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# CAMPAIGN - SOUTH

|    |      |   |                                       |
|----|------|---|---------------------------------------|
| 1  | 3/18 | Orange Co. Chairman                                 | Alexander Bowie                       |
| 2  | 3/18 | Santa Barbara Co. Chairmen                          | Francis Price/Harold Ward             |
| 3  | 3/18 | Ventura Co. Chairmen                                | Katherine Haley/Chas. McGrath         |
| 4  | 4/2  | F.Y.I. Memo   | Bakersfield Fundraiser                |
| 5  | 4/7  | Orange Co. Volunteers                               |                                       |
| 6  | 4/15 | Imperial Co. Chairman                               | Russell J. Kirk                       |
| 7  | 4/15 | Tulare Co. Chairman                                 | Bert H. Dennis                        |
| 8  | 4/15 | L.A. Speakers Bureau                                | Robert E. Cooper                      |
| 9  | 4/28 | San Berdu. Co. Chairman                             | Reed Sprinkel                         |
| 10 | 4/28 | San Luis Obispo Co. Chairman                        | Mrs. Robert D. Leichert               |
| 11 | 5/8  | Etiwanda <u>Fundraiser</u>                          | Tax Reform                            |
|    | 5/21 | Memo to Press                                       | Candidates Appearance - Primary       |
| 12 | 6/1  | Press Release                                       | Students for Creative Society         |
| 13 | 6/11 | Riverside Co. Hdqtrrs. Opening                      |                                       |
| 14 | 6/22 | Sta. Bbra Co. Fin. Chrnm.                           | Robert E. Kallman                     |
| 15 | 7/9  | Press Release                                       | Sinatra Endorsement                   |
| 16 | 7/21 | Press Release                                       | Californians for Reagan (4)           |
| 17 | 7/28 | Kings Co. Co-Chairmen                               | Gilbert Shearon/George Rice           |
| 18 | 7/27 | Imperial Co. Finance Chrnm.                         | Mrs. Harold M. Johnson                |
| 19 | 7/28 | San Luis Obispo Co. FC                              | Michael Hermreck                      |
| 20 | 7/28 | Orange Co. Finance Chrnm.                           | Coalson Morris                        |
| 21 | 7/29 | So. Calif. Vice Chrnm.                              | Robert Sasine                         |
| 22 | 7/29 | Press Release                                       | Jack Benny Endorsement                |
| 23 | 8/10 | Press Release                                       | 8 more Californians for Reagan        |
| 24 | 8/18 | Press Release                                       | Lawyers for Reagan                    |
| 25 | 8/19 | Memo to Press                                       | Advisory Com. Mtg. Invite             |
| 26 | 8/10 | Press Release                                       | Code of Fair Campaign Practices       |
| 27 | 8/26 | Press Release                                       | Committee of Concerned Citizens       |
| 28 | 8/25 | Memo to the Press                                   | "Concerned Citizens" Packet           |
| 29 | 8/28 | Riverside Co. Chairmen                              | Little/Thomas                         |
| 30 | 8/28 | Riverside Co. CoChrnm.                              | (4)                                   |
| 31 | 8/28 | Imperial Co. Co-Chrnm.                              | (2)                                   |
| 32 | 9/1  | Riverside Co. Co-Chrnm.                             | (3)                                   |
| 33 | 9/2  | Press Release                                       | Kuchel Endorsement Speech             |
| 34 | 9/2  | Press Release                                       | Kuchel Endorsement Statement          |
| 35 | 9/2  | Press Release                                       | Sinatra Commendation - Indiana far    |
| 36 | 9/7  | <u>Speech</u> - Labor Day ✓                         | Welfare (AFDC program/Food Stamps)    |
| 37 | 9/10 | Press Release                                       | Demo Klein endorsement                |
| 38 | 9/7  | <del>Memo to Press</del><br>Commercial Film Remarks | 70s Team <i>middle East skydiving</i> |
| 39 | 9/6  | Press Release                                       | Reply to Unruh debate request         |
| 40 | 9/6  | Press Release                                       | TCR statement re debate denial        |
| 41 | 9/12 | Kiwanis District Convntn<br><u>Speech</u>           | Attack on Earl Brian                  |
| 42 | 9/18 | Press Release                                       | 18 new hdqtrrs; 16 new chairmen       |
| 43 | 9/17 | Press Release                                       | Gibson endorsement                    |
| 44 | 9/17 | Memo to Press                                       | Pomona Fair Visit by NR               |
| 45 | 9/18 | Memo to Press                                       | RR Mtg. w/Committee of Athletes       |
| 46 | 9/18 | Schedule  | 9/20 thru 9/9                         |
| 47 | 9/18 | Press Release                                       | L.A. Fundraiser - 10/14               |
| 48 | 9/22 | Press Release                                       | TCR Rejection - Unruh Debate          |
| 49 | 9/23 | Press Release                                       | Athletes for Reagan                   |
| 50 | 9/24 | Schedule (NR)                                       | 9/28 thru 10/10                       |
| 51 | 9/27 | <u>Speech</u> - Siple Fundraiser                    | Crime/Tax Reform                      |
| 52 | 9/28 | <u>Speech</u> - Firemen's Convention                | Tribute to Firefighters               |
| 53 | 9/26 | Press Release                                       | Bagley Statement Re Unruh             |
| 54 | 10/1 | Press Release                                       | "Reagan Girls"                        |
| 55 | 9/30 | Memo to Press                                       | Pic Availability - Sinatra Gala       |
| 56 | 10/2 | Press Release                                       | NR Schedule - So. California          |

|     |       |                                    |  |
|-----|-------|------------------------------------|--|
| 57  | 10/2  | Press Release                      | TCR Response to Unruh Ltr.                             |
| 58  | 10/5  | Press Release                      | Students to Adv. Com. (4)                              |
| 59  | 10/6  | Press Release                      | Buck Owens Endorsement                                 |
| 60  | 10/8  | Press Release                      | Calif. for Reagan Chairman Aptd.                       |
|     | 10/6  | Memo to Press                      | Election Nite Arrangements                             |
| 61  | 10/8  | Schedule (NR)                      | 10/12 thru 10/25                                       |
| 62  | 10/9  | Press Release                      | Peter Graves Endorsement                               |
| 63  | 10/14 | Press Release                      | Hillman to Speakers Bureau                             |
| 64  | 10/13 | Press Release                      | Norris to Riverside Co.                                |
| 65  | 10/13 | Press Release                      | Villanueva Appointment                                 |
| 66  | 10/15 | Press Release                      | Architects for Reagan                                  |
| 67  | 10/16 | Press Release                      | Realtors for Reagan                                    |
| 68  | 10/16 | Press Release                      | Chiropractors for Reagan                               |
| 69  | 10/19 | Press Release                      | NR Schedule - 10/20                                    |
| 70  | 10/22 | <u>Speech</u> - Good Egg Breakfast | Revolutionaries  |
|     | 10/20 | Memo to Press                      | Perris Dam Activities                                  |
|     | 10/20 | Memo to Press                      | NR Thurs. Sched. Cancelled                             |
| 71  | 10/23 | <u>Speech</u> - Perris Dam Dedictn | Recreation Facilities                                  |
| 71a | 10/23 | Press Release                      | Athletes Fundraiser                                    |
| 72  | 10/23 | Press Release                      | Watts Reagan Headquarters                              |
| 73  | 10/24 | <u>Speech</u> - Hi-12 Club         | Revolutionaries  |
| 74  | 10/23 | NR Schedule                        | 10/26 thru 10/30                                       |
| 75  | 10/23 | RR Schedule                        | 10/26 thru 11/1  |
| 76  | 10/28 | Press Release                      | Elected Officials for Reagan                           |
| 77  | 10/27 | Press Release                      | TCR Stmt Re: L.Bch. Interests                          |
| 78  | 10/27 | Press Release                      | RR Stmt Re: Unruh Comment - Campus<br>Disturbance Laws |
| 79  | 10/28 | Press Release                      | Fly Around Tour - 11/2                                 |
| 80  | 10/27 | Press Release                      | Carpenter Remarks Re Unruh                             |
| 81  | 10/27 | Press Release                      | Conrad Remarks Re Unruh                                |
| 82  | 10/27 | Press Release                      | Richardson Remarks Re Unruh                            |
| 83  | 10/27 | Schedule                           | 10/29 thru 11/2  |
|     | 10/28 | Memo to Press                      | Presidential press credentials                         |
| 84  | 10/28 | Memo to Press                      | RR Reelection support list                             |
| 85  | 10/28 | Press Release                      | Boney Hdqrtrs. Stmt Re: Property<br>Taxes              |
| 85a | 10/30 | Press Release                      | Orange Co. Elected Officials for R                     |
| 86  | 10/28 | Press Release                      | TCR Stmt Re: Holiday Towers Unruh<br>Interest          |
| 87  | 10/30 | Press Release                      | L.A. Elected Officials for RR                          |
| 88  | 10/30 | Press Release                      | Elected Officials for RR                               |
| 89  | 10/29 | Press Release                      | Boys' Club of Pasadena Dedication                      |
| 90  | 10/29 | Schedule                           | October 31 (Corrected)                                 |
| 91  | 10/30 | Press Release                      | Rev. Claude Evans Endorsement                          |
| 92  | 10/30 | Press Release                      | Veterans Vote Appeal                                   |

McCOY, Assistant Director  
Western Avenue  
es, CA 90029  
-4766

JACK S. McDOWELL  
Director

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

OFFICIALS -- ORANGE COUNTY

FOR IMMEDIATE RELEASE

MARCH 18, 1970

The appointment of Alexander Bowie as Reagan Campaign Chairman for Orange County was announced today by the Southern California Division of the Committee to Re-elect Governor Reagan.

Bowie, an attorney in Newport Beach, has served on the Republican Central Committee of Orange County for several years.

He is a member of the Board of Directors of the Orange County Fair and serves on the Orange County Transit Committee.

He was recently appointed by Mrs. Ivy Baker Priest, Treasurer of the State of California, to serve on the Districts Securities Advisory Committee.

He is a member of the Orange County Bar Association and the American Bar Association. He serves on the Legislative Committee of the State Bar Association.

"A full campaign organization is being formed," Bowie said, and committee appointments will be announced within the next few days. Headquarters will be opened at 500 W. 17th Street in Santa Ana very shortly."

Bowie is a graduate of the University of Colorado. He resides in Tustin with his wife, Barbara, and two children, Becky and Brian.

# # # # #



GOVERNOR  
REAGAN

## NEWS BUREAU

J. McCOY, Assistant Director  
250 North Western 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

OFFICIALS -- SANTA BARBARA COUNTY

FOR IMMEDIATE RELEASE

MARCH 18, 1970

Francis Price, Santa Barbara attorney, and Harold R. Ward, Santa Barbara securities broker, have been appointed co-chairman of the Santa Barbara County Reagan Campaign Committee. The announcement was made by the Southern California division of the Committee to Re-elect Governor Reagan.

Price served on the county Republican Central Committee in 1952 through 1954. He was on the Goldwater campaign committee in 1964 and was a member of the Reagan campaign advisory committee in 1966.

He is a member of the California Bar Association, the American Bar Association and the American Law Institute. He is a past president of the Santa Barbara County Bar Association.

He is presently serving as president of the Santa Barbara Historical Society.

Price and his wife, Mary Louise, reside in Santa Barbara with their son, Douglas and daughter, Julia.

Ward served as County chairman for Governor Reagan's campaign in 1966 and was an alternate delegate at the 1968 National Republican Convention.

He is President of the Santa Barbara Boys' Club. He is Vice President of Bateman Eichler, Hill Richards, Inc. of Santa Barbara.

He and his wife, Rosamond, live in Santa Barbara.

Ward stated that a campaign headquarters will be opened in downtown Santa Barbara very shortly.

# # # # #

3/17/70

GOVERNOR  
REAGAN

## NEWS BUREAU

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

JACK S. McDOWELL  
Director

MARCH 18, 1970  
FOR IMMEDIATE RELEASE  
MARCH 18, 1970

TERRY EAGAN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-445

OFFICIALS -- VENTURA COUNTY

Two members of pioneer families of Ventura County were named today as co-chairmen of the Ventura County Reagan Campaign Committee. They are Mrs. Katherine H. Haley of Rancho Mi Solar in Ventura and Charles R. McGrath, an attorney in Oxnard. Announcement was made by the Southern California division of the Committee to Re-elect Governor Reagan.

Mrs. Haley is a rancher and breeder of registered shorthorn cattle and quarter horses. She has served as chairman of the board of the California Racing Hall of Fame since its inception in 1968.

She was given the annual award of "The Muses" of the California Museum of Science and Industry as the outstanding woman in agriculture in 1970.

Mrs. Haley served as co-chairman for Ventura County in the Goldwater-for-president campaign and was finance chairman for the Reagan campaign in 1966. She has been a member of the delegation to the Republican National Convention in 1964 and 1968.

McGrath is a Director of the Ventura County Sheriff's Posse and a member of the Rancheros Adolpho.

He is a member of the American Bar Association, the State Bar Association of California, the Ventura County Bar Association and the Oxnard Bar Association.

He is also a member of the American Trial Lawyers Association and the American Judicature Society.

He is a graduate of Loyola University in Los Angeles and is a member of the Knights of Columbus.

He and his wife, Beverlee, live in Camarillo with their three children, John, Deborah, and Daniel.

"Plans are underway to open headquarters in Ventura and Oxnard," Mrs. Haley said. "We will announce the locations shortly but volunteers may call (805) 649-2003 right now."

GOVERNOR  
REAGAN

# NEWS BUREAU

4/70

JOY, Assistant Director  
1000 Avenue  
CA 95029

JACK S. McDOWELL  
Director

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

#4  
12/70

FOR IMMEDIATE RELEASE

APRIL 2, 1970

On Tuesday, (April 7, 1970) Governor Ronald Reagan will make his first appearance in Kern County since he announced his candidacy for re-election.

The Governor and his wife, Nancy, will be guests of honor at a Bakersfield fund raising dinner dance to be held in the Albert Goode Auditorium at the Kern County Fairgrounds.

The reception will start at 7:00 PM. A flower garden theme will be used throughout the auditorium featuring displays of Kern County products.

Master of Ceremony for the event will be TV personality Ken Croes of Channel 23 in Bakersfield. Featured entertainer of the evening will be movie star Tony Martin and his personal orchestra conductor, Hal Borne.

Among elected Republican officials planning on attending are Congressman Bob Mathias and Assemblymen Bill Ketchum and Kent Stacey.

Co-sponsors of the affair are Mr. and Mrs. E. C. (Bill) Mazzio of Bakersfield and Mr. and Mrs. E. D. (Soveda) Antonelli of Delano, co-chairmen of the Kern County Committee to Re-Elect Governor Reagan.

# GOVERNOR REAGAN

# NEWS BUREAU

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) 398-4444

OFFICIALS -- ORANGE COUNTY

FOR IMMEDIATE RELEASE

APRIL 8, 1970

The Orange County Committee to Re-Elect Governor Ronald Reagan has opened headquarters at 500 W. 17th Street in Santa Ana.

Announcement of the opening was made by Alexander Bowie, campaign chairman for the county.

