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43	4/2	Glenn Co. Chairman	Glen J. Peterson
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45	4/2	Contra Costa Co. Chairman	William K. Houston
46	4/3	Inyo Co. Chairman	David H. Wiltsie
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49	4/3	Merced Co. Chairman	Robert E. Stewart
50	4/7	Fresno <u>Fundraiser</u>	Water Project/Bonds
51	4/6	Modoc Co. Chairman	Dean J. Neer
52	4/7	Butte Co. Chairman	Robert B. Kutz
53	4/7	El Dorado Co. Chairman	Allen O. Hunt
54	4/7	Alameda Co. Chairman	J. Carter Witt
55	4/7	Mariposa Co. Chairmen	Robert Sparks/Roberta Chase
56	4/9	Los Angeles <u>Fundraiser</u>	Government/Water
57	4/8	Memo to Photogs - L.A.	Professional Athletes

58	4/14	Yuba Co. Chairman	Charles C. Messick
59	4/14	Tuolumne Co. Chairman	Dr. Lewis Bergstrom
60	4/14	Santa Cruz Co. Chairman	Ray J. Scott
61	4/14	Siskiyou Co. Chairman	Frank G. Belcher
62	4/14	Madera Co. Chairman	S. Sam Pistoresi
63	4/14	San Joaquin Co. Chairman	Roy O. Williams
64	4/15	Santa Clara Co. Chairman	Halsey C. Burke
65	4/15	Monterey Co. Chairman	Donald W. Schma
66	4/15	Nevada Co. Chairman	Margaret M. Merrill
67	4/16	San Mateo Co. Chairman	Milton C. Iverson
68	4/16	Placer Co. Chairman	Dr. F. Harold Johnson
69	4/16	Trinity Co. Chairman	Robert W. Brandes
70	4/17	Stanislaus Co. Chairman	J. Wilmar Jensen
71	4/17	Amador County Chairman	William Anderson
72	4/17	Napa Co. Chairman	William Brooks
73	4/17	Sutter Co. Chairman	Roy D. Miller
74	4/20	Solano Co. Chairman	Dr. Howard C. Lonsdale
75	4/20	Sierra Co. Chairman	Thomas W. Vilas
76	4/20	Calaveras Co. Chairman	Raymond Neilsen
77	4/21	Alpine Co. Chairman	Stuart Merrill
78	4/21	Mono Co. Chairman	James E. (Jack) Bell
79	4/21	Plumas Co. Chairman	Frank Gasper
80	5/13	Committee Coordinator	Mrs. Sally Rakow
81	5/13	Regional Coordinators	Schma; Russ; Dunlap; Hrngrton
82	5/13	Tehama Co. Chairman	C. A. Stromsness
83	5/14	Alameda Co. Finance Chrmn.	Y. Charles Soda
84	5/14	San Benito Co. Chairman	Frank F. Gould
85	5/14	Earle Crandall <u>Fundraiser</u>	Campus Unrest
86	5/18	County Chairmen	Budde, Walsh, Pike
5	5/16	Memo to Press	35 mm slides for TV
87	5/19	Clare Berryhill <u>Fundraiser</u>	Proposition 7
88	5/25	Memo to Press	Primary Election Coverage
89	5/26	Sacto. Co. Finance Chrmn.	John V. Diepenbrock
90	5/26	Yuba Co. Finance Chrmn.	James L. Pettis
91	5/26	Sonoma Co. Finance Chrmn.	Andrew Shepard; Geo. Mancini
92	5/27	Contra Costa Co. Fin. Chrmn.	Malcolm K. Nielsen
93	5/27	Merced Co. Finance Chrmn.	Reno Ferrero; W. Davenport
94	5/27	Inyo Co. Finance Chairman	Harry Basse
95	5/27	Mendocino Co. Fin. Chrmn.	Jack Leroy Cox
96	6/27	Press Release	"Californians for Reagan:
97	6/19	Nevada Co. Finance Chrmn.	John Casey
98	6/24	Butte Co. Finance Chrmn.	Alfred G. Stephens
99	6/25	Memo to Press	S/R Retained by Murphy
100	7/10	Press Release	Registration Drive
101	7/15	Statewide Vice Chairman	Frank M. Woods
102	7/17	Press Release	5 Demos. join campaign
103	7/17	Monterey Co. Fin. Chrmn.	Monte Harrington
104	7/30	Realtors for Reagan	Wilson, Anderson, MacBride, McKgn
105	8/7	Podiatrists for R. Chrmn.	Eschbacher & Nichols
106	8/7	Campaign Adv. Com. Ap.	Ferarri
107	8/14	Press Release	5 more Californians for Reagan
108	8/16	Campaign Adv. Com. Ap.	Robinson
109	8/20	San Benito Co. Chairman	Richard Logan (Gould rep.)
110	8/21	Ass't. News Director (North)	Howard C. Hayden
111	8/24	Tentative Schedule	9/7 thru 9/17
112	8/26	Press Release	Unruh Absenteeism
113	8/27	Press Release	5 Attorneys to Leadership
114	8/28	Press Release	S.F. Finance Chairman

115	8/28	Press Release	Unruh Req. for Spec. Session
116			
117	9/3	Sportsmen for Reagan	6
118	9/3	Co-Chrmn., Solano County	Charles E. Martin
119	9/4	Special Projects Chrmn.	M. Owen; T. Roberts
120	9/6	Schedule	9/7 thru 9/19
121	9/6	Orange Co. Fact Sheet	
122	9/6	Santa Clara Co. Fact Sheet	
123	9/6	Alameda Co. Fact Sheet	
124	9/8	<u>Speech</u> - Hayward Civic Club	Government economy/welfare
125	9/9	<u>Speech</u> - Napa Civic Club	Welfare
126	9/6	Marin Co. Fact Sheet	
127	9/12	Press Release	Unruh legislative absenteeism
127T	9/7	Press Release	Labor for Reagan Committee
128	9/13	<u>Speech</u> - S. Dgo. RSCC	"Spirit of the 70's"/creative partnership/good will
129T	9/13	Press Release	Labor leader Lyons endorsement
129	9/15	Press Release	Butch Powers endorsement
130	9/14	Schedule	9/15 thru 9/19
131	9/15	Press Release	George Christopher Endorsement
132	9/15	<u>Speech</u> - Daly City C of C	Drug Abuse
133	9/16	<u>Speech</u> - Bar Convention	Reevaluate admin. of justice
134	9/18	<u>Speech</u> - Sherman Reception	Crime/judicial selection
135	9/18	Press Release	Dental Exec. Com. Co-Chairman
136	9/19	Press Release	Unruh Comments - Angela Davis
137	9/21	Schedule	9/23 thru 10/6
138		(See L.A.)	
139	9/23	Press Release	NR Ukiah Appearance
140T	9/25	<u>Speech</u> - L.A. Rotary Club	Campus Revolution
141	9/24	Press Release	Pharmacists endorsement
142	9/25	Press Release	Tarantino kudos on coastal bill
142T	9/28	Press Release	Carpenter Memo to Unruh Camp
143	9/25	Press Release	Demos for Reagan (3)
144	9/28	Press Release	NR Schedule 9/29 and 10/2
144T	9/29	Schedule	10/1 thru 10/11
145	9/29	Press Release	Medallion Presentation to NR
145T	9/29	<u>Speech</u> - Town Hall	Tax Reform
146	9/30	Press Release	Sinatra/Martin Extravaganza
146T	10/1	<u>Speech</u> - Merced Co. Frgrnds	Tax Reform
147	10/2	<u>Speech</u> - Visalia	Farm Labor/Field Sanitation
148	10/3	<u>Speech</u> - Bill Park Recptn.	Tax Relief
149	10/3	<u>Speech</u> - Loafer Creek	Recreation
150T	10/2	Press Release	Buck Owens, Campaign Adv. V. Chrm.
150	10/5	<u>Speech</u> - Dickison School	Public School Financing/Bussing
151	10/5	<u>Speech</u> - CREA Convention	Public School Financing (educ. voucher system)
152T	10/4	Schedule	10/5 thru 10/13
153T	10/7	Press Release	Environmentalists for Reagan
153	10/9	<u>Speech</u> - Home for Aging	Welfare Requirements
154	10/7	<u>Speech</u> - Environmentalists for R	Environment
155	10/8	<u>Speech</u> - Econ. Dev. Conf.	Com. of 70's/Ballot Props
156	10/12	Schedule	10/11 thru 10/18
157T	10/15	<u>Speech</u> - CHP	Bombings; salary cut
157	10/13	Press Release	Physicians for Reagan
158	10/14	Press Release	Demos for Reagan (Peake)
158T	10/15	Press Release	Field Poll--TCR Statement
159a	10/16	Schedule	10/19 thru 10/25

159	10/16	Press Release	Greek-American Demo. Club Endrsmnt
160	10/20	Press Release	Steuben Society Endorsement
161	10/20	Press Release	Crosby Apntd. Sportsmen Com. Chrm
162	10/22	Press Release	Veterans for Reagan
163	10/23	Press Release	Engineers for Reagan
164	10/26	Press Release	Conservationists for Reagan
165	10/27	Press Release	Californians All
166	10/27	Press Release	Supervisors for Reagan
167	10/27	Press Release	Haerle Stmt Re Unruh interest in
	10/27	Memo to Press	Long Beach apartment house
	10/28	Memo to Press	Educators Press Conference
168	10/28	Press Release	11/3 Election Coverage
			Drs. Faith and Kaplan ltr. re
			pollution
169	10/29	Press Release	Educators for Reagan

SF #1

SALUTE TO GOVERNOR REAGAN
Northern California Dinner Committee
Room 1012, 235 Montgomery Street
San Francisco, California 94104
Mr. Ivy Lee, Jr.
(415) 781-3282

March 4, 1970
FOR IMMEDIATE RELEASE

3/10

The March 12 "Salute to Governor Reagan" at the San Francisco Hilton is expected to draw more than 1,000 friends and supporters of California's chief executive, Jaqueline H. Hume, co-chairman of the event, reported today.

Ticket sales are brisk for the affair which will be the biggest Northern California Republican fund-raising event of the year, Hume said.

Governor Reagan, in the final months of his four-year term as chief executive, will deliver the major address at the \$250-a-plate dinner sponsored by the Northern California Dinner Committee. A 6:30 P.M. reception for all dinner ticket holders will precede the 7:30 dinner. Governor and Mrs. Reagan will attend the reception.

Master of ceremonies for the evening will be television star Pat Buttram. The interests of young Californians in the Governor's program will be emphasized by the appearance on the program of three Bay Area students.

Tickets are available at Dinner Committee Headquarters, Room 1012, 235 Montgomery Street, 781-3282. Co-chairing the event with Hume are Jack L. Ashby, Mortimer Fleishhacker, R. G. Follis, Thomas G. McGuire, Arch Monson, Jr., and Mrs. Wayne W. Wentner.

The San Francisco dinner will come two days after Governor Reagan announces his political plans for 1970.

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JACK J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 9410
(415) 434-445

SF # 2

BIOGRAPHY - NANCY REAGAN

Nancy Davis Reagan was born in Chicago, the only daughter of Dr. and Mrs. Loyal Davis. Dr. Davis is a renowned neurosurgeon and was professor of surgery at Northwestern University for more than 30 years. He is now professor emeritus.

Mrs. Reagan's brother, Richard A. Davis, is a neurosurgeon at the University of Pennsylvania, Philadelphia.

Nancy Reagan graduated from Girls Latin School, Chicago, and made her debut at the Casino Club in that city. She is a graduate of Smith College in Northampton, Mass.

During her years in Hollywood as the wife of Ronald Reagan, she was an active member of the Junior League, the Assistance League and the Colleagues.

Mrs. Reagan was chosen by the Los Angeles Times as Woman of the Year and is recipient of a number of other awards including one of this country's Ten Best Dressed Women.

Her chief interest, as a dedicated wife and mother, is her home and family. The Reagans have a home in Pacific Palisades in addition to their official Sacramento residence. Although their horse ranch in the Malibu hills has been sold, the Reagans still have occupancy and keep their horses there. They spend as much time as possible out of doors, swimming and riding.

Nancy Reagan's interests also include decorating the Governor's offices with borrowed and donated early California furniture and art treasures.

MORE....

The Reagans, married in 1952, have a daughter, Patricia Ann, and a son, Ronald Prescott (Skipper). They live in a rented home in Sacramento. The old Governor's Mansion, now in the process of becoming a State Historical Monument, is open to the public.

#

3/10/69

GOVERNOR
REAGAN

NEWS BUREAU

J. McCoy, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94101
(415) 434-445

SF #3

BIOGRAPHY - RONALD REAGAN

Ronald Wilson Reagan was elected 33rd governor of the state of California on November 8, 1966, defeating two-term incumbent governor, Edmund G. (Pat) Brown.

Reagan, a Republican, won by nearly 1 million votes.

He was inaugurated January 2, 1967.

PERSONAL HISTORY

Born February 6, 1911, Tampico, Illinois.

Married to Nancy Davis, March 4, 1952. Daughter, Patricia, and son, Ronald.

EDUCATION

Public schools, Tampico, Monmouth, Galesburg and Dixon, Illinois.

Degree - Economics and Sociology, Eureka College, 1932.

Honorary Doctorate, Humane Letters, Eureka College, 1957.

Honorary Doctorate of Laws, Pepperdine College, 1970.

Worked way through college - waited tables, washed dishes, taught swimming, lifeguard.

President Student Body.

Varsity Football, 3 years; Captain of swimming team.

MILITARY SERVICE

Commissioned 2nd Lt., U. S. Cavalry Reserve.

Active Duty World War II, 1942-1946. Discharged Captain.

Served with Air Force - Adjutant, Base of 1300 men and officers, directly under command of Air Force Intelligence.

OCCUPATION

Radio sports announcer and editor - Central Broadcasting Company.
Broadcast Chicago Cubs and White Sox home games, Big Ten and Notre Dame Football.

Motion Pictures; Warner Brothers, Universal and free-lance. Appeared in 50 featured pictures.

Appeared in "Death Valley Days" TV series.

Operated horse breeding and cattle ranch.

Player and Production Supervisor, General Electric Theater TV, 8 years.

PUBLIC SERVICE

President, Screen Actors Guild, 6 terms.

President, Motion Picture Industry Council, 2 terms.

Board of Directors, Screen Actors Guild, 14 years.

Represented motion picture industry (31 unions and all management groups) before House Ways and Means Committee of Congress on Tax matters affecting industry.

Member, Board of Directors, Committee on Fundamental Education.

Member, Board of Directors, St. John's Hospital.

MORE....

PUBLIC SERVICE, continued

Served on Board of Trustees, Eureka College.
Received Humanitarian Award, National Conference of Christians and Jews, 1962.
Chosen Father of the Year (motion picture industry) by National Fathers Day Committee, 1957.
Board of Directors, Motion Picture Industry Council, 10 years.

MEMBERSHIPS

Member, Hollywood-Beverly Christian Church.
Screen Actors Guild.
American Federation, Radio and Television Artists.
Tau Kappa Epsilon Fraternity.
Friars Club.
Lions Club.
California Thoroughbred Breeders Association.
Young Men's Christian Association.
Republican Governors' Association; Chairman, 1969.

AWARDS

National Humanitarian Award from National Conference of Christians and Jews.
California Home for Aged, Reseda, Award of Honor, 1953.
American National Red Cross Distinguished Service, San Diego County Chapter, 1959.
National Safety Council Public Interest Award, 1954.
Citation for Distinguished Service - 35th Army Division Association.
Member, Navajo Clan.
American Heritage Award (San Fernando Valley Business & 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 from American Newspaper Guild.
Helms Commemorative Medallion presented to distinguished sportsmen and athletic leaders.
Two Freedoms Foundation Awards, 1960 and 1962, for "outstanding achievement in bringing about a better understanding of the American way of life."
UAW-AFL Honorary Gold Membership Card.
American Legion - untiring efforts and patriotic devotion in fostering and perpetuating American principles, May, 1965.
American Patriots Hall of Fame.
Distinguished American Award, National Football Foundation Hall of Fame.
National Sheriff's Association, Honorary Life Membership for "personal interest and action in behalf of the Association and the advancement of progressive law enforcement."
California Junior Chamber of Commerce, Honorary Membership.
AMVETS Special Achievement Award.
Horatio Alger Award, 1969.

GOVERNOR
REAGAN

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J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94101
(415) 434-4444

March 10, 1970

FOR RELEASE TO:
Wednesday, March 11 AM's

Here is the text of Governor Reagan's announcement that he is a candidate for re-election:

It was just a little over four years ago that I appeared before you on television as a private citizen and announced that I would be a candidate for the Republican nomination for governor.

I remember expressing my belief then that there was a real need for more citizen participation in government -- that politics is too important to be left to politicians.

After these three years in office, I still think of myself as just a citizen temporarily in public service, and I realize there are some who would like to make it very temporary.

Anyway, in picking the men and women who have been part of the team up here, we all looked for those who weren't interested in permanent jobs, for those who were willing to drop what they were doing in order to serve government and their fellow citizens for a while -- without making politics a career. And when some of them had to return to their own jobs, their own careers, we went out and found others like them.

Of all of our accomplishments to date, I am most proud of the fact that today there are more private citizens taking part in our state government than ever before and not alone as employees on the state payroll or as members of boards and commissions, but as citizens active in volunteer programs throughout the state -- in community service alliances, in campaigns to fight narcotics and drug abuse, in job recruiting and job re-training programs, in flood relief task groups and in special projects with children at our mental institutions.

Government is the people's business and we must run government -- or government will surely run us. The genius and the strength and the future of California is in her people and the greater their participation in government the greater that future will be.

Now, I'm not going to dwell on what we found when we got here back in January, 1967. There were times when I felt like the accident victim who gave his occupation as ex-steeplejack. On the way to the hospital, the ambulance attendant asked when he'd decided to quit that line of work and he said: "When I was about half-way down."

