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MEMORANDUM FOR: H. R. HALEMAN
FROM: GORDON STRACHAN
SUBJECT: Political Matters

Finances

1) Herb Kalmbach returned from Europe yesterday. At Stans' request he selected a European fundraising chairman, Pier Talenti, a close friend of John Mitchell's as well as the President. Talenti has a 1,000 quota. Kalmbach met his 10,000 quota and is resisting Stans' efforts to have him accept another 3,000 quota. Kalmbach is meeting with Ehrlichman in California today and hopes to receive some "special, non-fundraising assignments".

2) Concerning the Stans-Nunn request to keypunch the White House Support List (the 300,000 who have written in supporting the President), you asked me to check Dean. He responded on June 12 with his approval to using these names for a direct mail fundraising effort by Stans.

Recommendation

That you authorize Lee Nunn to have the White House Support List keypunched for a mailing after the Democratic National Committee Convention subject to your approval of the text of the letter.

3) Sloan has discussed the suggestion of having the publicly known contributors to the President appear on the next public record with Stans. He is receptive and will try to get a broad group with varying amounts to permit their names to appear publicly on August 4, 1972.
John Mitchell

1) He addressed the 60 top people at 1701 this morning for ten minutes. The tone was quite tough emphasizing that 1701 has been in the process of organizing and by and large done a pretty good job. But now its nuts and bolts; forget big meals, media and fun stuff. McGovern has an excellent voter identification and canvassing operation. The staff at 1701 that wants to work on registration and follow on should get to work; others should leave. The transition from planning to activation is complete.

2) Mitchell then introduced Rick Fore, who is a 26-year old from Virginia, who worked in Shafron's Virginia Lieutenant Governor campaign and was an assistant to Congressman William Cramer (R-Fla.) and Phillip Crane (R-Ill.); he now works directly for Bob Marik. Fore had completed an analysis of the McGovern campaign (attached at Tab A). A quick summary will indicate that McGovern will be a worthy opponent: 40,000 volunteers in the field; 140 store front headquarters, manned by volunteers seven days a week; three computer centers monitoring the canvassing; two million direct mail pieces; telephone banks to duplicate canvassing; personally contacting 4 million of the 5.1 million Democrats.

3) Al Kaupinen described the new registration drive system with Illinois as an example. Results will be available July 8.

4) An updated talking paper incorporating the changes you made on the June 12 talking paper is attached at Tab B. You may want to cover some of the points in this Mitchell talking paper with the Ehrlichman political group tomorrow at 10 a.m.

Harry Dent

1) He had a long discussion with Bob Teeter about the advertising slogan testing Dailey and Teeter are conducting on "President Nixon - Now More Than Ever". Dent was concerned that the slogan was too sophisticated for the average man and you asked that it be tested. Results should be available from Teeter next week.

2) Mitchell has not given Dent an answer on whether John Rollins should conduct a special fundraising effort for Governors and Senators we are interested in supporting.
3) Dent's main contact in the Wallace organization, Tom Turnipseed, is convinced that Wallace will not run on a third party ticket for physical as well as ballot reasons. (Wallace ballot status summary is attached at Tab C.) Dent is trying to obtain information on the McGovern-Wallace meeting.

Lyn Nofziger

Discussion with Nofziger on June 13 developed several points:

1) Although Governor Reagan is unhappy about Finch moving to California, Lyn claims he won't worry about it and will use him in the campaign;

2) The 29,000 volunteers developed by the direct mail effort will be used for precinct organization, while the regular party will conduct registration. (I got the impression that very little was in fact happening.);

3) He still has problems with 1701 because "it never went together very well", but believes Mardian is a very positive addition;

4) He complains that Bill Horton has not delivered on several requests and is now taking a five week vacation;

5) California Democrats and Independents will not come out and support the President.
G = Future

1. What do we have like this?
2. What are we doing like this?
3. What is our plan to get this out and?

C
MEMORANDUM

June 12, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: RICHARD L. FORE
SUBJECT: An Analysis of the McGovern Campaign Organization in the California Primary

Attached you will find a report on the McGovern Campaign Organization that is a result of my observations while in California.

CONFIDENTIAL/EYES ONLY
ANALYSIS OF THE McGovern CAMPAIGN ORGANIZATION IN THE CALIFORNIA PRIMARY

GENERAL ORGANIZATION

Many of McGovern's national campaign staff arrived in California as early as October, 1971 to raise money, recruit volunteers, and build an organization for the June, 1972 primary. By May of this year, Senator George McGovern already had between 20,000 and 40,000 Volunteers working in the precincts of California.

The McGovern staff operated from three central headquarters in California: the Southern California Headquarters in Los Angeles, the Northern California Headquarters in San Francisco, and the State Headquarters in Los Angeles. In addition, the McGovern organization took their campaign to the people with 140 store front headquarters located over the entire state (Tab A). Most of the headquarters were located on an assembly district basis with full time volunteers manning the store front operations 7 days a week, 13 hours a day including holidays.

In most areas the store front headquarters were staffed by semi-professional organizers (McGovern volunteers who had been through primaries in other states and who had a firm grasp of grassroots politics) and local California volunteers who will be the trained organizers for the general election in November. The store front headquarters' staff were articulate, bright, and extremely effective organizers who placed major emphasis on canvassing.

VOTER IDENTIFICATION

The McGovern staff began their voter identification program by securing lists of registered Democrats. These names were fed into a computer which generated a computer print out of the registered Democratic voters, with telephone numbers. The format of the computer print out was such that it could be used for door-to-door canvassing and telephoning. It was developed in precinct walking order with an area for marking a coded response: (1) strong McGovern, (2) leaning McGovern, (3) undecided, (4) anti or leaning against McGovern. Another area of the print out was reserved for issues and comments (Tab B).

McGovern volunteers placed each computer print out into a McGovern '72 Precinct Campaign Kit which gave instructions for door-to-door canvassers. The general rules emphasized that all precincts should be walked, not telephoned. Specific instructions included a canvass conversation and coding procedure (Tab C).
Each McGovern '72 Precinct Campaign Kit was enclosed in an envelope with a map of the precinct attached to the outside (Tab D). The envelope also contained McGovern literature, bumper stickers, and an identification badge. The kits were distributed to the appropriate assembly district store front headquarters.

For the most part, precinct captains were not designated for canvassing. Blitz teams and individual "walk-in" volunteers were assigned precincts. The McGovern Campaign found that while it was difficult to recruit a precinct captain who would take full responsibility for each precinct, it was much easier to find a volunteer who would give 4 to 6 hours to canvass a precinct (Tab E).

The McGovern staff maintained strict accountability and control over all canvassers. Specific times were designated for returning the McGovern '72 Precinct Campaign Kit. Control Boards were used in store front headquarters so that the staff could determine the status of canvassing at any time.

Volunteers also used telephone banks to canvass voters. Telephoning did not substitute for door-to-door voter identification. Its purpose was to supplement and often duplicate the door-to-door canvass. Although the telephone banks were not located in the store front headquarters, close coordination existed with telephone banks reporting the results of their day's work to the staff of the store front operation.

The state level staff also used a telephone bank in the Central Headquarters to call local headquarters across the state and check on the status of canvassing. This served as both a check and prodding mechanism. In addition, state field staff made regular trips to local headquarters to assist in problem areas and provide an additional system of control and accountability.