"Volunteers are being sought throughout the county," Bowie said, "and anyone interested can phone (714) 542-3541."

The headquarters will be under the supervision of Mrs. Mary Jane Smart, who is serving as headquarters manager.

Bowie, an attorney in Newport Beach, was appointed to his position as county chairman by David James, Southern California campaign chairman.

Bowie has served on the Republican Central Committee of Orange County for several years.

He is a member of the Board of Directors of the Orange County Fair and serves on the Orange County Transit Committee.

He was recently appointed by Mrs. Ivy Baker Priest, Treasurer of the state of California, to serve on the District Securities Advisory Committee.

He is a member of the Orange County Bar Association and the American Bar Association. He serves on the Legislative Committee of the State Bar Association.

-MORE-

Bowie has already formed an Executive Committee of prominent Orange County residents. Serving on the committee are Robert Beavers and Mrs. Thurmond Clark as co-vice-chairmen and Coalson Morris as finance chairman.

Other members include George Brokate, Walter Knott, Henry T. Segerstrom and Frank White.

"Because we feel that every resident of Orange county has such an important stake in the future of this county and the state of California under the leadership of Governor Reagan, we are starting a financial drive to reach everyone. Every dime and dollar will be welcome," Bowie said.

Other committee appointments will be announced in the near future.

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4/7/70  
LA#5



JACK L. 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

IMPERIAL COUNTY

FOR IMMEDIATE RELEASE  
4/15/70

Appointment of Russell J. Kirk as Imperial County campaign chairman for Governor Ronald Reagan was announced today by David L. James, Southern California chairman.

Kirk, an attorney in El Centro, is a member of the Board of Directors of the Kiwanis Club; an executive board member of the Boy Scouts of America, Desert Trails Council; and is a member of the finance committee of First Methodist Church of El Centro.

He is a member of the American Bar Association and serves on the Committee on Taxation. He is a member of the California Bar Association. He is past secretary-treasurer of the Imperial Bar Association, and is a member of the Grievance and Ethics committee.

Kirk is a certified public accountant, and though he is not practicing, he is a member of the American Institute of CPA and the California Society of CPA.

"We are forming our county organization committee now and volunteers are most welcome. Anyone may call Republican headquarters in El Centro, phone 352-8250," Kirk said.

He is the son of Superior Court Judge George R. Kirk and Mrs. Fern Kirk. He graduated first in his class at California Western University School of Law.

Kirk and his wife, Sandra, live in El Centro with their two children, George and Amy.

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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) 434-4455

TULARE COUNTY

FOR IMMEDIATE RELEASE  
4/15/70

Bert H. Dennis has been named Tulare County campaign chairman for Governor Ronald Reagan. Announcement of the appointment was made by David L. James, Southern California chairman.

Dennis, 49 is sales manager for Sequoia Forest Industries, Inc. of Dinuba.

He served as chairman of the Reagan committee for Tulare County in 1966.

Dennis is the immediate past Exalted Ruler of Visalia Elks Lodge #1298.

He graduated from Washington State University. He and his wife, Marge, live in Dinuba.

Headquarters for the Reagan campaign will open in Visalia in the near future.

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LA #7 4/14/70

**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 Street  
San Francisco, CA 941  
(415) 434-44

SOUTHERN CALIFORNIA  
CAMPAIGN OFFICIALS

FOR IMMEDIATE RELEASE  
4/15/70

Los Angeles attorney Robert E. Cooper has been named head of the speakers bureau for the Southern California division of the Committee to Re-Elect Governor Ronald Reagan. Announcement of the appointment was made by David L. James, Southern California chairman.

Cooper, 31, specializes in antitrust litigation for the firm of Gibson, Dunn and Crutcher of Los Angeles.

He got his BA degree from Northwestern University, where he was president of Deu, senior men's honorary society. He is a Phi Beta Kappa and received departmental honors in political science. He served as president of his junior class and was a member of the varsity debating team.

His law degree is from Yale University where he was articles editor of the Yale Law Journal. He was elected to the Order of the Coif and was a finalist in the Harlan Fiske Stone Moot Court

more.....



oral competition.

Cooper served as a field representative for the alumni office of Northwestern University. He spent one summer as member of the staff of the Honorable Robert F. Ellsworth, then congressman from Kansas, now serving as permanent representative to NATO, with rank of ambassador.

As head of the speakers bureau, Cooper will direct the assignment of qualified speakers who will present the Governor's positions and views to various civic clubs and community organizations.

"Any group may request a speaker to appear before it by just calling the Reagan Southern California headquarters in Los Angeles, phone (213) 462-7141," Cooper said.

Cooper and his wife, Elaine, and son Greg, reside in Palos Verdes.

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LA#8 4/15/70

Committee to Re-Elect  
**GOVERNOR  
REAGAN**  
JAMES J. McCOY, Assistant Director  
125 North Western Avenue  
Los Angeles, CA 90029  
(213) 461-4766

# NEWS BUREAU

JACK S. McDOWELL  
Director

TERRY EAGAN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-445

OFFICIALS  
SAN BERNARDINO COUNTY

FOR IMMEDIATE RELEASE  
APRIL 28, 1970

Reed Sprinkel was named today as the San Bernardino County campaign chairman for Governor Ronald Reagan. Announcement was made by David L. James, Southern California chairman.

Sprinkel, 48, has a long background of active work in Republican politics. He has been a member of the Republican State Central Committee for six years and served as Finance Chairman of the County Central Committee in 1968. He was county co-chairman in the 1966 Reagan campaign and also served in that capacity for State Senator William E. Coombs' 1966 campaign. He was county co-chairman of the 1960 campaign for Richard M. Nixon.

He is president of Fontana Paving, Inc. of Fontana and is an officer and director of Vernon Asphalt Constructors, Inc. of Vernon.

He is chairman of the Contractors' State License Board. He is president of the Contractors' Division of the American Road Builders Association and was given

MORE.....



the 1970 Contractor of the Year Award of the Engineering Grading Contractors Association.

Sprinkel also serves on the Advisory Board of St. Bernardine's Hospital Foundation.

"We are organizing a full county campaign and other appointments will be announced shortly," Sprinkel said, "but we are also urging volunteers to join the campaign now. Interested people are asked to call the temporary headquarters phone number (714) 822-3832."

Sprinkel and his wife, Louise, live in Cucamonga with two daughters, Annette and Susie. Their son, Steve, is a student at Harvard.

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LA#9 4/27/70

JACK S. McDOWELL  
Director

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

OFFICIALS  
SAN LUIS OBISPO COUNTY

FOR IMMEDIATE RELEASE  
APRIL 28, 1970

Mrs. Robert D. Leichert has been named San Luis Obispo County chairman for Governor Ronald Reagan's campaign. Announcement of the appointment was made by David L. James, Southern California chairman.

Mrs. Leichert is a past president of the San Luis Obispo Federated Republican Women's Club. She served as county chairman for the campaigns of former State Senator Vernon Sturgeon and of State Senator Donald Grunsky. She was an alternate delegate to the 1968 National Republican Convention.

She is the owner and operator of The Mimeo Shop in San Luis Obispo.

Mrs. Leichert and her husband, Robert, reside in San Luis Obispo. They have three children.

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LA#10 4/27/70

McCOY, Assistant Director  
Western Avenue  
San Francisco, CA 94104  
4766

JACK S. McDOWELL  
Director

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

5/70

## SAN BERNARDINO

RELEASE TO AM'S  
SATURDAY, MAY 9, 1970

The following is excerpted from Governor Ronald Reagan's address at Senator William E. Coombs' fund raising dinner at the Regina Winery in Etiwanda (San Bernardino) Friday 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.

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We hear a lot about the 1967 tax increase from some candidates who hope that the voters will forget what made it necessary. But what we don't hear so much about is that in '67 and '68 and '69, more than 40 pieces of legislation were signed into law to keep our promise to the taxpayers that the money taken from them would be returned as fast as possible. We are returning that money.

In '67, it was only \$15 million. In '68, it was \$244.5 million. In '69, it was \$404.7 million, and the new budget contains \$344 million -- for a total of \$1.48 billion tax relief given back to the people of California.

The tax reform we have now before the legislature would give every homeowner a reduction on his property tax of all the way from a minimum of 25 percent all the way up to 40

MORE.....



percent.

If ever you needed a reason why we must have more Republicans in the legislature, the fight on that tax reform bill in the Assembly is a good case in point.

We have a paper-thin majority there -- 41 Republicans. And one of those -- Pat McGee of Van Nuys -- is absent because of illness. So, we have only 40 votes and it takes 41 votes to get this bill out. Thus the Assembly Democrats have it in their power to deprive the people of California of the tax reform.

This week, all 40 Republicans voted for tax reform. Six Democrats voted with them. Then the Democratic leadership -- puppets of the former speaker -- pulled those six off the floor of the Assembly and into a caucus and forced them into changing their votes from "Yes" to "Abstain". As of now, not one single Democrat is voting for tax reform.

Now, we can usually count on bi-partisan support on some matters. There are several Democrats of good-will in the Assembly. But, when the chips are down on the really big questions -- and when the Democratic leadership turns the screws, it's awful for a few Democrats to buck the whole party leadership. That is why we need more Republicans in Sacramento.

MORE.....

On a purely partisan, self-serving basis, the Democratic leadership is refusing to pass a tax reform package which would reduce the property tax anywhere from 25 to 40 percent and reduce state income taxes for the renters and the elderly, and cut the business inventory tax and take part of the cost of the welfare programs off the counties' backs.

If, this time next year, you are still paying the same high property tax -- if renters and elderly citizens have not had a further reduction in their state income taxes, if business is still saddled with the present level of inventory tax -- the blame will rest solely and only on the shoulders of the Democratic leadership.

I think we may still get tax reform this session. I think the Democratic leadership will have to come to its senses -- but it is up to them. And they must realize that tax reform does not mean tax increase: on that there will be no compromise.

When the tax reform bills get to the Senate, we will continue to work closely with (Senator) Bill Coombs. Bill's help and advise has been invaluable to us in these all-important matters and I know that he will be in the lead in the effort to see that you get the tax reform -- and property tax relief -- you need.

MORE.....



Some Democrats are trying to scuttle tax reform by saying they want more money for education. Well, all of us are concerned about money for education. But, the Democrats are trying to hook up money for education with the wrong bill...the way to get money for education is help us get welfare reform.

Right now we have before the Assembly, a welfare reform package which could save the taxpayers of this State between \$100 and \$130 million. There's the money for education -- and if the Democrats will help us enact those welfare reforms, we can have more money for the schools without raising taxes.

I think the record of state support of schools should be set straight. During the eight years of the previous administration, state support of schools declined from 45.8 percent to 41 percent of the total. In the first year of our administration, we stopped that downward trend and so far -- during the past three and one-half years -- have increased the State's share a couple of percentage points and probably more when the score is in for this year.

In our four years we have provided \$78 million more for local school support than the previous administration did in its last four years in office. The present state aid is \$1.65 billion, up from \$1.2 billion three and one-half years ago.

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GOVERNOR  
REAGAN

## NEWS BUREAU

McCoy, Assistant Director  
50 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

MEMO TO THE PRESS

May 21, 1970

FYI

Following is a tentative list of candidates who are planning on making an appearance at the Biltmore Bowl on primary election night, June 2nd.

Governor Ronald Reagan

Lt. Gov. Ed Reinecke

Senator George Murphy by 10:00 PM

Houston Flournoy

Ivy Baker Priest

George Doukemejian by 10:00 PM

John Harmer

Evelle J. Younger

Wendell Handy by 8:00 PM

In addition, all Los Angeles County Republican candidates for everything have been invited to attend.

It is our understanding that Spencer Williams will be in the northern end of the state. Mrs. Alberta Jordan plans to be in Sacramento.

As further word of candidates' whereabouts are received, we will try to keep you informed.

Again, the above is a tentative listing with approximate arrival times given by the candidates.

Thanks so much for all of your help and cooperation.

# # # # #

McCOY, Assistant Director  
Western Avenue  
San Francisco, CA 94029  
766

JACK S. McDOWELL  
Director

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

STUDENTS

FOR RELEASE  
MONDAY, JUNE 1, 1970  
L.A. # 12

6/70

Governor Reagan today welcomed "with open arms" the support of the newly formed Students for a Creative Society.

The S.C.S. is composed of student body presidents and student leaders throughout California. The students announced the group's formation at a Los Angeles press conference Thursday.

The students indicated the purpose of the organization is to promote "responsible political action and rational constructive government."

The statewide co-chairmen are Larry Labovitz, student body president at San Fernando State College; and Mel Sims, student body president at Victor Valley Community College in Victorville.

At their news conference, Labovitz stressed that early support of the movement grew out of a concern that "there be an ongoing force on the campus to transfer a concern for action and change from a diversity of viewpoints into a non-violent approach to solving problems."

They referred to Governor Reagan as "one leader who is concerned with student problems and has resolved to help us solve them."

The students later met with the Governor for an hour-long discussion of campus problems and related issues.

The Governor said:

"We have attempted to bring student thinking into state

(MORE)



government by the appointment of students to responsible positions. I have been meeting with various groups of students for some time now. The prospect that we will have their suggestions and participation in the campaign is exciting and challenging."

Leaders of the group, in addition to Labovitz and Sims, include Steve Cooley, former student body president from California State College at Los Angeles; Roy Stafford, former student body president, San Diego Mesa College; and Michael Kuhl, Stanford University.

# # #

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 94104  
(415) 434-4455

OFFICIALS  
RIVERSIDE COUNTY

FOR IMMEDIATE RELEASE  
June 11, 1970

Riverside County's Committee to Re-elect Governor Ronald Reagan will open a headquarters in Riverside in the early part of July. Announcement was made today by Michael R. Raftery, county campaign chairman.

Raftery, 35, was named to head up the county Reagan organization by David L. James, Southern California campaign chairman.

Raftery, an attorney and partner in the firm of Garst & Raftery in Riverside, also served as Reagan's county chairman in 1966.

A three-year letterman in both varsity football and rugby in his college days at Stanford, he also earned his law degree there in 1962. He was also a member of Phi Delta Phi legal fraternity and director of the Law Association Program at Stanford.

He is a member of the Riverside County and American Bar Associations and served as president of the County Barristers in 1965. Other memberships include the American Trial Lawyers, ABA executive council, Southern California Insurance Defense Council and California Bar Association. He served as president of the Conference of Barristers in 1968-69.

Included among Raftery's civic activities are the Riverside Masonic Lodge, Kiwanis, Stanford Club and the United Fund Drive.

-MORE-

L.A. #13 6/11/70



PAGE # 2

He is married to the former Georgianne Hatchett and they have three daughters.

"Volunteers who want to help in the Reagan campaign are asked to call the Riverside Republican County headquarters in Riverside," Raftery said, "and we will be happy to welcome anyone who wants to give any time to the campaign."

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LA #13 6/11/70

GOVERNOR  
REAGAN

## NEWS BUREAU

ANN. 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

OFFICIALS  
SANTA BARBARA COUNTY  
FINANCE CHAIRMAN

FOR IMMEDIATE RELEASE  
Tuesday, June 23, 1970

Appointment of Robert E. Kallman as finance chairman for Governor Ronald Reagan's Santa Barbara County campaign has been announced by county co-chairman Harold R. Ward and Francis Price. He also served as finance chairman for Reagan's 1966 campaign.