I'm not going to try to list all the things we've done -- or started doing -- since we've been here. But there are a few -- several -- I would like to mention.

We promised you that we would try to run the state on a more business-like basis, and we have.

One of the first things we did was to recruit a task force of about 250 management experts -- private citizens who volunteered and spent six months studying the way things were being done in state government and how modern business methods could cut costs and save money. They made about 1,600 specific suggestions. So far, we have put about 900 of their suggestions to work and we've managed to shave the cost of state government by more than \$200 million a year. The present budget would be \$400 million greater, had it not been for their recommendations.

We cut the amount of office space occupied by government by 22 percent -- cut the time required to process such things as your driver's license to less than one-third.

We cut the overhead costs and administrative red tape in the Division of Highways and were able to add \$382 million in new highway projects with the money saved. Without those savings, it would have

MORE....

required a two-cent-a-gallon increase in the gas tax to build those projects.

We streamlined the operations of our toll bridges and cut the bridge tolls at the same time.

We introduced competitive bidding on state purchases and a few weeks ago we were told that the Controller General of the United States had reported to Congress that California is buying many of the same items the federal government buys, but California pays anywhere from 36 to 42 percent less than they do in Washington.

When we took office there were 102,465 state employees and that number was increasing at a rate of more than 5,000 a year. We reversed that trend. By the end of this year we will have fewer employees than when we started three years ago, even though during this same period we doubled the size of our highway patrol -- and in spite of the fact that population growth has increased the workload in some departments as much as 30 percent.

Back in that first year -- 1967 -- we had to increase taxes almost before we unpacked. Since then we have paid off the deficit we inherited and restored fiscal solvency. And with that accomplished, we have done our best to give some of the money back to the taxpayers.

Direct relief to property taxpayers has totalled \$633 million and indirect relief -- paying for services that would otherwise be charged against the property tax -- amounts to \$651 million. On April 15, you'll take a 10 percent rebate on your state income tax.

The first major tax reform in California in more than 30 years has now been introduced in the legislature. Its principle aim is to shift the tax burden so as to provide lasting relief for the homeowner. It will, among other things, cut the property tax on homes from a

MORE....

minimum of about 25 percent to as much as 40 percent. Renters will get relief by way of a tax credit against their income tax.

In the meantime, we have submitted a budget for 1970-71 (the fiscal year beginning July 1). It comes as close to holding the line as is possible in this inflationary time. In the days to come, you'll hear many voices -- voices demanding that the budget be increased, that it is too stringent, that we should spend more.

Well, to do that would require more taxes and, frankly, we are trying to go the other way.

Well, so much for taxes and economy and trying to save money. There is something else that needs saving -- the magic of California's environment. We are not Johnny-come-latelys in ecology; one of our first task forces in 1967 was appointed to study the California Water Project and to report back to us what its effect might be on our environment.

We have led the way with the toughest air pollution control laws in the nation and have just introduced a new clean air package of legislation tougher than the regulations in any state or any country in the world.

Our water quality control laws have been called the most stringent ever adopted by any government anywhere.

We have added 25,000 acres to our state park system, and rerouted and re-designed freeways to reduce noise and preserve areas of natural beauty. Working with the private sector, we are opening up whole new areas for recreation without increasing the taxpayers' burden or his bonded indebtedness.

MORE....

Last year, we finally achieved the first anti-pornography laws in eight years, and some of the most significant anti-crime and narcotics laws of the past decade. These all went into effect this last January.

By this June, we will have achieved a new, higher ratio of attendants-to-patients in our mental hospitals and will be four years ahead of schedule in that. At the same time, we have greatly increased funds for local mental health clinics.

Despite what you may have been led to believe, during these three years, the state's dollar support of higher education has been increased by more than 54 percent. At the same time, however, we have said to the academic establishment: "The student must have the first priority and the best possible use must be made of the taxpayer's dollar."

Now, administering the government of this state is not a one-man job. Four years ago you elected a team to come up here with me and we are still a team. This is a team operation.

One member of that team is our state treasurer -- Ivy Baker Priest. Ivy's wise investment of state funds during these three years has already earned enough to pay for the entire operation of the treasurer's office for the next 400 years. I hope you are as happy as I am that Ivy has already announced her candidacy for re-election.

Another member of the team -- State Controller Houston Flournoy -- has cleaned up the controller's office and put a stop to the political shenanigans involved in appointing inheritance tax appraisers. Under his direction, appraisers are now appointed on the basis of integrity and competency.

Hugh has not yet announced for re-election, but all of us are hoping that he will; I certainly do.

MORE....

Back in 1969, one of our original team -- Bob Finch -- accepted an appointment in Washington as a member of President Nixon's cabinet.

Under the Constitution, it fell to me to find and appoint his successor as Lieutenant Governor of California. It wasn't easy, knowing that I was choosing on behalf of all the people of this state. The search finally led to our California Congressional Delegation and from that fine group to one -- an outstanding young man from the 27th District.

He is here in the office with me now and I think he has something that he would like to say to you.

Former United States Congressman, and now Lieutenant Governor of California, Ed Reinecke.

* * *

REINECKE:

Thank you, Governor.

I am proud to be a part of your administration. Working with you this past year has been a tremendous experience.

I am a candidate for lieutenant governor, and I welcome the challenge of the seventies.

Has the time come in our history when we are growing too fast and getting too big to safeguard and improve the quality of living for every single Californian?

This is the challenge Governor Reagan has faced. The forward thinking leadership of the Reagan administration has done more than cope with our growing problems. It has at all times remained decisively ahead.

By innovative administrative procedures and creative legislative programs, we seek to prevent crises tomorrow by solving problems today.

MORE....

The accomplishments which have taken place in the Reagan years speak for themselves. But the job is not completed, and the real challenge is before us in the seventies. To continue this creative leadership and to remain decisively ahead, Governor Reagan needs a reaffirmation of your confidence and support.

* * *

GOVERNOR REAGAN:

Thank you, Ed.

Ed Reinecke has been doing a great job here in California, just as he did in Washington. He has my full and complete support.

Ed has mentioned the future, and the decade of the seventies.

The seventies can bring more than just a new set of numbers on the calendar; they can bring a whole new dimension to California.

Just about midway in the seventies, we will mark the 200th anniversary of the founding of this nation. If we can just recapture the spirit of those first American seventies -- the 1770's -- if we can make that spirit the spirit of the 1970's, there is no limit to the things we can do, no limit to the heights we can reach.

We are on the threshold of a great new era and together we can give new luster to the magic of California.

But the future is not a handout. It will take common sense, hard work, and a constant commitment to law and order and justice. It will take a guarantee of individual liberty and personal security to each and every man of good will, and the recognition that each man not only counts, but is accountable for his own actions.

It will come when government gets off your back and out of our way so that every man is free to fly as high and as wide as his drive and his talents and his vision can take him.

MORE....

And, it will come through a creative partnership which adds soul to science, God to gold, and quality to the purpose of life -- through human renewal as much or more than urban renewal.

The years ahead can be great ones and I would like to help as California leads the way to be a part of that effort with you.

I know that this will come as no great surprise to any of you. I am sure that no one is going to go rushing out to stop the presses. But I am a candidate for re-election, and I hope that you agree with what we've started here in Sacramento and what we're trying to do as citizen-politicians.

Speaking for my running mate, Ed Reinecke, the lieutenant governor, and for all the team, may I say that we'd be very proud to have your support and your vote.

#

OFFICE OF LIEUTENANT GOVERNOR
Sacramento, California 95814
Contact:
Chip Nielsen 916 445-9533
Tom Cole 213 620-2560

Governor Ronald Reagan, in implementing his choice of former Congressman Ed Reinecke as Lieutenant Governor of California, has increased to 29 the number of State programs and duties under the direction of the Lieutenant Governor, more responsibilities than any other Lieutenant Governor in the United States.

With years of experience in environmental programs while serving in the United States Congress, Reinecke was delegated authority, by Governor Reagan, in the environmental field for the State of California.

He serves as chairman of the Environmental Policy Committee. Also under his umbrella is the Environmental Quality Study Council, the Interagency Council on Ocean Resources, the State Office of Planning, and California Model Cities, among others.

During his Congressional experience, the Lieutenant Governor served on the House Committee on Interior and Insular Affairs and the House Committee on Merchant Marine and Fisheries. Reinecke became well known for his work in the general area of environment, particularly conservation of natural resources; air pollution control; and protection of domestic fishing industries.

In addition to his normal duties as California's Chief Executive Officer when the Governor is absent from the State, and as President of the State Senate, Reinecke is chairman of the California Bicentennial Celebration Commission, the Commission of the Californias, the Electronic Data Processing Policy Committee, the Governor's Task Force on Narcotics Enforcement, and the Governor's Flood Task Force.

Other areas to which he has been assigned and in which he serves the people of California, include membership on the Board of Regents of the University of

STATUTORY INTERESTS

The term "working Lieutenant Governor" begins with the area involving the statutory requirements of the office. Lieutenant Governor Ed Reinecke has moved, effectively, into this area with innovative suggestions and ideas which have found a wide acceptance.

Reinecke, who has a wealth of experience in the ocean resources area, is chairman of, and has direct control over, the Interagency Council for Ocean Resources.

He also serves as chairman of the California Bicentennial Celebration Commission and the Commission of the Californias.

Also falling under the statutory umbrella of his office are memberships on the University of California Board of Regents, the California State College Board of Trustees, the State Lands Commission, the Reciprocity Commission, and the California Disaster Council.

Work which he has accomplished through his chairmanship of the Commission of the Californias during 1969 include Bi-national Conference on Drug Abuse, called by Reinecke, and attended by representatives of Baja California, the Territory of Baja California Sur, and the State of California.

Following an exchange of information through the use of workshops in education, public health, law enforcement and substantive law, specific recommendations were made to the governments of the United States and Mexico for the suppression of the illicit drug traffic.

Along with these proposals, the Commission, and the Lieutenant Governor, continued efforts to obtain adequate staffing and inspection services for the international boundary in an attempt to reduce the inconvenience to legitimate travelers and interference with visitor travel which is of great economic value to California and Baja California.

California, Board of Trustees of the California State Colleges, Governor's Cabinet, State Lands Commission, State Reciprocity Commission, State Disaster Council, and the Commission on Interstate Cooperation.

Becoming "involved" in each of these program areas has resulted in the Commission of the Californias sponsored Bi-National Conference on Drug Abuse, held by California officials and representatives of Baja California in San Diego, in which the delegates sought solutions to problems in the field of narcotics; and the Coastal Shoreline Development Conference, held in Sacramento, seeking to implement action to prevent undesirable development of the coastal areas of the state which might inhibit the use of, or access to, coastal beaches.

The Lieutenant Governor also is vitally interested in the possibility, and feasibility, of construction of an undersea aqueduct to transport north state waters to the arid southern portion of the state. He also has urged a moratorium on the drilling of new oil wells in the Santa Barbara Channel area until the federal regulations governing such drilling are made as stringent as the requirements of the State of California.

Under an arrangement initiated and worked out by Lieutenant Governor Reinecke, speedier inspection of northbound vehicles was made possible by installing computer terminals at border inspection lanes. These were connected with the Department of Motor Vehicles computer system in Sacramento, where information on suspected vehicles is stored and now is available to border inspectors within a few seconds.

Appointment of additional special representatives to the Commission of the Californias, from the fields of industry, agriculture, commerce, finance, and education, helped to broaden the scope of the Commission.

Moving of the office from Los Angeles to San Diego permitted the bilingual staff to keep in constant communication with the two delegations from Mexico.

Moving to a second area of responsibility, particularly the Interagency Council for Ocean Resources (ICOR), chaired by Lieutenant Governor Reinecke, the priorities of the project under the California Comprehensive Ocean Area Plan requires a complete inventory of the ocean resources before a study of them can be formalized.

Facts to be considered include the point that California's 1200-mile coastline has attracted approximately 90 percent of the State's urban growth, creating serious conflicts in the zone of land-sea-air interface.

The steadily increasing interest and activity in developing the vast store of potential ocean resources each year reveal greater and more significant conflicts and possible irreversible modifications which must be acted on without delay.

Under the Lieutenant Governor's chairmanship, the California Interagency Council for Ocean Resources is engaged in preparing the Ocean Area Plan which will express the State's intentions for the orderly development and conservation of its coastal zone, for now and in the future.

Among the specific areas to be reviewed are: The effects of population growth and urbanization on the marine and coastal environment; land use in the coastal zone; the administration of tide and submerged lands; the conservation and utilization of the mineral and living resources of the marine environment; recreation; wastes management, water quality, and pollution control; water and power development,

including nuclear energy, transportation and trade in the coastal zone and on the high seas; research and education; weather, climate, and the monitoring of oceanographic conditions; social, economic, and legal matters relative to the conservation and utilization of ocean resources.

Recommendations declare that the plan should contain objectives to make it possible to guide the location of oil refineries, power generation installations, open space preserves, parks, commercial and recreational harbors and other facilities and land uses which are of statewide concern, and to guide all state programs which relate to the shoreline, including statelands granting and leasing, harbor facility loans, state park acquisitions, and other financial grants to localities.

Stressed throughout the recommendations was, "The public interest will be the primary consideration against which all uses must be measured."

Reinecke also is chairman of the Governor's Flood Task Force, a volunteer group. Through efforts expended in this area during a 1969 flood in Los Angeles County, four families who had lost their homes were granted temporary housing in homes which had been bought by the state to provide right-of-way for future freeway construction. The emergency rentals were made possible through the coordination efforts of the Task Force headed by Reinecke, the California Highway Commission, and the State Department of Public Works.

INTERGOVERNMENTAL INTERESTS

Leading off the list of governmental units which fall under the Intergovernmental Activity area of Lieutenant Governor Ed Reinecke's umbrella is the Office of Intergovernmental Management. Also included are the Model Cities Liaison Group, the Council of Intergovernmental Relations, the Environmental Quality Study Council, the Intergovernmental Board on Electronic Data Processing and the California Public Services Education, Training Advisory Council.

On October 31, 1969, Governor Reagan signed an executive order designating the Lieutenant Governor as chief executive officer for Intergovernmental Relations and creating the Office of Intergovernmental Management.

The Lieutenant Governor was directed to prepare recommendations to the Governor's Cabinet on issues relating to federal departmental regulation and administrative changes and federal legislation affecting the State of California; coordination of state agency recommendations and coordination of federal grants-in-aid.

In addition, OIM maintains liaison with individual cities and counties, local governmental associations and is the communications linkage for comments concerning State legislation affecting local government. OIM is to develop contact with the existing councils of local elected officials to seek a coordinated intergovernmental planning effort, insure maximum effective use of federal grant assistance, and provide a central point of information regarding both federal and state grant programs.

Finally, OIM is to provide staff coordination for several independent intergovernmental policy development councils including the Council on Intergovernmental Relations, the Environmental Quality Study Council, the Intergovernmental Board on Electronic Data Processing and the State's Model Cities Liaison Group.

illustrating the accomplishments and activities of OIM, the unit is now acting as the State Clearinghouse for the development of review and comment by the Governor on all federal grant assistance programs listed under the Bureau of the Budget A-95, a federal directive implementing the coordination and review of proposed projects under the Intergovernmental Cooperation Act of 1968 and the Demonstration Cities and Metropolitan Development Act of 1966.

OIM is assisting the Environmental Policy Committee effort to review legislation regarding the environment and setting goals and objectives for the quality of life in California.

Under the Lieutenant Governor, OIM also is encouraging direct information and program coordination between the State's nine councils of government, while providing daily liaison with the County Supervisor's Association and the League of California Cities.

In a second area, the Council on Intergovernmental Relations has provided a significant policy recommendation to the Governor regarding the stabilization of regional planning boundaries.

The Lieutenant Governor and the Model Cities Liaison Group are providing direct technical assistance to the State's 11 Model Cities while creating recommendations for administration and legislative change to improve the delivery of State services in Model Cities with a direct benefit to all of California.

Another of the important functions under the direction and responsibility of the Lieutenant Governor's Office is the State Environmental Quality Study Council, created by the 1968 Legislature because of the growing concern over the deterioration of the State's physical environment.

Reinecke, who holds a special interest in the environmental problems of the state, reviewed a progress report submitted by the Council on February 1, 1970, in which the Council had made an in-depth study of the State's environmental quality problems and made recommendations for legislative and administrative

actions to establish goals, policies, and criteria for programs to effectively protect, manage, and improve environmental quality on a long-range basis.

The Council established four committees within the Council to be concerned with Air Quality, Water Resources, Noise abatement, and Land Use. Public hearings and meetings of the committees and the full Council resulted in the initial report.

Numerous recommendations contained in the report were forwarded to the Lieutenant Governor and the Governor.

The Intergovernmental Board on Electronic Data Processing provides coordination in the development of intergovernmental information systems, goals, policies, and standardization affecting EDP resources.

Finally, OIM, utilizing the California Public Service Education and Training Advisory Council, is developing an intergovernmental public service manpower survey to locate manpower needs in the public sector for the 1970's.

PLANNING AND SYSTEMS INTERESTS

Many definite interest areas are contained in the Planning and Systems section of Lieutenant Governor Ed Reinecke's duties for the citizens of California. Included are the Office of Management Services, the State Office of Planning, the State Environmental Policy Committee, and the Governor's 1970 Summer Job Campaign for Youth.

In the latter program, with Reinecke designated as chairman by Governor Reagan, a blue ribbon committee of top business and industrial leaders are seeking to find employment for 450,000 young people during the coming summer season.

The success of the 1969 summer program, when 325,000 jobs were found for the youth of the state, has resulted in the expanded program and planning for the 1970 summer period. Joining with the Lieutenant Governor is Richmond H. Mallory, an Aerojet-General Corporation executive who will serve as the full-time executive director of the campaign.

