appointive officer so that the legislature and the public will be assured of their qualifications.
3. I will establish an independent review board of lawyers, scholars, and representatives of the public to nominate a panel of five outstanding attorneys to fill each judicial vacancy. This will insure the integrity and independence of the judicial system in California.

These proposals are in line with my positive program to make California government honest, efficient, and responsive to the people.

TAXES AND EXPENSIVE CALIFORNIA GOVERNMENT

Taxes in California have reached the breaking point. They are the highest in the nation and \$100 per person above the national average. Under the present administration's costly budget practices, they will soar even higher next year.

California's budget is growing faster than its population and the effects of inflation, combined. California's state bureaucracy is growing more rapidly than even Parkinson's Law allows for.

Yet, the Governor refuses to face up to his responsibility to hold spending to a minimum, consistent with providing for the general welfare. He compounds his personal failures by appointing hacks, cronies and defeated candidates to positions of high responsibility.

This year's budget can be cut by \$245 million, without elimination of a single program. It is commonly accepted business practice that a budget can be cut 10% to 15% without impairing efficiency. My proposal calls, initially, for a 5% cut.

As Governor, I would:

1. Establish a task force to look into further ways to reduce the budget without reducing services or efficiency, and with an eye toward implementing cost-effectiveness studies in all of the state's major programs.
2. Call in a committee made of the state's best tax brains to devise a complete revision, modernization and simplification of the state's entire tax structure.
3. Cut the budget consistent with good business practice.

My purpose is to make government, once again, the servant of the people at a cost the people can afford to pay.

LABOR - MANAGEMENT

(Ronald Reagan speaks out on labor from a background of 22 years as a union member, including six terms as president of a working union and many years of collective bargaining experience for his union.)

In an era of changing technology and increasing inflation, and at a time when the dignity and the worth of the individual is of growing importance, labor-management relations occupy a special place in the affairs of men and government.

It is vital, however, that government remain an impartial but keenly interested third party in such relations, striving to insure that the entire community be the long-term beneficiaries in any collective bargaining agreements.

Neither labor nor management must be allowed to dominate, and government must make sure it is not captured by the political arm of either side and thus rendered incapable of dealing fairly with the problems of both.

As Governor:

1. I will seek legislation that would submit to a secret ballot all union policy matters, including strike votes. This would ensure labor's rank-and-file the right to make decisions governing their futures without coercion from either unions or management.
2. I will work in the field of farm labor to ensure fair wages and good working conditions for the laborer, while, at the same time, insisting that no farm union would be able to take action to prevent the harvesting of crops.
3. Since collective bargaining is the basis for all labor-management relations, I will make it my business, as Governor, to make such bargaining an effective and equitable instrument in California.

LEADERSHIP AND EXPERIENCE

California has had too much of professional politicians running and ruining their state.

This country was founded by ordinary citizens and was meant to be run by them, citizens with a common-sense approach to the problems of today and tomorrow, citizens who will turn to their fellow citizens rather than to the fallacious arguments of big government for the solutions of those problems.

Ronald Reagan is such a citizen. He is qualified by education, experience and a mature good judgment to lead California during the trying years ahead.

Ronald Reagan is a college graduate with a degree in economics and sociology.

He is a rancher and horse breeder.

He is a businessman who serves on the boards of an insurance company, a holding company, and a hospital.

He is a man who has made a study of government for more than 20 years and has arrived at his conclusions and his philosophy of government carefully and methodically.

He is a man with vast experience as a labor leader, union president and industry leader.

For 20 years Ronald Reagan served as a board member of the 15,000 member Screen Actors' Guild, including six times as president. He, more than any other man, is given credit for preventing the attempted Communist takeover of the film industry. He, more than any other man, is credited with negotiating the Guild contract, recognized as the best in any area of organized labor.

Ronald Reagan also served 10 years on the board of the Motion Picture Council — a joint industry union organization, including two years as president. In this capacity he presented the industry's tax proposals to the Congress.

With a background of dealing with people and industry, and the problems of both, Ronald Reagan is eminently qualified to deal with and meet head on the problems of California in a way that will benefit all segments of our population.

CALIFORNIA'S RECREATION AREAS

Every state park loses money each year (except one) and this is due—in great part—to waste, inefficiency, and poor management of the park system.

Funds for park acquisition and restoration have been diverted by the Governor to other projects, and this should be stopped. However, land now in the state park system plus federal lands meet all need projections for the future. Parks in the state system are only 20% developed at present. The cost of full development of these existing parks is estimated at \$564 million.

Many of those in the Division of Beaches and Parks who are "knowledgeable" are frustrated because of the appointed "administrators" they must answer to—administrators who are political "cronies" with no real knowledge of the problems.

California must assure, at minimal cost, complete access to state-owned recreational facilities. While recreation area development is an expense to the taxpayers, revenues from increased tourism more than compensate for the expenditures. Furthermore, in order to compete with neighboring states for tourists, the cost for the use of state facilities should not exceed substantially the costs charged by other states.

As Governor, I will:

1. Favor any legislative proposals which would endeavor to fully develop these recreational facilities.
2. Establish realistic use-costs which would make these facilities easily available to those interested Californians and out-of-state tourists who might be avoiding California parks because of lack of development and unreasonable costs.
3. Insist on maximum development of high-use areas before considering new areas.

SMOG CONTROL

I am strongly committed to eradicating smog in California. Unfortunately, the present administration in Sacramento has provided us with too little and too late in the field of smog prevention and control.

As Governor, I will:

1. Work to establish uniform laws on air pollution to insure minimum state wide standards for the reduction of pollutants from diesel trucks and buses, autos, and industrial plants.
2. Call for legislation to coordinate research in California on smog prevention and control that is currently being conducted separately by the state, county agencies, auto manufacturers, and the Federal government.
3. Work closely with local agencies in making certain that pollutants from industry are adequately regulated and controlled.
4. Remove smog from politics and influence by special interest groups to insure that positive steps toward air purification are taken immediately and without fear of political reprisals.

With decisive action, such as this, we can hasten the day when all Californians can once more breathe clean, fresh air.



REAGAN FOR GOVERNOR COMMITTEE

SOUTHERN CALIFORNIA HEADQUARTERS:

3257 Wilshire Blvd., Los Angeles 90005 (213) 381-5771

NORTHERN CALIFORNIA HEADQUARTERS:

46 Kearny Street, San Francisco 94108 (415) 392-8305

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REAGAN FOR GOVERNOR

CAMPAIGN MATERIALS CATALOG

The following pages list and describe all of the materials now available through the Southern California headquarters. There are also a few items that can be ordered from the individual suppliers. There will be some additional literature that will be available later in the campaign as needs become apparent.

For all of the materials which are available through this headquarters, please use the order forms in the back of this book to facilitate and expedite handling. Please note that all orders must be prepaid. The symbol M represents thousand and the symbol C represents hundred.

Minimum orders are mentioned on several of the items. We would like to keep these minimums where it is at all possible. In the event of extenuating circumstances, lesser orders will be considered but there may be additional charges due to the cost of shipping.

If we can be of any help or if you have any questions, please feel free to contact Cliff Standing or John Fountain at 3257 Wilshire Boulevard, Los Angeles 90005. Phone: (213) 381-5771.

BIOGRAPHY

DESCRIPTION:

Printed on
8 1/2" x 14"
size paper

COST:

\$1.20 per 100
Minimum order 100
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771



PERSONAL HISTORY

Born 1911, Tampico, Illinois.

BIOGRAPHY
RONALD REAGAN

GENERAL REPRINTS

As special interest news stories appear from time to time, notice will be sent out that they are available. The cost will vary depending on the size and reprint.

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

THE NEWS

★

Von Nuy (Calif.) — Friday, January 7, 1966



Meet

NANCY REAGAN

POSITION PAPERS

"Ronald Reagan Speaks
Out on the Issues"

All of the issue papers
used during the primary
have been combined into
small booklet form.

COST:

\$25.00 per 1000
Minimum order 1000
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

SUPPORT CARDS

Citizens Committee To Elect

RONALD REAGAN GOVERNOR



Yes! You can count on me as an active member of
The Reagan for Governor Committee and use my
name in publicity. Enclosed is my contribution.

\$ _____

Name _____

Address _____

City _____

Zip Code _____

Phone _____

I would also like to assist Ronald Reagan by:

- | | |
|--|---|
| ☐ Distributing Literature | ☐ Putting a bumper strip on my car |
| ☐ Helping at Headquarters | ☐ Arranging a meeting in my area |
| ☐ Working on a committee | ☐ Working on Finance Committee |
| (State Preference) _____ | |



COST:

\$7.00 per 1000
Minimum order 1000
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

ROADSIDE SIGNS

SIZE:

4' x 8'

COLOR:

Yellow-Orange flourescent on Blue
Poster paper

This sign is designed to be mounted on a 4' x 8' plywood sheet.
Special instructions for mounting; sealer and glue are included
with each order.

COST:

\$30.00 per 10

For packaging reasons these posters must be sold in units
of 10.