Kallman, 45, is president of the Navy League and a Director of Old Spanish Days. He is a past president of the Santa Barbara Council for Retarded Children, the Milpas Merchants Association, and the Santa Barbara Jaycees. He also is a past president of the Santa Barbara Board of Education.

He has served as a Director of the Santa Barbara Chamber of Commerce, as a Police and Fire Commissioner as well as Recreation Commissioner and Harbor Commissioner for the city. He is a nurseryman in Santa Barbara.

At the present time, Kallman is a Captain in the US Naval Reserve and is Commanding Officer of Naval Reserve Officers School for Santa Barbara and Ventura Counties.

He and his wife, Ruth, live in Santa Barbara. They have four children.

#####

Committee to Re-Elect  
GOVERNOR  
EAGAN

# NEWS BUREAU

McCOY, Assistant Director  
Western Avenue  
CA 90029  
66

JACK S. McDOWELL  
Director

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

PLEASE GUARD AGAINST  
PREMATURE PUBLICATION  
OR BROADCAST

FOR RELEASE TO:

AM'S OF THURS., JULY 9

CALIFORNIANS FOR REAGAN

# 15

ACTOR-SINGER FRANK SINATRA -- ONE OF AMERICA'S MOST PROMINENT DEMOCRATS -- TODAY JOINED THE CAMPAIGN TO RE-ELECT GOVERNOR RONALD REAGAN.

SINATRA, LONG IDENTIFIED AS A TOP-DRAWER DEMOCRAT NATIONALLY AS WELL AS IN CALIFORNIA, ACCEPTED A POST AS CO-CHAIRMAN OF THE NON-PARTISAN CALIFORNIANS FOR REAGAN ORGANIZATION.

HIS ACTION CAME AS A SMARTING REJECTION OF ASSEMBLYMAN JESSE M. UNRUH (D-INGLEWOOD), ALTHOUGH THE WORLD-FAMOUS ENTERTAINER DID NOT MENTION THE DEMOCRATIC GUBERNATORIAL CANDIDATE BY NAME.

"IT IS MY DUTY AS A CITIZEN," SINATRA SAID, "TO PUT ASIDE PARTISAN CONSIDERATIONS WHEN I THINK THE OTHER PARTY'S CANDIDATE IS CLEARLY THE OUSTANDING CANDIDATE FOR THE OFFICE."

HE ALSO MADE IT CLEAR HE HAS NO INTENTION OF ABANDONING HIS AFFILIATION AS A MEMBER OF THE DEMOCRATIC PARTY.

SINATRA JOINED TWO OTHER PROMINENT DEMOCRATIC LEADERS AS CO-CHAIRMEN OF CALIFORNIANS FOR REAGAN -- GEORGE KILLION OF SAN FRANCISCO, FORMER NATIONAL TREASURER OF THE DEMOCRATIC PARTY, AND SENATOR RICHARD M. BURNS OF FRESNO, DEAN OF THE CALIFORNIA LEGISLATURE.

MORE . . .

7/70



BOTH RECENTLY REPUDIATED FELLOW-DEMOCRAT UNRUH TO CAMPAIGN FOR GOVERNOR REAGAN'S RE-ELECTION.

SINATRA OFTEN HAS HELD THE SPOTLIGHT AS THE HEADLINING STAR IN FUNCTIONS STAGED IN SUPPORT OF DEMOCRATIC CANDIDATES.

HE FIRST WAS RECOGNIZED AS A DEMOCRATIC LEADER IN HIS ACTIVITY IN SUPPORT OF THE LATE PRESIDENT FRANKLIN D. ROOSEVELT'S RACE FOR A FOURTH TERM.

SINCE THEN, HE HAS HAD TOP-BILLING ROLES IN BEHALF OF PRESIDENTIAL AND OTHER MAJOR DEMOCRATIC CANDIDATES, INCLUDING THE LATE PRESIDENT JOHN F. KENNEDY AND SENATOR ROBERT F. KENNEDY.

THE HOLLYWOOD STAR CROSSED THE PARTY LINE AT THE PERSONAL INVITATION OF GOVERNOR REAGAN AFTER THEY HAD CONVERSED ON THE PROBLEMS THAT BESET CALIFORNIA TODAY.

SINATRA SAID HE NOT ONLY HAS AGREED TO GIVE HIS TIME AND EFFORT TO THE REAGAN CAMPAIGN, BUT HAS AGREED TO DEVOTE HIS TIME AFTER THE NOVEMBER ELECTION TO "HELP MEET THE PROBLEMS WHICH HAVE BEEN CREATED BY THE DISTURBANCES IN OUR UNIVERSITIES AND COLLEGES."

"THOSE WHO DO NOT KNOW GOVERNOR REAGAN AND ME AS WE HAVE KNOWN EACH OTHER FOR MORE THAN 20 YEARS," SINATRA SAID, "MAY BE SURPRISED BY THE ANNOUNCEMENT THAT I AM CAMPAIGNING FOR HIS RE-ELECTION.

"HOWEVER, OUR MUTUAL FRIENDS HAVE ALWAYS BEEN AWARE THAT WE SHARE THE SAME DESIRES FOR THE WELFARE OF THE PEOPLE OF THE STATE OF CALIFORNIA AND THE NATION.

MORE . . .



"WHILE I HAVE NOT ALWAYS AGREED WITH GOVERNOR REAGAN WITH RESPECT TO ALL POLITICAL AND SOCIAL ISSUES, WE HAVE ALWAYS SHARED THE VIEW THAT THE YOUTH OF OUR STATE IS ONE OF OUR BIGGEST ASSETS AND TO PROTECT THAT ASSET WE MUST ALL WORK TOGETHER TO END THE TURMOIL ON THE CAMPUSES AND IMPROVE THE COMMUNICATION BETWEEN THE STUDENTS AND WHAT THEY REFER TO AS 'THE ESTABLISHMENT'.

"IN OBSERVING GOVERNOR REAGAN PROFESSIONALLY, SOCIALLY AND -- MORE RECENTLY -- IN OBSERVING HIS POLITICAL ACTIVITIES, I AM CONVINCED THAT HE HAS THE GUTS AND FORTITUDE TO DO WHATEVER HE CAN, REGARDLESS OF POLITICAL CONSEQUENCES.

"THE FACT THAT THE GOVERNOR IGNORED PARTISAN CONSIDERATIONS AND ASKED ME TO CAMPAIGN FOR HIS RE-ELECTION IS AN INDICATION TO ME OF HIS SINCERE DESIRE TO UNIFY THE ACTIVITIES OF ALL INTERESTED CITIZENS TO MEET THE DIFFICULT PROBLEMS THIS STATE FACES.

"I CAN DO NO LESS -- AND, THEREFORE, I MUST IGNORE PARTISAN CONSIDERATIONS AND SUPPORT THE CANDIDATE I THINK HAS THE QUALITIES OF LEADERSHIP NECESSARY TO UNITE CALIFORNIANS SO THAT THE STATE CAN CONTINUE TO PROGRESS."

MORE . . .

SINATRA EMPHASIZED THAT HIS DECISION TO CAMPAIGN FOR REAGAN DOES NOT MEAN THAT HE WILL CHANGE HIS PARTY AFFILIATION.

"I HAVE BEEN -- AND WILL CONTINUE TO BE -- A DEMOCRAT," HE SAID. "I WILL CONTINUE TO SUPPORT THOSE CANDIDATES OF THE DEMOCRATIC PARTY WHOM I FEEL ARE QUALIFIED FOR THE OFFICE THEY SEEK.

"BUT IT IS MY DUTY AS A CITIZEN TO PUT ASIDE PARTISAN CONSIDERATIONS WHEN I THINK THE OTHER PARTY'S CANDIDATE IS CLEARLY THE OUTSTANDING CANDIDATE FOR THE OFFICE."

(END)

*Committee to Re-Elect*  
**GOVERNOR  
REAGAN**

# NEWS BUREAU

JACK S. 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

PLEASE GUARD AGAINST  
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FOR RELEASE TO:

AM'S OF TUES., JULY 21

LA #16

CALIFORNIANS FOR REAGAN

Governor Ronald Reagan's campaign for re-election was bolstered today by four of Southern California's most prominent Democrats.

They are Robert F. Six, President of Continental Airlines; Mrs. Sybil Brand, a long-time official of the city of Los Angeles and a former Los Angeles Times "Woman of the Year;" Z. Wayne Griffin, Southern California real estate developer and civic leader; and Hugh H. Evans, Sr., a prominent Los Angeles banker.

The four Democrats have been appointed to the executive committee of Californians for Reagan, a non-partisan group working for Governor Reagan's re-election. Six will serve as co-chairman of the state-wide organization with George L. Killion, Chairman of the Board of Metro-Goldwyn-Mayer, Democratic State Senator Hugh M. Burns and entertainer Frank Sinatra.

In a joint statement the four southland leaders declared:

MORE ...

"The time has come for responsible citizens to take inventory of what is happening within California and decide which course the future shall take -- a continuing effort toward an orderly alliance of all Californians or a disorderly slump into disunity and lawlessness.

"Governor Ronald Reagan in his first term as California's chief executive has repeatedly called for the use of reason in the management of our daily affairs. He has consistently and decisively demanded that efficiency and economy be the bulwark of state government.

"He is a man of fiscal integrity and complete devotion to his obligation as a leader. His constant attention to the duties and responsibilities of the state's business and progress provides the leadership that we all believe in.

"California can gain little today by indulging itself in partisan politics. We firmly believe that California can be served best by returning Governor Reagan to Sacramento for another four years."

Six, of Beverly Hills, is a long-time registered Democrat and has frequently been active in behalf of Democratic candidates in the past. One of the pioneer leaders in American commercial aviation, he is a native of California and was born and raised in Stockton.

MORE ...



Mrs. Brand, for whom the "Sybil Brand Institute for Women" is named, has been a member of the Los Angeles Public Welfare Commission for 18 years and served 13 years as chairman of that commission. She also spent 12 years as Chairman of the Los Angeles Vocational Training Commission.

Griffin, a life-long Democrat, is currently chairman of the Community Redevelopment Agency of Los Angeles. He is a member of the Mayor's Advisory Cabinet, Director and member of the Executive Committee of the Southern California Symphony-Hollywood Bowl Association, and serves as Governor of the Music Center Performing Arts Council. He is also past National Chairman of the Stanford Parents Committee.

Evans is a long-time Democrat who was an active supporter of former Governor Edmund G. (Pat) Brown. He also supported and worked for many other Democratic Party candidates.

# 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

OFFICIALS

FOR IMMEDIATE RELEASE

KINGS COUNTY

JULY 28, 1970

Appointment of Gilbert Shearon and George B. Rice, Sr. as Co-chairmen of the Reagan Campaign Committee for Kings County was announced today by David L. James, Southern California chairman.

Rice, retired Edison Company district superintendent, has long been active in political and civic affairs. He has been a member of the County Republican Central Committee since 1966 and worked in the elections of Senator John A. Nejedly, and Assemblymen Clare L. Berryhill and Robert G. Wood.

In 1966, he served as Vice-foreman of the Kings County Grand Jury and Chairman of the Public Works Committee of the Grand Jury.

Rice and his wife, Virginia, live at 408 Porter Street in Hanford.

Shearon, 58 years old, is an attorney in Hanford. He is a graduate of Northwestern University and has been admitted to practice in both Illinois and California.

He is a life long Republican and a member of the Kings County Republican Central Committee.

Shearon and his wife, Cornelia, and one daughter live at 790 Lawrence Lane in Hanford.

MORE...



Both Shearon and Rice commented that the main activity in the Reagan campaign at the moment will be in working with the Republican Central Committee to help register all prospective Republican voters in Kings County. Plans call for the opening of a Reagan headquarters in Hanford in the near future.

-30-

LA#17 7/27/70

GOVERNOR  
REAGAN

NEWS BUREAU

ANNE 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

IMPERIAL COUNTY

Finance Chairman

FOR IMMEDIATE RELEASE

JULY 28, 1970

The appointment of Mrs. Harold M. Johnson of Calexico as Finance Chairman in Imperial County for the Reagan campaign was announced today by Russell J. Kirk, campaign chairman.

Mrs. Johnson is a past president of the Imperial County Republican Women's Club and was active in Assemblyman Victor Vesey's campaign.

She is president of the International Golf and Country Club Auxiliary and is also president of Las Vecinas, the organization that helps support the Orthopaedic Clinic.

Mrs. Johnson served on the Calexico School Board and belongs to the Women's Improvement Club of Calexico and the Children's Home Society.

She and her husband have three children and live at 305 West Highway 98 in Calexico.



NE. J. McCOY, Assistant Director  
50 North Western 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

SAN LUIS OBISPO COUNTY

FOR IMMEDIATE RELEASE

Finance Chairman

JULY 28, 1970

The appointment of Michael Hermreck as finance chairman for the Reagan campaign in San Luis Obispo County was announced by Mrs. Robert Leitcher, county chairman of the campaign.

Hermreck is a general contractor. He is a member of the State General Contractors Licensing Board and the Criminal Justice Board for Region 8.

He has served as a member of the county Republican Central Committee and has been active in campaigning in south San Luis Obispo County.

Hermreck recently spearheaded the drive for the construction of a new Catholic church in Nipomo.

He and his wife, Wilma, and their five children live on Guadalupe Road in Nipomo.

-30-

LA#19 7/27/70

**Committee to Re-Elect  
GOVERNOR  
REAGAN**

# NEWS BUREAU

ANNE 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

ORANGE COUNTY

FOR IMMEDIATE RELEASE

Finance Chairman

JULY 28, 1970

A well-known Orange County civic leader and businessman, Coalson Morris, will serve as finance chairman for the Reagan campaign for Orange County. Announcement of the appointment of Morris was made by Alex Bowie, county chairman for the campaign.

Morris, 54, is Vice-president and Treasurer of Maxad, Inc., and is a member of the Board of Directors of Morehouse Industries. From 1965 to 1968, he served as Chairman of the Board of Directors of Tustin Savings and Loan Association and is still a member of the board. From 1953 to 1968, he was Secretary, Treasurer and Vice-president of Electra Motors, Inc., now a division of Litton Industries.

Morris is a past president of Goodwill Industries of Orange County and is still a member of the Board of Directors. He is a member of the Executive Committee and Orange County Chairman of the University of Southern California Alumni Scholarship Committee. He has served as a Board of Directors member of the Anaheim Community Chest and Anaheim and Western Communities United Fund.

MORE...

Among his other civic activities are the Advisory Council of the Anaheim Memorial Hospital, the Y.M.C.A., and the President's Council of Chapman College. He is an Elder and has served for 10 years as Clerk of the Session of the First Presbyterian Church of Anaheim.

Morris is a past chairman of the Orange County Republican Central Committee and is a past member of the Republican State Central Committee. He served on the Executive Committee of the State organization.

He and his wife, Jean, have three children and reside in Anaheim.