Reinecke has pointed out that the California Summer Program for Youth will serve as a pilot program for other states in the United States. In addition to enlisting the assistance of business and industry, Reinecke has enrolled three top athletes on professional football teams in the fight to find jobs for youth and to interest the youth of the cities in filling the available jobs.

In the area in which the State Office of Planning is involved, some changes have been taking place, particularly in the organization and basic mission.

Originally established in 1956 as a channel for Department of Housing and Urban Development "701" funds to cities and counties, the program was changed in 1959 to add the responsibility for the preparation and maintenance of a State Development Plan which began in 1963 and was culminated with a published report in 1968.

Following the completion of that report, the large staff was reduced and its role is now defined as having advisory, catalytic, coordinative and monitoring

responsibilities and the pursuit of fundamental policy development studies and efforts in subject areas essential to the formulation of basic development policy.

Reflecting its new role, the State Office of Planning now receives policy direction from the Governor through the Lieutenant Governor. A new change will have it assist in and develop long-range goals for California's growth.

On January 6, 1970, the Governor established the State Environmental Policy Committee with Lieutenant Governor Reinecke as chairman and including the Secretaries of Resources, Business and Transportation, Human Relations, Agriculture and Services, and the Director of Finance as members.

Responsibilities of the new interagency committee is to coordinate the development of a long-range program of California's environmental goals, and the criteria for priorities; to catalog all state projects affecting the environment; monitor and coordinate such projects; eliminate duplication and conflict; and make recommendations on all state activities which affect quality.

The Office of Management Services, established in 1967, includes the State Electronic Data Processing Policy Committee which has statutory responsibility for the coordination and control of electronic data processing (EDP) in State government. Enhancement of achievement of program goals for units of State government through application of computing technology is the basic objective.

The Lieutenant Governor serves as chairman of the 19-member State EDP Policy Committee which is composed of elected Constitutional Officers, members of the Legislature, Agency Secretaries, the chairman of the Intergovernmental Board of EDP, private citizens, and the Directors of Finance and General Services.

Management Services' responsibilities include the development and implementation of EDP master plans, policies, standards and procedures. In addition, Management Services evaluates EDP operational effectiveness, serves as general advisory to the State on EDP policy and planning matters, works closely with the Intergovernmental Board on EDP in the development of statewide policies for

intergovernmental information exchange, conducts a centralized EDP training program, and maintains a centralized computerized simulation capability.

Management Services must certify that all expenditures for expansion, improvement and additions to EDP systems meet certain criteria set forth by the Legislature. In addition, Management Services must review and approve all EDP plans, systems design, applications, requests for proposal, vendor and consultant selections, purchase estimates, contracts, and budgets.

LIEUTENANT GOVERNOR'S RESPONSIBILITIES (29)

Statutory and Policy

President of State Senate
Governor's Cabinet
Regent, University of California
Trustee, California State Colleges
Chairman, Governor's Task Force on Narcotics Enforcement
Chairman, Commission of the Californias
Chairman, California Bicentennial Celebration Commission
California Disaster Council
Commission on Interstate Cooperation
Reciprocity Commission
State Lands Commission
Chairman, Interagency Council on Ocean Resources
Advisory Commission on Marine and Coastal Resources
Governor's Flood Task Force

Planning and Environment

Chairman, Environmental Policy Committee
State Office of Planning
Governor's 1970 Summer Job Campaign for Youth
Chairman, State Electronic Data Policy Committee
Office of Management Services
Intra-State Policy Advisory Committee, National Demonstration Program

Intergovernmental

Environmental Quality Study Council
Office of Intergovernmental Management
Council on Intergovernmental Relations
Intergovernmental Board on Electronic Data Processing
Model Cities Liaison Group
Model Cities Advisory Committee
California Public Service Education and Training Advisory Council
Intergovernmental Policy Advisory Committee
Intergovernmental Technical Advisory Committee

OFFICE OF THE LIEUTENANT GOVERNOR
Sacramento, California 95814
Contact:
Chip Nielsen 916 445-9533
Tom Cole 213 620-2560

Embargoed for Release
3:30 PM March 10, 1970
NO. 33

March 10, 1970

Lieutenant Governor Ed Reinecke today announced he will be a candidate for reelection to the post he has held since January 21, 1969.

The Lieutenant Governor joined with Governor Ronald Reagan in a prepared television statement in announcing their candidacy plans.

In his statement, Reinecke said, "I am proud to be a part of your (Reagan's) administration. Working with you this past year has been a tremendous experience.

"I am a candidate for Lieutenant Governor, and I welcome the challenge of the seventies.

"Has the time come in our history when we are growing too fast and getting too big to safeguard and improve the quality of living for every single Californian?

"This is the challenge Governor Reagan has faced. The forward thinking leadership of the Reagan Administration has done more than cope with our growing problems. It has at all times remained decisively ahead.

"By innovative administrative procedures and creative legislative programs, we seek to prevent crisis tomorrow by solving problems today.

"The accomplishments which have taken place in the Reagan years speak for themselves. But the job is not completed, and the real challenge is before us in the seventies."

Reinecke, who served in the United States Congress from November 3, 1964 through January, 1969, is a mechanical engineer. Governor Reagan, in stressing his confidence in his choice of Reinecke for the Lieutenant Governor post, has placed 29 separate responsibilities in the hands of Reinecke, more than any other Lieutenant Governor in the U.S.

GOVERNOR
REAGAN

NEWS BUREAU

ALAN J. MCCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

CAMPAIGN

SF #5

FOR RELEASE: PM's of
Wednesday, March 11

Appointments to top command positions in the organization that will direct his campaign for re-election were announced by Governor Ronald Reagan today.

Serving as co-chairmen at the head of the statewide organization will be Republican National Committeeman Thomas C. Reed of Ross and Holmes R. Tuttle, Los Angeles business executive and civic leader.

Justin W. Dart, long a leader in Los Angeles business, education and political affairs, was chosen as finance chairman of the Committee to Re-elect Governor Reagan.

Reagan said operations of his campaign for a second term as California's chief executive will be directed by Spencer-Roberts & Associates, the firm that performed the same role in 1966 when he was elected governor in his first bid for public office.

Reed served in the 1966 campaign as Northern California chairman and as appointments secretary during the formative period of the Reagan Administration. He worked in the Goldwater presidential campaign of 1964 and was a member of Governor Reagan's "favorite son" delegation to the GOP National Convention in 1968.

Reed is president of the Quaker Hill Development Corporation in San Rafael and once was a nuclear physicist assigned to the University of California Radiation Laboratory.

Tuttle, president of Holmes Tuttle Enterprises, heads the Southern California automobile firm that bears his name. He is a member of the Founding Friends of Harvey Mudd College, the University of Southern California Association and the Marlborough School Foundation.

He served on the California delegation to the 1964 and 1968 Republican conventions and was a leader in financial committee activities in the Eisenhower, Nixon and Goldwater presidential campaigns and

MORE

CAMPAIGN -- 2

most other major GOP campaigns in recent years. He was one of Governor Reagan's early and leading supporters.

Dart, who gained national prominence as board chairman and president of the Rexall Chemical and Drug Company also served as chairman of the University of Southern California board of trustees and a director of the Los Angeles County Museum of Art.

He was a member of the 1968 California GOP National Convention delegation and, in 1966, was chairman of the United Republican Finance Committee.

Spencer-Roberts, in its 10 years, has directed or consulted in nearly 100 campaigns, most of which were successful. The firm, which headquarters in Los Angeles and has offices in San Francisco, has guided the Republican "Cal-Plan" efforts which succeeded in giving the GOP majorities in both the State Senate and Assembly.

The company, headed by Stuart K. Spencer and William E. Roberts, also has been involved in political campaigns in six other states.

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3/10/70

**Committee to Re-Elect
GOVERNOR
REAGAN**

NEWS BUREAU

JANET J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Str.
San Francisco, CA 941
(415) 434-4400

SF # 6

JAN McCoy

FOR RELEASE: PM's of
Wednesday, March 11

Janet J. McCoy, Deputy Director for Tourism of the State Department of Commerce, has taken a leave-of-absence from her state post, it was announced today.

Mrs. McCoy has been named assistant director of the Committee to Re-elect Governor Reagan News Bureau and will be based in the campaign's Southern California headquarters.

Before she was appointed to head California's Office of Tourism, she served in the press section operations of Governor Ronald Reagan's 1966 campaign, the 1964 presidential primary race of New York Governor Nelson A. Rockefeller and President Richard M. Nixon's gubernatorial campaign in 1962. She began her political campaigning experience as a Republican handling public relations for the Democrats-for-Ike organization in Texas in 1952.

She worked on the Detroit News and did extensive radio and television work throughout the country for a national advertising agency. She was one of the first contingent of 420 WAC's sworn in during World War II and held a commission of First Lieutenant.

She and her husband -- William B. McCoy, retired Lockheed Missiles Division executive -- have two married daughters and live in Palo Alto. Mrs. McCoy is a member of numerous travel and professional organizations and, upon taking leave from her state post, resigned as chairman of the U. S. Department of Interior Legislative Relations Committee.

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3/10/70

GOVERNOR REAGAN

NEWS BUREAU

JANE J. McCOY, Assistant Director
250 17th Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

SF #7

F Y I

REAGAN CAMPAIGN NEWS BUREAU STAFF:

Director: Jack S. McDowell. He will base in the San Francisco headquarters but spend much of his time in the Los Angeles office.

Home Phone: (415) 322-6179

Assistant Director (North): Terry Eagan, who came to the campaign from his post as Editorial Page Editor of The Sacramento Union.

Home Phone: (415) 775-7800 (SF Press Club)

Secretary, Northern News Bureau: Cheryl Bain.

SPECIAL PRESS LINES: (415) 434-4457

GENERAL HQ LINES: (415) 433-7520

Assistant Director (South): Jan McCoy.

(She'll advise you of her home phone as soon as she finds a place to install one!)

Secretary, Southern News Bureau: To be announced.

SPECIAL PRESS LINES: (213) 461-4766

GENERAL HQ LINES: (213) 462-7141

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We're there to help you and we have direct lines between the Northern and Southern News Bureaus to expedite action on your queries.

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3/10/70

GOVERNOR
REAGAN

NEWS BUREAU

McCoy, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

SF #8

FOR RELEASE: PM's of
Thursday, March 12, 1970

Paul R. Haerle, San Francisco attorney, and Jaquelin H. Hume, San Francisco businessman, have been appointed Northern California campaign chairman and Northern California finance chairman respectively for Governor Ronald Reagan's 1970 gubernatorial campaign, Governor Reagan announced today.

Haerle, of San Rafael, Marin County, is a partner in the law firm of Thelin, Marrin, Johnson and Bridges of San Francisco and served as Governor Reagan's appointments secretary from April, 1967 until February, 1969.

A 1956 graduate of the University of Michigan Law School following undergraduate work at Yale University, Haerle was Governor Reagan's Marin County chairman in 1966.

Hume, founder and president of Basic Vegetable Products, Inc., of San Francisco, is chief of protocol for Governor Reagan in Northern California.

A graduate of Princeton University and Harvard Business School, Hume was Governor Reagan's Northern California finance co-chairman in the 1966 campaign. He served as finance chairman for Barry Goldwater's 1964 presidential campaign and in a similar capacity for the Nixon-Agnew ticket in 1968.

Hume is a member of the Mayor's Asian Art Committee of San Francisco and is a past president of the San Francisco Museum of Art.

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3/11/70

Committee to Re-Elect
GOVERNOR
REAGAN

NEWS BUREAU

J. McCoy, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

FOR RELEASE: PM's of

Thursday, March 12

OFFICIALS -- SOUTH

SF # 9

Governor Ronald Reagan today announced appointment of two prominent Southern Californians to key positions in his re-election campaign organization for the Southland.

David L. James of Anaheim will serve as campaign chairman and Edward Mills of Laguna Beach as finance chairman of the Southern California division of the Committee to Re-elect Governor Reagan.

The Governor chose the opening rally at the southern headquarters at 1250 North Western Avenue to make the announcement.

James, a partner in Arthur Young & Company, a national firm of certified public accountants, came to California in 1959 with a business administration degree from Ohio State University.

He is an executive board member of the California State Republican Central Committee and past chairman of the Orange County GOP Central Committee, which he still serves as treasurer.

He is a member of the Chapman College President's Advisory Board and former Orange County Chamber of Commerce president.

James played active roles in the 1964 campaigns of Senator George Murphy and Barry Goldwater and the 1966 election of Governor Reagan.

Mills, vice president of Holmes Tuttle Enterprises, Los Angeles, is a former treasurer and finance chairman of the Republican State Central Committee.

He is a business administration graduate of University of Southern California and was an organizer of the Friends of Ronald Reagan organization. He has long been active in GOP finance activities and was prominently identified in the Eisenhower, Nixon, Goldwater, Murphy and Kuchel campaigns.

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3/11/70

Committee to Re-Elect
**GOVERNOR
REAGAN**

NEWS BUREAU

JACK J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 9410
(415) 434-4451

SF #10

SCHEDULE

GOVERNOR RONALD REAGAN TOUR

March 11-14, 1970

Wednesday, 11 March 1970

8:45 AM	Baggage of travelling party must be in Hotel el Mirador lobby.
9:00 AM	Bus departs el Mirador with staff and press for Sacramento Metropolitan Airport.
9:40 AM	Chartered PSA Jet takes off for Ontario International Airport.
10:45 AM	Land at Ontario.
11:00 AM	Press conference in Director's Room, Ontario Airport. Phones available.
12:10 PM	Reception and luncheon. Regina Winery Restaurant, Etiwanda. Speech by Governor Reagan. Facilities and time provided for writing and filing.
2:30 PM	University of California-Riverside for Governor's inspection of air pollution research laboratories. Viewing of State of California automobiles converted to natural gas fuel systems.
3:30 PM	Depart UC-Riverside for Holiday Inn, 666 Fairway Drive, San Bernardino. Press work room available.
6:00 PM	Depart Holiday Inn for reception at National Orange Show. Remarks by Governor Reagan.
7:15 PM	Governor and Mrs. Reagan travel by automobile to residence, Pacific Palisades. Press and staff depart at convenient time for overnight at Biltmore Hotel, Los Angeles.

Thursday, 12 March 1970

8:45 AM Baggage at Grand Street entrance of Biltmore.

9:15 AM Bus departs for Registrar's office.

9:55 AM Governor takes out nomination papers, Office of Registrar of Voters Ray E. Lee, 808 North Spring St.

10:00 AM Press Conference, county building, 808 North Spring Street. Phones available.

10:50 AM Depart from county building.

11:00 AM Governor Reagan headquarters opening rally, 1250 North Western Avenue. Remarks by the Governor. Phones available on PT&T trailer in parking lot.

11:45 AM Bus departs for Beverly Hilton Hotel.

12:00 NOON Remarks by Governor Reagan to USO luncheon at Beverly Hilton. Press room available.

1:50 PM Bus departs for Los Angeles International Airport.

3:00 PM Chartered PSA Jet takes off for San Francisco.

3:45 PM Arrive San Francisco International Airport, Gate 34.
(NOTE: Mrs. Nancy Reagan will fly to San Francisco aboard PSA #521, taking off and landing at approximately the same times as the charter flight.)

4:00 PM Bus departs for San Francisco Hilton Hotel. Press room available at hotel.

6:30 PM Reception, Hilton Hotel.

7:30 PM San Francisco Finance Dinner. Address by Governor Reagan.

Overnight: Hilton Hotel.

Friday, 13 March 1970

10:00 AM Governor's private meeting with publisher and editors of San Francisco Examiner, Examiner Building.

10:30 AM Four party baggage in Hilton lobby.

MORE....

Friday, 13 March 1970 -- continued

10:50 AM Governor's private meeting with publisher and editors of San Francisco Chronicle, Chronicle Bldg.

11:15 AM Bus departs Hilton for SF Examiner, 110 Fifth St.

11:40 AM Governor Reagan joins Press & Tour Party for bus trip to San Jose. Box lunches en route.

1:25 PM Governor Reagan Press availability, Hyatt House, San Jose. Press room at Hyatt House.

2:30 PM Governor dedicates new Police Building, City of San Jose. Also attending: Mayor Ronald James; Vice-Mayor Norman Menato; City Manager Tom Fletcher; Chief of Police and Staff; Police Commission, City Council. North First St., Civic Center Complex. Following dedication of Police Building, Press & Tour Party return to Hyatt House, San Jose. Governor Reagan proceeds to private meeting.

3:50 PM Governor's private meeting with publisher and editors of San Jose Mercury and News, at Mercury and News Building.

8:00-10:00 PM Governor Reagan addresses San Jose Metropolitan Association at Hyatt House. (Black tie affair. Travelling party will be welcome in business suits.)

10:15 PM Bus departs Hyatt House for San Jose Airport. Plane to Sacramento. Bus continues to San Francisco Airport and to the Hilton Hotel, San Francisco.

Overnight: Hotel el Mirador, Sacramento.

Saturday, 14 March 1970

? :00 PM Departure from Sacramento for Tulare (possibly Visalia Airport).

6:45 PM Governor Reagan Press availability. Office, Tulare County Fairgrounds.

7:05-8:45 PM Tulare Finance Dinner. Western attire optional. Address by Governor.

9:15-10:00 PM Depart, by air for Sacramento

GOVERNOR REAGAN

NEWS BUREAU

JACK J. MCCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 9410
(415) 434-445

SAN FRANCISCO

SF 4/2

FOR RELEASE: TO AM's of
March 13, 1970

The following is excerpted from Governor Ronald Reagan's address to the San Francisco "Salute to Governor Reagan" dinner at the Hilton Hotel on Thursday evening.