ORDER FROM:

Rodman Gehres
96 Jessie Street
San Francisco, California
94105 (415) 433-4780

POSTERS

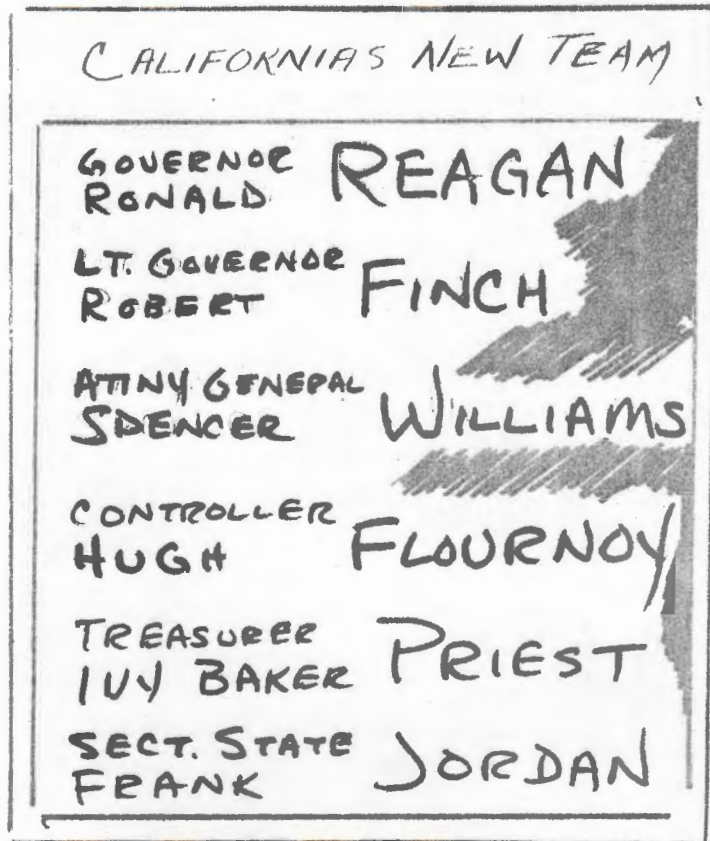
SIZE: 21" x 44" heavy-cardboard

COLOR: Yellow-Orange flourescent on Blue

COST: \$1.00 each
\$10.00 per doz.
Minimum order is one dozen
Including shipping

ORDER FROM:
Rodman & Gehres
96 Jessie Street
San Francisco, California
94105 (415) 433-4780

TEAM POSTERS



22 x 28"
Yellow Fluorescent Poster

COLOR:

Blue background,
gold border and
lettering

SIZE:

22" x 28"

COST:

25¢ each
Minimum order 10
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

BLOWNUP OF REAGAN PHOTO



UNMOUNTED

Size 3' x 6'

These photographs are unmounted because the cost of shipping mounted photos can be prohibitive.

COST:

\$22.00 each
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Boulevard
Los Angeles
California 90005
(213) 381-5771

BUMPER STRIPS

COLOR:

Gold on blue

COST:

\$30.00 per 1000
Minimum order 500
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

REAGAN

LARRY KLUMP CO. INC. STOKTON, CALIF.

REAGAN-FINCH BUMPER STICKERS

COLOR:

Gold on blue

SIZE:

4" x 15"

COST:

\$40.00 per 1000

Minimum order 100

Includes shipping

ORDER FROM:

Cliff Standing

3257 Wilshire Blvd.

Los Angeles

California 90005

(213) 381-5771

SPECIAL BUMPER STRIPS

COPY AVAILABLE:

SENIOR CITIZENS FOR REAGAN

UNION WORKERS FOR REAGAN

VETERANS FOR REAGAN

TEACHERS FOR REAGAN

FARMERS FOR REAGAN

COLLEGIANS FOR REAGAN

COLOR:

Gold on blue

SIZE:

4" x 12"

COST:

\$60.00 per 1000
Minimum order 100
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Boulevard
Los Angeles
California 90005
(213) 381-5771

REAGAN PICTURES



COLOR:
Black and White
Glossy

SIZE:
8" x 10"

COST:
13¢ each
Minimum order 10
Includes shipping

ORDER FROM:
Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

REAGAN PINS



This pin has a gold
florentine background
with blue debossed letters.
The approximate size is
1/4" wide and 1" long
measured on a bias.

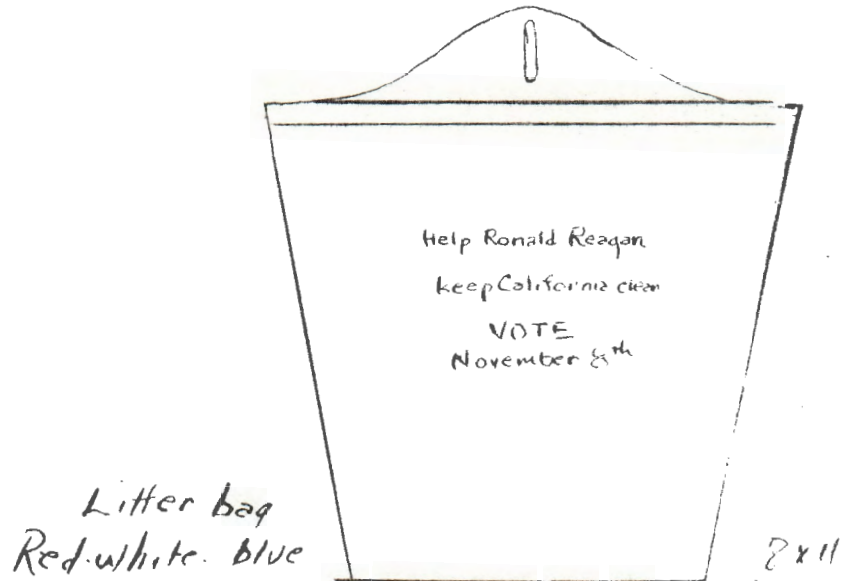
COST:

30¢ each
Minimum order 15
(Order comes in a
combination of tack
type and safety
catch back.)

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

PLASTIC LITTER BAGS



COLOR:

Red/White/Blue
Assorted backgrounds
and lettering

SIZE:

8" x 11"

COPY:

Help Ronald Reagan Keep
California Clean
Vote
November 8th

COST:

10¢ each
Minimum order 10
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

NAME BADGES



This is a cloth-backed
pressure sensitive badge
that will stick to
clothing and can be used
for identification at
meetings.

COLOR:

Red/Blue/White

SIZE:

3" diameter

COST:

\$25.00 per 1000
Minimum order 100
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

REAGAN SUPPORTERS

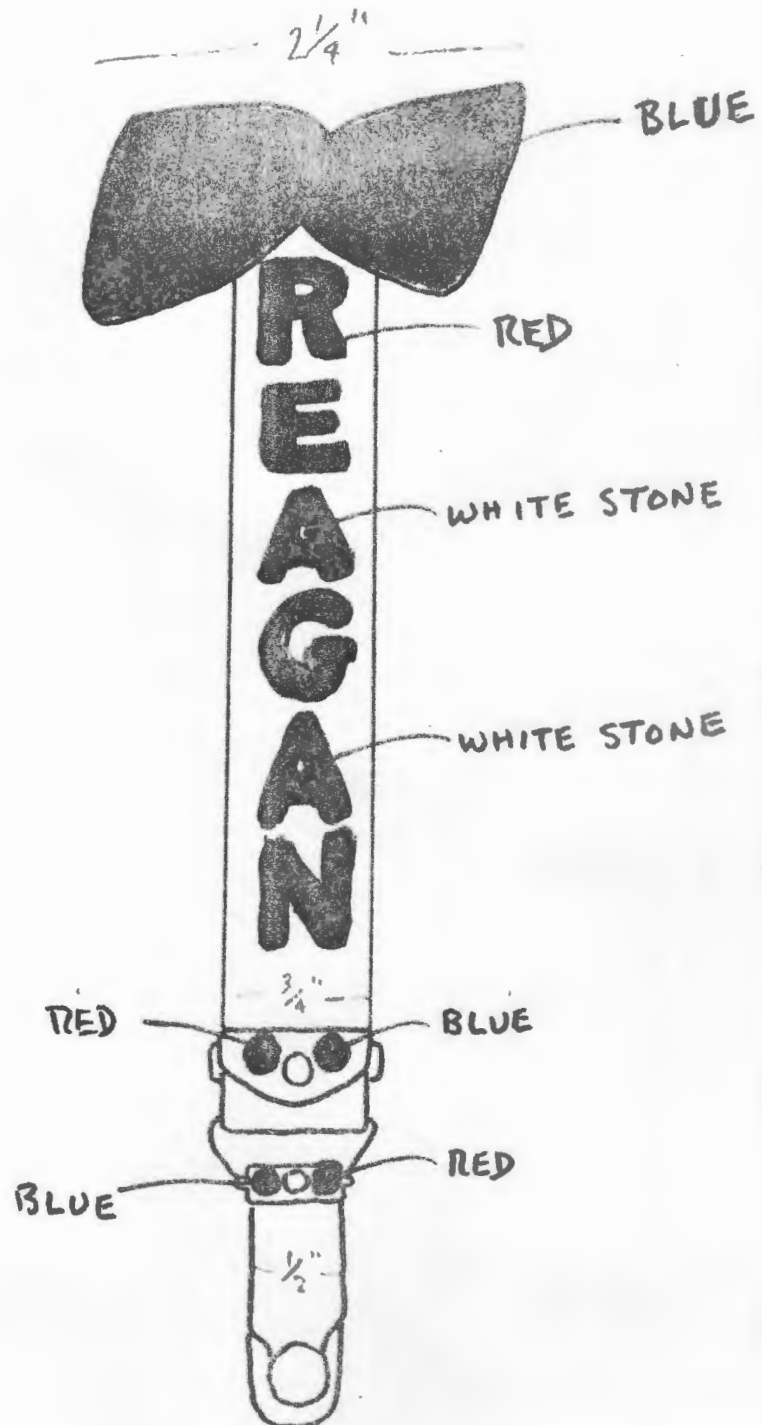
The illustration on the right shows the color, and approximate size of this novelty item. It is being made by the Pacific Beach Reagan for Governor Headquarters.