# GOVERNOR REAGAN

# NEWS BUREAU

ANET J. McCOY, Assistant Director  
250 North Western Avenue  
Los Angeles, CA 90029  
(213) 461-4756

JACK S. McDOWELL  
Director

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

OFFICIALS-- SOUTH

FOR IMMEDIATE RELEASE  
JULY 29, 1970

A long time Republican political worker and active supporter of Governor Ronald Reagan has been appointed vice-chairman for the Southern California Reagan re-election campaign committee. He is Robert Sasine of Fullerton.

Announcement of the appointment was made by David L. James, Southern California campaign chairman.

Sasine, 36, was active in the Reagan campaign of 1966 serving as chairman for South Central L.A. County. He was an alternate delegate to the Republican National Convention in 1968 and is a member of the Republican State Central Committee. In 1962 and 1964, he was chairman of the Clawson for Congress Committee in Downey. He was the Southern California Chairman of the Harmer for Attorney General campaign in this year's primary elections.

James stated that Sasine will be responsible for directing the ever-increasing grass roots movement in the Governor's campaign.

"His primary target will be the Greater L.A. Basin area and his knowledge of the voters will strengthen our whole campaign effort," James said.

MORE....



A private pilot with multi-engine and instrument ratings, Sasine was the recipient of the 1965 "Man of the Year" award of the North American Aviation Management Club in Downey. He is also a past president of the Downey Chamber of Commerce and has served as chairman of the Downey United Crusade campaign. In 1965, he was general chairman of the Downey Community Fair.

Sasine is a graduate of Brigham Young University of Provo, Utah, and is the Santa Ana Region chairman of the B.Y.U. Alumni Fund. He is presently working on his law degree at Western State University College of Law at Anaheim.

Sasine is the supervisor of Orange County operations for Sav-on Drugs, Inc., of Marina Del Rey. He is married and has five children.

COY, Assistant Director  
Western Avenue  
CA 90029  
66

JACK S. McDOWELL  
Director

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

FOR RELEASE TO PM'S  
THURSDAY, AUGUST 6, 1970

LA #22

8/70

America's best known entertainment star -- Jack Benny  
-- today broke a precedent that is even older than his violin.

For the first time in his long (39 years plus your own  
guess) life, he endorsed a candidate for political office.

Benny, the nation's no. 1 radio and television headliner,  
disclosed he is endorsing Governor Ronald Reagan's re-election  
campaign "because I believe him to be the best man for the job."

"I have known Governor Reagan for 30 years," Benny said.  
"He has always been interested in what's best for the people.  
He is honest and totally dedicated to whatever he undertakes.

"This is the first time I have ever endorsed a political  
candidate in any campaign. I am not a Democrat, nor a Repub-  
lican--I am an Independent voter--but I like Reagan."

Benny, known as a shrewd businessman and a leader in the  
celebrity field, joins a growing list of outstanding theatrical  
personalities in supporting Reagan for re-election.

Others include Frank Sinatra, Dean Martin and George  
Jessel.

*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 Street  
San Francisco, CA 9410  
(415) 434-445

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FOR RELEASE TO:  
PM'S OF WEDNESDAY, August 12

LA #22 23

## CALIFORNIANS FOR REAGAN

The growing movement of Democratic and Independent voters toward support of Governor Ronald Reagan's re-election surged forward today as the appointment of eight more citizen leaders to the executive committee of Californians for Reagan was announced.

Included in the group of Southern Californians are two professors, a well-known physician, a city councilwoman, three stars of the entertainment world, and a prominent businessman.

Among the new Los Angeles members of the non-partisan group formed to help re-elect Reagan are Dr. Leon Krohn, Chief of Staff of Cedars of Lebanon Hospital and an eminent obstetrician, and Armand Deutsch, prominent businessman and successful head of several charity drives. Deutsch also serves on the Cedars-Sinai Board of Directors.

Two additional members of the academic community are on the committee. They are Robert R. Poole, Assistant Professor of Mathematics at the University of Redlands and Professor Glenn L. Fitts, Instructor in Police Science at Bakersfield College.

MORE ...



The first woman to be elected to the city council in San Gabriel and the first woman mayor of that city has also added her support to the Governor. Councilwoman Helen Achilles is now serving her thirteenth year on the Council. She noted that she has had a long standing policy against the use of her name in political campaigns. "But," she said, "in this instance, I shall be pleased and honored by having my name included among the group designated as Californians for Reagan."

Headliner stars from the entertainment world who have also been added to the list in support of Reagan include Audrey Meadows, Debbie Reynolds and George Jessel. They join Frank Sinatra, Dean Martin and Jack Benny who have already announced their support.

"For many of us," a spokesman for the new members of Californians for Reagan said, "this is the first time we have felt the urgent need to speak out on behalf of any candidate. But we feel that Governor Ronald Reagan should have the full support of all Californians.

"We believe that Reagan is a man of complete integrity and devotion to his duty as Governor of this state. He has worked hard in the past four years since he was first elected to the office of chief executive of California to pull California together and to bring sound business practices into the complex state government.

"We feel that he should have further time to continue his fine leadership."

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) 434-4457

FOR IMMEDIATE RELEASE  
Tuesday, August 18, 1970

LA #24

## LAWYERS FOR REAGAN

One of California's most distinguished barristers, Earl C. Adams, has been named as Chairman of the Southern California Lawyers Committee for Reagan. Announcement of his appointment was made by David L. James, Southern California campaign chairman.

Adams, a second generation Californian, is a member of the well-known California law firm of Adams, Duque, and Hazeltine of Los Angeles.

He has long been active in Republican politics, having been one of the original group in 1946 that formed a committee to ask Richard Nixon to run for office. He was state chairman for the Kuchel campaigns of 1956 and 1962. In 1958, he served as state chairman for Knowland and in 1968 as state chairman for Nixon-Agnew.

Adams is presently a member of the Los Angeles Republican County Central Committee and of the State Central Committee. He is a former treasurer of the State Central Committee.

MORE ...

"I am deeply pleased," Adams said, "to be asked to head up the Lawyers Committee in support of Governor Reagan for re-election. I feel that the Governor is an earnest, sincere individual, and he has been most productive in his first term in office. Certainly this is a time when the state needs firm leadership in all fields of endeavor and Governor Reagan offers this kind of decisive direction."

Adams has also served on the National Foundation Executive Committee of the March of Dimes, and is a member of the Board of Counselors of the School of Business Administration at USC. He is a past Assistant Corporations Commissioner of the state of California.

-30-

8/17/70



GOVERNOR  
REAGAN

NEWS BUREAU

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

JACK S. McDOWELL  
Director

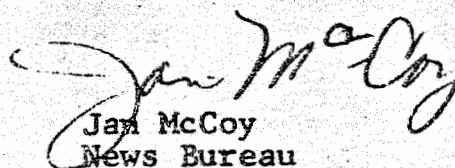
TERRY EAGAN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

August 19, 1970

LA #25

MEMO TO EDITORS AND POLITICAL REPORTERS

Reporters will be welcome at the meeting of the Reagan Campaign Advisory Committee and Invited Guests in the Los Angeles Room of the Century Plaza Hotel, at 3:00 P.M., Thursday, August 20, 1970. Because this is an advisory meeting, no TV cameras or radio microphones will be permitted.

  
Jan McCoy  
News Bureau

GOVERNOR  
REAGAN

NEWS BUREAU

ANE J. McCOY, Assistant Director  
250 North Western 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

FOR IMMEDIATE RELEASE

August 19, 1970

LA #26

Governor Ronald Reagan has signed the Code of Fair Campaign Practices, Thomas C. Reed, State Campaign Co-Chairman, announced today.

The signed document has been forwarded to the Washington, D.C. headquarters of the Fair Campaign Practices Committee.

The bi-partisan committee sets up the basic principles of decency, honesty and fair play in campaigning for all candidates across the nation.

Reagan indicated he believed candidates for public office should subscribe to such fair play doctrines because "campaigning in these days must be above board and honest in every sense of the word."

**Committee to Re-Elect  
GOVERNOR  
REAGAN**

# NEWS BUREAU

ANE: 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

COMMITTEE OF CONCERNED CITIZENS

FOR IMMEDIATE RELEASE

Wednesday, August 26, 1970

LA #27

A new approach to voters was started today with the formation of the Committee of Concerned Citizens by the Southern California Committee to Re-Elect Governor Reagan.

Announcement of the appointment of Miss Elaine Rose as chairman of the group was made by David L. James, Southern California campaign chairman.

Miss Rose has been active in the public relations field in Southern California since 1947 handling various movie, radio and TV personalities.

From 1961-1963, she was executive secretary to Father Robert E. Deegan, at that time Director of Public Relations for the Catholic Archdiocese of Los Angeles.

From 1963-1968, she lived in Nevada where she was employed by the legal division of the State Legislature.

In 1968, she returned to Los Angeles and is now associated with Vista West, Inc., producers of TV commercials and educational TV.

Miss Rose has been a lifelong Democrat but switched to Republican registration in the 1968 presidential campaign.

MORE



"I feel there are others in every walk of life as concerned as I am about the vital issues facing society today," Miss Rose said, "and they can show their concern by participation in the Concerned Citizens program."

"It is the first time, to my knowledge, that a political party has actually given the citizen in the street a chance to become involved with the issues he feels are important."

Miss Rose was referring to the "Concerned Citizens" packet which is available free from the Reagan Southern California Headquarters, 1250 North Western Avenue in Los Angeles.

The packet includes a question and answer section of Reagan's stands on various issues and return cards for the individual to list the issues that concern him the most.

"This is a method where by Republicans, Democrats and Independents -any concerned citizen- can refer their questions and opinions directly to the Administration," Miss Rose added. "I feel the Republican Party is anxious and interested in the thoughts of the people."

All Reagan campaign headquarters have the Concerned Citizen packets available.

GOVERNOR  
REAGAN

NEWS BUREAU

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

JACK S. McDOWELL  
Director

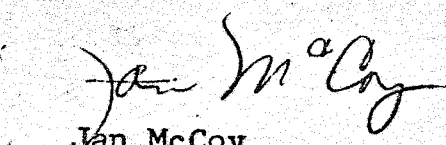
TERRY EAGAN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

August 25, 1970

LA #28

MEMO TO EDITORS AND POLITICAL REPORTERS

Enclosed is a sample of the "Concerned  
Citizens" packet referred to in the press  
release for Wednesday, August 26, 1970.

  
Jan McCoy  
News Bureau

# GOVERNOR REAGAN

# NEWS BUREAU

JANE 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

RIVERSIDE COUNTY

FOR IMMEDIATE RELEASE  
Friday, August 28, 1970

LA #29

The appointments of Paul F. Little as Co-chairman of the Riverside County Reagan campaign and Homer M. Thomas as Finance Chairman was announced today by David L. James, Southern California campaign chairman.

Little, 48, is the Customer Services Manager of the Eastern Division of the Southern California Gas Company.

He served as County headquarters chairman in the 1966 Reagan campaign and is a former member of the Republican County Central Committee.

Little is a second generation native son of Riverside County and a graduate of Riverside City College.

He is a member of the Riverside County Airports Commission and is a past president of the Riverside Lions Club. He is also a member of the Masons.

He and his wife Barbara live in Riverside and have one son.

MORE....



Thomas, also 48, is the past president of the Star Milling Company of Perris.

He is a graduate of the University of Oregon and was captain of the track team there.

He is a past member of the Board of Directors of the Kiwanis Club and is a former member of the Board of Directors of the California Turkey Federation.

He is now serving as a member of the Board of Directors of the Western Poultry Congress.

He and his wife, Mary, live in Riverside.

-30-

8/27/70

# GOVERNOR REAGAN

# NEWS BUREAU

AL 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

RIVERSIDE COUNTY

FOR IMMEDIATE RELEASE

Friday, August 28, 1970

LA #30

The Riverside County Reagan campaign moved forward with the appointment of four co-chairmen to serve in Beaumont, Cherry Valley and Banning.

Announcement of the appointments was made by Paul Little, Co-Chairman of the County Campaign Committee.

Mrs. Mary Lou Carpenter and Colonel Fred A. Hicks will co-chairmen the Beaumont-Cherry Valley district.

Mrs. Carpenter, a resident of Beaumont, has long been active in Republican party affairs. She is now serving as President of the Southern Division of the California Federation of Republican Women and is a past member of both the State Central Committee and the County Committee. She was the Riverside County Co-Chairman of the Women for Nixon organization in the 1968 campaign and was an alternate delegate to the Republican National Convention.

Colonel Hicks retired from the U.S. Army in 1968 and has his own home repair and remodeling business in Cherry Valley. He is a member of the Board of the Beaumont Unified School District and also is a Mason and a Shriner and a member of the Kiwanis Club.

He and his wife, Maxine, live in Cherry Valley.

MORE...



Co-Chairmen for the city of Banning are Mrs. Mary Householder and Robert T. Peterson, both of that city.

Mrs. Householder is the wife of Retired Colonel Eugene Householder. She was the Banning Chairman of the Women for Nixon committee.

Peterson is an attorney in Banning and is a newly elected Judge of Municipal Court.

Plans call for Reagan headquarters to be opened soon in both localities.

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8/27/70



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

IMPERIAL COUNTY

FOR IMMEDIATE RELEASE

Friday, August 28, 1970

LA #31

Two top eschelon appointments in the Reagan Re-Election Campaign were announced today by Russell Kirk, Imperial County Campaign chairman.

Mrs. William H. Dunn, Jr. (Eileen) will serve as Co-Chairman with Kirk, and Curtis A. Swain will serve as Men's Vice-Chairman.

Mrs. Dunn is now serving as a member of the Republican County Central Committee.

She and her husband live on Country Club Drive in Holtville and she is now the secretary of the Women's Golf Association of the Imperial Valley Country Club. She is also past president of the Barbara Worth Brigadettes.

Swain, 42, has his own insurance agency in El Centro.

He has been on the County Central Committee for twelve years and is treasurer of the committee.

A graduate of Valpariso (Indiana) University, he and his wife Joan, live in El Centro.

He is a member of the Board of Directors for the 45th District Agricultural Association and of the El Centro Rotary.

McCOY, Assistant Director  
Western Avenue  
San Francisco, CA 94029  
415 434-4457

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

RIVERSIDE CHAIRMEN

FOR IMMEDIATE RELEASE

September 1, 1970

LA #32

Three more Riverside County areas have Reagan Re-Election campaign chairmen. Announcement of the appointments was made by David L. James, Southern California Campaign Chairman.

Areas include the Palm Springs-Desert section, Hemet-San Jacinto district and the city of Corona.

Three co-chairmen will direct the Palm Springs-Desert area. They are Ed McCoubrey, David Margolis and Marlo Lewis.

McCoubrey is a former mayor of Palm Springs. He is a co-owner of Rubidoux Motor Company in Riverside and the Plaza Motor Company in Palm Springs. He is a former member of both the Republican State Central Committee and the Riverside County Committee.

Margolis is also a Palm Springs resident and a long time Republican. He is owner of Howard Manor in Palm Springs.

Lewis, of Cathedral City, is a former New York state resident. While living in that state, he was vice-chairman of Norman, Creig and Cummel Advertising Agency of New York City.

MORE ...

9/70

The Hemet-San Jacinto co-chairmen are Mrs. Walter Schlack and H. E. Divine.