The Governor speaks from notes, hence this is not guaranteed as a verbatim text. However, he stands behind all material contained in this as a public statement by him.

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A few months ago I got a strange feeling there might be an election in the offing. It was quite a surprise because it seemed like we'd just had one. But then, the days are shorter in Sacramento, and things do sneak up on you.

What caused all this was the loud scream that greeted my reference to environment in this year's State of the State message. Those fellows who'd been in charge of things for the eight years prior to 1967 said I was a Johnny-come-lately -- that environment was their bag.

I apologize!

What with trying to find the Eel River and pick out that one Redwood tree I wanted to save, I wasn't aware that California's air had been preserved in wine-like purity until 1967, or that every stream and rivulet was crystal clear -- with even San Francisco Bay untouched by sewage, and that somehow trash and garbage had never cluttered California's meadow lands prior to my inauguration.

Having discovered all this, you must admit we've been pretty downright about offering to clean it up!

Seriously, I want to talk to you about what we have accomplished, what we are trying to do, and how we are trying to maintain the proper

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balance between those extremes which, on the one hand, say "no more roads, no more factories, no more cars, no more people" and those on the other hand who would justify everything and anything in the name of progress. We will try extremely hard to avoid those extremes.

Progress for our people and preservation of our environment are compatible goals: it is the refusal to work together for the proper balance that is incompatible with the needs and the hopes of California.

The protection of our environment is mandastory if we are to preserve the magic of California.

There is no comfort in an affluent society, if the air is too foul to breathe and the water too polluted to drink and the land congested and cluttered with the debris of environmental neglect.

One of the most pressing of our environmental problems is air pollution.

In 1968, based on work we had done in 1967, we established the Air Resources Board and gave it broed new powers to develop and enforce air pollution controls.

Among the top people on the board are two of the world's foremost scientists in that field: Dr. Libby of UCLA and Dr. Haegen-Smit of Cal Tech. And, they have an outstanding technical advisory committee and a top-flight staff.

Together they came up with regulations so tough we had to get waivers from the much weaker federal laws. You'll recall George Murphy led the fight for those waivers in the Senate and Lt. Governor Ed Reinecke -- then a Congressman from Los Angeles -- led the fight in the House of Representatives and today California has the toughest air pollution control laws in the nation.

And, they are getting tougher every year. By 1975, these regulations will have reduced smog causing exhaust to 75 percent below the present level even if there are no technological breakthroughs, and

Just last week, we called together the heads of the major automobile manufacturers and petroleum refiners, and discussed for two days the advisability of getting the lead out -- of gas. It was the first time such a meeting had been held and from it we expect, by 1971, new engines which will run on lead-free gasoline, and this will help reduce the pollution from automobile exhausts.

This type of productive inter-action between government and the private sector is further substantiation of our faith in the dynamics of the free, competitive enterprise system as preferable to the stultifying hand of government bureaucracies.

This year, an Omnibus Clean Air package was introduced to the legislature; the most comprehensive, most far-reaching legislation ever proposed in any state or any nation.

It not only calls for tougher pollution controls, it calls for the teeth to enforce them -- so that you and your children can be protected from the menace of air pollution.

The law covers both vehicular and stationary sources of air pollution -- ranging from vehicles to smoke stacks, to open burning and the future location and types of fuel for power plants.

The 1970-71 budget includes more than \$1 million from our highway fund to finance accelerated research in a new Motor Vehicle Pollution Lab.

We have suggested the sale of personalized license plates with the proceeds going into a special, earmarked, fund for environmental protection. If just two percent of the owners of registered motor vehicles would purchase these plates, it would mean almost \$4 million in just the first year. That money would be used to fight pollution; and the plates would be a symbol that the owner of the vehicle cares enough to help in our effort to clean the air.

At the same time that we have been waging the war against air pollution, we have been moving against pollution of our waters.

We supported and signed into law the first complete revision of this state's water quality control laws in 20 years. These regulations have been hailed as the strongest state water pollution control in the nation's history; they established fines of up to \$6,000 per day for violators and require them to pay for cleaning up the pollution they cause. There will be no exceptions.

Last week, our Water Resources Control Board reported that several of our own state institutions are in violation of the regulations. We are taking steps to correct this -- what you cannot do, we certainly will not allow government to do. We will back the Board all the way in this fight to clean up the waters of this state.

Our opponents probably would have you believe it was an optical illusion last year when we called for passage of a bill to make permanent the BADC (Bay Area Conservation and Development Commission).

There need be no conflict between business and government on the necessity for anti-pollution action. In fact, some companies are way ahead of government in this field.

Kimberly-Clark paper Company in Anderson -- up near Redding -- has spent several million dollars to prevent water pollution; Dow Chemical and Standard Oil are doing the same here in the Bay area.

Kaiser Steel established a modern water recirculation system at its Fontana plant (to reclaim waste waters) and found it was good business.

Lever Brothers did the same, and both Reynolds aluminum and Adolph Coors Company are paying cash for returned aluminum cans that might otherwise litter our landscape.

I am convinced that a large part of the answer to pollution will come when we find ways to make use of what we now throw away, technology can find answers more sensible than returning to the ox cart and the spinning wheel.

With Nevada, we have established a bi-state compact to protect Lake Tahoe. And, at our seashore, we are working with the federal government to secure more of the beaches now under their control so that these will be available to the people of California.

Since 1967, we have added 25,000 acres to our state park system and we are now developing a 20-year master plan so that in the not-too-distant future, every Californian will be within easy driving distance of a major park. Included in this system will be underwater parks so that we can enjoy the wonders of marine life. This, of course, must seem like a radical departure because some had me red hot to sell the parks we had.

A new computerized reservation system for our parks has been instituted. Citizens who want to vacation in our state camping areas should be able to reserve space the same as they would in a resort hotel. The federal government is thinking of using our system which now makes it possible for you to make reservations in department stores or banks. We are speeding our entire park development by working with the private sector to open up great new public recreational areas, without adding to your tax burden or your bonded indebtedness by encouraging investment by private resort operators.

Very early in our administration, we made significant changes in the way we route and build our highways. The shortest distance between two points is no longer the sole criteria. Now, we have a joint Resources-Highway Council which works to protect the environment of the area where we are planning new freeways. Trees and parks take precedence over bulldozers and asphalt. The National Transportation

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Agency has just made nine awards for beauty in highway construction -- California won five of the nine firsts and an honorable mention. We led the nation in starting to require the phasing out of DDT and DDD and in enacting tighter regulations on all potentially harmful pesticides. The use of those pesticides will be reduced by more than 50 percent this year. And last year, we pioneered a program to control exhaust emissions and pollution from jet aircraft and regulations to control noise pollution.

Last week when I met with the Santa Barbara Supervisors about the disturbance there, I was careful not to say I was there to pour oil on the troubled waters.

Long before last year's oil spill -- on federal tidelands six miles off shore -- we were pressing the previous administration in Washington to adopt our strict state drilling standards. There has never been a major oil blowout on state-inspected tidelands and there is little question that if these state standards had been applied by the federal government, the 1969 spill would not have occurred.

We also asked the federal government to set aside a certain portion of the revenue from those wells in a special fund to pay for clean up costs, if such spills did occur.

Since the change-over in Washington, there has been a certain improvement in telephonic communication.

Interior Secretary, Wally Hickel, has adopted regulations similar to ours and we are working with him to establish additional regulations to protect the beauty, the health and the safety of the people and property in those areas.

In 1968, we established a Solid Waste Disposal Task Force to find new answers to this problem. Just finding another place to bury it is no solution. We must find ways to "recycle" what we now discard-- to use our waste material for productive purposes. Japan is already processing solid waste materials into building blocks. One firm in our state is experimenting with a new non-burning, sonic process to
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convert waste products into dehydrated animal feed. Another experiment reduces rubbish to one percent its volume and the residue can be used in paving.

Today, it costs us more than one-half billion dollars a year to dispose of the more than 1,800 pounds of rubbish each of us leaves behind. It's entirely possible that this one-half billion dollar liability could become a profitable resource.

With all these startling statistics and grim consequences of pollution, it is very easy to be angry at some mysterious "they". "They" force us to buy cars -- "they" insist on putting gas in the tank so the car will run and the worst "they" of all throws wadded Kleenex, candy wrappers and beer cans out the car window.

But, there is no "they". As Pogo in the comic strip says, "We have met the enemy and they is us".

Government can do just so much with laws and regulations. Industry can do so much -- with technology and new anti-pollution devices. The rest is up to us.

If the air is to be cleaner, the water purer, and the land less congested, each one of us must take the full, personal responsibility to stop fouling our own particular nest.

Several weeks ago, we spent one of our cabinet sessions dealing with the transportation problems of one of our major metropolitan areas. We debated the pros and cons of mass rapid transit systems and highway travel. We talked of exotic modes of transportation ... of giant helicopters that carry pods of people into the downtown area and underground vacuum tubes to whiz people along at fantastic speeds.

It is possible that we are dealing with symptoms rather than causes; that the solutions we proposed in that session might be outdated by the time construction has been completed? If people continue to crowd into the already over-crowded areas until they push out at the fringes and upward into high rise multi-purpose centers, will the problems of congestion and pollution, costly government and the resultant tensions, frustrations and crime be aggravated because we found a better way to move people into the middle.

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There are those who see-- within the next 50 years -- a huge megalopolis stretching from San Francisco south to San Diego ... a strip of people and places welded into one long, horizontal anthill along the shores of the Pacific. I cannot believe this has to be.

California is a state of infinite variety and beauty.

Fly south from here -- over the floor of the great valley, or along the foothills of the Sierras or the coastal range on either side of the valley. Fly north past Sacramento to Redding and Red Bluff and see the miles upon miles of almost virgin land ready for living. Can we find the way to create New Towns, communities planned free of congestion and pollution, with air to breathe and room to run and modern, smokeless factories surrounded by fields and forests.

Today, in California, some 85 percent of our total population lives on about three or four percent of our land mass.

With our technological skills, with modern transportation modes, with the creative genius of the engineer and builder and craftsman ... and with a government that will get out of the way and let the dynamic energies of a free, competitive enterprise operate, can't we dream of a brand new, tremendous tomorrow?

If we are Johnny-come-lately -- we still asked more than two years ago -- "what kind of a California do we want for the future -- in the next ten or twenty years? What kind of a place do we want for ourselves, for our children -- for succeeding generations? What kind of schools? What kind of jobs? What kind of cities and parks and highways? What kind of government?

We are the most imaginative, the most unfettered state, in the union. We can have the kind of California we want if we want it enough and we don't have to wait for someone to wave a wand.

There is no magical formula. No short cut. Just hard work, common sense, and the cooperative know-how of a Creative Society. If you don't believe it can be done, look at what has been accomplished already. We tear down more than most people have built.

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GOVERNOR REAGAN

NEWS BUREAU

J. T. J. McCOY, Assistant Director
125 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94111
(415) 434-4444

SAN JOSE

FOR RELEASE A.M.s March 14

SF #13

The following is excerpted from Governor Ronald Reagan's address to the San Jose Metropolitan Association dinner at the Hyatt House on Friday evening.

The Governor speaks from notes, hence this is not guaranteed as a verbatim text. However, he stands behind all material contained in this as a public statement by him.

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I have been given to understand that this is an election year. The politicians tell me that a basic rule of the game is not to try to push through a tax reform bill at such a time; you wait until just after an election so that there is plenty of time to smooth the feathers on the goose that lays the taxable eggs.

And I guess that is what the politicians would do, but I still consider myself a citizen on temporary duty in Sacramento, and like most citizens, I want tax reform this year.

California hasn't had any real tax reform since 1933. We've had add-ons and put-offs, patches on the patch-work and band aids on the sore spots --- but no substantial tax reform. And over the years a tremendous imbalance has built up until an unconceivable burden is imposed on the homeowner. I've been wrestling with tax reform for three years; we've had three special task forces make proposals and last year we tried to get some tax reform legislation. This year -- with a more favorable climate in the legislature -- we have introduced the

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first real tax reform in 36 years.

Our tax reform program is neither a tax decrease nor an increase. It is redistribution in an effort to achieve a fairer sharing of the burden. At the same time, however, under the plan we've submitted about two-thirds of all California taxpayers will pay less overall taxes to state and local government if it passes.

I can guarantee you there will be no overall state tax increase. In the past three years, we've been cutting taxes by rebating to the people monies accumulated largely through our economies. Direct rebates to property taxpayers has totalled \$633 million; and, indirect relief -- paying for services that would otherwise have been charged against your property tax -- amounts to \$651 million. I know you say but taxes have gone up and that is true but they would have gone up a lot more without the rebates. And, because of savings and increased revenues which were due to an expanded, and inflated, economy, we were able to put \$86 million into a little kitty for income tax rebates -- and come April 15, you'll take a 10 percent rebate on your state income tax up to a ceiling of \$100 per individual - \$200 per couple.

Those things are already done. They are over and above the provisions of the tax reform program now before the legislature.

Frankly, we were a little surprised to learn that 35 percent of all homeowners would in our tax reform plan get an overall tax reduction not just a shift. But most important is the fact that, in addition to reductions now being provided by the \$750 homeowner

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exemption, which this year, provides \$213 million in homeowner tax relief there will be a reduction in the tax on homes ranging from about 25% to as much as 40%.

The amount of relief would vary by area. Here in Santa Clara County, the average property tax rate for all government is about \$10.38 per \$100 assessed valuation. Under our tax reform, this rate would drop to about \$7.53 -- a cut of 28 percent. A home with a market value of \$20,000 under the current Santa Clara County average rate now has a property tax of about \$400 a year. We would reduce that to around about \$100 or more to something under \$300.

It would do little good -- and would provide only temporary relief -- if the property tax reduction through the state's tax reform was gobbled up by a matching increase in other property taxes at the local level. For the first time we have presented a program that would keep the property tax rates under control by putting a spending limit on the counties and school districts.

School district expenditures would be adjusted annually on the basis of average daily attendance and the rise in the cost of living (inflation). General county expenditures would be adjusted annually by population and cost-of-living factors. Above those levels, the spending ceiling could be increased only by a vote of the people.

Admittedly, this seems to be an infringement on the autonomy of County officials. In fact, one supervisor, in another county far to the South of here took a cut at me recently which was much sharper than I've ever seen him use on county expenditures. But this lid

(on expenditures) is essential if we are to guarantee that funds set aside for property tax relief are actually used to reduce homeowner taxes. And certainly it is less an imposition than a state mandated tax rate ceiling. We gave the final power to the people -- and aren't they after all the ultimate source of the government power?

For every renter who files an income tax return, the reform program would mean a \$50 credit against those taxes. If this state income tax is less than \$50, the entire tax would be forgiven. This would be in addition to the double standard deduction for renters provided in 1968.

The program will also help the counties get a handle on the rising cost of welfare -- and at the same time, provide some relief on that part of the property tax that goes to pay the costs of those programs. Under our plan, the counties would pay 100 percent of the first 25-cents per \$100 assessed valuation as their local share of these categorical aid programs. After that, the state would pay 70 percent and the counties 30 percent. In the first year alone this should save the counties about \$160 million.

This, along with a shift in Medi-Cal financing, would not only provide additional property tax relief for all counties, it should produce approximately \$20 million in administrative savings.

I have never felt that it was a proper function of taxation to stimulate the warehouse business in neighboring states. We have already reduced the business inventory tax by 30 percent and now, under our

1970 tax reform program, we are calling for a permanent reduction of that discriminatory business inventory tax to 50 percent. For years, this tax has been putting California business at a disadvantage. It has worked a special hardship on the smaller businessman. This inventory tax relief should be a powerful stimulus for the economy and help to provide jobs for the thousands and thousands of Californians who will be seeking jobs in the future.

We would also move to help preserve California's rapidly disappearing open spaces by mandating the use-assessment provisions of the so-called Williamson Act. This would greatly reduce the pressure on owners of agricultural lands -- such as the fine orchards in this county -- and other open space lands -- who now feel compelled to sell their property because of increasing tax assessments. The state would pay counties and school districts \$1.50 per acre for agricultural land and 50-cents per acre for other open space land eligible for special tax reduction under our program.

Another important feature of our tax reform program is the special school equalization program. This will produce additional funds for about 80 percent of the school districts. It will take the first \$2.05 in the existing school tax and place it equally behind all the school children in California. This is not a new tax; it is a re-direction of existing revenues into an equal education opportunity program for all of our children. It is a reform that has long been called for and long in coming. It is an opportunity to break school

financing away from reliance on the property tax. It would give the schools a better financing base and the property taxpayer needed relief.

Now to pay for these tax cuts, we have proposed some tax shifts which will make the tax system more equitable and more elastic -- so that it will be more responsive to the changes in our economy:

- an increase of one cent in the state sales tax
- a new rate bracket on the personal income tax for those filing joint returns of \$32,000 taxable income or more
- an equitable adjustment in capital gains taxes which would take inflation into consideration
- limiting the depletion allowance on the oil and gas industry
- an increase of one-half of one percent on the bank and corporation tax, and
- a minimum income tax to close the loopholes on those at higher income levels who now pay no income tax at all.

I'm sure that many of you are waiting for me to mention that other feature of the tax reform program. That sound you may have heard several weeks ago was not an earthquake, it was the concrete breaking away from my feet.

I am still philosophically opposed to withholding -- as I've always been. I think it was extremely unfortunate that it ever got started in this country.

My situation is just about the same as that of General Armstrong Custer at the battle of the Little Big Horn when he uttered those immortal words, "Take no prisoners". I could say that the public

opinion polls show that the majority who, last year, opposed withholding have become a minority and that I was bowing to the will of the people; but, to use that as a justification for my decision would just be rationalizing.

The cold, hard truth is that the fiscal facts of life forced me to give in and actually the decision was independent of tax reform.