COST:

65¢ each
(It is designed to sell for \$1.00.)

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771



WHILE THEY LAST!!!

EVERYONE'S GETTING THEIR REAGAN PURSES IN PREPARATION FOR ALL THE RALLIES, MEETINGS AND PARTIES ABOUT TO BEGIN IN THE BIG CAMPAIGN AHEAD. THERE IS A VERY LIMITED SUPPLY, SO GET YOUR ORDER IN NOW. THEY'RE FUN - THEY'RE USEFUL - THEY'RE COLORFUL! PLUS - THEY'RE A REAL BARGAIN AT ONLY \$5.00 EACH.

The bag is straw, 10½ inches long, 12½ inches wide; has a red and blue lining with a red, white and blue felt decoration on the front.

Fill out the enclosed order form now and return it as soon as possible in the self-addressed envelope.



Please send (postage paid) _____ REAGAN PURSES to:

Name

Address

Enclosed is \$ _____ to cover cost of purses.
(Please make checks payable to Polly Wyant)

REAGAN BALLOONS

SIZE:

9"

COLOR:

Red and White
Printed both sides

COST:

\$3.50/per hundred
including shipping

ORDER FROM:

Rodman & Gehres
26 Jessie Street
San Francisco, California
94105 (415) 433-4700

FELT PENS

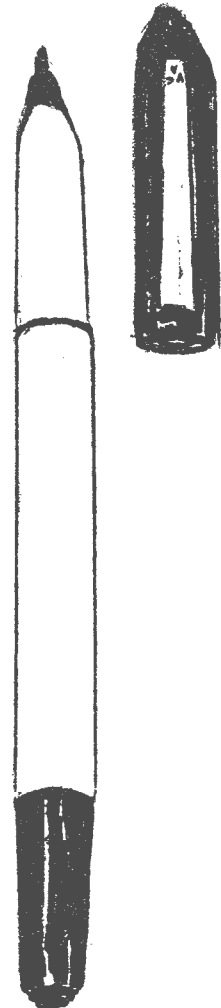
These pens have a
very fine fiber
writing point. The
copy reads: "Elect
Ronald Reagan, Vote
November 8."

COST:

20¢ each
\$2.00 handling
4% sales tax
Full payment must
accompany order
Minimum order 100

ORDER FROM:

The Riddell Company
140-150 No. Fair Oaks Ave.
Pasadena, California 91101
(213) 681-8084



SOUTHERN CALIFORNIA CAMPAIGN MATERIALS ORDER FORM

<u>ITEM</u>	<u>PRICE</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>
BIOGRAPHY	\$12.00/M	_____	_____
GENERAL REPRINTS		_____	_____
POSITION PAPERS	\$25.00/M	_____	_____
SUPPORT CARDS	\$ 7.00/M	_____	_____
1 SHEET POSTER	.15 each	_____	_____
TEAM POSTER	.25 each	_____	_____
BUS CARD		_____	_____
SIZE "A"(21"x44")		_____	_____
SIZE "B"(21"x72")		_____	_____
REAGAN 3' x 6' PICTURE	\$22.00	_____	_____
BUTTONS:		_____	_____
Assorted - All sizes	\$25.00/500	_____	_____
Assorted - "E" + "F"	\$40.00/M	_____	_____
Assorted - "C" + "D"	\$70.00/M	_____	_____
Size "B"	\$25.00/M	_____	_____
Size "A"	\$24.00/100	_____	_____
REAGAN HUMPER STRIP	\$30.00/M	_____	_____
REAGAN-FINCH HUMPER STRIP	\$40.00/M	_____	_____
SPECIAL HUMPER STRIPS		_____	_____
Senior Citizens	\$60.00/M	_____	_____
Union Workers	\$60.00/M	_____	_____
Democrats	\$60.00/M	_____	_____
Veterans	\$60.00/M	_____	_____
Teachers	\$60.00/M	_____	_____
Farmers	\$60.00/M	_____	_____
Collegians	\$60.00/M	_____	_____
REAGAN PICTURE (8"x10")		_____	_____
Glossy	.13 each	_____	_____
REAGAN LITTER BAGS	.10 each	_____	_____
REAGAN NAME BADGES	\$25.00/M	_____	_____
CALIFORNIA MAP PIN	.30 each	_____	_____
REAGAN SUPPORTERS	.65 each	_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
TOTAL			\$ _____

All orders must be pre-paid. Make all checks payable to REAGAN FOR GOVERNOR COMMITTEE.
Send order to:

REAGAN FOR GOVERNOR HEADQUARTERS
3257 Wilshire Blvd.
Los Angeles, California 90005

ATTENTION: CLIFF STANDING

MATERIALS ORDERED BY _____ COUNTY _____

ADDRESS _____ PHONE () _____

SHIP TO _____

STREET _____ CITY _____ PHONE () _____

SOUTHERN CALIFORNIA CAMPAIGN MATERIALS ORDER FORM

<u>ITEM</u>	<u>PRICE</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>
BIOGRAPHY	\$12.00/M	_____	_____
GENERAL REPRINTS		_____	_____
POSITION PAPERS	\$25.00/M	_____	_____
SUPPORT CARDS	\$ 7.00/M	_____	_____
1 SHEET POSTER	.15 each	_____	_____
TEAM POSTER	.25 each	_____	_____
BUS CARD			
SIZE "A"(21"x44")		_____	_____
SIZE "B"(21"x72")		_____	_____
REAGAN 3' x 6' PICTURE	\$22.00	_____	_____
BUTTONS:			
Assorted - All sizes	\$25.00/500	_____	_____
Assorted - "E" + "F"	\$40.00/M	_____	_____
Assorted - "C" + "D"	\$70.00/M	_____	_____
Size "B"	\$25.00/M	_____	_____
Size "A"	\$24.00/100	_____	_____
REAGAN BUMPER STRIP	\$30.00/M	_____	_____
REAGAN-FINCH BUMPER STRIP	\$40.00/M	_____	_____
SPECIAL BUMPER STRIPS			
Senior Citizens	\$60.00/M	_____	_____
Union Workers	\$60.00/M	_____	_____
Democrats	\$60.00/M	_____	_____
Veterans	\$60.00/M	_____	_____
Teachers	\$60.00/M	_____	_____
Farmers	\$60.00/M	_____	_____
Collegians	\$60.00/M	_____	_____
REAGAN PICTURE (8"x10")			
Glossy	.13 each	_____	_____
REAGAN LITTER BAGS	.10 each	_____	_____
REAGAN NAME BADGES	\$25.00/M	_____	_____
CALIFORNIA MAP PIN	.30 each	_____	_____
REAGAN SUPPORTERS	.65 each	_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
TOTAL			\$ _____

All orders must be pre-paid. Make all checks payable to REAGAN FOR GOVERNOR COMMITTEE.
Send order to:

REAGAN FOR GOVERNOR HEADQUARTERS
3257 Wilshire Blvd.
Los Angeles, California 90005