Mrs. Schlack served as Hemet City chairman for Reagan's 1966 campaign and is a former president of Riverside County Republican Federated Women. She is a member of the Hemet Fair Board.

Divine, long time resident of San Jacinto and a life long Republican, will be particularly active in the Reagan campaign in the San Jacinto area. He is owner of the Divine Real Estate Company.

Myron James will serve as city chairman of the Reagan campaign in Corona. A graduate of UCLA law school, James is a practicing attorney in Corona.

Headquarters in each of the communities will be opened in the near future.

8/31/70



GOVERNOR  
REAGAN

NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FOR RELEASE WEDNESDAY  
9:30 A.M., September 2, 1970

LA #33

STATEMENT OF THOMAS H. KUCHEL

I shall support Governor Ronald Reagan in his campaign for a second term. He has asked me to be co-chairman, together with Mrs. Eleanor Ring, Republican National Committeewoman from California, of his Advisory Committee, and I have accepted that responsibility.

I urge my fellow Californians to vote for Governor Reagan in the November general election, for I believe he is far and away the best choice California can make for her Chief Executive during the next four years.

We now can judge Ronald Reagan on his conduct as a public servant. His official life and his personal life have been completely free from the slightest whisper of impropriety. He has given this State clean, honest government. His is a proven integrity.

These are troublesome times, and our State and nation face many critical issues. At the bedrock, we

need a Governor deeply committed to the rule of law. Ronald Reagan is so committed. The Governor of our State must be ready to accept current problems and to seek their best solutions. Ronald Reagan is.

When he took office four years ago, he found some major provisions of the Social Welfare Program so loosely administered as to undermine the State's fiscal integrity, if left unchecked. He did everything he could to eliminate the errors he found, and the administration of welfare improved. He maintains our State must aid the physically handicapped and the economically distressed, seeking, meanwhile, the best means of providing maximum gainful employment.

And in another field, I thought his recent legislative program to ease the burden of California's home owners a commendable forward step. Real property taxes, in my view, are almost an anachronism.

How a Governor uses his powers of appointment is a pretty good yardstick by which to judge him. In Governor Reagan's case, his appointees to the State administration and to our State courts have been generally and uniformly high, and they have been representative of every ethnic group among us. Leaders of the California Bar attest to the excellent calibre of his appointments to the bench.

It is to the great credit of Governor Reagan that he has taken an active lead in the continuing struggle to bring an adequate water supply to semi-arid Southern California. Without enough water, this part of the State would blow away. Governor Reagan is wholeheartedly committed to the timely completion of the State Water Plan.

These are some of the reasons why I am very glad to support Governor Reagan and to urge my fellow citizens to vote for him next November.

-30-

9/1/70



GOVERNOR  
REAGAN

## NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

✓ FOR IMMEDIATE RELEASE

LA #34 September 2, 1970

Former U.S. Senator Thomas H. Kuchel today endorsed the re-election of Governor Ronald Reagan and joined Republican National Committeewoman Eleanor Ring in accepting important assignments in the Governor's campaign.

Kuchel and Mrs. Ring were appointed co-chairmen of the Reagan Campaign Advisory Committee by Thomas C. Reed and Holmes Tuttle, co-chairmen of the statewide campaign organization.

Kuchel, in a press conference held in the Reagan Campaign Southern California headquarters, described Reagan as "far and away the best choice California can make for her chief executive during the next four years."

Kuchel, former Republican Whip in the Senate, did not endorse any gubernatorial candidate in 1966.

"We now can judge Ronald Reagan on his conduct as a public servant " he said at the Los Angeles press conference. "His official life and his personal life have been completely free from the slightest whisper of impropriety. He has given this state clean, honest government. His is a proven integrity."

MORE ...

Kuchel now is a partner in the law firm of Wyman, Bautzer, Finell, Rothman and Kuchel with offices in Beverly Hills and Washington. D.C.

He emphasized the need for a governor deeply committed to the rule of law, adding: "Ronald Reagan is so committed."

National Committeewoman Ring was present with Kuchel at the press conference as Reed announced their appointments.

"I am happy," she said, "to be able to serve Governor Reagan by taking an active role in his re-election campaign and I am particularly pleased at the display of unity that is demonstrated by the willingness of people of varying views to work together for his victory in November."

##

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FOR IMMEDIATE RELEASE  
WEDNESDAY September, 2, 1970

LA #35

Governor Ronald Reagan today commended Frank Sinatra for his aid to the Dan Mitrione family of Richmond, Indiana.

The Governor, in a statement, said:

"On August 29, in Richmond, Indiana, Frank Sinatra, Jerry Lewis and other stars of the entertainment world demonstrated to the nation and the world, the meaning of the words "brotherhood" and "heart".

"They gave of their time, their talents, their money and their hearts to a benefit organized by Frank Sinatra to raise funds for the education of the children of a heroic American police officer who died by assassins' bullets in South America.

"Dan Mitrione knew the meaning of the words "brotherhood" and "heart". He left the security of the United States to help the people of Uruguay modernize and reorganize their own police forces.

"To his family, he left a legacy of courage and sacrifice.

"Frank Sinatra, and the stars who participated in the benefit demonstrated that the sacrifice will not be forgotten. In the 110 degree heat of the Richmond High School civic center, 4,200 of Dan Mitrione's friends paid tribute to him and his memory. Over \$100,000 was raised for the education of Mitrione's nine children.

MORE



"Frank Sinatra's compassion and initiative in organizing this benefit is an inspiration to all Americans. And the response to Sinatra's efforts by Dan Mitrione's friends in Richmond, Indiana is a heartening reminder that his life and deeds are not forgotten by his countrymen.

-30-

9/2/70

# GOVERNOR REAGAN

# NEWS BUREAU

McCOY, Assistant Director  
Western Avenue  
Los Angeles, CA 90029  
(313) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FOR RELEASE ON DELIVERY  
3:30 P.M. Monday, September 7, 1970

LA #36

The following is excerpted from Governor Ronald Reagan's Labor Day address to the members of the Retail Clerks Union, Local No. 324, at Orange County Fairgrounds.

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-

Mass migrations of the rural poor to the cities presented us with large numbers of people totally without marketable skills, untrained for work in an urban, technological society. This difference between the unemployed of the 30's and the 50's went un-noticed by an entrenched welfare bureaucracy. They applied the same old medicine of the 30's and when it failed they doubled and re-doubled the dosage. By 1961 there were 45 federal programs expending \$10 billion. Today there are 435 spending \$27 billion. The patient is no closer to a cure but his medicine chest has outgrown our ability to keep it filled.

The time has come to match the treatment to the disease. Poverty like hunger cannot be cured with a handout. Give a hungry man a fish and he'll be hungry again tomorrow. Teach him how to fish--he'll never be hungry again. Send the person who is poor but willing into the labor market with a skill that is in demand.

MORE . . .

I am well aware that our efforts in Sacramento have been distorted until many of you have the impression that we are aiming our blows at the halt and the blind with utter lack of human kindness. This is, of course, untrue -- but let me indicate what we are trying to do by asking "Do you think that a couple, both employed by government with a joint income of \$35,000 a year, should be receiving a welfare grant for a handicapped child?"

Welfare is the taxpayers' greatest domestic expense and it is increasing in cost faster than our revenues can keep pace. Some demagogues preach that we can foist the cost off on the idle rich or the high earners they say are escaping their fair share of the tax burden. In this way they justify more and more government spending. They lie in their teeth. If government confiscated all the earnings of those in the 50% income tax bracket and above, it wouldn't run government for one day.

Mrs. Beulah Sanders of New York, a member of the National Welfare Rights organization, knows where the money is. Testifying before the House Ways and Means Committee she said: "Everyone in this country has the right to share the wealth. The money has gone into the pockets of the middle class and if we don't get our share we are going to disrupt this state, this country and this capitol."

Well, you the working men and women of this country are that middle class she was talking about and if the money is going into your pockets it's because you are working and earning every dollar of it.

MORE . . .



Yes, we are trying for welfare reform -- not to deny those who can't help themselves, but to stop institutionalizing poverty and condemning millions of Americans to the hopelessness of the dole into the second and third generations. I'm convinced the majority of recipients want to work and will if given a chance. I am also convinced there is a sizeable percentage of people who have taken advantage of loopholes in the thousands of overlapping federal regulations to augment their incomes at your expense.

Since so many charges have been made against California welfare and there is so much confusion, let's set the record straight.

In overall aid to the needy, California leads the nation. We are number one in aid to the blind, with payments \$50 per month higher than the national average.

-0- California ranks second in aid to the aged, with payments of almost \$40 above the national average.

-0- And second in aid to the disabled, more than \$41 per month above the national average.

-0- California is No. 1 in the total number of children receiving aid under the Aid to Families with Dependent Children program, and payments in that category rank above the national average.

We intend to keep it this way. Public assistance should go to the truly needy not the truly greedy.

I asked you one question -- let me ask a few more.

Should an unmarried pregnant girl have a \$400 abortion at the taxpayers' expense regardless of the wealth of her parents? Should a handicapped child of well-to-do parents be given a welfare grant just so he can feel independent?

MORE . . .

Should a \$13,700 a year social worker employed by the county, receive a welfare grant under the Aid to Dependent Children program?

Do you believe a citizen owning a \$30,000 home, 4 cars, a \$2,500 gun collection, 4 horses and the prospect of earning anywhere from \$500 to \$5,000 within a matter of weeks should be eligible for free food under the government's Community Surplus program?

All of these examples are perfectly legal under the present regulations and all of them are actual cases.

There is another area in which California is a national leader, and it's one that will never be a source of pride:

Almost one in every nine Californians -- 2,294,500 in this fiscal year -- is receiving some sort of public assistance at a total cost of nearly \$3 billion in tax maney. Last year the rolls of those receiving public assistance increased by 239,000.

Encouraged by self-seeking politicians, some organized welfare groups are demanding more than a temporary helping hand. Some seek to make poverty a profession. And as Professor Milton Friedman said, "If you pay people to be poor, you are going to have plenty of poor people."

Welfare officials in Alameda County disclosed that 3,559 persons who hold full-time jobs also receive welfare benefits. In Los Angeles County, this number was reported to be 17,000. . .

It is unfortunate, but necessary, to note that one of the biggest obstacles we have faced in attempting to control the growing costs of welfare has been the courts.

The U.S. Supreme Court nullified California's one-year residency requirement for welfare and by forcing the State to grant instant welfare to roving recipients increased our costs by \$95 million. That is almost enough to finance another 10 percent cut in your income tax similar to the rebate you received this year.

While the Supreme Court decision still stands, we asked the legislature for a law which would limit roving recipients who come to California to the same amount of welfare money they received in the state they came from for a period of one year. So far we've been unable to get that changed. . . .

Although the 1970 Legislature failed to pass our major reform program -- that would have increased aid to needy children, at the same time that it provided a program for mandatory work for unemployed fathers and increased support for job training -- we have made substantial progress in tightening welfare laws and streamlining administration.

\* We have established a Welfare Fraud Review Panel which found that almost 16 percent of sampled AFDC welfare families received aid fraudulently at a cost to the taxpayers of \$59 million annually.

We've helped the counties by eliminating an unreasonable staff ratio that required one supervisor for each five social workers. The estimated annual savings are \$75 million.

We have emphasized rehabilitation of handicapped individuals and California has moved from eleventh to second among the states in this area.

MORE . . .



Three years ago only 4,500 handicapped were rehabilitated. Last year there were 14,500. They earned \$66 million in wages annually, pay \$10 million in taxes each year and save the State tax funds formerly spent for their care.

You have heard and read charges that we are denying medical care to the needy. Well, that's one way to put it, but let me state it another way and see if perhaps you'll agree with what we are really doing. We have simply tightened the Medi-Cal regulations to require homeowners with cash in the bank or with other assets to use some of their own assets before receiving full-cost Medi-Cal coverage at your (the taxpayer's) expense.

We also asked for and received a law which will make sure that funds intended for needy children are not pocketed and spent by an unrelated male adult living with a welfare family. We have ordered an end to welfare for those who refuse to accept jobs or training without good cause, even though some federal laws have proved to be a blockade. We are developing a computer-based welfare management system to further reduce overhead costs.

And, quite importantly, we asked for and received legislative approval for a law making welfare fraud of \$200 or more a ~~misdemeanor~~ <sup>FELONY</sup> rather than a misdemeanor. I'm sure most Californians didn't know we had a double standard of justice. If you or I stole more than \$200, we could be charged with grand theft, a felony. But, until we changed the law, a welfare recipient could get away with more than \$200 and only be charged with a misdemeanor with its lesser penalties . . .

MORE . . .

We also seek a realistic limit on the Food Stamp Program.

College students listing their allowance as income are collecting and cashing food stamps. There are cafes that will take stamps in lieu of cash. Food stamps also are the main provider for many hippie communes and other social dropouts, who are voluntarily unemployed.

These are the abuses which can and should be corrected at the federal level. But we want to see the Food Stamp Program extended to counties which do not have it . . .

There is no doubt that California taxpayers have been getting the short end in the welfare mess and a big tax bill to go with it. At the same time the truly needy are short changed because we can't do all we really should for them . . .

Many people are concerned about the population explosion and they make proposals to discourage people from having large families. One such proposal in Sacramento this year was a serious effort to limit a family's income tax deductions to a maximum of two children . . . It didn't get any place but, just the same, it brings an interesting comparison to mind.

How do those who think its a good idea to penalize taxpayers for having a large family feel about regulations which actually offer cash incentives to welfare recipients to have large families? There are such regulations.

And consider this: You all pay Social Security -- if a man (head of a family) dies, his widow is only allowed benefits for up to

MORE . . .



two children. But again we find the welfare families receive additional cash grants and supplemental benefits for all children regardless of number . . .

The massive tax drain that welfare represents is eroding our ability to fund other necessary services that government should provide for you. It isn't fair to ask a working father to provide health care for others that he can't afford for his own family.

#####



GOVERNOR  
REAGAN

## NEWS BUREAU

McCOY, Assistant Director  
50 North Western Avenue  
Los Angeles, CA 90029  
3) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FOR RELEASE TO:  
THURSDAY P.M.'s  
September 10, 1970

LA #37

One of the Democratic Party's most prominent members and contributors today endorsed Governor Ronald Reagan for re-election.

Eugene V. Klein, board chairman and chief executive officer of National General Corporation, joined the growing group of well-known Democrats publicly supporting Reagan's re-election.

Klein, business leader in a variety of fields as well as sports enterprises, cited Reagan's "business approach to state government problems" as one reason for his crossing of party lines to support the Governor.

A life-long registered Democrat, who intends to continue to remain active in the Democratic Party, Klein actively supported the late John F. Kennedy, Lyndon Johnson and Hubert Humphrey. Four years ago he served as a Co-Finance Chairman in Governor Brown's campaign for re-election.

"Governor Reagan asked me for my support," Klein said. "This I agreed to do because he has brought efficiency and economy into our state government. He has streamlined state operations and has brought common sense management to the state's business.

MORE . . .

"With a state as large as ours and the multitudinous problems that face it, we must continue this vital leadership for the next four years. I am convinced that Governor Reagan will give us that kind of leadership."