Very simply, expenditures for the first nine months of our fiscal year from July through March -- are much greater than available revenue because most of the personal income tax is not received until April. And, as the state relies more and more on the income tax as a source of revenue, there is a greater and greater cash-gap -- a cash flow shortage -- especially during the months of January through April. During this period, the state has to borrow money to keep up with the bills. I know you as businessmen understand "cash flow". We looked a few years ahead and discovered that our borrowing -- which must be by law from other state funds would in years be beyond the amount available to us for this purpose. The alternative is tax warrants-- and that is fiscal irresponsibility. I had no choice.

Inflation has had another effect on our cash flow shortage. The State has a six percent penalty for not paying income taxes on time; over the years, this has had enough of a sting to cause most taxpayers to get their payments in on time. But with interest rates going up, the sting is largely gone.

Last year, some 399,000 taxpayers did not pay the full amount of their state income taxes when they filed their return, and another

54,000 sent in their returns without any payment. About \$60 million which wasn't sent in when it was due and payable, and that helped aggravate our cash flow problems.

As for the tax reform program a 10 percent income tax increase, across the board, would give us the revenue needed from the income tax to help make up for the reductions in your property tax -- but it would do nothing to even out the State's monthly income and solve the cash flow problem. Withholding by coincidence produces the equivalent of a 10% increase without changing the rate and solves our cash flow problem at the same time.

Now if and when withholding goes into effect -- in that first year there will be a one-time "windfall" of about \$450 million. That entire windfall will be returned to the taxpayers. In April of 1971, each taxpayer will deduct something like 35 to 50 percent of his income tax as his share of the windfall.

There are several important differences between my reluctant endorsement of withholding and the eager calculations of those who have drooled over the prospects of withholding in past years.

They would have kept the windfall monies and used it to increase state spending. This would have been a back-door tax increase. We have committed ourselves to returning that windfall to you -- and that, in effect, is a tax rebate.

The other difference is that instead of making it easier to slip a tax increase over to the citizen, we are asking for a change in the law to require a two-thirds majority vote in the legislature on any

future state tax increases. This would protect the taxpayer from any subtle tax increase once withholding was in effect. As the California Journal observed: "If the Governor is successful in obtaining a two-thirds vote requirement for income tax increases, he will have erected a very strong barrier against the further growth of state expenditures".

And that, like the man said, is just what I had in mind.

This tax reform is all rather complicated and I've gone into a lot of detail. But, it's your taxes and your money we're talking about and it's your interest and your support that is needed if we are going to have tax reform. And, since all taxes -- federal, state and local, direct and hidden -- are taking close to 40-cents out of every dollar earned by the average American, and when he has to work almost five months out of the year just to pay those taxes -- the details of taxation may be dreary but they are also darned important.

Another tax program has been proposed, and will be on the June ballot as Proposition Eight. It is a snare and a delusion and a billion dollar fraud.

If enacted, it would mean a \$1.13 billion tax increase -- with virtually guaranteed annual tax increases thereafter. The source of these new taxes is not stipulated -- except that they be "non property" taxes. Well, that could mean doubling your income tax -- or it could mean an increase in your sales tax from six to ten cents.

It contains absolutely no guarantee of property tax relief -- as our reform program does -- no guarantee at all that if those taxes are reduced at the state level that other expenses won't move in to take up the slack.

The proponents of this measure claim that there is a State surplus of \$537 million. I wish they'd come up here and show me where it is. All but \$28 million has already been claimed for spending and that \$28 million has spenders with ideas for using \$128 million -- if we let them, but we won't.

This tax fraud proposal would shift 90 percent of the welfare costs to the State, and require the State to match local school costs on a 50-50 basis. The 1,144 local school boards throughout the State would figure out what they wanted, add it up and hand the State a bill for half of it -- without any control of the Legislature, without any way to hold the line.

The measure would make the rich school districts richer and it would do very little for the poorer districts. It would freeze into the State Constitution some 44 ways the local school boards can bypass the maximum tax rate and it just about hands welfare an unlimited Diner's Club card with the taxpayer footing the bill.

This measure is not tax relief or tax reform by any definition; it is a guarantee that the spenders can determine their needs and then hand the bill to you. It is an attempt to bypass the local voters and force upon them a burden which many of them have already turned down in local elections.

GOVERNOR
REAGAN

NEWS BUREAU

JAMES J. McCOY, Assistant Director
11 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94
(415) 434-4

TULARE

SF #14

FOR RELEASE TO:
AM's March 15, 1970

The following is excerpted from Governor Ronald Reagan's address at the Tulare Finance Dinner at the Tulare County Fairgrounds on Saturday evening.

The Governor speaks from notes, hence this is not guaranteed as a verbatim text. However, he stands behind all material contained in this as a public statement by him.

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In this age of electronics and computer wizardry and flights to the moon, it is somehow very comforting to remember that agriculture is still the backbone of California's economy. Directly and indirectly, California's agri-business contributes more than \$16 billion a year to our gross state product. Much of this money goes into the creation and maintenance of hundreds of thousands of jobs -- city jobs as well as farm jobs.

I can assure you our administration is aware of the importance and recognizes the fact that agriculture is California's basic industry. I recall saying in the 1966 campaign that the voice of agriculture was not being heard in Sacramento. Well, Earl Coke, our Secretary of Agriculture and Services, and Jerry Fielder, director of the Department of Agriculture, have given agriculture a loud, clear voice in the Capitol for these three years.

Everything we do in the administration has an impact on the farmer and his business. It is vital, for example, that the construction of the state water plan be kept on schedule. Many forget that most of the water developed under that plan would be used here in the Valley; in terms of gross acre feet, only a small portion goes to Los Angeles and Southern California.

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Incidentally, we were pleased to see the federal government get the Auburn-Folsom south project started. This project is essential to the economy here in the east side of the Valley.

Every Californian has a major stake in the continued success of agriculture. Therefore every Californian should be concerned about the severe cost/price squeeze in which our farmers are caught. On an average, the farmer is realizing about a three percent return on value of capital invested. An increasing number of smaller and medium-sized farmers, finding it difficult to reduce overall costs of operations in face of high interest rates and the limited returns for commodities, are facing bankruptcy.

A very real part of the farmers costs are his property taxes. Real estate taxes on farms in America average \$2.05 per acre -- in California the tax is \$9.87.

Back in the first year we took office -- 1967 -- we had to increase taxes almost before we unpacked. We said at the time that once we got in the clear we'd try to give the money back to the people. Now we have paid off the deficit we inherited, instituted economies, cut costs wherever possible, and restored fiscal solvency. And with that accomplished, we have done our best to give some of the money back to the taxpayers.

Direct relief to property taxpayers has totaled \$633 million and indirect relief -- paying at the state level for services that otherwise would be charged against your property taxes -- amounts to \$651 million.

And, on April 15, you'll take a 10 percent rebate on your state income tax. California is the only state that has given an across-the-board rebate on income taxes for many, many years.

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A few weeks ago, we submitted to the legislature, our 1970 tax reform program. We worked closely with your own Senator Howard Way to develop this program. I believe it can be passed -- it is in the best interests of all Californians that it is passed, this year.

Although the program is basically a tax reform package -- something we have not had in California since 1933 -- and is designed only to correct inequities and inadequacies in our tax structure, it will actually provide a net tax reduction for more than two-thirds of the state's taxpayers. Homeowners, including owners of farm homes, would receive reductions in their property taxes which will average out at a minimum of about 25 percent on up to as much as 40 percent on some homes.

Briefly, the property owner's exemption of \$750 would be increased to 1,000 and an additional 20 percent of assessed valuation would then be allowed as another exemption.

The reductions would vary according to the local tax rate. Here in Tulare county, for example, the 1969-70 average tax rate of \$8.76 would be cut to \$6.01 -- a 31 percent reduction. In Kings County, the rate would drop from \$8.66 to \$6.07 -- a 30 percent reduction for the homeowner.

The tax reform program contains several features which are of vital importance to agriculture.

First, it will relieve a portion of the local property taxes now going for welfare and the health care (Medi-Cal) programs, both of which are virtually eating the taxpayer alive.

In our 1970-71 budget, we were forced to increase spending for these two programs by \$150 million. This is an increase of 16 percent for each program. In the past four years, the total increase for both has been about

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80 percent -- or an average yearly increase of 20 percent. Today, these two public assistance programs are costing you \$1.1 billion a year -- 31 percent of the total general fund expenditures. It is more than all the money spent on state government in 1952.

And, as these costs have risen at the state level, they have also climbed at the local level, and you pay again in increased property taxes.

In our tax reform, we propose to assume a substantial portion of those expenses in order to transfer some of the burden being borne by the property tax to broader based, more equitable taxes. Thus, the state would assume, in 1970-71, \$164 million now paid by the counties out of property tax, and this amount would increase each year to reach \$256 million by 1973-74.

This part of our tax reform program is especially important to the farmer -- it would provide significant property tax reduction for the agricultural counties which typically have the heaviest welfare loads.

Here in Tulare county, this would take 63-cents off your tax rate in 1970-71. Some of the other agricultural counties which would have large reductions: Kings, Fresno, Madera, Merced, Stanislaus, San Joaquin and Kern.

Second, agriculture would benefit through business inventory tax relief. We are proposing that this discriminatory tax, which works a special hardship on the small businessman, be permanently reduced by 50 percent. This relief would total \$64 million in 1971-72 and \$137 million in 1973-74.

Third, the tax reform program mandates the availability of the Land Conservation Act -- the so-called Williamson Act -- to all farmers if their land is zoned for agriculture. It would make use-assessment, rather than potential sale price, the law for all farmers who wish to apply for it, and

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It should help to keep many farmers in agriculture who might otherwise be forced to sell their land to pay their property taxes.

We would reimburse the counties and school districts for any revenue lost through this "open space" program -- \$1.50 per acre for prime land and \$.50 per acre for non-prime land.

Fourth, owner-occupied dwellings on farms will receive a \$1,500 exemption. This would be worth about \$160 a year in the average county.

Finally, and most important, our program would place an expenditure control on school districts and counties to guarantee that their budgets and the taxes to support them would not increase faster than population growth and inflation would justify. This would force economies at the local level, just as we have forced them at the state level, and would make permanent the tax relief.

In order to finance this tax reform package, we are proposing a shift to other taxes such as bank and corporations, oil depletion, capital gains, a new tax bracket for those who file joint income returns above \$32,000, and a one-cent increase in the sales tax. Food and medicines would continue to be exempt from the sales tax, and we have maintained the sales tax exemptions for such important agricultural items as feed, seed and fertilizer.

We would also adopt withholding system of paying the state income tax. I am still philosophically opposed to withholding but the fiscal facts of life left me no choice. It was either raise the individual state income tax 10 percent to fund property tax relief -- or go to withholding. Our people are already over-burdened with taxes, what they need is tax relief, not tax increases. I had no choice but to recommend withholding.

MORE....

The pressure for withholding was also increased by the fact that each year the State experiences a more severe cash gap -- a cash flow shortage -- especially during the months from January to April. During these months the State's routine expenditures are far greater than its revenues, which come mostly in April when income tax returns are filed. This was forcing us into the expensive position of borrowing, and as the shortage increased, it was pushing us past our borrowing capacity.

When I changed my opposition to withholding, I did not abandon my belief that withholding made it easier for government to increase taxes and that government found withholding a means to receive a one-time windfall. I made it clear that I would support withholding only if the taxpayers were given the full benefit of any windfall. In other words, the state was not going to pull any sleight-of-hand and increase its tax take. This means that the estimated \$450 million windfall which would occur when withholding was put into effect would be returned -- 100 percent -- to the taxpayers. In April of 1971, for example, after you have figured out your state income tax return, you would deduct about 36 to 40 percent -- as your share of that withholding windfall.

There is a drastic difference between my reluctant endorsement of withholding and the eager calculations of those who drooled over the prospects of withholding in past years. They would have kept that windfall and used it to increase state spending. This would have been nothing but a back-door tax increase. We are committed to returning that windfall to the taxpayer -- and that, in effect, is a tax rebate.

Second, I required a companion feature to withholding: a requirement for a two-thirds majority needed to get any tax increase through the legislature.

One California publication wrote: "If the Governor is successful in obtaining a two-thirds vote requirement for (income) tax increases, he will have erected a very strong barrier against the future growth of state expenditure." And, that is exactly what I have in mind.

###

GOVERNOR REAGAN

NEWS BUREAU

AN. J. McCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

SF #15

S C H E D U L E

GOVERNOR RONALD REAGAN TOUR

March 16-18, 1970

Monday, 16 March 1970

2:00 PM Baggage in lobby of Hotel el Mirador, Sacramento.

2:30 PM Bus departs for Sacramento Executive Airport (old
Municipal Airport).

3:10 PM Plane departs for Chico.

3:30 PM Arrive Chico Municipal Airport.

4:00 PM Arrive at Safari Motel, 2352 Esplanade, Chico.
(916/343-3201). Press Room available.

4:20 PM Governor Reagan Press Availability. Outside unless
inclement weather, in which case inside in Room #12,
Safari Motel.

6:10 PM Governor Reagan TV interview at Station KHSL.

7:10 PM Private reception for Governor and Mrs. Reagan.

7:30 PM Depart for dinner.

8:00-10:00 PM Fund Raising Dinner (location to be announced).

Overnight: Safari Motel.

Tuesday, 17 March 1970

8:30 AM Baggage in lobby, Safari Motel.

9:20 AM Departure for Chico Airport.

10:00 AM Arrive Redding Municipal Airport. Motorcade to
Holiday Inn, Redding.

10:45-11:15 AM Governor Reagan Press Availability and local TV.
Room 148, Holiday Inn, Interstate Five & Hilltop
Drive. (916/246-1500).

12:00 noon Governor Reagan speaks to Californians for Reagan
Fund Raising Luncheon. Main Dining Room, Holiday Inn.

Tuesday, 17 March 1970, continued

1:40 PM Depart for Airport.

2:00 PM Depart for Eureka.

2:50 PM Arrive Arcata McKinleyville Airport. Motorcade to the College of the Redwoods.

3:20 PM Arrive College of the Redwoods. Address by Governor Reagan on education. Introduction by Dr. Eugene Portugal, President of the College. Location of event: Fieldhouse. Governor Reagan also to participate in ceremony of planting a Redwood Tree in the Governor's Grove at the College.

4:30 PM Depart for Eureka Inn.

5:00-5:20 PM Press Availability and local TV for Governor Reagan at Eureka Inn, 7th and F Streets. (707/442-6441).

8:00 PM Fund Raising Dinner. Live TV coverage. Main Dining Room, Eureka Inn.

Overnight: Eureka Inn.

Wednesday, 18 March 1970

9:00 AM Baggage in Lobby, Eureka Inn.

9:20 AM Depart for the Arcata McKinleyville Airport.

10:00 AM Depart Eureka for Santa Barbara.

11:45 AM Arrive Santa Barbara County Airport. Motorcade to El Paseo Restaurant, Santa Barbara. (Note: Mrs. Reagan will have arrived independently in Santa Barbara to join tour.)

12:05-1:40 PM Santa Barbara Fund Raising Luncheon. Speech by Governor Reagan. El Paseo Restaurant, 813 Anacapa Street, Santa Barbara. (805/965-5106).

2:00 PM Press Conference in room immediately adjacent to El Paseo Dining Room. After Press Conference and filing time, transportation available to Press to proceed to Santa Barbara County Airport and from there to Los Angeles International Airport.

4:00 PM Arrive, Los Angeles International Airport. Tour terminates.

6:30 PM Private Fund Raiser Reception for Gov. and Mrs. Reagan at Lobster Trap Restaurant, Oxnard.

**Committee to Re-Elect
GOVERNOR
REAGAN**

NEWS BUREAU

JANE J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4765

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
FOR RELEASE San Francisco, CA 94104
(415) 434-4457

AM's of TUES., March 17

SF #16

The following is excerpted from Governor Ronald Reagan's address at the fund-raising dinner at Silver Dollar Fair Grounds, Chico, Monday night.

Since the Governor speaks from notes, this is not guaranteed as a verbatim text. However, he stands behind all material contained in this as a public statement by him.

- 0 -

Every Californian has a major stake in the continued success of our state's agriculture. The amount the average citizen pays for food and fiber is second (or third) only to taxes and housing. Everything we do in the Administration has an impact on the farmer and his business and thus on the price our citizens pay for their food.

At the present time there is a real concern -- and a sensitivity -- to environmental problems. This is a good thing and it is long overdue. Preserving the magic of California has been a major concern and a top-priority program since this Administration took office. Now, of course, there is general concern and support for the preservation of our environmental quality.

In fact, there is a danger of over-reaction in some areas.

In our driving concern, we may get some legislation that seriously injures both agriculture and the public health -- without scientific justification, without improving the environment one iota, and simply trading one problem for another.

One bill currently before the Senate would, in effect, ban by law several of the most useful chlorinated hydro-carbons -- pesticides which are not only valuable in agriculture, but also important in making man's home environment safer and more pleasant.

MORE . . .

I'm sure those Australians who are suffering an infestation of mice in such numbers they have laid waste a 500-mile swath of farming land take a dim view of that particular phase of the ecology.

I'm sure a dog doesn't consider fleas a necessary part of the environment and, frankly, I can do without flies and fleas, mosquitos and moths, ants and termites. I doubt that you ladies would cheer over moth holes in your best clothing and good blankets because most dry-cleaning establishments could no longer use some of their chemical cleaners.

We don't need that kind of restrictive legislation. We already have sufficient legislative and administrative muscle to control and regulate any pesticide which might be harmful to the environment if misused.

Under our administration, the Department of Agriculture is steadily moving toward an orderly phase-out of DDT and DDD. More progress has been achieved in this direction during the last three years than in the entire eight years of the previous administration.