When the volunteers completed canvassing and returned the McGovern '72 Precinct Campaign Kit, the computer print outs that had been coded were sent to the computer center so that "personalized" computer letters could be mailed to those identified in the canvass as being favorable or undecided. After all information from the canvass had been fed into the computer, the print outs were returned to the local headquarters within five days for recanvassing purposes. During the last days of the campaign, headquarters' volunteers hand addressed mailings to those who were canvassed because there was not sufficient time for computerized letters.

Most canvassing had been completed a week before election day. The last week of the campaign was used to recanvass "not at homes" and undecideds.
Computer centers generated a second print out on the Sunday before election day (Tab F). These print outs of the 1, 2, and 3's - favorable, leaning favorable, and undecided, were enclosed in a Democratic Presidential Primary Election Canvass Kit. (Tab G). Volunteers used these kits to go door-to-door and to call voters reminding them to vote. Volunteers offered rides to the polls and baby sitters to those at home. Volunteers left door knob hangers indicating the appropriate polling place to those not at home (Tab H).

ADDITIONAL CAMPAIGN ACTIVITIES

Although the McGovern staff and volunteers concentrated primarily on voter identification and voter turn out, the following activities were also well planned and coordinated.

RALLIES: McGovern staff and volunteers used leaflets and sound trucks to promote McGovern speaking events, headquarters openings, etc. well in advance of the day of the event (Tab I). Because of the importance of their assigned task, McGovern volunteers engaged in canvassing were asked not to attend rallies.

DISTRIBUTION OF MATERIALS: McGovern volunteers followed a well planned program for saturating the entire state with bumper stickers, posters, and brochures which were brief and to the point. (Tab J).

VOLUNTEER RECRUITMENT: McGovern headquarters' staff was composed of volunteers of all ages who were cordial and extremely effective in recruiting other volunteers. Most prospective volunteers who entered a McGovern headquarters were recruited immediately and asked to do the most meaningful work - canvassing.

CONCLUSION

As indicated throughout this analysis, canvassing for voter identification and get-out-the-vote was the highest priority in the McGovern campaign in the California Primary. As a result, 20,000 to 40,000 volunteers effectively canvassed 4 million of the 5.1 million voters in 19,000 of the 23,000 precincts in a state that was thought to be too large to organize. Just as in other primary states, the McGovern campaign organization has left behind a residual force of trained volunteers in California for the general election.
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- **TOTAL VOTERS FOR STREET:** 293
- **TOTAL HOUSEHOLDS FOR STREET:** 33
- **TOTAL VOTERS FOR PRECINCT:** 293
- **TOTAL HOUSEHOLDS FOR PRECINCT:** 260
McGOVERN FOR PRESIDENT

DOOR-BY-DOOR DEMOCRATIC CANVASS

Your effectiveness in canvassing all the Democrats in a precinct to determine which ones are likely to be for Senator McGovern will be the key factor to winning California. READ AND UNDERSTAND these instructions thoroughly!

1. CHECK YOUR KIT. It should have 1) precinct map, 2) precinct walking sheets, 3) ample McGovern literature, 4) a McGovern identification badge and 5) several pencils or ball-point pens. If your kit does not contain everything, ask the person in charge of your area to help you.

2. LOOK AT YOUR WALKING SHEETS. Below is an example of a sheet after it has been walked:

DATE: FEBRUARY 28, 1972
AREA CONTACT: ____________
COUNTY ORANGE, CITY OF CYPRESS PRECINCT 2B-082 AD 69
2100 BLOCK OF MAGNOLIA STREET

Phone No. Response Issues & Comments
2104 Jones, Mr. Earl 1 2 3 4 NH A
2104 Jones, Mrs. Ella 1 2 3 4 NH A
2106 Bennett, Mrs. Sue 1 2 3 4 NH A
2108 Garcia, Miss Mary 1 2 3 4 NH A
2110 Smith, Mr. John 1 2 3 4 NH A
2112 Cohen, Sam 1 2 3 4 NH A

STREET TALLY:

TOTAL VOTERS ON STREET 5 TOTAL HOUSEHOLDS ON STREET
1 = STRONG PRO-MCGOVERN
2 = LEANING MCGOVERN
3 = UNDECIDED
4 = ANTI OR LEANING ANTI-MCGOVERN
NH = NOT HOME
A = NEEDS ABSENTEE BALLOT

You should fill in the date and your name at the top of each street you walk. You will notice that the streets in your area are listed in alphabetical order in your sheets and that the names on each street are divided by block. Your lists contain only the names of registered Democrats. Under the block number and street name are listed the residence number and name of the registered Democrats on that block. The odd house numbers have been offset from the even numbers for ease of walking. BE SURE you visit every household.

In the example above, Kathie walked Magnolia Street on May 10. At 2104 Magnolia Street she talked to Earl Jones, who was enthusiastically for Senator McGovern and needed an absentee ballot, so she circled "1" and "A" under Response. At 2106 she talked to Sue Bennett, who said she was voting for Sam Yorty. Kathie was courteous, gave her a piece of McGovern literature and circled "4". At 2108, Kathie talked to Mary Garcia, who said she had heard of Senator McGovern but didn't know anything about him. Kathie tried to convince her to vote for McGovern, gave her some literature, but circled "3". At 2110, Kathie talked to John Smith, who was home, so "NH" was circled. At 2112 Sam Cohen said he likes the Senator and wants to know his stand on welfare, so Kathie gave him some literature, circled "2" and wrote "Welfare" under Issues & Comments. After finishing Magnolia Street, Kathie completed the tally for her Street or Precinct.

3. READ the McGovern literature in your kit so you can be a knowledgeable representative of Senator McGovern.

4. DRIVE AROUND THE PRECINCT to familiarize yourself with it if you have not worked the precinct before.

5. After you have walked your precinct, RETURN YOUR KIT to your area headquarters even if it has not been completed or you have not gone back to all the "NOT HOMES." Once you have spoken to one voter in a household, do not go back to that household to speak to other voters. Remember that the headquarters needs your walking results AS SOON as you walk an area.
SUGGESTED CONVERSATION

"Hello, Mr. (Mrs. (Miss) ) ________, I'm ____________, a volunteer for Senator George McGovern, who is running for President in the June 6th primary here in California."

"I'd like to leave this material on Senator McGovern for you to look at when you get a chance. (pause) May I ask you what you think of Senator McGovern?" (pause)

(1) If voter says he or she intends to VOTE FOR McGovern:

"That's great. Senator McGovern needs every vote he can get to win California. If you'd like to do some volunteer work for the Senator, your Area Headquarters is at ____________, and their telephone number is _________."

"Would you like us to send an absentee ballot request form to you, Mr. (Mrs. (Miss) ) ________?"

"Don't forget to vote for George McGovern on Primary Day, June 6th." (After leaving the door, you would circle "I" on the walking sheet, and "A" if an absentee ballot is requested, make these notations only for the person you have spoken to—not for all members of the household, unless you have in fact spoken to them.)