One of Klein's first assignments in the Reagan campaign will be to serve as chairman of the major fund-raising event to be held at the Now Grove in the Los Angeles Ambassador Hotel on Sunday, October 4.

This will be an evening of entertainment headlining Frank Sinatra and Dean Martin, both prominent Democrats who have joined the Reagan re-election campaign.

In addition to his National General Corporation, Klein is a partner in Klein-Foreman Motors and is a director of City National Bank. He is president of the San Diego Chargers football club and chairman of the Seattle Supersonics Basketball organization.

He also has been active in civic and charitable causes in Southern California. He is a director of the Martin Luther King, Jr. General Hospital, Cedars-Sinai Medical Center and the Constitutional Rights Foundation.

He is a member of the Urban Affairs Committee and the Anti-Defamation League as well as the Mental Health Association. Klein also is a Big Brothers Booster, and has served in the American Cancer Society and the National Cystic Fibrosis Association fund-raising drives.

REAGAN NEWS BUREAU

Airporter Inn, Newport Beach

September 7, 1970

10:25 PM

Paul J. Beck, Governor Reagan's press secretary, asked that the following message be relayed to news media representatives here:

"The Governor's staff has been and is in touch with the United States Department of State regarding the reported Middle-East skyjacking with demands for release of Sirhan Sirhan.

"All questions regarding this incident should be referred to the Department of State in Washington."

== end ==



# GOVERNOR REAGAN

# NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FOR RELEASE:  
MONDAY, 5 P.M.  
September 7, 1970

LA #38

Following is the text of Governor Ronald Reagan's remarks on a commercial film being telecast over a group of California television stations this evening:

Tonight, before the 1970 political campaigns really get underway, I would like to spend these few minutes with you talking candidly about the November elections.

As a candidate for re-election this year, I am running as a member of a team -- the Team for the Seventies. This includes the Republican legislative candidates for both the State Assembly and the State Senate, and the candidates for California State Constitutional offices:

-O- Ed Reinecke - former engineer-businessman and three-term Congressman who has been Lt. Governor since 1969;

-O- State Treasurer Ivy Baker Priest - who served as Treasurer of the United States for eight years;

-O- State Controller Houston I. Flournoy - former educator and three-term state legislator before being elected Controller;

MORE . . . . .

-0- James Flournoy - Los Angeles businessman and civic leader who is our candidate for Secretary of State; and

-0- District Attorney Evelle Younger of Los Angeles who is our candidate for State Attorney General.

On November 3rd, you will make a choice between this team and a group led by my opponent who played an important part in amassing the sorry record of the early 60's -- problems we have been working to correct these past four years. One of the major issues of this campaign is whether California is to return to the politics of the sixties -- or whether we are to keep moving ahead with the Team for the Seventies.

During the next two months, we will be discussing with you issues of importance to our State. We will stick with the issues. We think you must be tired of the same old political tactics of name-calling and personal attacks. We'll talk about our continuing -- and successful -- efforts to hold down the size and cost of government; we'll talk about the progress we have made in getting tougher laws and tougher judges to protect you and your family and your property; about education and how we have greatly increased the State's support of both local school districts and our state colleges and universities -- and we'll also set forth our work and ideas for realistic reforms so that we can have improved education in all of these schools . . . and we'll

MORE . . . .



review the progress we have made in preserving the magical environment of California -- in fighting air pollution and water pollution, and in adding to our state parks and beaches.

I won't pretend -- either to you or to myself -- that in our first four years we have accomplished everything we set out to do, or want to do. You are aware of our fight for tax relief -- we believe that the homeowner needs a reduction in his property taxes. 93 of 119 legislators voted for our tax program which would have meant an average 27 percent reduction in your property taxes. 13 State Senators blocked that tax relief program. If re-elected, I will keep right on fighting for that tax relief. We must and we will have it.

All of you are concerned about the continuing campus disturbances and some of you have been told we made them worse. If that's true, it's because we quit appeasing and started opposing the radical few who are causing the trouble. We could have allowed the Berkeley street people to take over--steal is the proper word--\$1.3 million worth of university property paid for by the taxpayers and there would have been no Peoples Park episode, or allowed a motley crew of non-students to burn down Isla Vista or not have made Dr. Hayakawa president of San Francisco State. And we could have allowed Angela Davis to remain at UCLA. But the vast majority of our students are fine young people

MORE . . . . .



deserving of an education, and the majority of faculty want to give them that education. They are going to have that opportunity. Our campuses are not going to become sanctuaries for vandals and law breakers.

We are hearing the cries of gloom and doom from those who tell us that California is coming apart at the seams. There always seems to be at least one "Chicken Little" ready to take off to announce the sky is falling. Well, California is still here and still strong and eager for the future. There is nothing we Californians can't do if we put our minds and our hearts and our muscle to it. And that, too, is what this election is all about -- getting the government off our backs and out of our pockets so that all of us can get to work.

Speaking for all the members of the Team for the Seventies and myself, thank you for letting me visit with you this evening.

# # # #

GOVERNOR  
REAGAN

NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FOR IMMEDIATE RELEASE  
September 6, 1970  
LA #39

Following is a copy of a letter sent by Governor Reagan to Assemblyman Jesse M. Unruh during the weekend:

Dear Assemblyman Unruh:

The problems facing California are indeed critical. Beyond words. Beyond oratory.

It is imperative that a team for the 70's be elected based on performance and a solid examination of the record. It should not be based on promises, headlines, or spectacular confrontations.

You have been in public life for over a decade. You have built a very clear record. I believe the voters are well able to match performance with promise.

The people of California deserve the opportunity to examine our respective records. And this they can do without campaign rhetoric or the pretense of public debate.

I have faith in the people's ability to decide. You should come on out and talk to them, and perhaps even listen to them.

Sincerely,

Ronald Reagan  
Governor

# # #

GOVERNOR  
REAGAN

## NEWS BUREAU

NE  
COOY, Assistant Director  
50 North Western Avenue  
Los Angeles, CA 90029  
(313) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FOR IMMEDIATE RELEASE  
September 6, 1970  
LA #40

The following statement was made today by Thomas C. Reed, Republican National Committeeman and Co-Chairman of the Committee to Re-Elect Governor Ronald Reagan:

I applaud Governor Reagan's decision to decline the "pretense of public debate" with Jesse Unruh.

Big Daddy has been in public life for over a decade. He has built a very clear record in the Assembly. It conflicts so badly with what he has said that any debate would be inappropriate.

On the matter of rebating surplus funds to the taxpayer, instead of spending them, he said, "I think every penny of that surplus ought to be returned to the people and returned now. That's the people's money."<sup>1</sup>/ We certainly agree. Unfortunately, however, he voted against SB825, which provided a 10% rebate on all tax returns. Governor Reagan signed that bill into law on September 4, 1969.

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1. Press conference, February 5, 1969.

MORE . . . .



On the matter of campus violence, he said that it is "terribly crucial" that the legislature cope this year with unrest and dissent on the state's college and university campuses.<sup>2/</sup> To that end, we introduced AB534--a bill making it illegal for anyone who has been kicked off a campus during a disturbance to return for 72 hours. When the bill came to a vote, Unruh was in the Assembly Chamber, was granted additional time to debate, but did not vote. We passed the measure anyway, and Governor Reagan signed it into law on September 4, 1969.

On the matter of clean air, Unruh said: "I support the principle of Governor Reagan's clean air law which he announced last week. This legislation represents a step toward cleansing the air we breathe. In this effort he has my enthusiastic support."<sup>3/</sup> But when those bills passed the Assembly, Unruh was not even there to vote.

On the matter of Angela Davis, he has wandered all over the lot. On October 19, 1969, he said: "The real issue at the University of California is not Angela Davis."<sup>4/</sup> On May 16, 1970, he said: "I would not rehire Angela Davis."<sup>5/</sup> But on May 23, 1970, he concluded that if he were Governor, and thus a U.C. Regent, he "would have to support the Chancellor's recommendation (to re-hire her)."<sup>6/</sup>

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2. LOS ANGELES TIMES, January 30, 1969
  3. Press release, January 28, 1970
  4. Berkeley DAILY CALIFORNIAN, October 19, 1969
  5. LOS ANGELES TIMES, May 16, 1970
  6. LOS ANGELES TIMES, May 23, 1970

On Proposition 8, an irresponsible initiative that would have resulted in a billion dollar tax increase this year, Unruh said that he did not think endorsing a proposition is exercising leadership.<sup>7/</sup> Well, a member of his own party put it a little differently. Mayor Yorty said: "If he (Unruh) can't make up his mind on Proposition 8, how would he be able to make decisions as Governor?"<sup>8/</sup>

For the last decade the taxpayers have been paying Unruh to sit in a deliberative body -- the California Legislature -- and debate these same issues. Yet during the busiest months of this session alone (May-June-July), he showed up for work -- to debate the issues -- only nine days. While I'm sure my fellow taxpayers join me in welcoming Big Daddy's new-found interest in debate, it seems a little late.

I am very hopeful that we will have a free and open examination of our candidates' records, an American election free of spectacles, headline-hunting, irresponsible rhetoric, and the confrontations and disruptions that Jesse Unruh and his followers seem to enjoy. I am distressed, though, that Unruh has

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7. LOS ANGELES TIMES, June 2, 1970

8. SAN FRANCISCO EXAMINER, June 1, 1970

MORE . . . .

already admitted to a campaign of harrassment. On September 24, 1969, Unruh said: "We'll just keep badgering him."<sup>9/</sup>

The people deserve otherwise.

The Governor is to be commended for his faith in the people's ability to decide.

---

9. Redding RECORD SEARCHLIGHT, September 24, 1969

# # #



# GOVERNOR REAGAN

# NEWS BUREAU

NEI J. McCOY, Assistant Director  
50 North Western Avenue  
Los Angeles, CA 90029  
3) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

L.A. # 41  
9/11/70

FOR RELEASE TO:  
PM's of SATURDAY  
September 12, 1970

## FRESNO

The following is excerpted from Governor Ronald Reagan's address to the Kiwanis District Convention at the Fresno Convention Center on Saturday morning.

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-

During this campaign I determined that I would not react to or recognize the demagogic statements of my opponent. Naturally, I had in mind statements he might make about me.

However, here in Fresno just four days ago my opponent made a vicious attack on one of the young men in my administration. His attack was a complete distortion of the facts. And, because I want to make sure that the professional or personal reputation of a brilliant young physician is not damaged, I intend to set the record straight.

It was charged that Dr. Earl W. Brian, Jr., our Director of Health Care Services, was a "political incompetent" appointed to his post in payment of a 1968 political debt I owed Earl's father.

Point One: Earl Brian's father, a highly respected surgeon and physician in North Carolina and a life-long Democrat, passed away on August 1, 1960.

MORE . . .

Point Two: In August of 1968, Earl Brian was serving in Vietnam as a flight surgeon with the First Air Calvary Division. As a battalion surgeon, Captain Brian won the nation's third highest decoration of bravery, the Silver Star. Let me read to you a portion of the citation which accompanied that decoration:

"When his unit came under an intense rocket and mortar attack and a two-story barracks received a direct hit, Captain Brian immediately headed for the area. Twice on his way to the building he was thrown to the ground by the impact of rockets. Upon reaching the building, he administered aid to the wounded and then removed them to the security of the bunkers. While aiding some casualties, a second building was struck. Disregarding his own safety, he again braved the hostile fire as he moved forward to repeat his gallant actions. Captain Brian's gallant action is in keeping with the highest traditions of the military service and reflects great credit upon himself, his unit and the United States Army."

He was also awarded the Air Medal with a "V" for Valor and the Bronze Star for Meritorious Action. This is the gallant young man my opponent selected for his demagogic and vicious attack.

Point Three: Earl Brian, a graduate of Duke University, interned at Stanford University Medical Center in Palo Alto. In the words of Dean of that medical school, he was one of the highest-qualified few selected to serve their internships at that highly renowned medical center. Out of hundreds of applications for internships, only 12 were accepted -- Earl Brian was one of the 12.

While an intern at Stanford, he was named an assistant administrator of the hospital and worked on a new design for the hospital's computerized information service.

Point Four: The report on the abuses of Medic-Aid issued by Senator Russell Long, and referred to by my opponent as part of the basis for his attack on Dr. Brian, was published on February 9, 1970-- two months before Dr. Brian took office as Director of the State's Health Care Services Department. It dealt, mainly, with a period of 1966-67 and 1968.

Dr. Earl Brian, not yet 30 years of age, is a brilliant and outstanding young man, doing a tremendous job as Director of Health Care Services. In the 5 months since taking office he has saved the taxpayers some \$25 million, has tightened the administrative procedures of the department, introduced a schedule of maximum allowable hospital charges under Medi-Cal, and has sent medical review teams into the field to make sure that the patients are receiving the proper care and that the taxpayers' money is carefully managed and wisely spent.

He is the type of young man that I am proud to have on temporary duty in state service -- and he is serving at a tremendous financial sacrifice because of his strong feeling that each individual citizen should do his personal part for good government. Mr. Unruh says he owes Dr. Brian a personal apology; he certainly does. He owes the people of California an apology, as well.



# GOVERNOR REAGAN

# NEWS BUREAU

IAL  
250  
McCoy, Assistant Director  
Western Avenue  
Los Angeles, CA 90029  
213) 461-4755

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

## REAGAN CHAIRMEN AND HEADQUARTERS

Wendell Handy  
1216 E. Rosecrans Ave.  
Compton, Ca. 90222

Richard Martinez  
Tom Jeffries  
3501 W. Sixth Street  
Los Angeles, Ca. 90005

Tim Corliss  
2288 Westwood Blvd.  
Los Angeles, Ca.  
and  
1524 Wilshire Blvd.  
Los Angeles, Ca.

Cathy Burdick  
44755 N. 10th Street-Lancaster Blvd.  
Lancaster, Ca. 93534

Rosanell Bones  
1818 E. Palmdale Blvd.  
Palmdale, Ca.

Gary Girard  
344 N. Brand Blvd.  
Glendale, Ca.

Mrs. Alice Ogle  
144 S. Golden Mall  
Burbank, Ca.

David Cashion  
Arthur Pizzinat  
56 S. Lake  
Pasadena, Ca. 91101

Patrick Tobin  
209 N. LaBrea  
Inglewood, Ca.

Robert Westerfield  
214 Avenida Del Norte  
El Prado  
Redondo Beach, Ca.

Richard Kussman  
280 Atlantic Blvd..  
Long Beach, Ca. 90802

James Ritchey  
8022 Florence Ave.  
Downey, Ca. 90241

Bill McColl, M.D.  
1555 W. Garvey  
West Covina, Ca.

John Zimmerman  
12366 Firestone  
Norwalk, Ca. 90650  
and  
100 E. Pomona Mall  
Pomona, Ca. 91766  
and  
975 W. Foothill Blvd.  
Clairmont, Ca. 91711  
and  
14417 E Ramona  
Baldwin Park, Ca. 91706

Committee to Re-Elect  
**GOVERNOR  
REAGAN**

# NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94101  
(415) 434-4451

**MEMO TO CITY EDITORS, POLITICAL WRITERS AND  
NEWS DIRECTORS**

May we call your attention to the list of headquarters and chairmen named in the last 3 paragraphs of the attached release. We thought it might be of help to you to have them listed separately in two columns should you wish to call attention to some particular location or name in your area. You will find that list also attached.