ATTENTION: CLIFF STANDING

MATERIALS ORDERED BY _____ COUNTY _____

ADDRESS _____ PHONE () _____

SHIP TO _____

STREET _____ CITY _____ PHONE () _____

SOUTHERN CALIFORNIA CAMPAIGN MATERIALS ORDER FORM

<u>ITEM</u>	<u>PRICE</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>
BIOGRAPHY	\$12.00/M	_____	_____
GENERAL REPRINTS		_____	_____
POSITION PAPERS	\$25.00/M	_____	_____
SUPPORT CARDS	\$ 7.00/M	_____	_____
1 SHEET POSTER	.15 each	_____	_____
TEAM POSTER	.25 each	_____	_____
HJS CARD		_____	_____
SIZE "A"(21"x44")		_____	_____
SIZE "B"(21"x72")		_____	_____
REAGAN 3' x 6' PICTURE	\$22.00	_____	_____
BUTTONS:		_____	_____
Assorted - All sizes	\$25.00/500	_____	_____
Assorted - "E" + "F"	\$40.00/M	_____	_____
Assorted - "C" + "D"	\$70.00/M	_____	_____
Size "B"	\$25.00/M	_____	_____
Size "A"	\$24.00/100	_____	_____
REAGAN BUMPER STRIP	\$30.00/M	_____	_____
REAGAN-FINCH BUMPER STRIP	\$40.00/M	_____	_____
SPECIAL BUMPER STRIPS		_____	_____
Senior Citizens	\$60.00/M	_____	_____
Union Workers	\$60.00/M	_____	_____
Democrats	\$60.00/M	_____	_____
Veterans	\$60.00/M	_____	_____
Teachers	\$60.00/M	_____	_____
Farmers	\$60.00/M	_____	_____
Collegians	\$60.00/M	_____	_____
REAGAN PICTURE (8"x10")		_____	_____
Glossy	.13 each	_____	_____
REAGAN LITTER BAGS	.10 each	_____	_____
REAGAN NAME BADGES	\$25.00/M	_____	_____
CALIFORNIA MAP PIN	.30 each	_____	_____
REAGAN SUPPORTERS	.65 each	_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
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GENERAL REPRINTS		_____	_____
POSITION PAPERS	\$25.00/M	_____	_____
SUPPORT CARDS	\$ 7.00/M	_____	_____
1 SHEET POSTER	.15 each	_____	_____
TEAM POSTER	.25 each	_____	_____
BUS CARD		_____	_____
SIZE "A"(21"x44")		_____	_____
SIZE "B"(21"x72")		_____	_____
REAGAN 3' x 6' PICTURE	\$22.00	_____	_____
BUTTONS:		_____	_____
Assorted - All sizes	\$25.00/500	_____	_____
Assorted - "E" + "F"	\$40.00/M	_____	_____
Assorted - "C" + "D"	\$70.00/M	_____	_____
Size "B"	\$25.00/M	_____	_____
Size "A"	\$24.00/100	_____	_____
REAGAN BUMPER STRIP	\$30.00/M	_____	_____
REAGAN-FINCH BUMPER STRIP	\$40.00/M	_____	_____
SPECIAL BUMPER STRIPS		_____	_____
Senior Citizens	\$60.00/M	_____	_____
Union Workers	\$60.00/M	_____	_____
Democrats	\$60.00/M	_____	_____
Veterans	\$60.00/M	_____	_____
Teachers	\$60.00/M	_____	_____
Farmers	\$60.00/M	_____	_____
Collegians	\$60.00/M	_____	_____
REAGAN PICTURE (8"x10")		_____	_____
Glossy	.13 each	_____	_____
REAGAN LITTER BAGS	.10 each	_____	_____
REAGAN NAME BADGES	\$25.00/M	_____	_____
CALIFORNIA MAP PIN	.30 each	_____	_____
REAGAN SUPPORTERS	.65 each	_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
TOTAL			\$ _____

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3257 Wilshire Blvd.
Los Angeles, California 90005

ATTENTION: CLIFF STANDING

MATERIALS ORDERED BY _____ COUNTY _____

ADDRESS _____ PHONE () _____

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STREET _____ CITY _____ PHONE () _____

CONTENTS OF THE REAGAN FOR
GOVERNOR CAMPAIGN MATERIALS CATALOG

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REAGAN FOR GOVERNOR

CAMPAIGN MATERIALS CATALOG

The following pages list and describe all of the materials now available through the Southern California headquarters. There are also a few items that can be ordered from the individual suppliers. There will be some additional literature that will be available later in the campaign as needs become apparent.

For all of the materials which are available through this headquarters, please use the order forms in the back of this book to facilitate and expedite handling. Please note that all orders must be prepaid. The symbol M represents thousand and the symbol C represents hundred.

Minimum orders are mentioned on several of the items. We would like to keep these minimums where it is at all possible. In the event of extenuating circumstances, lesser orders will be considered but there may be additional charges due to the cost of shipping.

If we can be of any help or if you have any questions, please feel free to contact Cliff Standing or John Fountain at 3257 Wilshire Boulevard, Los Angeles 90005. Phone: (213) 381-5771.

BIOGRAPHY

DESCRIPTION:

Printed on
8 1/2" x 14"
size paper

COST:

\$1.20 per 100
Minimum order 100
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

PERSONAL HISTORY
Born 1911, Tampico, Illinois.



BIOGRAPHY
RONALD REAGAN



Meet

NANCY REAGAN

THE NEWS

★

Van Nuys (Calif.) — Friday, January 7, 1966

NEWSPAPER REPRINTS

On the right is pasted an example of a typical "Newspaper Reprint" that will be available from time to time as a story of special interest appears.

COST:

\$7.80/M

Includes shipping

Minimum order 1000

ORDER FROM:

Rodman & Gehres

96 Jessie Street

San Francisco

California 94105 (415) 433-4780

SUPPORT CARDS

Citizens Committee To Elect

RONALD REAGAN GOVERNOR



Yes! You can count on me as an active member of
The Reagan for Governor Committee and use my
name in publicity. Enclosed is my contribution.

\$ _____

Name _____

Address _____

City _____ Zip Code _____ Phone _____

I would also like to assist Ronald Reagan by:

- | | |
|--|---|
| ☐ Distributing Literature | ☐ Putting a bumper strip on my car |
| ☐ Helping at Headquarters | ☐ Arranging a meeting in my area |
| ☐ Working on a committee | ☐ Working on Finance Committee |
| (State Preference) _____ | |



COST:

\$7.00 per 1000
Minimum order 1000
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

POSITION PAPERS

"Ronald Reagan Speaks to the Issues"

Papers now available:

Crime

Public Welfare

Academic Freedom

Education

Agriculture

Taxes and Expensive California Government

Political Appointments

Labor - Management

Leadership and Experience

California's Recreation Areas

Smog Control

COST:

\$7.80 per M. Minimum Order of 1,000 total
Please specify the quantity desired of each
issue you order.

ORDER FROM:

Rodman-Gehres Inc.
96 Jessie Street
San Francisco, California 94105
(415) 433-4780

ROADSIDE SIGNS

SIZE:

4' x 8'

COLOR:

Yellow-Orange flourescent on Blue
Poster paper

This sign is designed to be mounted on a 4' x 8' plywood sheet.
Special instructions for mounting; sealer and glue are included
with each order.

COST:

\$30.00 per 10

For packaging reasons these posters must be sold in units
of 10.

ORDER FROM:

Rodman Gehres
96 Jessie Street
San Francisco
California 94105 (415) 433-4780

POSTERS

SIZE:

21" x 44" heavy-cardboard

COLOR:

Yellow-Orange fluorescent on Blue

COST:

\$1.00 each

\$10.00 per doz.

Minimum order is one dozen

Including shipping

ORDER FROM:

Rodman & Gehres

96 Jessie Street

San Francisco

California 94105 (415) 433-4780

TEAM POSTERS

CALIFORNIA'S NEW TEAM

GOVERNOR RONALD	REAGAN
LT. GOVERNOR ROBERT	FINCH
ATTY. GENERAL SPENCER	WILLIAMS
CONTROLLER HUGH	FLOURNOY
TREASURER IVY BAKER	PRIEST
SECT. STATE FRANK	JORDAN

22 x 28"

Yellow Fluorescent Poster.

COLOR:

Blue background,
gold border and
lettering

SIZE:

22" x 28"

COST:

25¢ each
Minimum order 10
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

JUNIOR 1 SHEET



SIZE: 22" x 35", paper

COLOR: Photo, black on white; caption, white on red

COST: 15¢ each. Minimum order 10

ORDER FROM: Cliff Standing
3257 Wilshire Boulevard
Los Angeles, California 90005
(213) 381-5771

REAGAN BUS CARDS

**ELECT
RONALD
REAGAN
Governor**



**INTEGRITY
COMMON SENSE**

SIZE:

- A) 21" x 44"
- B) 21' x 72"

COLOR:

Red and Blue copy
with Black photograph

COST:

Available upon request

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

BLOWNUP OF REAGAN PHOTO



UNMOUNTED

Size 3' x 6'

These photographs are unmounted because the cost of shipping mounted photos can be prohibitive.

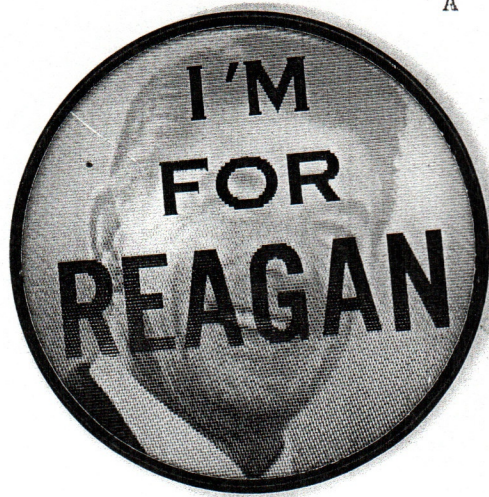
COST:

\$22.00 each
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Boulevard
Los Angeles
California 90005
(213) 381-5771

BUTTONS



ALL SIZES ASSORTED
\$25.00/500

ASSORTED SIZES "E" & "F"
\$40.00/1000

ASSORTED SIZES "C" & "D"
\$70.00/1000

SIZE "B"
\$25.00/100

SIZE "A"
\$24.00/100

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

PRESERVATION COPY

BUMPER STRIPS

COLOR:

Gold on blue

COST:

\$30.00 per 1000
Minimum order 500
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

REAGAN

LARRY E. KIMBLE CO. INC. STOCKTON, CALIF.