The important thing is that we are phasing out these chemicals in an intelligent, orderly manner -- as acceptable substitutes become available. As in nature itself, we must maintain the balance; extreme, unthoughtful actions are not compatible with protection or progress.

We are interested in true environmental quality -- not emotionalism or political propaganda. The Department of Agriculture, its advisory board of outstanding scientists, and University of California researchers, are not thinking simply in the terms of substitute chemicals, but an integrated system of pest control that includes biological, cultural and other techniques -- using chemicals only when there is no effective alternative.

MORE. . .

California leads the nation -- the world -- in this type of plant protection and our current research programs assure us of continued leadership. And, it is producing results. In the river waters entering the San Joaquin Delta, for example, the levels of persistent pesticides are now about one-half of the 1965 level.

There is another problem of great concern to farmers, and it is a matter of great concern to us. That is the fact that our farmers are caught in a severe cost-price squeeze. On an average, agriculture is realizing about 3 percent return on the value of capital invested. And increasing number of smaller and medium-sized farmers are facing bankruptcy. They are finding it difficult to reduce their overall costs in face of high interest rates and the limited returns they receive for their products.

A very real part of the farmer's costs are his property taxes. Real estate taxes on farms in America average \$2.05 per acre -- in California, the tax is \$9.87.

Back in the first year we took office -- 1967 -- we had to increase taxes almost before we unpacked. We said at the time that once we got in the clear, we'd try to give the money back to the people. Now we have paid off the deficit we inherited, instituted economies, cut costs wherever possible and restored fiscal solvency. And with that accomplished, we have done our best to give some of the money back to the taxpayers.

Direct relief to property taxpayers has totaled \$633 million, and direct relief -- paying at the state level for services that otherwise would be charged against your property taxes -- amounts to \$651 million.

And, on April 15, you'll take a 10 percent rebate on your state income tax. California is the only state that has given an across-the-board rebate on income taxes in many, many years.

A few weeks ago, we submitted to the legislature, our 1970 tax reform program. ~~_____~~

~~_____~~ I believe it can be passed -- it is in the best interests of all Californians that it is passed, this year.

Although the program is basically a tax reform package -- something we have not had in California since 1933 -- and is designed only to correct inequities and inadequacies in our tax structure, it will actually provide a net tax reduction for more than two-thirds of the state's taxpayers. Homeowners, including owners of farm homes, would receive reductions in their property taxes which will average out at a minimum of about 25 percent on up to as much as 40 percent on some homes.

Briefly, the property owner's exemption of \$750 would be increased to \$1,000 and an additional 20 percent of assessed valuation would then be allowed as another exemption.

The reductions would vary according to the local tax rate. Here in Butte county, for example, the 1969-70 average tax rate of \$8.~~69~~ would be cut to \$6.~~24~~ -- a ~~23~~ percent reduction. In Kings County, the rate would drop from \$8.66 to \$6.07 -- a 30 percent reduction for the homeowner.

The tax reform program contains several features which are of vital importance to agriculture.

First, it will relieve a portion of the local property taxes now going for welfare and the health care (Medi-Cal) programs, both of which are virtually eating the taxpayer alive.

In our 1970-71 budget, we were forced to increase spending for these two programs by \$150 million. This is an increase of 16 percent for each program. In the past four years, the total increase for both has been about

80 percent -- or an average yearly increase of 20 percent. Today, these two public assistance programs are costing you \$1.1 billion a year -- 31 percent of the total general fund expenditures. It is more than all the money spent on state government in 1952.

And, as these costs have risen at the state level, they have also climbed at the local level, and you pay again in increased property taxes.

In our tax reform, we propose to assume a substantial portion of those expenses in order to transfer some of the burden being borne by the property tax to broader based, more equitable taxes. Thus, the state would assume, in 1970-71, \$164 million now paid by the counties out of property tax, and this amount would increase each year to reach \$256 million by 1973-74.

This part of our tax reform program is especially important to the farmer -- it would provide significant property tax reduction for the agricultural counties which typically have the heaviest welfare loads.

Here in Butte County, this would take 36 cents off your tax rate in 1970-71.

Some of the other agricultural counties which would have large reductions: ^{Butte} Kings, Fresno, Madera, Merced, Stanislaus, San Joaquin and Kern.

Second, agriculture would benefit through business inventory tax relief. We are proposing that this discriminatory tax, which works a special hardship on the small businessman, be permanently reduced by 50 percent. This relief would total \$64 million in 1971-72 and \$137 million in 1973-74.

Third, the tax reform program mandates the availability of the Land Conservation Act -- the so-called Williamson Act -- to all farmers if their land is zoned for agriculture. It would make use-assessment, rather than potential sale price, the law for all farmers who wish to apply for it, and

MORE....

it should help to keep many farmers in agriculture who might otherwise be forced to sell their land to pay their property taxes.

We would reimburse the counties and school districts for any revenue loss through this "open space" program -- \$1.50 per acre for prime land and \$.50 per acre for non-prime land.

Fourth, owner-occupied dwellings on farms will receive a \$1,500 exemption. This would be worth about \$160 a year in the average county.

Finally, and most important, our program would place an expenditure control on school districts and counties to guarantee that their budgets and the taxes to support them would not increase faster than population growth and inflation would justify. This would force economies at the local level, just as we have forced them at the state level, and would make permanent the tax relief.

In order to finance this tax reform package, we are proposing a shift to other taxes such as bank and corporations, oil depletion, capital gains, a new tax bracket for those who file joint income returns above \$32,000, and a one-cent increase in the sales tax. Food and medicines would continue to be exempt from the sales tax, and we have maintained the sales tax exemptions for such important agricultural items as feed, seed and fertilizer.

We would also adopt withholding system of paying the state income tax. I am still philosophically opposed to withholding but the fiscal facts of life left me no choice. It was either raise the individual state income tax 10 percent to fund property tax relief -- or go to withholding. Our people are already over-burdened with taxes, what they need is tax relief, not tax increases. I had no choice but to recommend withholding.

MORE....

The pressure for withholding was also increased by the fact that each year the State experiences a more severe cash gap -- a cash flow shortage -- especially during the months from January to April. During these months the State's routine expenditures are far greater than its revenues, which come mostly in April when income tax returns are filed. This was forcing us into the expensive position of borrowing, and as the shortage increased, it was pushing us past our borrowing capacity.

When I changed my opposition to withholding, I did not abandon my belief that withholding made it easier for government to increase taxes and that government found withholding a means to receive a one-time windfall. I made it clear that I would support withholding only if the taxpayers were given the full benefit of any windfall. In other words, the state was not going to pull any sleight-of-hand and increase its tax take. This means that the estimated \$450 million windfall which would occur when withholding was put into effect would be returned -- 100 percent -- to the taxpayers. In April of 1972, for example, after you have figured out your state income tax return, you would deduct about 36 to 40 percent -- as your share of that withholding windfall.

There is a drastic difference between my reluctant endorsement of withholding and the eager calculations of those who drooled over the prospects of withholding in past years. They would have kept that windfall and used it to increase state spending. This would have been nothing but a back-door tax increase. We are committed to returning that windfall to the taxpayer -- and that, in effect, is a tax rebate.

Second, I required a companion feature to withholding: a requirement for a two-thirds majority needed to get any tax increase through the legislature.

one California publication wrote: "If the Governor is successful in obtaining a two-thirds vote requirement for (income) tax increases, he will have erected a very strong barrier against the future growth of state expenditure." And, that is exactly what I have in mind.

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There are some projects, however, that can be properly and efficiently operated by private enterprise -- and funded by private enterprise.

One such project is recreational development around Oroville dam. Through competitive bidding, we have attracted private capital to develop this area as a public recreational area -- with a minimum need for public funds. The concessionaire will open this area, provide the various facilities for the public's pleasure -- camping sites, boat ramps, restaurants and stores -- at an initial investment of \$2 million, and operate it under the close scrutiny of our department of parks and recreation, without adding to the taxpayers' burden.

Now, there are those who cannot comprehend the workings of such a cooperative venture in which everyone comes out ahead. To them capitalism, free enterprise, is a dirty word. They complain that the concessionaire will make a profit. I hope he does. The more he makes, the more the taxpayer will make, and the more people will be enjoying the facilities at Oroville. This is good stewardship of the people's land and the people's money.

Shasta is the fourth-largest timber producing county in California. The wood products industry is of vital importance to this area and to the people of this area. Timber production and related industry accounts for hundreds of jobs directly, and results in thousands of other jobs in businesses that supply the goods and services.

Private forest lands, and the mills and equipment of these timber product manufacturers, form an important part of your local tax base. It is frightening to imagine what would happen to Redding and to Shasta County if the industry were forced to pack up and leave.

MORE....

There is at present an increasing concern and hue and cry about protecting our environment and the magic of California. This is good and, in fact, in some areas it is long overdue. Since we first took office we have made the environment one of our major program concerns. However, we are determined to reject the extremes from either side, and to maintain a balance between those who would have "no more people, no more cars, no more industry and no more jobs" and those who would have "anything and everything in the name of progress."

Progress and the proper conservation and development of our natural resources are compatible; it is the refusal of each to work with the other to find the proper balance that is incompatible in our efforts to build the future of California.

Now, while it is true that we have come a long way toward better management and utilization of our timber resources, we still have some distance to go. These timber lands not only supply lumber, veneer and pulp -- they also provide recreational opportunities, important fish and wildlife habitats, and watershed lands. The increasing demands for housing and recreational facilities during the coming years will exert tremendous pressures for improved management of our forest lands, and the balanced development of these resources.

California can no longer afford single purpose use of our natural resources. We must continue, and we must accelerate, multiple-use concepts and programs.

This multiple-use concept will require the cooperation of both private and public owners -- and, that is the thrust of the Creative Society.

MORE....

My administration is committed to working for and supporting those programs which will lead to increased timber production but within our general conservation and multiple-use objectives. This is all part of the task of deciding together what kind of a California we want ten, twenty years from now and then working together to create it.

#

GOVERNOR REAGAN

NEWS BUREAU

J. J. McCOY, Assistant Director
11 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery St.
San Francisco, CA 94
(415) 434-4

SF #17

REDDING

FOR RELEASE TO:
TUESDAY PM's
March 17, 1970

The following is excerpted from Governor Ronald Reagan's address to the Californians for Reagan Fund Raising Luncheon at the Holiday Inn, Redding, Tuesday noon.

Since the Governor speaks from notes, this is not guaranteed as a verbatim text. However, he stands behind all material contained in this as a public statement by him.

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In 1966 we Republicans received the people's mandate -- by almost a million vote margin. Republicans and Democrats voted by the hundreds of thousands for our principles and our programs. That mandate was repeated in the elections of 1968 -- in district after district; and again in the special elections of 1969.

Part of that program involved what we call the Creative Society. The re-institution -- after so long a time -- of a government of and by as well as for the people of California; the full and proper participation of the private individual and the private sector in repairing the past and building the future of our State; getting government out of those areas where it doesn't belong -- and where it usually ends up adding to the tax burden and the bonded indebtedness of the people.

This idea is not new -- it's just that for so many years those who sat in the seat of government felt that anything worthwhile must bear the stamp of Sacramento or Washington; anything that displayed the genius and the initiative of free enterprise was to them a foreign scheme.

MORE....

Well, the Creative Society is working; this constructive, creative partnership between government and the private sector is paying off for the citizen. As I pointed out in my declaration for re-election, if it had not been for the 250-man task force of business experts who spent six months in Sacramento and showed us some 1600 ways to apply modern management methods, our budget for the coming fiscal year would have been \$400 million more.

But even with all the cutting and squeezing and trimming we have done, that hold-the-line budget is still too big, and the citizen's tax burden is too heavy. That is why since taking office, we have returned \$633 million in direct relief to the property tax payers and another \$651 million in indirect tax relief -- by paying at the state level for services that otherwise would have been charged against your property taxes.

And, come next month -- on April 15 -- you'll take a 10 percent rebate on your state income tax if you send in a tax form.

Now we have before the legislature a tax reform program which would give homeowners in the State additional property tax relief -- and a net tax reduction for more than two-thirds of all our taxpayers. This tax reform program, if adopted, will reduce every homeowner's property tax a minimum of 25 percent, all the way up to 40 percent.

But, at the same time that we work to relieve the tax burden, we must hold down, wherever possible, on those state functions which are not essential and which add to the tax burden. As I have said time and time again during recent years: nothing is more important right now than cutting the cost of government.

California's present fiscal problems are compounded by the tight bond market and the fact that our State ceiling on bond interest is pegged at five percent. As a result many of our needed building programs -- for schools and veterans homes and water development -- are being delayed or endangered.

GOVERNOR
REAGAN

NEWS BUREAU

McCoy, Assistant Director
5000 Wilshire Avenue
Los Angeles, CA 90029
(313) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

SF #18

EUREKA

FOR RELEASE TO:
WEDNESDAY AM's
March 18, 1970

The following is excerpted from Governor Ronald Reagan's address to the Eureka Fund Raising Dinner at the Eureka Inn Tuesday evening.

Since the Governor speaks from notes, this is not guaranteed as a verbatim text. However, he stands behind all material contained in this as a public statement by him.

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Jobs and payrolls for our growing economy don't just happen. They are the result of several dynamic forces -- risk capital, managerial know-how, skilled labor and a public demand for the products. Here in Eureka, you have a good example of a vigorous industry bringing in new better production facilities and providing needed employment opportunities. The investment in two new pulp and paper mills demonstrates industry's confidence in the future, and in the future timber supply.

We must do everything possible to assure an adequate supply of timber to meet the ever-growing demand for wood products. I will continue to support programs to increase timber production on public lands within our general conservation and multiple-use concepts.

This will call for more creative policies on the part of both public and private timberland owners. Multiple-use of our forest resources is the key; through it, we can find the balance between conservation and production.

Another example of achieving the proper balance in our environment is the agreement which preceded the start of construction of the Humboldt Bay Bridge. Important fish and wildlife values are being protected as a result of a joint agreement between our state resources and the business

MORE...

and transportation agencies. Today, esthetic and ecological values are given equal weighting with engineering and cost factors as we build roads and bridges.

In December the Mad River Salmon and Steelhead Hatchery will go into operation. This new facility should revitalize a diminishing resource and stimulate both sport and commercial fishing interests.

As we enter the seventies, it is important to continue to develop a well-rounded program of conservation education for our children. The initial step in this direction was taken in 1968 when the education code was changed to require studies in man's relation to his human and natural environment. Last October, the Advisory Committee on Conservation Education called for a comprehensive program in this field to compliment the work already underway by many private groups throughout the state, as well as the work being done by our state resources agency. We have asked the State Board of Education to fund a pilot program in conservation education in 12 school districts this coming year.

Many of you are aware of the outstanding programs in conservation education undertaken by the Redwood Region Conservation Council. Now, in cooperation with the State Department of Conservation, they have developed "Operation Springboard" which is aimed at the kindergarten-through-third grade student. All of these educational efforts -- through both public and private programs -- will help us to preserve the magic and luster of California for future generations.

• # •

GOVERNOR REAGAN

NEWS BUREAU

JAN J. McCOY, Assistant Director
125 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

SANTA BARBARA

SF # 20

FOR RELEASE TO:
Wednesday PM's
March 18, 1970

The following is excerpted from Governor Ronald Reagan's luncheon address at Santa Barbara in el Paseo Restaurant, Santa Barbara, Wednesday noon.

Since Governor Reagan speaks from notes, this is not guaranteed as a verbatim text. However, he stands behind all material contained in this as a public statement by him.

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Several weeks ago, I flew to Santa Barbara and learned at first hand the acts of violence and the threats to life and property against the residents of Isla Vista.

After I returned to my office in Sacramento, we immediately began drafting resolutions that I will introduce at Friday's meeting of the University of California Board of Regents. I have already sent my proposals to each regent.

The people of California have jealously guarded academic freedom on the campuses of our colleges and universities. We have taken great pains over the years to protect these institutions from outside interference or influence so that there can be the widest possible freedom to pursue the truth.

We have made available to the students the widest range of ideas and speakers so that they may have the greatest amount of information on which to make their own evaluations and form their own opinions.

We want to continue that heritage and to protect and provide the free flow of information and academic pursuits.

MORE....

The vast majority of students have appreciated this freedom and have used it for personal growth. And because of this, everyone connected with higher education has exercised great patience. But patience no longer can be justified in the face of the kind of destructive violence we saw in Santa Barbara, or the attempted destruction of the great library at Berkeley.

Some, in anger, are suggesting punitive and sometimes inappropriate actions in response to what they regard as continued permissiveness and inaction on the part of those responsible for the university.

Law enforcement can only stop the trouble once it has started. Each campus administration must act before the trouble starts by making it clear that participants in destructive demonstrations -- faculty or students -- will face instant suspension.

The campus must not and cannot be a sanctuary for that student and non-student, or faculty member, whose sole intent is to create chaos and destroy the American system. The campus must not be the launching pad for assaults on the community.

The resolutions I will introduce will be similar in content to those adopted at the Regents' meeting on February 21, 1969 -- with one major difference.

In 1969, the resolutions were permissive. Their goals rested on the discretion of administrators. I believe these resolutions now must become mandatory, requiring positive action and pre-statements of what that action will be.

In 1969, the Regents said certain actions may take place. My 1970 proposals say they must take place.

Here is what I will propose Friday:

first, during periods of campus emergency, the chancellor must impose emergency regulations.

second, that a "campus emergency" be clearly and unequivocally defined.

third, that when a state of emergency exists, interim suspensions must be imposed immediately on any student, faculty member or employee reasonably believed to be violating campus regulations or other laws, or who is arrested for violation of the law.

fourth, that those under interim suspension shall not enter any campus or facility without written permission.

fifth, that those found guilty of violations must be suspended for at least one quarter, and may be expelled.

sixth, that during a state of emergency, campus facilities can only be used for official business.

and lastly, I shall request from the president of the university a detailed report on what, if any disciplinary actions have been taken on each campus during the past two years in connection with riots, bombings, arson, violent death and other disruptions.