Jan McCoy  
News Bureau

9/18/70  
LA #42

# GOVERNOR REAGAN

# NEWS BUREAU

AN. McCOY, Assistant Director  
250 11th Western Avenue  
Los Angeles, CA 90029  
(213) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

LOS ANGELES COUNTY

FOR RELEASE TO:  
FRIDAY A.M.s  
September 18, 1970  
LA # 42

Like a proverbial tidal wave, the Reagan campaign today released a sweeping list of 18 new community headquarters and 16 new chairmen in Los Angeles County.

"We intend to blanket the whole area," Mark T. Gates, Jr., Los Angeles County chairman, said in making the announcements, "and to my knowledge, this is the first time in any campaign that such a large number of chairmen and headquarters have been announced in one day."

Gates, 33, has been serving as the Los Angeles County chairman since the campaign began. County campaign director is Dirk ten Grotenhuis. Both were appointed by David L. James, Southern California campaign chairman.

An attorney in Los Angeles, Gates is a partner in the law firm of Gates, Morris, Merrill, and Stephens. He is a member of the Los Angeles County Bar Association, the California Bar Association and the American Bar Association.

He is a graduate of Dartmouth College and Stanford University School of Law.

MORE . . .



ten Grotenhuis, 31, is president of his own investment counseling firm in Los Angeles. Born in the Phillipines, he spent his boyhood in the Far East but returned to the United States for schooling. He attended Thatcher School in the Ojai Valley and graduated from Stanford in 1960.

"It is our aim to have a headquarters within easy reach of every voter in Los Angeles County," Gates said. "We want to be sure that interested citizens can get all of the information regarding Governor Ronald Reagan and his great record of accomplishments that they want."

"Campaign material will be available in all of the headquarters as well as the Los Angeles County headquarters, 3501 W. Sixth Street," Gates added.

Following is a list of the new Reagan chairmen and their headquarters:

They are Wendell Handy, 1216 E. Rosecrans Ave., Compton; Richard Martinez and Tom Jeffries, 3501 W. Sixth Street, Los Angeles; Tim Corliss, 2288 Westwood Blvd. and 1524 Wilshire Blvd., Los Angeles; Cathy Brudick, 44755 N. 10th Street-Lancaster Blvd., Lancaster; and Rosanell Bones, 1818 E. Palmdale Blvd., Palmdale.

Other chairmen include Gary Girard, 344 N. Brand Blvd., Glendale; Mrs. Alice Ogle, 144 S. Golden Mall, Burbank; David Cashion and Arthur Pizzinat, 56 S. Lake, Pasadena.

MORE . . .

In addition are Patrick Tobin, 209 N. LaBrea, Inglewood; Robert Westerfield, 214 Avenida Del Norte, El Prado, Redondo Beach; Richard Kussman, 280 Atlantic Blvd., Long Beach; James Ritchey, 8022 Florence Ave., Downey; John Zimmerman, 12366 Firestone, Norwalk; and Bill McColl, M.D., head of four headquarters at 1555 W. Garvey, West Covina; 100 E. Pomona Mall, Pomona; 975 W. Foothill Blvd., Clairmont; and 14417 E. Ramona, Baldwin Park.

*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

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

LA # 43

FOR RELEASE TO:  
THURSDAY P.M.'s  
September 17, 1970

The dean of the Los Angeles City Councilmen, now serving his nineteenth consecutive year and elected President of the Council for the sixth time, today endorsed Governor Ronald Reagan for re-election.

John S. Gibson, Jr., a life-long registered Democrat, said that he felt "Reagan is just out-and-out the right man for the job."

Gibson, first elected to the City Council in 1951, made a point of the fact that he has always made it a practice to refrain from endorsing any candidates.

"However, I like Reagan," Gibson said. "If I listed all the good things the Governor has done, you'd run out of paper. He's good for California and we need him in Sacramento."

Pointing out his long term of governmental service, Gibson added he liked the "citizen approach and good common sense practices that Reagan has brought to the State government."

Gibson's district includes San Pedro, Wilmington and Watts. He has always been a big vote-getter and was unopposed in his last race.

MORE ....



Born in Kansas, Gibson, at the age of 21, was elected the youngest mayor in the United States in 1923 in the town of Geneseo, Kansas. He also served as City Police Judge.

He came to California in 1927 and lived in Long Beach for one year and then moved to San Pedro where he and his wife, the former Mina Workman, still live.

His record of civic activities and accomplishments is long and varied.

He was always active in Junior Chamber of Commerce work, serving as vice-president of the State Junior Chamber in 1935, 36, and 37, and as chairman of the Wild Life Federation, Commercial Fisheries committee of that organization. He was voted the Distinguished Service Award from the National Junior Chamber of Commerce in 1936.

Gibson was a founder of the first Boys' Club of California in 1935. Noted for his work with youth, he was voted the Distinguished Service Award from the Civitan Service Club International in 1938. He is a vice-president of Pacific Southwest Youth for Christ in Los Angeles.

Among other service clubs, Gibson is a Mason and a Shriner and a member of the Los Angeles Commandery No. 9 Knights Templar of California. He is also a member of San Pedro Lodge No. 966 of the B.P.O.E. and serves on the Board of Deacons of the First Baptist Church of that city.

MORE....

He served as president of the California-Israel Chamber of Commerce from 1954-1960 and was made Honorary President in 1961.

Gibson joins a growing list of Democratic civic officials who have endorsed Governor Reagan for re-election. Included among them are the mayors or mayors pro-tem of Avalon, Torrance, Bell Gardens, Temple City and Bell, and two other councilmen from San Gabriel and Pomona.

-30-

LA #43



# GOVERNOR REAGAN

# NEWS BUREAU

J. McCOY, Assistant Director  
50 North Western Avenue  
Los Angeles, CA 90029  
(313) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

## FOR IMMEDIATE RELEASE

Thursday, September 17, 1970  
LA #44

ATTENTION: City Editors  
Political Editors  
Women's Editors

Mrs. Nancy Reagan, wife of Governor Ronald Reagan, will attend the Los Angeles County Fair at Pomona on Saturday, September 19.

The Governor's wife will arrive at 4:30 p.m. and will award the trophy to the winner of the Governor's Handicap Race.

# # # #



Committee to Re-Elect  
**GOVERNOR  
REAGAN**

# NEWS BUREAU

McCoy, Assistant Director  
250 ... Western Avenue  
Los Angeles, CA 90029  
(313) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

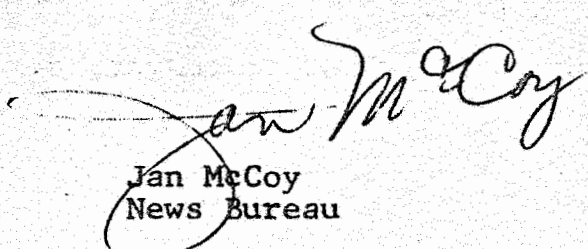
FOR IMMEDIATE RELEASE

Friday, September 18, 1970  
LA #45

ATTENTION: City Editors  
Assignment Editors  
Political Writers  
Sports Editors

On Wednesday, September 23, Governor Ronald Reagan and the Committee of Athletes who are supporting his re-election will hold a press conference in the Pacific Room of the Century Plaza Hotel at 10:30 A.M.

All interested media are invited to attend.

  
Jan McCoy  
News Bureau

GOVERNOR  
REAGAN

## NEWS BUREAU

AL McCOY, Assistant Director  
250 North Western Avenue  
Los Angeles, CA 90029  
(313) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

September 18, 1970

LA #46

NEWS BUREAU  
Governor Reagan's Campaign

Here, in rough outline, is Governor Reagan's campaign schedule for next week. A more precise schedule will be issued as soon as possible. This is intended only as a guide for your assistance in planning coverage.

SUNDAY, September 20

No events scheduled.

MONDAY, September 21

Veto session. Governor in Sacramento

TUESDAY, September 22

Veto session, Governor in Sacramento  
Capitol Press Conference (morning)

WEDNESDAY, September 23

10:30 AM Press Conference for Governor Reagan and Athletes  
for Reagan in the Pacific Room of the Century  
Plaza Hotel, Los Angeles.

DAY ---- College Trustees meeting, L.A.

4:30 PM Tour group will re-assemble at the Hollywood-  
Burbank Airport

NIGHT ---- Fly to El Centro for Imperial County reception  
honoring Assembly, Senate and Congressional can-  
didates (Seeley, Boney, Veysey).  
OVERNIGHT: San Diego at the Bahia Hotel

THURSDAY, September 24

AM Governor meets with editorial board, Copley News-  
papers.

MORE . . .

THURSDAY continued

AM Plant visit.  
NOON San Diego Rotary Club. Major address, Live tele-  
cast.  
PM Drive to Orange County.  
EVENING United Republican Finance Committee rally, Anaheim  
Stadium.  
NIGHT Drive to Los Angeles.

OVERNIGHT: Los Angeles (Hotel TBA)

FRIDAY, September 25

AM No morning events scheduled.  
NOON Combined L.A. Rotary Clubs. Major speech

OVERNIGHT: Los Angeles (Hotel TBA)

SATURDAY, September 26

No campaign events scheduled.

SUNDAY, September 27

? :00 Leave L.A. for Ventura  
3:30 PM Reception for Assembly candidate (Siple)  
LATER Ventura County Reagan Committee BBQ, Ojai.  
? :00 Leave Ojai for Long Beach  
7:00 PM Governor addresses Firemen's Convention, Long Beach.

OVERNIGHT: Los Angeles (Hotel TBA)

MONDAY, September 28 and  
TUESDAY, September 29

Los Angeles area events to be announced.

At noon on Tuesday (9/28) Governor will address Town Hall.

#####



GOVERNOR  
REAGAN

## NEWS BUREAU

JACK S. MCCOY, Assistant Director  
250 W. Western Avenue  
Los Angeles, CA 90029  
(213) 461-4766

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

## ATTENTION:

City Editors  
Assignment Editors  
Political Writers  
Entertainment Editors

## FOR IMMEDIATE RELEASE

Friday, September 18, 1970  
LA # 47

A rare opportunity to see four of the biggest names in show business all at one time will take place at the major fund-raiser for Governor Ronald Reagan at the Now Grove in the Los Angeles Ambassador Hotel on Sunday, October 4.

Frank Sinatra, Dean Martin, Bob Hope and John Wayne will all star in an evening of entertainment honoring the Governor and his wife, Nancy.

Honorary Chairman of the event is former Senator Thomas H. Kuchel.

Eugene V. Klein, board chairman and chief executive officer of National General Corporation, is serving as chairman of the affair.

The \$125.00-a-plate dinner is being sponsored by Californians for Reagan and will start with a no-host reception at 6:30 in the Embassy Room followed by dinner at 7:30 P.M.

# GOVERNOR REAGAN

# NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

REED

FOR IMMEDIATE RELEASE  
Tuesday, September 22, 1970  
LA #48 & SF #138

Los Angeles -- Thomas C. Reed, Co-chairman of Governor Ronald Reagan's Re-election Campaign, today rejected Democratic candidate Jesse M. Unruh's latest debate proposal with a charge that Unruh's campaign has been "characterized by untruths."

Reed made his comment in a telegram responding to an invitation for the Governor to appear at a meeting of the Los Angeles County Federation of Labor (AFL-CIO) on Saturday.

Unruh yesterday said he wanted the appearance to be made a debate between Governor Reagan and himself.

Reed's wire, sent to Sigmund Arywitz, Executive Secretary-Treasurer of the Labor organization, said:

"We deeply appreciate your kind invitation to Governor Reagan to appear before the L.A. County Federation of Labor, AFL-CIO.

"We are very proud that millions of working men and women have long been supporting the Governor in his fight against welfare abuse and the growth of government as well as his fight for good education and the protection of our resources.

"We are equally delighted that many leaders of organized labor are now supporting the Governor's campaign for re-election.

"I therefore regret to advise you that the Governor's schedule for Saturday is already fully committed at this time.

MORE ...

'More important, however, I cannot in good conscience, recommend to the Governor that he appear on the same platform with Jesse Unruh. Mr. Unruh's campaign has been characterized by untruths, from beginning to end.

"At the beginning, on November 17 of last year, he said:

'Californians may not realize it but during the past three years not one new state beach or state park has been acquired...' The fact is, during the Reagan administration 40,000 acres of new park land and 42 miles of beaches have been added to the state park system.

"And only last week, Unruh attacked a valiant young man claiming political contributions by a father who, it turns out, has been dead for ten years.

"Jesse Unruh simply does not tell the truth. I would not recommend that you darken the good name of the AFL-CIO by accrediting such a man to your members.

"Thank you again for your kind invitation."



# GOVERNOR REAGAN

# NEWS BUREAU

JAN 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) 434-445

## ATHLETES FOR REAGAN

FOR IMMEDIATE RELEASE  
WEDNESDAY, September 23, 1970

LA #49

A blue-ribbon committee of prominent athletes met with Governor Ronald Reagan today (September 23) to urge his re-election. They conferred in the Pacific Palisades Room at the Century Plaza hotel.

Headed up by such co-chairmen champions as Maury Wills of the Los Angeles Dodgers, jockey Willie Shoemaker, Dan Gurney of auto racing fame, the committee will actively participate in the Governor's re-election campaign.

Other co-chairmen of the newly formed Athletes for Reagan include Ross Hodge, Olympic Decathlon champion; Robert O. Reynolds, President, California Angels; and Wm. R. "Bill" Schroeder, President of Helms Athletic Foundation.

The athletes include some of the biggest names in a wide spectrum of sports. They are:

George Allen

George Atkinson

Gene Autrey

Sal Bando

Jeff Bannister

Pete Beathard

Los Angeles Rams Coach

Oakland Raiders

President, Golden West Broadcasters

Oakland A's

Olympic Decathlon

USC, St. Louis Cardinals Football

MORE ....

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|                    |   |
|--------------------|---|
| *John Brodie       | San Francisco 49's  |
| *John Mack Brown   | University of Alabama, All American<br>Football Hall of Fame            |
| Robert Cardinal    | Stanford Hall of Fame<br>Co-Owner, San Francisco Warriors<br>Basketball |
| Bill Casper        | Golf  |
| *Leon Clarke       | USC, All American   |
| *Larry Crosby      | Pebble Beach Tournament   |
| Glenn Davis        | Army, All American  |
| *Lyle Draves       | Olympic Swimming & Diving Coach   |
| *Mrs. Vicki Draves | Olympian Diving Champion  |
| Don Drysdale       | Los Angeles Dodgers, Montreal Expos.                                    |
| Speedy Duncan      | San Diego Chargers  |
| George Fullmer     | Automobile Racing   |
| *Tom Gallery       | TV Sports Executive   |
| Dave Grayson       | Oakland Raiders   |
| John Hadl          | San Diego Chargers  |
| Fred Haney         | Former V.P. & Gen. Mgr., Angels<br>Presently Angel Consultant           |
| *Tom Harmon        | University of Michigan All American<br>Football Hall of Fame            |
| *Frank Hathaway    | President, Los Angeles Athletic Club                                    |
| Joe Hernandez      | Horseracing, former "Voice of<br>Santa Anita"                           |
| Roy Hord           | Riverside International Raceway   |
| *Dr. Les Horvath   | Ohio State, All American Football<br>Hall of Fame                       |
| Dixie Howell       | Alabama, All American Football<br>Hall of Fame                          |

MORE....