(2) If you feel the voter is LEANING TOWARD McGovern i.e., "He seems sincere ...", "He appears to be an honest man ...", "I like his stand on the war ...", etc.) but does not specifically say he will vote for McGovern:

"If you have the time, I'd like to tell you a little about Senator McGovern. I volunteered for him because I really believe that he tells the truth about what's happening in this country. Senator McGovern is the one candidate who has right from the start had the courage and honesty to talk about our problems. He's got new and positive programs to deal with unemployment, the war, high prices, crime, the pollution all around us, and the other things that have got most of us fed up with the way things are going."

"The material I'm leaving will give you a good idea of what George McGovern is really like and what he's going to do to change things. (pause) Is there anything in particular you'd like to know about Senator McGovern? (pause) We'll try and get the information to you."

"Thank you very much, Mr. (Mrs. (Miss) ) ________. We'll look forward to your coming out to vote for George McGovern for President on Primary Day, June 6th."

(After leaving the door, circle "2" on your walking sheet and make a notation as to any additional information that the voter has requested or any specific issue that he or she seemed concerned with.)

(3) If the voter is UNDECIDED or REFUSES TO SAY HOW HE WILL VOTE:

Use the same conversation as in (2) above, but circle "3" when you leave the voter's door, and again note the voter's attitude or particular issues that he or she seemed concerned with.

(4) If the voter says he is going to VOTE AGAINST or he DOES NOT LIKE McGovern:

"Thank you for your courtesy and time. Good evening." (After leaving the door, circle "4" in your sheet.)
1. Above all, remember YOU are Senator McGovern’s personal contact with the California voter.

2. Mark your walking sheets AFTER you have left a voter’s door. Do NOT make it obvious to the voter that you have his name on a computer print-out.

3. Read your McGovern literature. The more you know about George McGovern, the better job you will be able to do of convincing an undecided voter.

4. Always act friendly and courteous and dress neatly. Your personal appearance may have more to do with how the voter reacts than anything else you can say or do.

5. Do not argue or debate with a hostile voter. Your time is too valuable.

6. If you do not know the answer to a specific question asked by a voter, do not hesitate to say so. Note the question and try to get an answer for him from the headquarters.

7. George McGovern is appealing to many alienated voters who do not necessarily agree with him on a specific issue. You must convince them that George McGovern is concerned about the issues troubling them but do not argue a specific issue to the point of losing a vote.

8. If you find a voter who is particularly pro-McGovern and wants to work in the campaign, give him or her the local headquarters address and telephone number and make a note on your precinct list, so that you can inform the headquarters chairman.

9. This is a WALKING KIT. IN NO CASE should you phone a voter. Your task is to visit every household on your list. This is the most effective effort for SENATOR McGovern.
George McGovern's victories in Wisconsin and Massachusetts, as well as his strong showings in New Hampshire, Pennsylvania, and Ohio, have depended on the door to door canvassing done by his supporters in these states. Going door to door, walking and talking for George McGovern, is going to insure his victory in the all important, winner-take-all California primary. With the 271 delegates from California on his side, victory at the Democratic Convention is assured.

The day when television blitzes could win elections is over. McGovern's California campaign is going to depend on person to person contact. If we can tell every Californian how the Senator stands on the issues, we are confident that we will have the victory we so dearly need.

Your participation is crucial. McGovern's campaign is, as his presidency will be, based on people. Four or five hours of your time, once or twice a week, translates into hundreds of votes for George McGovern.

Bobby Kennedy called McGovern the only decent man in the United States Senate.

The campaign depends on you giving your time. The victories that McGovern has already gained through canvassing hundreds of thousands of people are proof positive that your participation will, in fact, elect the next president of the United States.

The canvass is being handled through the local McGovern for President Headquarters. They are listed on the back of this leaflet. Stop into the Headquarters nearest you and volunteer.

4 HOURS 4 YEARS

(it makes sense)

CANVASS
this week
“Nixon’s new escalation is reckless, unnecessary and unworkable. It is a flirtation with world war three.”
George McGovern 6/8/72

Isn’t this enough?

The Johnson/Humphrey/Nixon war must be stopped. You must stop it. George McGovern can stop it.

Canvass for McGovern.
Tonight, tomorrow, until he is President and the war is over.

Go to the McGovern for President headquarters.
4756 W. PICO M ID - T OWN
Cell SHOPPING CENTER

Los Angeles County 487-6930, Orange County 547-7005,
Ventura County 526-6609, San Diego County 291-8903,
Riverside County 684-9880, or ask Information.
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ALL THE WAY THRU NOVEMBER
DEMOCRATIC PRESIDENTIAL PRIMARY

ELECTION CANVASS KIT

JUNE 6, 1972
A good phone puller can effectively bring out large numbers of McGovern supporters to the polls who might not otherwise have voted. That is your job.

Please adhere to the following rules when phoning to Get Out the Vote:

1. Call only "1’s" or "2’s" as instructed when you receive the G.O.T.V. Kit.
2. Hang up if a phone rings 4 times and is unanswered.
3. Call through an entire precinct before going back to any "no answers" or busy signals.
4. Go through the "no answers" or busy signals list twice, then move on to the next precinct. Circle "NH" on the computer printout sheet so someone will call them back later.
5. Rest for 5 minutes after 40 minutes of phone calling.
6. Use the following conversation when you receive an answer on the phone:
   "Hello—I'm ________ from McGovern Headquarters. Is ________ at home? I just wanted to remind you that there is a Presidential Primary Election today (tomorrow where applicable). I hope you'll be able to vote. Your polling place is at _________."
7. Be prepared to apologize to voters who say that they have already voted; by saying: "That's good! Voting is so important. I didn't mean to disturb you. Have a nice afternoon."
8. Keep call short and sweet. The object is to get McGovern voters to the polls, not to win over Humphrey supporters.
9. If a voter says that he needs transportation to the polls or a babysitter to watch his children if he is to vote, circle the appropriate column on your computer printout sheet and phone it in to local McGovern Headquarters promptly.
VOTE
McGOVERN
DEMOCRAT

YOUR POLLING PLACE IS:

MORE JOBS
MORE EDUCATION
Polls Close
At 8 p.m.

McGovern

"AMERICA'S WAITING
FOR YOU TO PUT HIM OVER THE TOP!"

Senator Anthony C. Beilenson
L.A. City Councilman Ed Edelman
Assemblyman Alan Siegel
Assemblyman Henry Topman

FOR VOTES AND INFORMATION CALL NOW OR STOP AT MCGOVERN HEADQUARTERS:

BEVERLY HILLS: 6633 Wilshire Blvd., 276-6747
CULVER CITY: 27521 Motor Avenue, 826-6602
FAIRFAIR: 4421 No. Fairfax Avenue, 663-3041
INCLINEWOOD: 107 S. Market Street, 671-6447
MIDTOWN: 4758 West Pico Blvd., 638-6663

FOR L.A. COUNTY: 6015 W. Olympic Blvd., 895-0404
FOR SANTA MONICA: 1800 Ocean Ave., 821-2841
FOR VOTES: 140 S. Pacifico, 477-9544

McGovern for Governor
Meet George McGovern

at

The Will Rogers Park Rally

with

Dionne Warwick

and

other guest stars

3:00 p.m.

Sunday, June 4th.

103rd Street & Central Ave.