REAGAN COFFEE MUGS



This is a 10 oz. thermal coffee mug. The background is red with a black and white picture of the next Governor. The lettering is white and has "Reagan for Governor" above the picture and "Coffee Club" below the picture. It is 4" high and is 3 1/2" in diameter at the top.

COST:

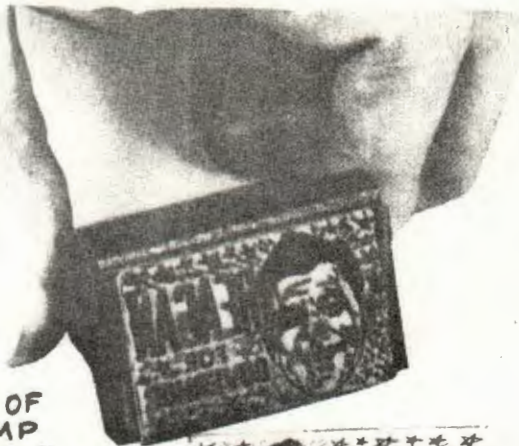
40¢ each

First order will be accepted on consignment.

Includes shipping
(Allow 2-3 weeks for delivery on orders of 100 or more.)

ORDER FROM:

Stanley H. Ireland
5379 Richfield Rd.
Yorba Linda, California
(714) 528-6554



SIZE OF
STAMP
1 3/8" x 7/8" x 1 1/2"

ACTUAL SIZE
OF IMPRINT



NOW! A GOOD IMPRESSION FOR REAGAN IS IN YOUR HAND WITH A REAGAN FOR GOVERNOR STAMP!

The TED SALLY Ident-a-Stamp has created a **POWERFUL POLITICAL TOOL** for making **IMPRESSIONS** for **REAGAN** for **GOVERNOR**!

This **REAGAN** for **GOVERNOR** Stamp has **OFFICIAL APPROVAL** of the State Campaign Committee for use in the **REAGAN** for **GOVERNOR** Campaign!

SOME OF THE MANY
USES of YOUR **REAGAN**
for **GOVERNOR** Stamp!

★ **BUSINESS**
CORRESPONDENCE

★ **PERSONAL**
CORRESPONDENCE

★ **ENVELOPES** and
POST CARDS

★ **CUPS, NAPKINS, PLATES**
at **REAGAN** for **GOVERNOR**
COFFEE or **LUNCH MEETINGS**

★ **OTHER CANDIDATE'S**
LITERATURE

★ In **RESTAURANTS, COFFEE**
SHOPS and **BARS**

★ OR JUST ABOUT ANYPLACE
PEOPLE CONGREGATE

YOU CAN RAISE MONEY for
YOUR OWN ORGANIZATION
with the
REAGAN for **GOVERNOR**
STAMP!

Sell the **REAGAN** for **GOVERNOR**
Stamps for \$1.00 to members of
your organization and friends,
your organization makes 25%
or \$25.00 per hundred.
ORDER YOURS TODAY!

★ The **REAGAN** for **GOVERNOR** Stamp is **POWERFUL!**
★ In the approximately 60 days from now until **REAGAN**
★ **DAY** on **NOV. 8th...10,000 REAGAN** for **GOVERNOR**
★ Stamps each making 10 impressions a day will make
★ **SIX MILLION IMPRESSIONS** for **REAGAN!**
★ Double the number **REAGAN** for **GOVERNOR** Stamps
★ and it is **TWELVE MILLION IMPRESSIONS** for **VICTORY!**

★ The **REAGAN** for **GOVERNOR** Stamp is **VERSATILE!**
★ Whenever - where ever you are - armed with a **REAGAN** for
★ **GOVERNOR** Stamp, you are ready to make a **REMEMBERED**
★ **IMPRESSION!** Its small size makes it handy for desk,
★ home, pocket or purse, **READY FOR INSTANT USE!**

★ **NOW... IS THE TIME FOR ACTION!**
★ **DON'T DELAY! PUT YOUR REAGAN** for **GOVERNOR**
★ **STAMP TO WORK FOR VICTORY - RIGHT NOW!**
★ Stamping **REAGAN** to **VICTORY** on **REAGAN DAY** WITH A
★ **REAGAN** for **GOVERNOR** Stamp is a **JOB ANYONE** - from
★ a **CORPORATION PRESIDENT** to an **OFFICE BOY** - CAN DO!
★ **DON'T DELAY! ORDER YOUR STAMP TODAY!**

-----CLIP OUT THIS ORDER BLANK-----

The TED SALLY Ident-a-Stamp Co.

Box 1234 BURBANK, CALIF. 91505 DATE _____

Please rush _____ **REAGAN** for **GOVERNOR** Stamps @ \$1.00 each,
less 25% organization discount, find ☐ check ☐ money order,
plus 4% Calif. Sales Tax (Sorry) in the amount of \$ _____

SHIP TO: NAME _____ PLEASE PRINT

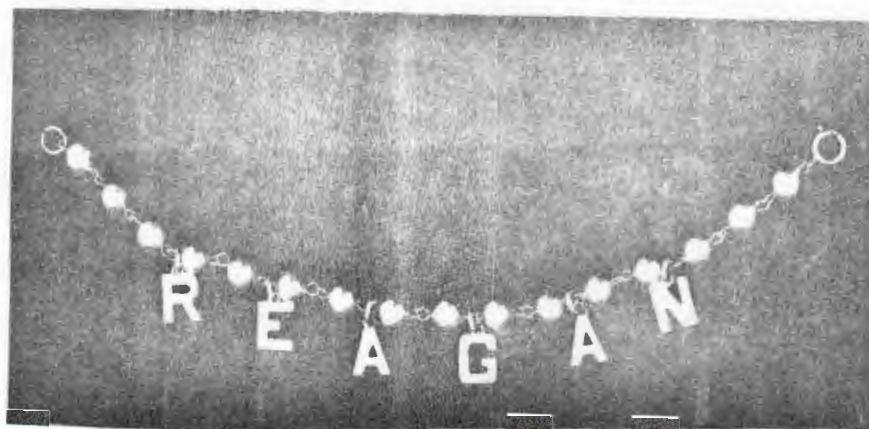
I would
like

ADDRESS _____

CITY _____ ZIP _____

more order
blanks

Organization _____



Pearl charm bracelet
with gold plated
letters.

COST:

60¢ each
Minimum order 1 doz.
Includes shipping
Orders of 12 doz. or
more 10% discount.
Check must accompany
order (4% sales tax)

ORDER FROM:

Darcy Specialties Co., Inc.
1917 Westwood Blvd.
Westwood
California 90025
(213) 474-0044

A

B



C

D



E



F



ALL SIZES ASSORTED
\$25.00/500

ASSORTED SIZES "E" & "F"
\$40.00/1000

ASSORTED SIZES "C" & "D"
\$70.00/1000

SIZE "B"
\$25.00/100

SIZE "A"
\$24.00/100

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

**ELECT
RONALD
REAGAN
Governor**



**INTEGRITY
COMMON SENSE**

SIZE:

- A) 21" x 44"
- B) 21' x 72"

COLOR:

Red and Blue copy
with Black photograph

COST:

Available upon request

ORDER FROM:

Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

JUNIOR 1 SHEET



SIZE: 22" x 35", paper

COLOR: Photo, black on white; caption, white on red

COST: 15¢ each. Minimum order 10

ORDER FROM: Cliff Standing
3257 Wilshire Boulevard
Los Angeles, California 90005
(213) 381-5771

REAGAN-FINCH BUMPER STICKERS

COLOR:
Gold on blue

SIZE:
4" x 15"

COST:
\$40.00 per 1000
Minimum order 100
Includes shipping

ORDER FROM:
Cliff Standing
3257 Wilshire Blvd.
Los Angeles
California 90005
(213) 381-5771

SPECIAL BUMPER STRIPS

COPY AVAILABLE:

SENIOR CITIZENS FOR REAGAN

UNION WORKERS FOR REAGAN

VETERANS FOR REAGAN

TEACHERS FOR REAGAN

FARMERS FOR REAGAN

COLLEGIANS FOR REAGAN

COLOR:

Gold on blue

SIZE:

4" x 12"

COST:

\$60.00 per 1000
Minimum order 100
Includes shipping

ORDER FROM:

Cliff Standing
3257 Wilshire Boulevard
Los Angeles
California 90005
(213) 381-5771

REAGAN COFFEE MUGS



This is a 10 oz. thermal coffee mug. The background is red with a black and white picture of the next Governor. The lettering is white and has "Reagan for Governor" above the picture and "Coffee Club" below the picture. It is 4" high and is 3 1/2" in diameter at the top.