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|-----------------------|---|
| Jack Kramer           | Tennis  |
| Hal Lanier            | San Francisco Giants                                    |
| Dr. Sammy Lee         | Olympian Diving Champion                                |
| David B. Lockton      | President, Ontario Motor Speedway                       |
| *James Cristos Londos | Wrestling, The "Golden Greek"                           |
| Hank Luesetti         | Basketball Hall of Fame                                 |
| *Morrie Luxford       | Golf  |
| Lemar Lundy           | Los Angeles Rams  |
| Marlon McKeever       | USC, Washington Redskins                                |
| *Ernie Nevers         | Stanford, All American                                  |
| Don Mewcombe          | Los Angeles Dodgers Community Relations Dir. Dodgers    |
| *Parry O'Brien        | Olympian Track & Field Champion                         |
| Wes Parker            | Los Angeles Dodgers                                     |
| *George Parnassus     | Boxing Promoter   |
| *Don Paul             | Los Angeles Rams  |
| John Pennell          | Olympian Track & Field Champion                         |
| Gaylord Perry         | San Francisco Giants                                    |
| Jim Plunkett          | QB, Stanford University                                 |
| John Ralston          | Football Coach, Stanford University                     |
| Daniel F. Reeves      | Pres. & Gen Mgr., Los Angeles Rams                      |
| *Robert E. Richards   | Olympian Track & Field Champion                         |
| Les Richter           | President, Riverside International Raceway              |
| Miss Jan Romery       | Olympic Fencing Champion                                |
| *Everett L. Sanders   | Former Athletic Commissioner State of California        |
| Rod Sherman           | Oakland Raiders   |
| *Gordon Soltau        | Minnesota, All American, San Francisco 49's, Telecaster |

MORE...



|                   |   |
|-------------------|---|
| Casey Stengel     | Baseball                                  |
| Charles Taylor    | Athletic Director, Stanford University    |
| *Kenny Washington | UCLA, All American, Football Hall of Fame |
| *Suey Welch       | Boxing Manager                            |
| Jerry West        | Los Angeles Lakers                        |
| Dave Williams     | St. Louis Cardinals Football              |
| Ernie Wright      | San Deigo Chargers                        |
| *Frank C. Wykoff  | USC, Track & Field                        |
| R. L. Van Osdel   | Olympian Track & Field Champion           |

\* Asterisk denotes those who attended meeting at Century Plaza.

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9/22/70  
LA #48

GOVERNOR  
REAGAN

NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

LA #50

(9/24)

MRS. NANCY REAGAN'S CAMPAIGN SCHEDULE

September 28 - October 10  
(Subject to Change)

MONDAY, September 28

- 10:30 AM Arrive for tour of Centinela Valley Community Hospital, 555 E. Hardy, Inglewood. (213) 678-4881. Met by Women's Auxiliary Program Chairman Mrs. Leland Dye.
- 11:45 AM Depart hospital for Airport Marina, 8601 Lincoln, (213) 670-8111, for luncheon with Women's Hospital Auxiliary ladies and husbands in Rivera Room. Q. & A. (½ hour)
- 2:00 PM Mrs. Reagan departs for Sacramento by commercial flight.

TUESDAY, September 29

- 10:45 AM Departs (charter) for San Jose
- 11:30 AM Arrive San Jose, Old Executive Terminal  
Depart for Morgan Hill residence for private luncheon.
- 12:45 PM Arrive Holiday Lake Estates Golf and Swim Club, 17140 Parkview Drive, Morgan Hill, (408) 779-3700, for Tea sponsored by Morgan Hill Republican Women.
- 3:00 PM Depart Holiday Lake Estates for San Jose Airport
- 3:30 PM Take-off (charter) for Sacramento

WEDNESDAY, September 30

- 9:00 AM Depart (charter) for San Diego
- 10:30 AM Arrive San Diego -- met by Mayor Frank Curran and United Crusade officials.
- Proceed to U.S. Grant Hotel, (714) 232-3121 Room 724 for press time and meeting with key people of United Crusade campaign.

MORE ...

WEDNESDAY continued

11:45 AM Mrs. Reagan escorted to Palm Room on the second floor for luncheon. Other honored guest to be James Kerr, National Chairman of United Crusade.

Following luncheon Mrs. Reagan will make brief remarks regarding United Crusade

1:30 PM Depart for Airport

1:45 PM Take-off (charter) for Sacramento

THURSDAY, October 1

1:00 PM Arrive home of Mr. and Mrs. Orlando Bowman, 456 Wildwood Avenue, Piedmont, (415) 658-3331 for Tea sponsored by Committee to Re-elect Governor Reagan (fashion show)

4:00 PM Depart Bowman home for Sacramento

FRIDAY, October 2

11:00 AM Fred Swanson of Monterey Savings and Loan to present Mrs. Reagan with Gold Bicentennial Medallion (at Sacramento residence)

1:30 PM Take-off (charter) for San Jose

2:30 PM Arrive San Jose Airport -- Old Executive Terminal

? :00 PM (Afternoon Event -- TBA)

5:15 PM - Receptions for Assemblyman Earle Crandall (GOP  
7:30 incumbent candidate, 25 AD) at homes of A. J. Anastai, 15680 Robles del Aro, Saratoga, (408) 354-3960; and S. Steven Makashina 1565 Cherry Glen Way, San Jose, (408) 297-8839.

8:30 PM Depart for Los Angeles by commercial flight.

SATURDAY, October 3

No. appointments scheduled

SUNDAY, October 4

PM Frank Sinatra-Dean Martin show in the Now Grove, Ambassador Hotel. Los Angeles

MORE ...



MONDAY, October 5

1:00 PM Depart Los Angeles for San Francisco by commercial flight.

1:55 PM Arrive San Francisco

3:00 PM Arrive KGO Studio, 277 Golden Gate Avenue (415) 863-0077 -- taping

EVENING Sinatra Fundraiser -- Hilton Hotel San Francisco. (Details to be announced)

TUESDAY, October 6

10:00 AM Depart San Francisco Airport for Ontario by commercial flight.

11:15 AM Arrive Ontario -- proceed by car to Pomona

1:30 PM Arrive Pacific State Hospital, Spadra, (714) 595-1221, tour hospital for mentally retarded and physically handicapped patients. Met by Assmeblyman Bill Campbell

2:30 PM Depart hospital

3:00 PM Arrive Sunset Hills Club, 16222 Soriano Drive, Hacienda Heights for fundraiser Tea for Assemblyman Bill Campbell.

WEDNESDAY, October 7

NOON GOP Women Luncheon -- Anaheim Convention Center (Details to be announced)

THURSDAY, October 8

10:30 AM Arrive Sawtelle Veterans Hospital, Wilshire Boulevard and San Diego Freeway, West Los Angeles -- proceed to Main Administration Building for tour. Hospital Public Relations man, Patrick Hogan, (213) 478-3711, Ext. 3652.

NOON Private luncheon with Hospital Administration officials  
Tour continues

3:00 PM Depart Los Angeles Airport for San Francisco by commercial flight.

PM Murphy Dinner

October 9 & 10 No appointments scheduled

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

VENTURA

LA # 51

FOR RELEASE:

on Delivery, 3:30 PM

SUNDAY, September 27, 1970

The following is excerpted from Governor Ronald Reagan's remarks at the Ventura Reception in behalf of Republican Assembly candidate Randolph E. Siple (37th AD) in Ventura Sunday afternoon.

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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California needs people like Randy Siple in the Legislature. When we first went to Sacramento in 1967 with one of the biggest mandates for change in State history, we had to go up against a Legislature that was still controlled by our opponents. They weren't exactly interested in making our administration an overnight success.

Our first break came in 1969. For the first time in a decade we had a working majority.

Well, a lot of important legislation that had been bottled up for years by the Democrats was shaken loose. We got some particularly important crime legislation -- new anti-pornography laws -- the first in eight years -- and tougher penalties for such crimes as violent robbery, rape and burglary when the victims suffer bodily harm. And we got a law providing the death penalty for persons convicted of setting off a bomb or other explosive device which injures someone or takes a life. That law is particularly important when you consider there were more than 5,000 bombings across the United States during one 18-month period in which 40 persons were killed.

MORE ....

These tougher laws do help, contrary to the views of our opposition in Sacramento. Already the growth rate in several major felony areas is beginning to slow. I'm not saying we have stopped or reversed the crime rate -- we have slowed it. As the old saying goes, you have to crawl before you can walk. Well, we've been crawling and we've made some progress. Now we're ready to walk and if you send us good, solid citizens like Randy Siple to the Assembly, and return experienced legislators like Bob Lagomarsino to the Senate, we'll be able to run ...

In the last session of the Legislature we had a major tax reform program blocked by 13 men who succeeded in denying California's homeowners an average 27 per cent reduction in their property taxes. Most of these people can usually be found on the pro side of any big spending program. They almost hold in disdain those Californians who want to control their own destinies, who want to work for the benefit of their families. It is that kind of philosophy that the voters of California rejected in 1966. And it is that kind of philosophy which we are again fighting in 1970.

# # # #

9/25/70

LA # 51



# GOVERNOR REAGAN

# NEWS BUREAU

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

JACK S. McDOWELL  
Director

HOWARD C. HAYDEN, Assistant Director  
Rm. 625, 300 Montgomery Street  
San Francisco, CA 94104  
(415) 434-4457

FIREMEN

FOR RELEASE TO:  
MONDAY AM'S  
September 28, 1970

LA # 52

The following is excerpted from Governor Ronald Reagan's remarks to the California State Firemen's Association Convention in Long Beach Sunday 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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In the past year 120 members of the California State Firemen's Association have passed away -- 12 of them as a result of injuries received while on duty. Among the deceased was the Honorable Harold Bowhay who died on Labor Day after 20 years as chief of the Fire and Rescue Division of the California Disaster Office.

It has been said of war but it is appropriate to the life of a fireman: "long hours of boredom punctuated by a few seconds of intense fear." It is definitely not a profession for just any man. Society owes a tremendous debt to its firefighters. Few others are asked to bail man out of so many of his own follies.

We have entered a time of the year now when we will be making great demands upon our firemen. Ending a long, hot summer with our wildlands parched and tinder dry, just waiting for the slightest human mistake. It will be a time of tragedy for many Californians, as it was just last week in Berkeley Hills when scores of homes were

MORE ....

destroyed in a single fire. It was only the dedicated efforts of professional fire-fighters, who enlisted and directed hundreds of civilians in the battle, that kept the blaze from being one of the most tragic episodes in California history.

This is a time, too, when our firemen are plagued by unbelievable and unforgivable handicaps in performing their duty. We are experiencing an era in our history when small groups of sick "revolutionaries" are bent upon destroying society.

Fiendishly they bomb or set the torch to campus or business buildings and then, like ghouls, prey upon the firemen who are sent to protect life and property. These people are among the most despicable who have ever fouled this earth.

Firemen today, more than ever, stand as an important part of the thin, blue line -- shoulder to shoulder with our policemen -- and offer the public protection from natural and man-caused dangers.

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9/25/70

LA # 52

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SATURDAY AM'S

SEPTEMBER 26, 1970

LA 753

CONTACT: JAN MCCOY

(213) 461-4766 NEWS BUREAU

JESS UNRUH'S CIRCUS-LIKE CAMPAIGN HAS TAKEN ON THE ADDED THEME OF TELLING THE PEOPLE ONLY HALF THE STORY WHENEVER POSSIBLE, ASSEMBLYMAN WILLIAM T. BAGLEY (R-SAN ANSELMO) CHARGED HERE TONIGHT.

APPEARING AT A CAMPAIGN FUNCTION IN BEHALF OF SENATOR ROBERT J. LAGOMARSINO (R-OJAI), BAGLEY -- CHAIRMAN OF THE LOWER HOUSE REVENUE AND TAX COMMITTEE -- DECLARED:

"JESS ACCOSTED MR. AND MRS. HENRY SALVATORI AT THEIR HOME RECENTLY WITH FIGURES ON GOVERNOR REAGAN'S TAX REFORM PROGRAM THAT OMITTED THE FACTS WHICH SHOWED IT PROVIDED FOR TRUE RELIEF FOR THE HOMEOWNER.

"HE THEN ASSAULTED HOLMES TUTTLE, A LOS ANGELES BUSINESSMAN AND AUTOMOBILE DEALER, CLAIMING TUTTLE SOUGHT TO INFLUENCE GOVERNOR REAGAN NOT TO PUSH FOR POLLUTION CONTROLS ON AUTOS BECAUSE HE IS THE GOVERNOR'S CAMPAIGN CO-CHAIRMAN.

"HOLMES TUTTLE IS GOVERNOR REAGAN'S CAMPAIGN CO-CHAIRMAN -- THAT'S THE PART OF THE STORY THAT IS TRUE. BUT THE OTHER HALF OF THE STORY IS THAT GOVERNOR REAGAN IS CONDUCTING A WAR ON POLLUTION LIKE NO STATE HAS EVER SEEN. THE OMNIBUS CLEAN AIR LAW AND HIS OTHER MEASURES HAVE ESTABLISHED TOUGH CONTROLS ON NEW AND USED AUTOMOBILES - THE TOUGHEST CONTROLS IN THE NATION.



MORE....

"WHAT UNRUH ALSO FAILED TO DISCLOSE IS THE FACT THAT HIS OWN STATEWIDE CAMPAIGN TREASURER AND LONG-TIME CONFIDANT, MANNING J. POST, IS THE LARGEST VOLKSWAGEN DEALER IN THE WESTERN UNITED STATES.

"I WOULD NOT MAINTAIN THAT HE HAS EXERTED UNDUE INFLUENCE ON JESS, EVEN THOUGH JESS VOTED AGAINST -- OR WAS ON VACATION-- WHEN LEGISLATION WAS ENACTED TO AUTHORIZE THE AIR RESOURCES BOARD TO ESTABLISH EMISSION CONTROL STANDARDS FOR NEW AND USED CARS. IT ALSO REQUIRES AUTO OWNERS TO MAINTAIN POLLUTION CONTROL DEVICES ON THEIR VEHICLES.

"GOVERNOR REAGAN HAS BEEN A STAUNCH DRIVER BEHIND THE FIGHT AGAINST SMOG. MR. TUTTLE OBVIOUSLY DIDN'T ASK THE GOVERNOR TO STALL THE ANTI-POLLUTION PROGRAM. IT WASN'T STALLED.

"JESS'S ABILITY TO KEEP A STRAIGHT FACE WHILE SPINNING SO MANY HALF-STORIES IS REMARKABLE.

"BIG DADDY'S CIRCUS-LIKE CAMPAIGN HAS TAKEN ON THE ADDED THEME OF TELLING THE PEOPLE ONLY HALF THE STORY WHENEVER POSSIBLE," BAGLEY CONCLUDED.

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