Refreshments

CALIFORNIANS FOR MCGOVERN 3908 VILSHIRE BLVD. LOS ANGELES, CAL. 90010
Meet
Sen. George McGovern

With

RED BUTTONS
MICKEY KATZ
JOEL GREY
JACK KLUGMAN
TONY RANDALL
CANDICE BERGAN
SALLY KELLERMAN
LEONARD NIMOY

Fairfax High School
FOOTBALL STADIUM
(Corner of Fairfax & Melrose)
Sunday, May 28
3:30 P.M.
McGovern was the first U.S. Senator to call for a guaranteed job for every American who wants to work. He recommends "An immediate federal investment of $10 billion to create 2.6 million jobs... A minimum standard income of $6,500 a year for a family of four."

"The present housing and urban renewal programs must be turned around to help residents, not banks, landlords and speculators. We must have quality housing at prices people can afford."

McGovern is the only Senator to endorse the 60 demands of the Congressional Black Caucus, and has also co-sponsored every piece of civil rights legislation since he entered the Senate.

"The toughest possible crackdown on organized crime and hard drug pushers!"

McGovern sponsored the Adequate Income Act of 1971 which embodies the National Welfare Rights Organization program to completely eliminate the chaos of the federal-state-local welfare program and restore human dignity to poor people.

McGovern authorized the life-giving Food Stamp and School Lunch programs. He says, "If Americans can set a deadline to put a man on the moon, there is no reason why we cannot set a deadline to end hunger and poverty in America."

"Senior Citizens have a right to decent housing, sufficient food, adequate health care and increased social security payments!"
Black Community for McGovern

Californians who put it on the line for progressive change in the Black community are in the forefront of the McGovern campaign effort. They include: Assemblymen Willie Brown, Leon Ralph and John Miller; Berkeley Mayor Warren Widener; Attorney John George; California Welfare Rights Organization President Ms. Catherine Jermany; Rafer Johnson, Deacon Jones, Quincy Jones, Melvin Van Peebles, Roscoe Lee Brown.

Vote McGovern for President June 6

Paid for by Black Californians for McGovern
Black youth demand to be heard.

We, as BLACK YOUTH can no longer afford non-participation in the political arena that controls the destiny of our people. Solutions to the problems that directly affect our lives, our community must be implemented. We can only support a candidate who has shown his concern for our needs, our problems; A candidate who has more than just rhetoric for a solution.

Hunger

McGovern authored the FOOD STAMP PROGRAM and the SCHOOL LUNCH PROGRAM. "McGovern did more to make hunger visible in the country... than any other single person and/or committee did since 1968."

Rev. Jesse Jackson

Housing

"The present housing and urban renewal programs must be turned around to help residents, NOT BANKS, LANDLORDS, and SPECULATORS."

Senator George McGovern

Drugs

McGovern understands what we mean when we say that our minds have to be free of the drugs that have saturated our community. McGovern proposes, "The toughest possible crackdown on organized crime and hard drug pushers... establishment of a nation-wide program to fund community efforts aimed at establishing drug clinics and rehabilitation centers."

Senator George McGovern

Prison Reform

"Prisons are a threat to the inmates, and to society as a whole. They are demeaning, dehumanizing institutions that neither rehabilitate nor equip the inmate for a useful life."

Senator George McGovern

Paid for by Black California Youth for McGovern.
McGovern cares about our problems.

Black youth
Vote McGovern for President
June 6
Had it with Politicians?
This year, the politicians are wrong and the people are right.

This year, it's McGovern.

Americans Are Speaking Out.

Against the policies that led to Viet Nam. Against unemployment. Rising food prices. Unfair property taxes. Government waste. And especially some politicians. Politicians who give special favors to the special few. Politicians who promise everything to everybody. Politicians who hedge and hesitate and say one thing to one group and something else to another.

...And They're Looking For New Leaders.

Real leaders. Tough leaders. Willing to lay it on the line when it counts. Leaders like George McGovern.

McGovern's a different kind of candidate. He's his own man. And he isn't afraid to take on the big boys.

Growing up on the prairies—combat missions as a World War II bomber pilot—fighting to win when the pollsters and politicians said he didn't have a chance—made McGovern the man he is.

Now we can make him President.

Foreign Policy and National Defense

McGovern completed 35 combat missions as a bomber pilot in World War II and received the Distinguished Flying Cross. He served as President Kennedy's Director of Food for Peace. McGovern was the first Senator to oppose sending American boys to Viet Nam.
McGovern: Fighting to stop welfare for the wealthy.

U.S. Steel didn't report any Federal Income Taxes last year. Most giant international oil companies paid lower tax rates than American workers. Some millionaires didn't pay any taxes at all.

Meanwhile, middle-income families have trouble making ends meet.

That's why George McGovern is fighting to change the tax system. He is working to close billions of dollars in tax loopholes for special interests—and to insure that every American pays his fair share.

Drugs

McGovern supports a massive crackdown on hard drug pushers and organized crime. He supports programs to treat victims of drug abuse. He opposes legalization of marijuana, agrees with the President's Commission on Marijuana and Drug Abuse.

Crime

McGovern is working to give our police the best training and equipment—to streamline our courts—and to build prisons that stop crime, not teach it.

Property Taxes

McGovern says present property taxes are unfair to millions of homeowners. He wants to move some school expenditures to the federal level, so that property taxes can be cut.
Some people say we need to send our sons to war to have enough jobs for workers at home. McGovern says that's wrong. And here's why:

George McGovern believes that there are important jobs to be done in America—jobs in housing, health care, transportation, environmental protection, education, communications, oceanography. And he is fighting for a $10 billion investment to create at least 2 million of these new jobs right now.

But that's just the first step. McGovern, a tough administrator, has analyzed the Pentagon budget to determine areas of inefficiency and items not necessary to national defense. McGovern proposes a phased transfer of $30 billion of these expenditures to meet pressing needs at home and create 5 million additional jobs.

George McGovern was the first Senator to fight to protect the rights and income of displaced workers. He is working to reform our tax system, to discourage companies from "running away" to foreign countries.

Fact is, jobs for workers are the number one priority of George McGovern. And he believes America is strong enough to guarantee a job to every worker who wants to work.

Isn't it time you had a President? McGovern.
50,000 lives ago.

McCoven in War Vietnam
September 1968

Senator George McGovern said what an overwhelming majority of Americans have since come to know:

"Although we have spent $3 Billion on the Vietnam war, lost many lives... the liberties of the Vietnam people are not expanding... It is a policy of moral debacle and defeat."

That was $130 Billion ago. All that money and all those young lives could have been saved if those in power had listened to the man from South Dakota—for McGovern was the first Senator to denounce the war. His words have echoed across the country:

"I'm fed up with old men dreaming up wars for young men to die in, particularly stupid wars of this kind that add nothing to our security."

McGovern-Hatfield

The McGovern-Hatfield Amendment to set an early and definite date for withdrawal of all U.S. forces from Indochina came close in the Senate last year. George McGovern has stated that if he were inaugurated President tomorrow, he would set such a date by sundown, and that all of our troops would be withdrawn within 90 days.

George McGovern is a son of the Plains, born in Avon, South Dakota, in 1922. His father was a Methodist minister and he studied for the ministry before World War II. After 35 combat missions as a bomber pilot, and the Distinguished Flying Cross for valor, he returned to the ministry, then earned his doctor's degree in history at Northwestern. After teaching at Dakota Wesleyan he went into politics —Congressman, the first director of the Food for Peace program, Senator since 1962, and now the Presidential candidate pledged to "devote the rest of my life to the cause of peace and the needs of all our people."