COST:

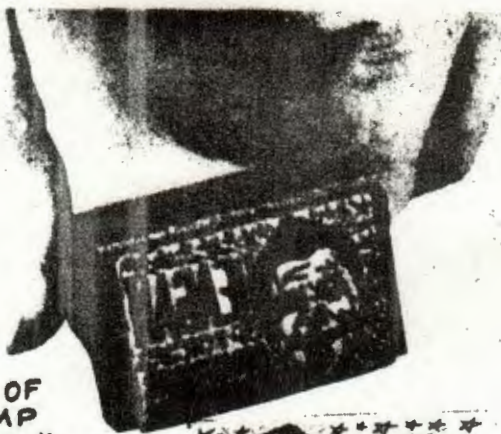
40¢ each

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Includes shipping
(Allow 2-3 weeks for delivery on orders of 100 or more.)

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Stanley H. Ireland
5379 Richfield Rd.
Yorba Linda, California
(714) 528-6554



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STAMP
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ACTUAL SIZE
OF IMPRINT



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CORRESPONDENCE**
- ★ **PERSONAL
CORRESPONDENCE**
- ★ **ENVELOPES and
POST CARDS**
- ★ **CUPS, NAPKINS, PLATES
at REAGAN for GOVERNOR
COFFEE or LUNCH MEETINGS**
- ★ **OTHER CANDIDATE'S
LITERATURE**
- ★ **In RESTAURANTS, COFFEE
SHOPS and BARS**
- ★ **OR JUST ABOUT ANYPLACE
PEOPLE CONGREGATE**

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YOUR OWN ORGANIZATION
with the
REAGAN for GOVERNOR
STAMP!**

**Sell the REAGAN for GOVERNOR
Stamps for \$1.00 to members of
your organization and friends,
your organization makes 25%
or \$25.00 per hundred.
ORDER YOURS TODAY!**

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★ In the approximately 60 days from now until **REAGAN
DAY** on **NOV. 8th...10,000 REAGAN** for **GOVERNOR**
★ Stamps each making 10 impressions a day will make
★ **SIX MILLION IMPRESSIONS** for **REAGAN**!
★ Double the number **REAGAN** for **GOVERNOR** Stamps
★ and it is **TWELVE MILLION IMPRESSIONS** for **VICTORY**!

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★ Whenever - where ever you are - armed with a **REAGAN** for
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★ **IMPRESSION**! Its small size makes it handy for desk,
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★ **DON'T DELAY! ORDER YOUR STAMP TODAY!**

-----CLIP OUT THIS ORDER BLANK-----

The TED SALLY Idensta-Stamp Co.
Box 1234 BURBANK, CALIF. 91505 DATE _____
Please rush _____ **REAGAN** for **GOVERNOR** Stamps @ \$1.00 each,
less 25% organization discount, find ☐ check ☐ money order,
plus 4% Calif. Sales Tax (Sorry) in the amount of \$ _____

SHIP TO: NAME _____ PLEASE PRINT
ADDRESS _____
CITY _____ ZIP _____
Organization _____

I would like
more order
blanks

REAGAN BALLOONS

SIZE:
9"

COLOR:
Red and White
Printed both sides

COST:
\$3.50/per hundred
Including shipping

ORDER FROM:
Rodman & Gehres
96 Jessie Street
San Francisco
California 94105 (415) 433-4780

REAGAN BRACELETS



Pearl charm bracelet
with gold plated
letters.

COST:

60¢ each
Minimum order 1 doz.
Includes shipping
Orders of 12 doz. or
more 10% discount.
Check must accompany
order (4% sales tax)

ORDER FROM:

Darcy Specialties Co., Inc.
1917 Westwood Blvd.
Westwood
California 90025
(213) 474-0044

FELT PENS

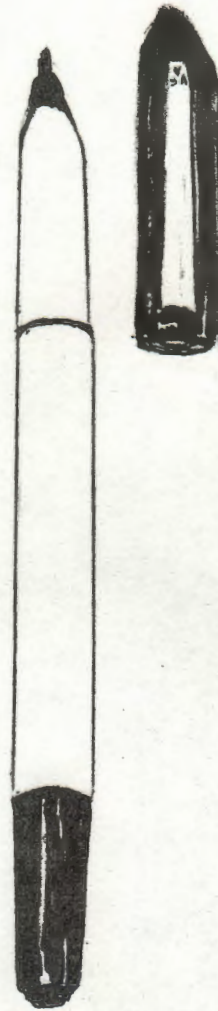
These pens have a
very fine fiber
writing point. The
copy reads: "Elect
Ronald Reagan, Vote
November 8."

COST:

20¢ each
\$2.00 handling
4% sales tax
Full payment must
accompany order
Minimum order 100

ORDER FROM:

The Riddell Company
140-150 No. Fair Oaks Ave.
Pasadena, California 91101
(213) 681-8084



SOUTHERN CALIFORNIA CAMPAIGN MATERIALS ORDER FORM

<u>ITEM</u>	<u>PRICE</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>
BIOGRAPHY	\$12.00/M	_____	_____
GENERAL REPRINTS		_____	_____
POSITION PAPERS	\$25.00/M	_____	_____
SUPPORT CARDS	\$ 7.00/M	_____	_____
1 SHEET POSTER	.15 each	_____	_____
TEAM POSTER	.25 each	_____	_____
BUS CARD		_____	_____
SIZE "A"(21"x44")		_____	_____
SIZE "B"(21"x72")		_____	_____
REAGAN 3' x 6' PICTURE	\$22.00	_____	_____
BUTTONS:			
Assorted - All sizes	\$25.00/500	_____	_____
Assorted - "E" + "F"	\$40.00/M	_____	_____
Assorted - "C" + "D"	\$70.00/M	_____	_____
Size "B"	\$25.00/M	_____	_____
Size "A"	\$24.00/100	_____	_____
REAGAN BUMPER STRIP	\$30.00/M	_____	_____
REAGAN-FINCH BUMPER STRIP	\$40.00/M	_____	_____
SPECIAL BUMPER STRIPS			
Senior Citizens	\$60.00/M	_____	_____
Union Workers	\$60.00/M	_____	_____
Democrats	\$60.00/M	_____	_____
Veterans	\$60.00/M	_____	_____
Teachers	\$60.00/M	_____	_____
Farmers	\$60.00/M	_____	_____
Collegians	\$60.00/M	_____	_____
REAGAN PICTURE (8"x10")			
Glossy	.13 each	_____	_____
REAGAN LITTER BAGS	.10 each	_____	_____
REAGAN NAME BADGES	\$25.00/M	_____	_____
CALIFORNIA MAP PIN	.30 each	_____	_____
REAGAN SUPPORTERS	.65 each	_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
OTHER _____		_____	_____
TOTAL			\$ _____

All orders must be pre-paid. Make all checks payable to REAGAN FOR GOVERNOR COMMITTEE.
Send order to:

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3257 Wilshire Blvd.
Los Angeles, California 90005

ATTENTION: CLIFF STANDING

MATERIALS ORDERED BY _____ COUNTY _____

ADDRESS _____ PHONE () _____

SHIP TO _____

STREET _____ CITY _____ PHONE () _____

SOUTHERN CALIFORNIA CAMPAIGN MATERIALS ORDER FORM

<u>ITEM</u>	<u>PRICE</u>	<u>QUANTITY</u>	<u>TOTAL COST</u>
BIOGRAPHY	\$12.00/M		
GENERAL REPRINTS			
POSITION PAPERS	\$25.00/M		
SUPPORT CARDS	\$ 7.00/M		
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BUS CARD			
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REAGAN SUPPORTERS	.65 each		
OTHER _____			
OTHER _____			
OTHER _____			
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Ronald Reagan
Speaks Out
On The Issues

CRIME

California, with 9% of the nation's population, has 17% of the nation's crime. It costs the average family of four a minimum of \$1,000.00 a year.

Our skyrocketing crime rate dates from certain judicial rulings that took much of the law enforcement authority away from local police and left them handicapped in their efforts to protect the law-abiding citizen from the increasingly insolent criminal element.

As Governor, I will:

1. Take positive action to restore to the cities and counties their rights to enact local ordinances designed to meet local law enforcement problems.
2. Support and work for a plan to take the appointment of judges out of politics.
3. Call on the legislature to re-enact those key crime prevention bills passed overwhelmingly by the legislature at its last session but vetoed by the Governor. When re-enacted, I will sign these measures into law.
4. Ask legislative support in an effort to end the growing flood of smut and pornography aimed primarily at degrading our young people.
5. Recommend legislation aimed at curbing the growing use of narcotics, hallucinatory drugs and pep pills, especially in schools and on campuses.

It will be my purpose to see that California's streets and neighborhoods become safe again.

PUBLIC WELFARE

I strongly support welfare programs designed to provide the permanently disabled, the aged and the infirm, with not only the necessities of life, but also some of the comforts which can make life worth living.