These students and teachers who are truly concerned about education -- and that includes the vast majority -- should stand back and see what the administration has done.

They have severely tarnished the image of the university. It has endangered the passage of Proposition One on the June ballot -- which would provide needed funds to expand the university's schools of medicine.

They must let campus officials know they will be supported in a firm and unflinching way against the trouble-makers. They should ascertain the real actions of the individuals involved in the disruption and destruction of property.

they should not let the illegitimate groups do not use legitimate grievances for vicious goals. They should stay away from demonstrations that might be used solely to create trouble.

The majority of citizens also must break their silence and make known their demand for firm action.

Certainly, the alumni groups should speak out. Too many alumni go along thinking the university is just as it was in their day. It isn't. And if they really care about the institution they will speak out; they will support those students, faculty and staff members who are trying to get on with the business of education.

A few subversives on our campuses will be much easier to handle if the chilled great, silent majority will stand up and support the students who want to learn and the teachers who want to teach.

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7/18

COMMITTED TO RE-ELECT
GOVERNOR REAGAN

NEWS BUREAU

REVISED SCHEDULE

GOVERNOR REAGAN TOUR

Wednesday, 18 March 1970

8:00 AM Baggage in Lobby, Eureka Inn.

8:45 AM Depart for the Arcata/McKinleyville Airport.

9:15 AM Depart Airport for Santa Barbara.

11:20 AM Arrive Santa Barbara County Airport. Motorcade
to El Paseo Restaurant, Santa Barbara. (Note:
Mrs. Reagan will have arrived independently in
Santa Barbara to join tour.)

12:05-1:40 PM Santa Barbara Fund Raising Luncheon. Speech by
Governor Reagan. El Paseo Restaurant, 813 Anacapa
Street, Santa Barbara. (805/965-5106)

2:00 PM Press Conference in room immediately adjacent to
El Paseo Dining Room. Filing time.

3:00 PM Press bus departs El Paseo Restaurant for Santa
Barbara County Airport.

3:30 PM Take-off for Los Angeles International Airport.

4:00 PM ETA Los Angeles International Airport. Tour
terminates.

6:30 PM Private Fund Raising Reception for Governor and
Mrs. Reagan at Lobster Trap Restaurant, Oxnard.

#

GOVERNOR REAGAN

NEWS BUREAU

JA J. McCQY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Direct
Rm. 625, 300 Montgomery Stre
San Francisco, CA 94111
(415) 434-4411

3/30/70-SF#21

MEMO TO EDITORS AND POLITICAL WRITERS:

Governor Reagan will make a speaking tour early in April. Final details of his schedule have not been completed, but this information is available:

MONDAY, APRIL 6 -- Depart Sacramento by air in afternoon.

Dinner address, Fresno.

OVERNIGHT: Fresno.

TUESDAY, APRIL 7 -- Luncheon address, Council of California Growers Convention, Yosemite National Park.

Dinner address, Bakersfield.

OVERNIGHT: Los Angeles

WEDNESDAY, APRIL 8 -- Dinner address, major Southern California fund-raiser, Century-Plaza Hotel, Los Angeles.

OVERNIGHT: Los Angeles

-0-

Correspondents desiring to accompany Governor Reagan on this tour should telephone their requests as soon as possible to:

News Bureau
Reagan Headquarters
Los Angeles
(213) 461-4766

OR

News Bureau
Reagan Headquarters
San Francisco
(415) 434-4437

Travel and lodging arrangements will be handled in the customary manner. We will make hotel reservations for the tour party; correspondents will pay their hotel bills on checkout. Correspondents will be billed by the campaign committee for air travel on the basis of first class commercial air fares.

Jack S. McDowell

GOVERNOR
REAGAN

NEWS BUREAU

A. J. McCOY, Assistant Director
250 17th Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4455

FOR IMMEDIATE RELEASE
3/27/70SF#22

Ross investment counselor James McNab has been named Governor Ronald Reagan's campaign chairman for Marin County, Paul R. Haerle, Northern California campaign chairman, announced today.

A former Ross city councilman, McNab, 55, is a member of the Marin County Republican Central Committee and was secretary-treasurer of the Marin County Reagan Committee in 1966.

He is a Stanford graduate, holds the chartered financial analyst designation and is committee chairman of the Financial Analysts Federation. He is a member of the Institute of Chartered Financial Analysts.

Location of the Marin County campaign headquarters will be announced later.

J. T. J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94102
(415) 434-445

FOR IMMEDIATE RELEASE
3/27/70 SF #23

Frank K. Richardson, prominent attorney and civic leader, has been named Governor Ronald Reagan's Sacramento County campaign chairman. Paul R. Haerle, Northern California chairman, announced today.

Richardson, 56, resides at 4140 Elderberry Lane in Sacramento.

A past president of the Sacramento County Bar Association, Richardson currently is president of the World Affairs Council of Sacramento. He is a past chairman of the Sacramento County Probation Commission and past president of the Sacramento Lions Club.

Richardson graduated Phi Beta Kappa from Stanford University in 1935 and from Stanford Law School in 1938.

After three-and-a-half years service with the U.S. Army in Europe during World War II, he established his law practice in Sacramento.

Location of the Sacramento County campaign headquarters will be announced later.

JAMES J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 476-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94101
(415) 434-4451

FOR IMMEDIATE RELEASE
SF#24 3/30/70

Dr. Conrad J. Ferreira's appointment as chairman of Governor Ronald Reagan's campaign for Shasta County expands even further his long list of credentials earned in service to the State of California and his local community.

Dr. Ferreira's appointment was announced March 17 by Paul R. Haerle, Governor Reagan's Northern California campaign chairman, when the governor was in Redding for a fund-raising luncheon.

A Redding veterinarian, Dr. Ferreira, 47, currently serves the state as a member of the Executive Board of the California Exposition and State Fair and as chairman of Cal Expo's Racing Commission.

He also is a member of the Agricultural Advisory Board of Chico State College.

At the local level, Dr. Ferreira is chairman of the Shasta County Local Agency Formation Commission and chairman of the Agricultural Advisory Board for the Shasta-Enterprise High School District. He is also chairman of the Board of Directors of the Shasta District Fair Board.

Dr. Ferreira, who resides on John Street, Redding, is a 1945 graduate of the School of Veterinary Medicine, Washington State College.

Location of the Shasta County Campaign Headquarters will be announced later.

J. McCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

FOR IMMEDIATE RELEASE
3/30/37 SF #25

C. Robert Barnum's appointment as chairman of Governor Ronald Reagan's 1970 campaign for Humboldt County marks the second time that Barnum, a Eureka real estate investor, will have served in that capacity.

Barnum, 42, of 4441 Fairway Drive, was chairman of the Reagan For Governor Committee in Humboldt County in 1966. He was appointed 1970 chairman March 17 by Northern California campaign chairman Paul R. Haerle during Governor Reagan's campaign visit to Eureka.

A member of the Republican State Central Committee, Barnum is also a member of the Master Plan Team for the Redwood National Park. He is chairman of the Humboldt County Economic Development Program and treasurer of the Redwood Region Conservation Council.

Barnum attended Humboldt State College, the United States Merchant Marine Academy at Kings Point, New York, and the University of California at Berkeley.

Location of the Humboldt County campaign headquarters will be announced later.

GOVERNOR REAGAN

NEWS BUREAU

250 J. McCOY, Assistant Director
North Western Avenue
San Francisco, CA 94029
213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94101
(415) 434-4451

SONOMA COUNTY

FOR IMMEDIATE RELEASE
3/30/70 SF-#26

Roads Veale, 29, vice-chairman of the Sonoma County Republican Central Committee, has been appointed Sonoma County Chairman of Governor Ronald Reagan's 1970 campaign, Paul R. Haerle, Northern California campaign chairman, announced today.

"Dusty" Veale, one of Governor Reagan's youngest county chairmen, is co-owner of the Veale Volkswagen Agency at 2800 Colby Avenue in Santa Rosa. He resides at 4343 Wallace Road.

A member of the Republican State Central Committee, he serves on the Board of Directors of the Santa Rosa Chamber of Commerce and is a member of the Board of Directors of the Santa Rosa YMCA.

He attended Golden Gate College in San Francisco.

Location of Sonoma County campaign headquarters will be announced later.

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GOVERNOR
EAGAN

NEWS BUREAU

222

COY, Assistant Director
Western Avenue
San Francisco, CA 94104
66JACK S. McDOWELL
DirectorTERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

4/70

DEL NORTE COUNTY

FOR IMMEDIATE RELEASE
April 1, 1970 SF #27

Darrell H. Schroeder, prominent Crescent City business and civic leader, has been appointed Del Norte County campaign chairman for Governor Ronald Reagan, Paul R. Haerle, Northern California chairman, announced today.

Schroeder, 46, was finance chairman of the Reagan Committee in Del Norte County in 1966. He resides on Route 1, Crescent City.

A past president of the Crescent City Rotary Club, he is a member of the executive board, Redwood Area Council of the Boy Scouts of America. He is a past member of the Del Norte County Republican Central Committee.

Location of the Del Norte County campaign headquarters will be announced later.

#

**Committee to Re-Elect
GOVERNOR
REAGAN**

NEWS BUREAU

JACK J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4455

LASSEN COUNTY

FOR IMMEDIATE RELEASE
April 1, 1970 SF #28

Susanville Mayor Dale Soule and Susanville City Attorney Donald P. Cady have been appointed co-chairmen of the Lassen County campaign for Governor Ronald Reagan, Paul R. Haerle, Northern California chairman, announced today.

Soule, 62, a retired lumber manufacturer, is in his first term as mayor of Susanville and in his second term on the City Council. He has been associated with the Elks, Rotarians and Shriners for more than 30 years and was Governor Reagan's Lassen County campaign co-chairman in 1966. He resides at 321 Knoch Street.

Cady, 57, is a former city councilman and district attorney for Lassen County. He was Governor Reagan's 1966 co-chairman and currently is chairman of the Lassen County Republican Central Committee and president of the Lassen County Bar Association.

He is a past president of the Susanville Rotary Club and past chairman of the Lassen County Red Cross. He resides at 305 Oak Street.

Location of the Lassen County campaign headquarters will be announced later.

#

GOVERNOR REAGAN

NEWS BUREAU

JA. J. McCOY, Assistant Director
125 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 9410
(415) 434-445

LAKE COUNTY

FOR IMMEDIATE RELEASE
April 1, 1970 SF #29

Kelseyville rancher Jack Clifford, secretary and past director of the Pacific Coast Quarter Horse Racing Association, has been appointed Lake County campaign chairman for Governor Ronald Reagan, Paul R. Haerle, Northern California chairman, announced today.

Clifford, 45, also served Governor Reagan in that capacity in 1966. He resides on Route 1, Kelseyville.

A member of the Republican State Central Committee, he is currently finance chairman of the Lake County Republican Central Committee and a director of the Lake County Red Cross.

Clifford serves the State of California as a member of the Executive Board of the California Exposition and State Fair. He attended California Polytechnic Institute.

Location of Lake County campaign headquarters will be announced later.

#

GOVERNOR REAGAN

NEWS BUREAU

JAN. J. McCOY, Assistant Director
250 1/2 Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

FACT SHEET

BUTTE COUNTY

Population ('68): 98,600 Rank: 27th
County Seat: Oroville

Largest Cities:

Chico	Pop. ('68)	20,025
Oroville	" "	7,674

Legislators:

Senate:	SD-2	Fred W. Marler Jr. (R-Redding)
Assembly:	AD-4	Ray E. Johnson (R-Chico)
Congress:	CD-2	Harold T. Johnson (D-Roseville)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	20,472	48.9%	22,877	47.4%	22,570	46.4%
DEM	20,872	48.1%	23,984	49.7%	25,262	52 %
OTHERS	1,237	3 %	1,406	2.9%	817	1.6%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	19,574	48.4%	REAGAN	25,443	68%	NIXON	22,223	56.8%
JOHNSON	20,831	51.6%	BROWN	12,263	32%	HUMPHREY	12,883	32.9%
						WALLACE	3,888	9.9%

Major Industries:

Agriculture, Timber

#30

Committee to Re-Elect
**GOVERNOR
REAGAN**

NEWS BUREAU

J. T. J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94111
(415) 434-4444

FACT SHEET

FRESNO COUNTY

Population ('69): 417,500 Rank: 12th

County Seat: Fresno

Largest Cities:

Fresno	Pop. ('69)	168,600
Clovis	" ('66)	11,461

Legislators:

Senate:	SD-16	Hugh M. Burns (D-Fresno)
Assembly:	AD-32	George N. Zenovich (D-Fresno)
	AD-33	Ernest N. Mobley (R-Fresno)
Congress:	CD-16	B. F. Sisk (D-Fresno)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	49,863	33.7%	55,877	32.9%	54,382	32.9%
DEM	91,447	61.9%	105,648	62.2%	106,954	64.7%
OTHER	6,370	4.7%	8,187	4.8%	3,915	2.4%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	46,792	34.3%	REAGAN	70,182	54.0%	NIXON	59,901	43.6%
JOHNSON	89,375	65.7%	BROWN	59,869	46.0%	HUMPHREY	65,153	47.5%
						WALLACE	11,291	8.2%

MAJOR INDUSTRIES:

Agriculture (leads State & Nation in agricultural production)
Minerals (fuel products)
Manufacturing (food processing)

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4/1/70

#31

FACT SHEET

HUMBOLDT COUNTY

Population ('69): 101,000 Rank: 25th

County Seat: Eureka

Largest Cities:

Eureka	Pop. ('60)	28,137
Arcata	" ('66)	5,800

Legislators:

Senate	SD-1	Randolph Collier (D-Yreka)
Assembly	AD-1	Pauline L. Davis (D-Portola)
	AD-2	Frank P. Belotti (R-Eureka)
Congress	CD-1	Don H. Clausen (R-Crescent City)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November 1966</u>
GOP	15,446 40.0%		17,361 38.9%		16,846 37.7%
DEM	21,825 56.6%		25,778 57.8%		26,788 60.1%
OTHER	1,258 4.0%		1,495 3.3%		943 2.2%

VOTING

	<u>1964 Presidential</u>		<u>1966 Gubernatorial</u>		<u>1968 Presidential</u>	
GOLDWATER	12,909 33.5%		REAGAN	19,210 57.0%	NIXON	16,719 46.5%
JOHNSON	25,515 66.5%		BROWN	14,374 43.0%	HUMPHREY	16,476 45.5%
					WALLACE	2,743 7.6%

NOTES OF INTEREST: Redwoods National Park

MAJOR INDUSTRY: Lumber & Wood Products (State's most important producer)

#32

Committee to Re-Elect
**GOVERNOR
REAGAN**

NEWS BUREAU

J. T. J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Dire
Rm. 625, 300 Montgomery St
San Francisco, CA 94
(415) 434-4

FACT SHEET

SF # 33

LOS ANGELES COUNTY

Population ('69): 7,000,800 Rank: 1st
County Seat: Los Angeles

Largest Cities:

Los Angeles	Pop. ('69)	2,929,600
Long Beach	" ('66)	387,600

Legislators:

Senate Senate Districts 19, 21-23, 25-33, 35, 37

Assembly Assembly Districts 33-68

Congress Congressional Districts 13, 17, 19-32, 34

REGISTRATION

	<u>January, 1970</u>	<u>November, 1968</u>	<u>November, 1966</u>
GOP	1,106,861 39.3%	1,216,994 38.9%	1,215,417 37.8%
DEM	1,566,497 55.6%	1,742,928 55.7%	1,791,629 55.8%
OTHER	142,888 5.1%	171,040 5.5%	104,470 3.3%

VOTING

	<u>1964 Presidential</u>	<u>1968 Presidential</u>
GOLDWATER	1,161,067 42.5%	NIXON 1,266,480 47.8%
JOHNSON	1,568,300 57.4%	HUMPHREY 1,223,251 46.1%
		WALLACE 151,050 5.7%

1966 Gubernatorial

REAGAN	1,389,995 57.3%
BROWN	1,037,663 42.7%

Major Industries: Manufacturing (Aircraft & Defense)
Minerals (Petroleum & Natural Gas)
Agriculture

Committee to Re-Elect
**GOVERNOR
REAGAN**

NEWS BUREAU

T. J. McCOY, Assistant Director
125 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 941
(415) 434-44

FACT SHEET

KERN COUNTY

Population ('69): 340,000 Rank: 14th

County Seat: Bakersfield

Largest Cities:

Bakersfield	Pop. ('68)	68,289
Delano	" ('68)	14,652

Legislators:

Senate	SD-18	Walter W. Stiern (D-Bakersfield)
Assembly	AD-28	Kent H. Stacey (R-Bakersfield)
	AD-29	William M. Ketchum (R-Bakersfield)
Congress	CD-18	Robert B. "Bob" Mathias (R-Visalia)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	44,341	38.0%	49,238	37.1%	47,668	36.9%
DEM	67,278	57.7%	77,155	58.2%	79,267	61.4%
OTHER	4,969	4.3%	6,287	4.7%	2,184	1.7%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	45,014	41.2%	REAGAN	64,716	62.7%	NIXON	53,990	46.6%
JOHNSON	64,174	58.7%	BROWN	38,543	37.3%	HUMPHREY	49,284	42.5%
						WALLACE	12,309	10.6%

MAJOR INDUSTRIES:

Agriculture (3rd in State)
Minerals (1st in State -- fuels & boron)
Manufacturing (food processing)

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4/1/70

#34

Committee to Re-Elect
GOVERNOR
REAGAN

NEWS BUREAU

James J. McCoy, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 9410
(415) 434-445