For further information about Senator McGovern, what he believes and what he will do:

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3938 Wilshire Blvd.
Los Angeles, Calif. 90010
(213) 657-6950

McGovern for President
51 O'Farrell St.
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The Only Answer

Senator McGovern believes the only realistic solution, the only hope for a government based on the trust of the Vietnamese people, is through a coalition including the dissident Buddhists, the so-called "neutralists" (many of whom have been jailed by Thieu), and the National Liberation Front.

McGovern also wants asylum in the U.S. for all members of the present Saigon government who fear they would not be safe under any new coalition. "We have been led into the most stupid and cruellest war in all history. That war is a moral and political disaster—a terrible cancer eating away at the soul of a nation. My platform is to stop the bombing of the people of Southeast Asia immediately and then get every American out of Indochina lock, stock and barrel within ninety days.

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Can you live on $70 a month?

George McGovern says "NO!"
"If we can afford to spend $24 Billion to land a man on the moon, we have the resources to provide an income for our senior citizens so they can live their retirement years in dignity and comfort."

**What's Going on in California?**

More than 1.8 million Californians are 65 or older. State officials claim to have no figures showing the living standards of the elderly—but federal Social Security records tell the true story in unmistakable terms:

Social Security provides only $70 per month minimum.

55 percent of all Americans 65 or older live on slightly more than $75 per week, the minimum set by government experts for "a moderate standard of living."

Senator McGovern wants

George McGovern saw years ago that senior citizens have been poorly treated by their government. He has denounced the $70 per month minimum under Social Security as "hopelessly inadequate." He fully supports House Bill 1010 for a minimum of $277 per month with no restriction on outside income—beginning at age 62 instead of the present 65. McGovern also wants federal action to outlaw such burdens as California's notorious Relatives' Responsibility Act requiring working members to pay part of the cost of benefits going to any member of the family.

"We can no longer expect the elderly to pay today's inflationary prices with yesterday's income."

Senator McGovern has sponsored legislation to give the elderly reduced fare on airlines, for expanded Medicare coverage of drugs, regular health checkups, and other preventive care, and federal money to provide hot meals for those elderly Americans unable to cook for themselves.

**We all get old someday**

The people of today's senior generation gave their working lives to making this country a land of promise for their children. George McGovern believes that older Americans must have "good health care, a decent income, and a chance for a fulfilling retirement."

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Are you scared to death about drugs?

MacGowan is
The growing menace of hard narcotics is the most ominous and deadly threat to our nation's health and safety. There is no single problem today that horrifies this country more than the sale, use, and damaging effects of drugs.

There are at least 250,000 heroin addicts in the United States— with some estimates as high as 800,000. And now our country is faced with the tragic problem of drug addiction acquired by our servicemen returning from Indochina.

Drug addiction has spread like a raging forest fire. Yet, the Nixon Administration gives no more than token support to this consuming problem. Only pennies have been spent, for example, on drug education in our schools—the very place where we can curb the curiosity that leads to "experimentation" with drugs.

It's Time For Action

Senator George McGovern knows the urgency of the drug problem in America. He has consistently supported congressional legislation to stop the traffic and help the addict.

McGovern believes that the first task of a government is to protect its citizens' lives and property. Drug abuse is a major factor in our crime problem today. As President, he would immediately initiate the toughest and most effective crackdown possible on organized crime and hard drug pushers. He also believes that:

- We must establish a massive nationwide program to fund community drug rehabilitation centers.
- We must provide assistance to foreign countries which crack down on opium production.
- We must increase our research into the drug epidemic and alternative remedial actions.
- We must give far greater support to our local and national law enforcement agencies in their drive to stop America's drug traffic.

The Challenge Is There

Only George McGovern has clearly outlined the steps that need to be taken.

If you are scared to death about drugs; if you are not satisfied with the token effort of the Nixon Administration; if you feel that hopelessness need not be a way of life; if you feel that stronger actions should be applied against organized crime and drug pushers; if you are convinced that it's time for a leader with the political guts to pull the needle of destruction out of our youngsters' arms... then give George McGovern your support in the Presidential Primary.

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                                (415) 956-7500
If you lose your health, should you lose your life's savings too?

George McGovern says NO.
"It's a disgrace that in this richest of all nations, a man or woman can work and save for many years only to see everything wiped out almost overnight because health insurance is not good enough."

**George McGovern is fighting for National Health Insurance.**

He has introduced legislation to create this insurance...and to guarantee that every American family will receive adequate health care without losing their life's savings.

But that is just the first step in George McGovern's program to meet our pressing health needs.

**Prescriptions**

No individual is in greater economic trouble than one who is ill and needs prescriptions. Yet no industry operates at a higher profit level than the drug companies. Billions are spent on advertising alone. That's why George McGovern's fighting to insure that prescriptions reach the public at reasonable costs.

**Research**

McGovern is working to fund research into the causes of cancer, heart disease, mental illness, childhood diseases, and other health problems. He believes Nixon's cutbacks in health research were wrong. "If we're going to cut the budget," says McGovern, "there are a thousand other things I'd cut first."

**Medicare**

McGovern says we must include prescription drugs and out-of-hospital medical treatment in the Medicare program.

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**Drug Abuse**

George McGovern says it's time for the President to give more than lip service to this problem—which is destroying the lives of countless young people. He says it's time for a massive effort to clamp down on organized crime and educate our children to the dangers they face.

**Accidents**

More people under 38 die from accidents than from any other cause. Yet thousands of ambulance attendants do not receive adequate training and millions of Americans lack rapid access to emergency facilities. George McGovern is fighting to set standards for topflight emergency health care.

George McGovern knows that health care is more than the treatment of disease. It is the prevention of disease—and the maintenance of good health. That's why McGovern has been fighting for adequate nutrition for all Americans. That's why he favors prepaid health service facilities.

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As Congressman, director of the Food for Peace Program, and as a United States Senator, George McGovern's record is clear: "America will exert a far greater impact for peace and freedom in the world if we rely less on armaments and fear and more on the economic, political, and moral sources of our strength."

**The Most Costly Blunder**

He has hammered away at the Vietnam war since 1963, the first Senator to do so, because it is the "greatest military, economic, political and moral blunder in our history."

It drains and divides America, taking tens of Billions of dollars needed to solve the problems of pollution, public transit, health care, discrimination, and decay of the cities—and has taken the lives of 50,000 men who deserved a chance to join in solving those problems and building a better America.

George McGovern believes there must be a shift away from anti-Communism as the sole basis of American foreign policy.

He believes there must be greater emphasis on economic and technical help for foreign nations, less on military involvement.

McGovern believes the U.S. must cut its forces in Western Europe in half, or at least persuade the NATO allies to pay half the cost of those forces.

That move alone would save seven Billion dollars a year, and McGovern's overall plan for defense spending would save $30 Billions to be used for living at home instead of killing abroad.

**The Middle East**

Throughout his career, McGovern has insisted on Israel's right to live.

To that end he has said, "If I were President, I would take whatever steps were necessary to insure the survival and independence of Israel."

McGovern's legislation has included proposals to strengthen Israel's defense capacity, and to grant 30,000 special visas for Jews wishing to flee the Soviet Union for the United States.