Another area of welfare has to do with those who are in need of temporary help until they can regain their rightful places in our productive economy. It is here that we have, too often, strayed from welfare's original purpose. We frequently perpetuate poverty by making welfare a way of life rather than by using it to help people back to productive jobs.

As Governor, I will:

1. Propose a commission to redefine welfare's goals and recommend appropriate legislation.
2. Explore every avenue whereby, through state, business, labor cooperation, the business climate can be improved and thousands of new jobs provided.
3. Seek to provide useful employment in our public institutions, or training for as many welfare recipients as possible in order to give them the self-respect which comes from useful service and to hasten the day when they can take their places in California's productive economy.

EDUCATION

Education is the bulwark of freedom. Removed too far from parental influence, it can become the tool of tyranny. Local control of education is basic to the traditions of America. Only with local control can Americans be assured that their children will receive the finest education possible, with safeguards against ideological or political indoctrination.

Financial support of our state's school system was once evenly divided between the local communities and the state. Today, the state's share has fallen to 35 per cent.

As Governor, I will:

1. Work to increase the state's contributions to local school districts, to relieve the growing burden on local property taxpayers.
2. Seek appropriate ways to help local school districts attract and keep good teachers.
3. Call for legislation to put unification of local school districts on a voluntary—not compulsory—basis.
4. Work to assure the teaching profession a position of dignity and respect, and to restore to our educational system the teaching of the traditional concepts of individual responsibility and good citizenship.
5. Explore every modern technique and technology in education that could lead to giving the taxpayer more for his educational dollar.

With such a program and plan of action we can work toward the creative educational system that Californians need and deserve.

ACADEMIC FREEDOM

Nothing exposes the "leadership gap" in Sacramento more glaringly than recent events that have taken place on campuses of some of our California universities.

In preserving academic freedom, we must preserve the right to learn as well as to teach. We must make sure the principal purpose of our universities is served; namely, to provide an education for the thousands of young men and women who go there for that purpose.

Faculty, from teaching assistants to professors, must be ever aware of a responsibility that goes beyond teaching a subject in a classroom. Members of the faculty must set examples in and out of the classroom of adult behavior, decent conduct and good citizenship for the young people in their charge.

Preservation of free speech does not justify letting beatniks, and advocates of sexual orgies, drug usage and "filthy speech" disrupt the academic community and interfere with our universities' purpose. No one would deny that free speech includes the right to criticize every aspect of national policy, but when some Americans are fighting and dying for their country, free speech must stop short of lending comfort and aid to the enemy.

As Governor, I would consider it my responsibility to take the lead in returning our universities to their original purpose as institutions of learning and research, and restoring to them the respect they deserve and which has been lost through indifference and lack of leadership.

AGRICULTURE

Agriculture is the biggest single industry in California. Our 99,000 farms are larger and have an estimated value four times higher than the farms in the other 49 states. Directly, or indirectly, farming in California is responsible for one-third of all our jobs and 70% of all cash transactions.

We lead the nation in variety of crops—some 200 in all and 98% of them are produced with no government subsidy. California farm workers receive an hourly wage 40¢ higher than the national average.

In spite of this, the present administration has refused to meet its obligations to agriculture. Only a weather miracle prevented a catastrophe last year when California farmers were treated like guinea pigs in a sociological experiment by the Federal government. Violating a campaign pledge, the Governor refused to speak in behalf of the farmer when it was evident that domestic labor would be inadequate.

Net income to California farmers was the lowest in five years by \$200,000,000 due to the labor shortage.

The farmers' problems become the housewives' problems as she shops. Today she is paying the highest prices she has ever paid, but the grower is receiving the lowest share of the market basket dollar he has ever received. A responsible administration would offer more than empty words and unkept pledges.

As Governor, I will:

1. Provide the agricultural community with sufficient status in the state government so as to insure recognition and understanding of the farmers' pressing problems.
2. Review the tax structure with a view towards elimination of discriminatory and regressive taxes.
3. Face squarely the problem of farm labor and the need for a solution that will guarantee an adequate labor supply with protection for both the welfare of the farmer and the worker.
4. Use the prestige of the Governor's office to press upon the Federal government the need for a complete review of the 64-year-old unrealistic limitation of 160 acres on the size of irrigated farms.

POLITICAL APPOINTMENTS

I firmly believe that the most qualified persons must be chosen to fill appointive offices in California. The present Governor has repeatedly violated this principle by selecting political cronies, hacks, and defeated Democratic candidates to fill important positions. This has been done in an attempt to build a political machine. As a candidate obligated to no one, I have no political debts to pay.

As Governor, I will:

1. Make all appointments to state offices on the basis of experience and qualifications, and not on the basis of personal loyalties or political obligations.
2. Provide extensive background information on every appointive officer so that the legislature and the public will be assured of their qualifications.
3. I will establish an independent review board of lawyers, scholars, and representatives of the public to nominate a panel of five outstanding attorneys to fill each judicial vacancy. This will insure the integrity and independence of the judicial system in California.

These proposals are in line with my positive program to make California government honest, efficient, and responsive to the people.

TAXES AND EXPENSIVE CALIFORNIA GOVERNMENT

Taxes in California have reached the breaking point. They are the highest in the nation and \$100 per person above the national average. Under the present administration's costly budget practices, they will soar even higher next year.

California's budget is growing faster than its population and the effects of inflation, combined. California's state bureaucracy is growing more rapidly than even Parkinson's Law allows for.

Yet, the Governor refuses to face up to his responsibility to hold spending to a minimum, consistent with providing for the general welfare. He compounds his personal failures by appointing hacks, cronies and defeated candidates to positions of high responsibility.

This year's budget can be cut by \$245 million, without elimination of a single program. It is commonly accepted business practice that a budget can be cut 10% to 15% without impairing efficiency. My proposal calls, initially, for a 5% cut.

As Governor, I would:

1. Establish a task force to look into further ways to reduce the budget without reducing services or efficiency, and with an eye toward implementing cost-effectiveness studies in all of the state's major programs.
2. Call in a committee made of the state's best tax brains to devise a complete revision, modernization and simplification of the state's entire tax structure.
3. Cut the budget consistent with good business practice.

My purpose is to make government, once again, the servant of the people at a cost the people can afford to pay.

LABOR-MANAGEMENT

(Ronald Reagan speaks out on labor from a background of 22 years as a union member, including six terms as president of a working union and many years of collective bargaining experience for his union.)

In an era of changing technology and increasing inflation, and at a time when the dignity and the worth of the individual is of growing importance, labor-management relations occupy a special place in the affairs of men and government.

It is vital, however, that government remain an impartial but keenly interested third party in such relations, striving to insure that the entire community be the long-term beneficiaries in any collective bargaining agreements.

Neither labor nor management must be allowed to dominate, and government must make sure it is not captured by the political arm of either side and thus rendered incapable of dealing fairly with the problems of both.

As Governor:

1. I will seek legislation that would submit to a secret ballot all union policy matters, including strike votes. This would ensure labor's rank-and-file the right to make decisions governing their futures without coercion from either unions or management.
2. I will work in the field of farm labor to ensure fair wages and good working conditions for the laborer, while, at the same time, insisting that no farm union would be able to take action to prevent the harvesting of crops.
3. Since collective bargaining is the basis for all labor-management relations, I will make it my business, as Governor, to make such bargaining an effective and equitable instrument in California.

LEADERSHIP AND EXPERIENCE

California has had too much of professional politicians running and ruining their state.

This country was founded by ordinary citizens and was meant to be run by them, citizens with a common-sense approach to the problems of today and tomorrow, citizens who will turn to their fellow citizens rather than to the fallacious arguments of big government for the solutions of those problems.

Ronald Reagan is such a citizen. He is qualified by education, experience and a mature good judgment to lead California during the trying years ahead.

Ronald Reagan is a college graduate with a degree in economics and sociology.

He is a rancher and horse breeder.

He is a businessman who serves on the boards of an insurance company, a holding company, and a hospital.

He is a man who has made a study of government for more than 20 years and has arrived at his conclusions and his philosophy of government carefully and methodically.

He is a man with vast experience as a labor leader, union president and industry leader.

For 20 years Ronald Reagan served as a board member of the 15,000 member Screen Actors' Guild, including six times as president. He, more than any other man, is given credit for preventing the attempted Communist takeover of the film industry. He, more than any other man, is credited with negotiating the Guild contract, recognized as the best in any area of organized labor.

Ronald Reagan also served 10 years on the board of the Motion Picture Council — a joint industry union organization, including two years as president. In this capacity he presented the industry's tax proposals to the Congress.

With a background of dealing with people and industry, and the problems of both, Ronald Reagan is eminently qualified to deal with and meet head on the problems of California in a way that will benefit all segments of our population.

CALIFORNIA'S RECREATION AREAS

Every state park loses money each year (except one) and this is due—in great part—to waste, inefficiency, and poor management of the park system.

Funds for park acquisition and restoration have been diverted by the Governor to other projects, and this should be stopped. However, land now in the state park system plus federal lands meet all need projections for the future. Parks in the state system are only 20% developed at present. The cost of full development of these existing parks is estimated at \$564 million.