FACT SHEET

MARIPOSA COUNTY

Population ('69): 6,100 Rank: 55th

County Seat: Mariposa

Legislators:

Senate	SD-15	Howard Way (R-Exeter)
Assembly	AD-6	Eugene A. Chappie (R-El Dorado County)
Congress	CD-2	Harold T. Johnson (D-Roseville)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	1,481	47.0%	1,590	45.0%	1,572	43.0%
DEM	1,573	49.9%	1,831	51.8%	1,975	54.0%
OTHER	96	2.8%	115	3.0%	109	3.0%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	1,264	42.6%	REAGAN	1,811	62.0%	NIXON	1,496	50.1%
JOHNSON	1,704	57.4%	BROWN	1,133	38.0%	HUMPHREY	1,188	39.8%
						WALLACE	302	10.1%

POINTS OF INTEREST: Yosemite National Park

MAJOR INDUSTRIES: Agriculture & Minerals

#35

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Committee to Re-Elect
GOVERNOR
REAGAN

NEWS BUREAU

J. T. J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94101
(415) 434-4411

FACT SHEET

RIVERSIDE COUNTY

Population ('69): 442,500 Rank: 11th
County Seat: Riverside

Largest Cities:

Riverside	Pop. ('69)	135,360
Corona	" ('69)	26,950
Palm Springs	" ('69)	21,291

Legislators:

Senate	SD-36	Gordon Cologne (R-Indio)
Assembly	AD-74	W. Craig Biddle (R-Riverside)
	AD-75	Victor V. Veysey (R-Brawley)
Congress	CD-38	John V. Tunney (D-Riverside)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	75,418	46.0%	84,135	45.1%	78,809	44.5%
DEM	80,661	49.0%	93,445	50.1%	92,588	52.2%
OTHER	7,911	5.0%	8,906	4.8%	5,923	3.3%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	61,165	43.1%	REAGAN	84,501	62.8%	NIXON	83,414	53.0%
JOHNSON	80,528	56.8%	BROWN	50,112	37.2%	HUMPHREY	61,146	38.9%
						WALLACE	12,432	7.9%

MAJOR INDUSTRIES: Agriculture, Manufacturing, Minerals

36

GOVERNOR REAGAN

NEWS BUREAU

J. T. J. McCoy, Assistant Director
125 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94111
(415) 434-4445

FACT SHEET

SAN BERNADINO COUNTY

Population ('69): 687,500 Rank: 7th
County Seat: San Bernadino

Largest Cities:

San Bernadino	Pop. ('68)	102,596
Ontario	" ('69)	63,800
Upland	" ('68)	31,670

Legislators:

Senate	SD-20	William E. Coombs (R-Rialto)
	SD-36	Gordon Cologne (R-Indio)
Assembly	AD-72	John P. Quimby (D-Rialto)
	AD-73	Jerry Lewis (R-San Bernadino)
	AD-35	John V. Briggs (R-Fullerton)
Congress	CD-33	Jerry L. Pettis (R-Loma Linda)
	CD-38	John V. Tunney (D-Riverside)
	CD-24	Vacancy

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	98,654	43.0%	110,928	41.8%	105,374	40.7%
DEM	122,995	53.0%	142,487	53.6%	145,434	56.1%
OTHER	10,565	4.0%	12,283	4.6%	8,219	3.2%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	92,145	42.8%	REAGAN	121,916	62.2%	NIXON	111,974	50.2%
JOHNSON	123,012	57.1%	BROWN	74,120	37.8%	HUMPHREY	89,418	40.1%
						WALLACE	21,187	9.5%

NOTES OF INTEREST: Largest County in U. S. -- 12.8 million acres

MAJOR INDUSTRIES: Agriculture, Minerals

31

J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 941
(415) 434-44

FACT SHEET

CITY & COUNTY OF SAN FRANCISCO

Population ('69): 706,900 Rank: 6th

Legislators:

Senate	SD-9	Milton Marks (R-S.F.)
	SD-10	George R. Moscone (D-S.F.)
Assembly	AD-13	Willie L. Brown, Jr. (D-S.F.)
	AD-19	Leo T. McCarthy (D-S.F.)
	AD-20	John L. Burton (D-S.F.)
	AD-23	John F. Foran (D-S.F.)
Congress	CD-5	Phillip Burton (D-S.F.)
	CD-6	William S. Mailliard (R-S.F.)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	101,332	31.4%	111,241	30.5%	120,695	32.4%
DEM	201,947	62.5%	230,905	61.7%	237,920	63.9%
OTHER	19,774	6.1%	29,189	7.8%	13,508	3.7%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	92,994	28.7%	REAGAN	114,796	41.1%	NIXON	100,970	33.3%
JOHNSON	230,758	71.2%	BROWN	164,435	58.9%	HUMPHREY	177,509	59.2%
						WALLACE	17,332	5.8%

MAJOR INDUSTRY: Manufacturing

#38

FACT SHEET

SANTA BARBARA COUNTY

Population ('69): 260,900 Rank: 16th

County Seat: Santa Barbara

Largest Cities:

Santa Barbara	Pop. ('68)	69,538
Santa Maria	" ('69)	32,600
Lompoc	" ('68)	25,200

Legislators:

Senate	SD-24	Robert J. Lagomarsino (R-Ventura)
Assembly	AD-36	Don W. MacGillivray (R-Santa Barbara)
Congress	CD-13	Charles M. Teague (R-Ojai)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November 1966</u>	
GOP	46,376	47.6%	51,317	46.9%	48,558	46.8%
DEM	46,344	47.6%	52,752	48.2%	50,981	49.2%
OTHER	4,669	4.8%	5,322	4.8%	4,161	4.0%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	38,020	43.9%	REAGAN	50,284	63.5%	NIXON	50,068	53.6%
JOHNSON	48,381	56.1%	BROWN	28,853	36.5%	HUMPHREY	37,565	40.2%
						WALLACE	5,083	5.4%

NOTES OF INTEREST: San Rafael Primitive Area, Vandenberg AFB

MAJOR INDUSTRIES: Minerals (Petroleum/Natural Gas)
Manufacturing (Electrical components & communications
equipment)
Agriculture

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Committee to Re-Elect
**GOVERNOR
REAGAN**

NEWS BUREAU

J. T. J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Str
San Francisco, CA 94
(415) 434-4

SF #40

FACT SHEET

SANTA CLARA COUNTY

Population ('69): 1,032,600 Rank: 5th
County Seat: San Jose

Largest Cities:

San Jose	Pop. ('69)	435,200
Sunnyvale	" ('69)	95,500
Santa Clara	" ('69)	84,400

Legislators:

Senate SD-13 Alfred E. Alquist (D-San Jose)
SD-14 Clark L. Bradley (R-San Jose)

Assembly AD-22 George W. Milias (R-Los Gatos)
AD-24 John Vasconcellos (D-Campbell)
AD-25 Earle P. Crandall (R-San Jose)

Congress CD-9 Don Edwards (D-San Jose)
CD-10 Charles S. Gubser (R-Gilroy)

REGISTRATION

	<u>January, 1970</u>	<u>November, 1968</u>	<u>November, 1966</u>
GOP	159,539 42.5%	176,348 41.7%	163,665 42.4%
DEM	196,891 52.4%	223,779 52.9%	205,128 53.1%
OTHER	19,376 5.1%	22,576 5.4%	17,590 4.5%

VOTING

<u>1964 Presidential</u>	<u>1966 Gubernatorial</u>	<u>1968 Presidential</u>
GOLDWATER 117,420 36.6%	REAGAN 164,970 55.4%	NIXON 163,446 45.6%
JOHNSON 202,249 63.1%	BROWN 132,793 44.6%	HUMPHREY 173,511 48.4%
		WALLACE 18,754 5.2%

Major Industry: Agriculture, Manufacturing

FACT SHEET

SHASTA COUNTY

Population ('69): 81,300 Rank: 30th

County Seat: Redding

Largest Cities:

Redding	Pop. ('65)	15,400
Anderson	" ('66)	6,050

Legislators:

Senate	SD-2	Fred W. Marler, Jr. (R-Redding)
Assembly	AD-1	Pauline L. Davis (D-Portola)
Congress	CD-2	Harold T. Johnson (D-Roseville)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	11,286	36.4%	12,511	35.6%	11,970	34.2%
DEM	18,396	61.0%	21,667	61.7%	22,304	63.7%
OTHER	810	2.5%	912	2.5%	755	2.1%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	9,178	32.4%	REAGAN	15,155	55.0%	NIXON	11,821	40.5%
JOHNSON	19,142	67.6%	BROWN	12,486	45.0%	HUMPHREY	14,510	49.8%
						WALLACE	2,815	9.7%

NOTES OF INTEREST: Central Valley Project (Sacramento River)

MAJOR INDUSTRIES: Lumber (4th in state), Agriculture (cattle), Recreation

T. J. McCOY, Assistant Director
125 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 9410
(415) 434-445

FACT SHEET

TULARE COUNTY

Population ('69): 194,000 Rank: 21st
County Seat: Visalia

Largest Cities:

Visalia
Tulare

Pop. ('69) 27,600
" ('66) 15,943

Legislators:

Senate SD-15 Howard Way (R-Exeter)

Assembly AD-21 George W. Duffy (R-Hanford)
AD-29 William M. Ketchum (R-Bakersfield)

Congress CD-18 Robert B. Mathias (R-Visalia)

REGISTRATION

	<u>January, 1970</u>		<u>November, 1968</u>		<u>November, 1966</u>	
GOP	23,821	40.1%	26,819	38.4%	26,062	38.0%
DEM	33,310	56.0%	39,666	56.9%	41,411	60.3%
OTHER	2,309	3.9%	3,270	4.5%	1,174	1.7%

VOTING

<u>1964 Presidential</u>			<u>1966 Gubernatorial</u>			<u>1968 Presidential</u>		
GOLDWATER	22,527	39.8%	REAGAN	33,095	60.0%	NIXON	29,314	52.2%
JOHNSON	33,974	60.1%	BROWN	22,109	40.0%	HUMPHREY	22,180	39.5%
						WALLACE	4,580	8.1%

Major Industry: Agriculture

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**GOVERNOR
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J. McCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 9410
(415) 434-4445

GLENN COUNTY

FOR IMMEDIATE RELEASE
April 2, 1970 SF-#43

Glen J. Peterson, Orland rancher and past chairman of the Glenn County Republican Central Committee, has been appointed Glenn County campaign chairman for Governor Ronald Reagan, Paul R. Haerle, Northern California chairman, announced today.

Peterson, 53, of Route 1, was also Governor Reagan's county campaign chairman in 1966.

A trustee of the Orland Elementary School District for seven years, he is a director of the California Crop Improvement Association and a director of the Colusa-Glenn Production Credit Association. He is a delegate to the California Farm Bureau Federation.

Peterson was county central committee chairman for five years and is a past president of the Orland Lions Club.

Location of county campaign headquarters will be announced later.

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4/2/70

**Committee to Re-Elect
GOVERNOR
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NEWS BUREAU

J. McCOY, Assistant Director
1250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4451

COLUSA COUNTY

FOR IMMEDIATE RELEASE
April 2, 1970 SF-#44

Colusa County District Attorney Harold Wilsey, Jr., has been appointed Colusa County campaign chairman for Governor Ronald Reagan, it was announced today by Paul R. Haerle, Northern California chairman.

Wilsey, 44, of 344 12th Street, Colusa, is a member of the Executive Committee of the California District Attorneys and County Counsels Association and is secretary of the Colusa County Republican Central Committee.

Wilsey has been county chairman in Colusa for Assemblyman Ray Johnson for the past three elections and is a member of the Colusa Rotary Club and the Chamber of Commerce.

A life-long resident of Colusa County, he is a veteran of World War II and a graduate of the University of San Francisco School of Law.

Location of campaign headquarters will be announced later.

#

4/2/70

GOVERNOR REAGAN

NEWS BUREAU

ET J. McCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

CONTRA COSTA COUNTY

FOR IMMEDIATE RELEASE
April 2, 1970 SF-#45

William K. Houston of Orinda, prominent East Bay businessman, has been appointed Governor Ronald Reagan's campaign chairman for Contra Costa County, Paul R. Haerle, Northern California chairman, announced today.

Houston, 54, also directed the Contra Costa County campaign for Governor Reagan in 1966. He resides at No. 1 Robert Road, Orinda, and is a floor covering contractor with headquarters in Oakland.

Houston is a director of the Sports Institute, president of the North American Boxing Association, and a director of the Contra Costa Bank.

He is a retired Air Force colonel and a graduate of the University of Washington and the Harvard School of Business. He serves the state as chairman of the State Athletic Commission.

Location of Contra Costa campaign headquarters will be announced later.

#

4/2/70

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J. McCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

INYO COUNTY

FOR IMMEDIATE RELEASE
4/3/70 SF #46

David H. Wiltsie, Bishop publisher and developer, has been named Inyo County campaign chairman for Governor Ronald Reagan, Paul R. Haerle, Northern California chairman, announced today.

Wiltsie, 46, is president of Educational Publishing Company and was Inyo County Republican Central Committee chairman in 1968.

A former Bishop city councilman, he has been county campaign chairman for Assemblyman Eugene Chapple since 1964 and was an alternate delegate to the Republican National Convention in 1964.

On the local level, Wiltsie was president of the Bishop Rotary Club in 1967 and 1968 and is a past director of the Bishop Chamber of Commerce. He was also Governor Reagan's county campaign chairman in 1966.

Location of campaign headquarters will be announced later.

Committee to Re-Elect
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ET J. McCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
(213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94101
(415) 434-4445

MENDOCINO COUNTY

FOR IMMEDIATE RELEASE
4/3/70 SF #47

G. Wesley Caldwell, a Ukiah planning commission and finance chairman of the Republican County Central Committee, has been appointed Mendocino County campaign chairman for Governor Ronald Reagan, Paul R. Haerle, Northern California chairman, announced today.

Caldwell, 34, a Ukiah stockbroker, is also a director of the Ukiah Chamber of Commerce. He makes his home at 280 Highland Avenue.

He has been a county Central Committee member for the past eight years and a member of the Planning Commission for six years. He has been active in political campaigns for Congressman Don H. Clausen and Assemblyman Frank Belotti.

Location of Mendocino County campaign headquarters will be announced later.

J. McCOY, Assistant Director
250 North Western Avenue
Los Angeles, CA 90029
213) 461-4766

JACK S. McDOWELL
Director

TERRY EAGAN, Assistant Director
Rm. 625, 300 Montgomery Street
San Francisco, CA 94104
(415) 434-4457

SCHEDULE

GOVERNOR REAGAN TOUR

APRIL 6-8, 1970

MONDAY, APRIL 6

1:45 PM	Tour party baggage in lobby of Hotel el Mirador, Sacramento.
2:15 PM	Transportation departs el Mirador for Sacramento Metropolitan Airport.
2:40 PM	Take-off in Golden West Airlines charter from Gate #41 for Fresno.
3:50 PM	Arrive Fresno Air Terminal (North end of North Concourse).
4:10 PM	Motorcade departs for Hacienda Motel, Fresno. Press work room: Palomino Room in Hacienda administration building.
4:45 PM	Press Availability, San Joaquin Room, administration building. (Concludes by 5:00 PM)
6:30 PM	Reception in foyer of Las Vegas Room.
7:30 PM	Fund-raising dinner (\$50 per plate) in Las Vegas Room. Address by Governor Reagan.

OVERNIGHT: Hacienda Motel
(209) 268-4061

TUESDAY, APRIL 7

8:15 AM	Baggage in Lobby of Hacienda Motel.
8:40 AM	Depart Hacienda Motel for Fresno Air Terminal.
9:05 AM	Take-off for Mariposa.
9:30 AM	Arrive Mariposa Airport. Governor meets briefly with Mother Lode campaign officials.
10:05 AM	Depart for Ahwahnee Hotel, Yosemite National Park.
11:30 AM	Arrive Ahwahnee Hotel.

MORE....

TUESDAY, APRIL 7 -- continued

Noon	Governor Reagan addresses annual meeting of Council of California Growers. Press filing time provided after Luncheon.
2:10 PM	Depart for Mariposa Airport.
3:40 PM	Take-off for Bakersfield.
4:30 PM	Arrive Bakersfield Airport (Gate B). Depart for Hill House, Bakersfield. Press workroom available. (Hill House Motel: 805/327-4064.)
6:45 PM	Press Availability, Mardi Gras East Room. (Concludes by 7:05 PM.)
7:45 PM	Depart Hill House for fund-raising dinner in Albert Good Auditorium, Kern County Fairgrounds. (Per couple: Sponsors, \$250; regular tickets, \$150.) Entertainment: Tony Martin.
	Governor will deliver off-the-cuff remarks and participate in Q and A.
9:40 PM	Depart Fairgrounds: Press and Staff for Bakersfield Airport Governor and Mrs. Reagan by auto for their home in Pacific Palisades.
10:10 PM	Take-off for Santa Monica.
11:00 PM	Arrive Santa Monica Airport (Runway #21). Depart for Century Plaza Hotel, Los Angeles.
	OVERNIGHT: Century-Plaza Hotel (213) 277-2000

WEDNESDAY, APRIL 8

(Press workroom is the Pacific Room on the California level. It will be open most of Wednesday.)

7:00 PM	No-host reception, California Lounge.
8:00 PM	Southern California fund-raising dinner (\$250 per plate). Main Ballroom.

NOTE: We have been advised the dinner has been oversold. Press will be served dinner in the Press Room. PA system will pipe proceedings to Press Room. Correspondents desiring to be present in ballroom during the program may do so.

MORE....

WEDNESDAY, APRIL 8 -- continued

10:20 PM

Governor and Mrs. Reagan depart for their residence.

OVERNIGHT: Century-Plaza Hotel

== END OF TOUR ==

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4/3/70 SF-#48