"There can be no peace in a world of the hungry, diseased, and the miserable. To whatever extent U.S. efforts can lift standards of living in the great continents of Asia, Africa, Latin America, and the Middle East, we not only perform an act of mercy but we also safeguard our own future."

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THE ISSUE: CRIME AND JUSTICE

"The first task of a government is to protect its citizens' lives and property..."

THE PROBLEMS

CRIME IN THE STREETS

"How can a citizen be free when he cannot walk in the streets of his city at night without fear of assault and robbery?"

ORGANIZED CRIME

This is one of the greatest single threats to law and order and it continues to thrive despite the rhetoric of the present administration.

DRUGS

There is a wide-spread and alarming traffic in hard drugs. "The curse of hard drugs is jeopardizing the future of even grade-school children."

GUNS

A fast-increasing rate of violent crimes, often involving guns, needs to be curbed.

PRISONS

Our penal system is overloaded with criminals who return to prison time and time again.

COUNTY COURTS

Our court system is badly overloaded and cannot dispense justice fairly or efficiently.

McGOVERN'S SOLUTIONS

"We must educate the public about the role of the police in a free society, and we must provide the necessary training for the man who deals directly with the violence and fear and the inhumanity in the complex reality of the street."

We must guarantee that funds are allocated not for 'glamour' frills but to wiping out the underworld. This is the legitimate province and focus of the FBI.

"My proposals include funds for toughened enforcement against narcotic traffickers and pushers, and greatly increased funding for rehabilitation of drug addicts."

"We need stricter controls on hand guns, more strictly enforced while at the same time, protecting the rights of sportsmen. The question is whether Americans who do use shotguns and rifles for worthwhile purposes are willing to undergo a little inconvenience to prevent some of the deaths, assaults and robberies."

McGovern is co-sponsor of The Offender Rehabilitation Act and The Omnibus Correctional Reform Act. "We've got to do a better job on the rehabilitation side. Programs need realistic job training creating the opportunity for the felon to become a productive member of society rather than a repeater.

The Speedy Trial Act of 1971 is a McGovern answer to the delays that inhibit justice. He also advocates more widespread availability of legal aid to insure a greater access to justice. He proposes a critical reconsideration of the jury selection machinery, and reform of the grand jury system.

THE POLICEMAN'S BILL OF RIGHTS

"The hard fact is - the ghetto resident is the citizen who suffers most from crime. Nowhere is quality law enforcement more needed or desired. But until we offer the police training that can bridge the cultural gap, the natural community of interest that ought to exist will fail to find realization." McGovern does not feel that an ideal police force would be made up of 100% Ph.D's. "As policemen have told me, there's a wisdom of the streets which no school can teach."

In addition to street experience, McGovern proposes "...A Policeman's Bill of Rights which provides that for every two years of professional performance, an individual will receive one year of federally financed college education. By offering the education that insures quality law enforcement, we can have a security with liberty."

McGOVERN for PRESIDENT

3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010
School-Finance Crisis

In California, the state's share of school support money has dropped from 37.4% in 1967-1968 to 31.4% this year, a decline of $16 per pupil in real dollars since 1968. As a result, a larger amount of the school-finance burden has been thrown back on the shoulders of local property taxpayers, who rejected 60% of school tax increases last year. (Nationally bond rejection is up from 11% in 1960 to 52% in 1970.)

On the school district level, per pupil expenditures in California now range from a low of $569 to a high of $2414. In August 1971, the State Supreme Court in *Serrano v. Priest* ruled that the present, unequal method of using total property taxes to finance education was unconstitutional because it violates the equal protection clause of the 14th amendment. Under this present system, school quality depends on the property wealth of the district, not upon the educational needs of the children of the community.

Unfair Tax Burden

"It is wholly improper to blame this sad state of affairs on the people who must bear the property tax burden. They are, for want of other sources of funds, stuck with a system which places the heaviest load on those who can least afford to pay it. Families with incomes under $2,000 pay, in proportion to their earnings, roughly three times as much as families earning more than $15,000. There is no more regressive form of tax."

Equal Access to Learning

"We pay a great deal of lip service to equality of opportunity. The American people are probably unanimous in believing that regardless of the wealth of position into which he is born each child should have an equal chance at achieving economic progress. "Every child's chance to quality education is dependent not upon his own initiative and energy, but upon whether he had the good sense to be born in a wealthy school district."

McGOVERN'S SOLUTIONS

"First, the Federal Government should supply at least one-third of the total costs of public elementary and secondary education. Based on current expenditures that would amount to about $15 billion per year. To achieve reasonable improvements in educational quality, it should reach $24 billion by 1976."

"Second, three-fourths of the funds committed under this program should be allocated to the States on the basis of educational need-including numbers of students in average daily attendance, and special conditions which increase per pupil costs and the capability to raise revenue for education within the State."

"Third, the remaining one-fourth should be allocated among the States under an incentive program designed to achieve fair administration of the State and local tax structure. Funds would be used to encourage such steps as publication of property assessments, simplified procedures for citizen action to assure equitable tax enforcement, and the elimination of special tax privileges, in line with earlier recommendations on revenue sharing."

"Fourth, the funds allocated to each State would be distributed under a formula designed to equalize educational standards of educational quality in all school districts from the combination of Federal funds, State aid, and uniform local school tax effort."

McGOVERN for PRESIDENT
3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010

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"The next President must go to Congress with a sweeping tax reform program or we will have a taxpayers' revolt in this country."

**THE PROBLEMS**

"The United States is now socialism for the rich and free enterprise for the worker. The rich and powerful are heavily subsidized by the government, while the working man is left to his own devices."

"Tax loopholes for the wealthy and for corporations force low-income and middle-income families to pay far more than their fair share of income taxes."

"In 1970, 112 persons with incomes over $200,000 paid no income tax. U.S. Steel had sales of $5 billion and net profits of $154 million, yet paid not a single dime in income taxes."

"Men who work in factories and earn $7000 or $8000 a year are paying more taxes than men in Boston and New York who earn more than $200,000 a year."

**McGOVERN'S ANSWER**

Close $28 billion in tax loopholes (thereby making possible a cut in the average family's tax bill of $440 a year) by:

1) A minimum income tax on incomes over $50,000 a year so that the rich could not avoid their share of the tax burden no matter what loopholes they used. About $6 billion would be raised in new taxes by this reform.

2) Eliminating accelerated depreciation rates and the investment tax credit. This would raise $17 billion in added taxes.

3) A cumulative tax on inheritances over $500,000. At least $5 billion would be raised by this reform.

4) To relieve the property tax burden, shift all welfare costs and more education costs from the states to the federal government.

5) An excess profits tax on windfall profits resulting from wage and price controls.

6) Reduce oil and gas depletion allowances.

7) Reform the capital gains tax.

8) Increase personal exemptions.

"I believe to help the economy we must first help people. We need to reform our total tax structure. The ordinary citizen is now being asked to pay heavier taxes while many of the rich and powerful escape through loopholes - in some cases, paying no taxes at all. Furthermore, we must reduce property taxes across the board. Excessive reliance on property taxes has made home ownership impossible for millions of families."

McGOVERN for PRESIDENT

3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010
...We have failed to provide adequate programs for the veterans of Indochina."