Many of those in the Division of Beaches and Parks who are "knowledgeable" are frustrated because of the appointed "administrators" they must answer to—administrators who are political "cronies" with no real knowledge of the problems.

California must assure, at minimal cost, complete access to state-owned recreational facilities. While recreation area development is an expense to the taxpayers, revenues from increased tourism more than compensate for the expenditures. Furthermore, in order to compete with neighboring states for tourists, the cost for the use of state facilities should not exceed substantially the costs charged by other states.

As Governor, I will:

1. Favor any legislative proposals which would endeavor to fully develop these recreational facilities.
2. Establish realistic use-costs which would make these facilities easily available to those interested Californians and out-of-state tourists who might be avoiding California parks because of lack of development and unreasonable costs.
3. Insist on maximum development of high-use areas before considering new areas.

SMOG CONTROL

I am strongly committed to eradicating smog in California. Unfortunately, the present administration in Sacramento has provided us with too little and too late in the field of smog prevention and control.

As Governor, I will:

1. Work to establish uniform laws on air pollution to insure minimum state wide standards for the reduction of pollutants from diesel trucks and buses, autos, and industrial plants.
2. Call for legislation to coordinate research in California on smog prevention and control that is currently being conducted separately by the state, county agencies, auto manufacturers, and the Federal government.
3. Work closely with local agencies in making certain that pollutants from industry are adequately regulated and controlled.
4. Remove smog from politics and influence by special interest groups to insure that positive steps toward air purification are taken immediately and without fear of political reprisals.

With decisive action, such as this, we can hasten the day when all Californians can once more breathe clean, fresh air.



REAGAN FOR GOVERNOR COMMITTEE

SOUTHERN CALIFORNIA HEADQUARTERS:

3257 Wilshire Blvd., Los Angeles 90005 (213) 381-5771

NORTHERN CALIFORNIA HEADQUARTERS:

46 Kearny Street, San Francisco 94108 (415) 392-8305

Ronald REAGAN



"His varied activities through the years show him to be a calmly deliberative, eminently humane person. He arrived at his mature conviction about public affairs not impetuously, not by rote, but by a confluence of some tempering experiences, much serious research, and a large reservoir of common sense."

GEORGE N. CROCKER, SAN FRANCISCO EXAMINER, JANUARY 9, 1966



If there are men in government capable of running the nation's business better than it is now being run, you would long since have hired them away from government. Those who place their faith in government planning would point to the present prosperity as proof that government intervention in these recent decades has been helpful to business.

It is no such thing.

It is only proof of the great virility of the free enterprise system that it has been able to survive the nit-picking, the harassment, the meaningless regulations, and the regressive taxation, but it is not a virility that can survive forever. First, let us recognize that additional purchasing power and, hence, prosperity, is not created by re-distributing earnings on hand, but by increasing production. One of the basic laws of economics — not guaranteed to help anyone in an English class, but definitely the basis of all economics — is the rules 'There ain't no such thing as free lunch.'

RONALD REAGAN

RONALD REAGAN SPEAKS TO THE ISSUES

EDUCATION:

Our educational system should be the best in the nation, but today its higher echelons are in danger of being destroyed by an anarchistic minority. Our university administrators must be responsive to our demands to enforce a code of decency, common sense and dedication to the high and noble educative purpose of a university.

CRIME:

California's crime rate is appallingly high. While 9% of the people in America live in California, 17% of all crimes take place here. Legislation is needed to permit local ordinances that will restore police flexibility and power in making arrests. Judges must be appointed on the basis of ability, not political service, and legislation is required to assure this in the future.

BUREAUCRACY AND TAXATION:

A big brother government can solve many problems for the people. It's doubtful that we'll like the price it charges; ever increasing power over us and ever decreasing individual freedom. Governmental agencies in California have increased four times as fast as population and total expenses are up 10 times as much, and we still have a \$250 million deficit. The first order of business in Sacramento should involve an all-out effort to utilize tax monies as effectively as possible; to eliminate waste, with an eye toward decreasing the total tax amounts we all must pay.

INDUSTRY:

More jobs are the principal weapons in reducing crime rates and welfare costs. Unemployment in this State is almost 40% higher than in the rest of the nation. Industry is finding it more attractive to locate elsewhere. We must strive to build an attractive industrial climate that will create more jobs; this can be made possible only by an administration in Sacramento that has faith in a free economy and private enterprise.

WELFARE:

Welfare aid should clearly be aimed at restoring self sufficiency. A creative society mobilizing the business and industrial community to pinpoint who is unemployed, where and why, and then how to make a place for them in our protective free economy, can fight a war on poverty 1,000 times more effectively than government.

THE CREATIVE SOCIETY:

A great society must be a free society, and to be truly great and really free, it must be creative, calling on the genius and power of its people. I propose we set up a state-wide program to mobilize the full creative abilities of its people, with the government providing the leadership, working to secure the maximum return of our tax money to the state for effective, local administration. All programs I will propose will be ones which do not increase our own bureaucracy, result in more centralization of power, or unbalance the budget. There is no problem we cannot solve by a cooperative effort using government and the full creative talent of all our people.

ANTI-COMMUNIST BATTLE

"That Ronald Reagan evolved into a hard-hitting, effective anti-Communist was confirmed by testimony before the House Committee on Un-American Activities. Testifying on Communist maneuvers to capture Hollywood, Actor Sterling Hayden was asked what stopped them. His answer: 'We ran into a one-man battalion named Ronnie Reagan.'"



Ronald Reagan is, first of all, a family man — the proud father of four children — Maureen, Michael, Patti and Ronnie, Jr. He is seen with his wife, Nancy, and their at home youngsters Ronnie and Patti.



MEET *Nancy Reagan*

As the daughter of one of the world's great neurosurgeons, Dr. Loyal Davis, Nancy shared the stimulating association of the scientific world. As a pretty and popular debutante, she enjoyed the fun of campus life, attending exclusive girls Latin School and graduating from Smith as a theater arts major.

"I have always known what was important to me.

And when I met Ronnie 14 years ago, I knew that our marriage was the role I wanted most. As a housewife and mother, I have been richly awarded."

Nancy adds, "But I believe now more than ever, people must get involved in politics. We need good men not afraid to speak out. Even as a movie personality, Ronnie spoke out."

A TRULY QUALIFIED PATRIOT AND CITIZEN-POLITICIAN

"The founding fathers of this country were not professional politicians," Ronald Reagan has observed. "They were citizen-politicians. California has been marked more than any other in the Union by the election of citizen-politicians as Governors. I believe it is the civic duty of people to make their talents available to help solve the state's problems that baffle professional politicians. General Eisenhower said, 'We question whether political experience automatically resulted in a backlog of statesmen or just resulted in a number of people who were adept at political maneuvering.'"



Ron and Nancy take time out from their busy schedule for a moment of relaxation among the animals they love.

BIOGRAPHY of RONALD REAGAN

EDUCATION:

Degree in Economics and Sociology, Eureka College, 1932 ■ President of Student Body ■ Varsity Football 3 years ■ Captain, swimming team ■ Worked way through college.

MILITARY SERVICE:

Active duty World War II, 1942-46 ■ Discharged as Captain, Air Force.

OCCUPATION:

Radio sports announcer and editor; broadcast big league baseball, Big Ten and Notre Dame football ■ Motion Pictures, Warner Brothers, Universal, free lance; 50 pictures ■ Player, production supervisor, General Electric Theater TV 8 years ■ Member, Board of Directors, International Holding Co. and Coastal Life Insurance Co.

PUBLIC SERVICE:

President, Screen Actors Guild, 6 terms ■ President, Motion Picture Industry Council, 2 terms ■ Board of Directors, Screen Actors Guild, 14 years ■ Board of Directors, Motion Picture Industry Council, 10 years ■ Represented motion picture industry (31 unions and all management groups) before House Ways and Means Committee on

tax matters affecting industry ■ Member, Board of Directors, Committee on Fundamental Education ■ Board of Trustees, St. John's Hospital.

AWARDS:

Humanitarian Award, National Conference of Christians and Jews, 1962 ■ Father of the Year, (motion picture industry) by National Fathers Day Committee, 1957 ■ Award of Honor, California Home for Aged, 1953 ■ American National Red Cross, Distinguished Service, 1959 ■ National Safety Council Public Interest Award, 1954 ■ Citation for Distinguished Service, 35th Army Division Association. ■ Member, Nayajo Clan ■ American Heritage Award (San Fernando Valley Business and Professional Association) ■ Orange Empire Council Citizenship Award, 1964 ■ Hollywood Citizenship Award, 1956, by Hollywood Foreign Press ■ City of Hope "Torch of Life" Award for Humanitarian Service ■ Award for American Newspaper Guild ■ Helms Commemorative Medalion presented to distinguished sportsmen and athletic leaders ■ Two Freedom Foundation Awards, 1960 and 1962, for "Outstanding achievement in bringing about better understanding of the American way of life." ■ UAW-CIO honorary Gold Membership card ■ American Legion — untiring efforts and patriotic devotion in fostering and perpetuating American principles, May, 1965 ■ Americanism Award, American Legion.

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