THE PROBLEM

"We have sent almost 3 million young men into the jungles in pursuit of an impossible and immoral victory and when those who manage, do come home alive and whole they are greeted with indifference...and an outmoded and archaic system of veterans' benefits that makes them worse than paupers."

"...when I came home from World War II, there was money enough in the GI Bill for both the cost of living and the cost of education. It was not lavish, but it was enough."

McGOVERN'S SOLUTIONS

* Increases for the cost of tuition, lab fees, books, and other educational expenses up to $3,000 per year for technical schools as well as colleges.

* Increases in monthly allowances with minimum assistance of $214 per month for a single veteran, $414 for a veteran with three dependents, and $61 for each additional dependent above the age of three.

* $65 million to care for veterans with drug and psychiatric problems, including creation of an "outreach" program in which recent veterans and other young people could serve to provide counseling, recreation, and therapy for veterans.

* Federal programs to create jobs for veterans who want to work, but cannot find work, including encouraging special consideration for Vietnam veterans by private employers, adding young personnel in the Veterans Administration, and supplementary unemployment benefits.

* Educational assistance for servicemen's orphans, increased benefits for war widows and their children, increased direct housing loans for veterans and operation of veterans programs by the Veterans Administration in local communities.
THE ISSUE: THE ECONOMY

"The number one economic issue before America today is: JOBS AND MORE JOBS. I would guarantee a job for every man and woman who wants to work, raise the minimum wage to at least $2 an hour, and replace the welfare mess with an annual income grant to every American."

THE PROBLEMS

UNEMPLOYMENT

Under Nixon, unemployment has risen from 3.5% to 6.7—a total of 3 million American workers.

"...Nixon's plan for ending unemployment is to make prices so high that it doesn't matter whether you work or not."

INFLATION

Just as the architects of the Vietnam tragedy never dared ask the Congress for the proper authority to carry out this war, they dared not ask the American people to pay for it directly through taxes. So they just printed the money as they went, hoping the disastrous inflation this caused would not hit until they were safely out of office. In the three short years since Nixon took office the dollar has dropped 14¢ in value and the national debt has increased $55 billion. The interest on this debt alone costs each American family $312 a year.

INCOME TAX LOOPHOLES

"Tax loopholes for the wealthy and for corporations are an outrage. In 1970, 112 persons with income over $200,000 paid no income tax. 40% of the corporations paid no federal income tax at all last year."

UNFAIR PROPERTY TAXES

Middle-income home-owners and rent-payers are forced to carry an unfair burden of educational and welfare costs.

LAGGING WORLD TRADE

Since Nixon took office, our balance of payments has gone from a surplus of $2.7 billion to a deficit of $22 billion. Inflation makes our goods more expensive overseas. Our traditional technological lead has slipped due to virtual monopoly of our best scientists, technicians and engineers by the military.

JOBS

"I propose an immediate $10 billion for creation of 2.6 million jobs in the public and private sector to build new homes, transit systems and new hospitals. This would establish stable long-term employment unlike present military programs."

STOP DEFICIT SPENDING

"I would cut $32 billion of waste from our bloated military budget by ending the war, cancelling the unneeded ABM and bringing home half of our troops from Europe or ask the Europeans to pay half the cost."

We must carry out an orderly reduction of the national debt while controlling not just wages but corporate salaries and dividends as well.

INCOME TAX REFORM

McGovern would close $28 billion in tax loopholes for the rich, and stop the gimmicks and "allowances" created as favors for the large corporations.

PROPERTY TAX RELIEF

Property taxes should be relieved by federal payment of one third of all education costs and complete federal takeover of welfare.

TECHNOLOGICAL INNOVATION

"We must put our best brains back to work on peace-time technology. Innovations in commercial production and marketing has always been the real source of American strength."

SMALL BUSINESSES

McGovern proposes a fund to give the same protection against bankruptcy to small businesses and industries and family farms that the Nixon administration provides to a few giant corporations.

"MR. NIXON... WANTS AMERICANS TO FORGET ABOUT UNEMPLOYMENT, INFLATION AND THE WAR... AND FOR THE WORKING MAN TO FORGET THE NEEDS HE HAS PUT THE COUNTRY INTO. BUT THE WORKING MAN ISN'T FORGETTING ANYTHING."

McGovern for President
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"What we are talking about really is MONEY, and not NEW money. We're talking about spending what we have in WAYS and AMOUNTS in which it has NEVER BEEN SPENT BEFORE... for the good of the people rather than the powerful vested interests."

McGOVERN'S ANSWER

"What we need now are two earth-bound NASAs that can pull together the technical and engineering brains now being wasted. We could put these people to work with a mandate to end the public transit crisis and urban pollution by the end of the decade. Each (agency) would receive $3 billion dollars in the first year of operation."

McGOVERN'S ANSWER

"First we are plagued by two mammoth problems. They are the lack of public transit and the related threat of urban pollution."

McGOVERN'S ANSWER

"The cheapest way for industry to dispose of solid and liquid waste has been to dump it in the public waterways."

"During the Santa Barbara oil disasters, citizens did not have the right to protect their own interests. They took their case into court and it was rejected immediately on the grounds that they did not have standing to sue. After the disaster, one Santa Barbaran said: 'We are so damn frustrated. The whole democratic process seems to be falling apart. Nobody responds to us... Nothing seems to happen except that we lose.'"

"This proposal would have enabled the citizens of Santa Barbara to take their case to court. They could have stopped the granting of the (oil) leases during litigation."

SENATOR McGOVERN HAS CO-SPONSORED ALL MAJOR ENVIRONMENTAL PROTECTION LAWS INTRODUCED DURING HIS TERMS IN THE HOUSE AND THE SENATE.

THE ENVIRONMENTAL PROTECTION ACT OF 1971

-Enables a citizen or group affected by pollution to sue whoever is responsible for it (even if not in the same state or city.) -Stops activity in question by injunctions during often lengthy litigation, in contrast to present practice. -Alleged polluters would have the burden of proving that their activities are either not harmful and/or absolutely unavoidable and necessary. -During the Santa Barbara oil disasters, citizens did not have the right to protect their own interests. They took their case into court and it was rejected immediately on the grounds that they did not have standing to sue. After the disaster, one Santa Barbaran said: 'We are so damn frustrated. The whole democratic process seems to be falling apart. Nobody responds to us... Nothing seems to happen except that we lose.'

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McGOVERN for PRESIDENT
3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010
"We can strengthen America by cutting $31 billion of waste and fat from the military budget, and transferring the money into our schools, our hospitals, public transit, job training, welfare, the environment and the economy."

**THE PROBLEM**

"The legitimate national security interests of the United States have been ill-served by the growth of an excessive, wasteful, overly large military establishment at the expense of our vital economic and social health."

"The military-industrial complex grows rich while the workingman struggles to make ends meet."

We spend twice as much on defense as Russia, ten times more than China, and more than the combined total of all other nations on earth.

We have 15 attack carriers, Russia has none. We have 21 times the number of nuclear warheads needed to destroy 76% of Russian industry.

"The program I am spelling out will protect America against external threats and against internal disintegration as well. The $54.8 billion military budget I have recommended is, first, clearly a vast sum of money and, second, an amount that is more than ample to meet foreseeable threats to our security.

In fact, it can accomplish that goal more effectively than present spending levels. It will give us Armed Forces built on muscle instead of fat, equipped to defend our own country and our vital interests."

**McGOVERN'S ANSWER**

- A phased reduction by fiscal 1975 to baseline defense outlays of $54.8 billion, as against Administration estimates of $87.3 billion.
- End the Indochina war, reduce our troops in Europe, and cancel the ABM and other needless projects.
- Transfer the $31 billion savings as follows:
  - $5 billion - Job training
  - $3 billion - New schools and hospitals
  - $4 billion - Revitalize our cities
  - $3 billion - Public transit
  - $2 billion - Food stamps and school lunches
  - $1 billion - Reduce hard crime and drug abuse
  - $5 billion - Federal takeover of welfare to relieve the property taxpayer
  - $1 billion - Educational scholarships
  - $4 billion - Rural economic development

"As President Eisenhower pointed out as long ago as 1953, 'Every gun that is made, every warship launched, every rocket fired, signifies, in the final sense, a theft from those who hunger and are not fed, those who are cold and are not clothed.'"

"We can move from military to domestic production—without causing unemployment. There are more jobs in consumer production than in making missiles and bombs."

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McGOVERN for PRESIDENT

3930 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010
"Prejudice against women is the last socially accepted bigotry."

PROBLEMS

Jobs: Twice as many women as men are unemployed. For every $100 a man earns, a woman earns $40 less. A woman graduating from the same college as a man with the same grades, the same courses, must expect to earn $5000 a year less for the same job.

Education: Women compose only 9% of all professors, only 6% of all law students, only 3% of all lawyers, only 8% of all medical students and only 7% of all physicians.

Maternal and Child Care: The U.S. ranks 14th among nations in infant mortality and many poor, particularly non-white mothers, receive no obstetrical care at delivery. Disadvantaged by poverty and malnutrition, their children do not receive adequate day care or preschool education.

McGOVERN'S ANSWERS


Education: Senator McGovern supported an amendment to the Omnibus Education Amendments Act of 1971 to prevent Federal funds from being extended to any institution that discriminates against women in admissions and other educational practices.

Maternal and Child Care: Senator McGovern proposed the Comprehensive Child Development Act of 1971. It provides a full range of quality health, education, nutrition, and social services for American children of all economic strata and allows many more mothers to assume full or part-time jobs.

He also advocates:

* Expansion of voluntary family planning programs and an end to forced sterilization;
* Expanding the School lunch and Breakfast programs to provide 2 meals a day for pre-school and school-age children;
* Income-tax deductions for full cost of a housekeeper or preschool attendants, if a parent must pay for child care in order to work.

George McGovern has pledged to appoint women to the National Security Council, the Cabinet, and a woman to the first opening on the Supreme Court.

The McGovern Commission on Delegate Selection of the Democratic Party has provided that 50% of all delegates to the 1972 Democratic Convention will be women (as opposed to 13% in 1968).
McGovern is the only presidential candidate who, since 1963, has consistently opposed the war.

THE PROBLEMS

1 - WHEN TO GET OUT? "If I were President it would take me 24 hours and the stroke of a pen to terminate all military operations in Southeast Asia."

2 - HOW TO GET OUT? "Matching timetables for withdrawal of American forces and release of P.O.W.s." The McGovern-Hatfield Amendment.

3 - HOW TO GET BACK OUR P.O.W.'S FAST? "The key...is to set the date...and thus insure the release of our prisoners and the return of our troops." The McGovern-Hatfield Amendment.

"No American, regardless of his views on the war, can condone the North Vietnamese handling of prisoners of war. I call upon the North Vietnamese to prove to the American people -- particularly those of us who have opposed the war -- that we have a common bond of revulsion against human suffering."

McGOVERN ON BOMBING

"We are watching the Nixon Administration strike out in helpless panic as the Vietnamization policy crumbles... The bombing will produce no decisive military results. It will not protect the troops and it will not win the war."

J.F.K. Plaza
Philadelphia
April 14, 1972

"Mr. Nixon, who promised us three years ago that he would end the Vietnam War, has by the bombing of Haiphong widen ed the conflict and heightened the possibility of outright disaster for the remaining American ground forces...(with) callous disregard for the fate of American prisoners of war.

"He has descended to a new level of barbarism and fool-hardiness for no apparent reason except to save his own face and to prop up the corrupt regime of President Nguyen Van Thieu."

April 15, 1972

McGOVERN ON THE COSTS OF WAR

"For the past quarter century (since W.W. II) payments for wars have consumed two-thirds of all federal spending. Today we suffer the consequences of that preoccupation.

"It has twisted and distorted our national economy. Inflation has become permanent. Our ability to compete in world markets has deteriorated. It is destructive of sound economic structure...(and causes) lost opportunities for urgent public programs."

McGOVERN for PRESIDENT
3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010
WHOM CAN YOU TRUST?

THE McGovern RECORD

"The McGovern record speaks for his commitment to the present day struggles of the black community.

"I believe the most important question in this Presidential campaign will be, 'Whom can you trust?' My past positions and actions on behalf of America's minorities should provide a clear indication that I can be trusted to lead our country in the right direction." Senator George McGovern

HERE ARE SOME HIGHLIGHTS OF MC GOWEN'S RECORD:

POVERTY

••••• Introduced the Welfare Rights Organization's Adequate Income Bill in the Senate.

••••• As Chairman of the Select Committee on Nutrition, was the first man to make feeding the hungry a national issue.

••••• Introduced the 1970 Food Stamp Act which doubled the amount of money for food stamps and created the first national eligibility standard for food stamps.

••••• Was the principal sponsor of the 1970 School Lunch Legislation which doubled the number of children receiving free and reduced price lunches and doubled the funds for school lunches.

EQUAL OPPORTUNITY

••••• Co-sponsored the Equal Education Opportunity Act.

••••• IS the only U.S. Senator to endorse all sixty-one points of the Congressional Black Caucus program which calls for full opportunities and self-determination for all members of the black community.

CIVIL RIGHTS

••••• Sponsored or co-sponsored every piece of civil rights legislation since he came to Washington in 1957.

••••• Participated in the Southern Christian Leadership Conference's "March on Washington" and "Poor People's Campaign".

••••• Was the only member of Congress, other than Representative John Conyers, who was involved in the "March Against Fear".

••••• Is the principal sponsor of the Senate bill to make Martin Luther King's birthday a national holiday.

BLACK SELF-DETERMINATION

••••• Has continually advocated home rule for Washington, D.C., which would give its residents community control.

••••• Urged that America drop financial aid to the sugar industry of the Republic of South Africa.

••••• Voted against the Byrd Amendment which called for America to resume the importation of Rhodesian chrome.

McGovern has insisted that a proportionate amount of his campaign funds be placed in black banks and that black agencies be used in the creation and presentation of campaign materials. The black advertising agency of Wright and Edelen of Los Angeles has been actively involved in the statewide media campaign. Black union printers have prepared materials. Blacks make up a significant number of the state and national campaign staff. The Senator's permanent staff reflects his belief that blacks should be hired and given positions of responsibility.

"You can't play games with people anymore. You either give them what they deserve, or they will give you what you deserve."

Senator George McGovern

McGOVERN for PRESIDENT

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