

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
20	6	6/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the political activities of Kalmbach, Dent, Mitchell, and Nofziger. Handwritten notes added by Haldeman and an unidentified party. 3 pgs.
20	6	6/12/1972	<input type="checkbox"/>	Campaign	Memo	From Richard Fore, through Magruder, to Mitchell RE: McGovern's activities in California. 5 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	List of McGovern headquarters in various California cities. 4 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Sample voting figures from a Los Angeles precinct. 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Information for McGovern campaign volunteers gathering data from door to door. 5 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Map of voter precinct 1764. 2 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Posters urging McGovern supporters to volunteer to support his campaign. 3 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Sample canvass data for the McGovern campaign. 2 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Information for McGovern phone pullers. 3 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Campaign documents urging California Democrats to vote for McGovern. 3 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Campaign advertisement prompting viewers to meet McGovern at two public venues. 3 pgs.
20	6		<input checked="" type="checkbox"/>	Campaign	Other Document	Handouts defining McGovern's political views on important issues, such as drugs and the Vietnam War. 29 pgs.

THE WHITE HOUSE

WASHINGTON

G

ADMINISTRATIVELY CONFIDENTIAL

June 14, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN **G**

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.

 Approval Disapproval Comments

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.

4/20 Nunn
send it
directly to
Stans
G-7 Stans
6/22

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.

BS - Who has tried?
We need to build a case for removing Nofziger quickly. H → JM 6/28 memo on 6/2

G

A

G → Fore
supervised
by
Mallett
Tel. 4/26

1. What do we have left this.
2. What are we doing left this.
3. What is our plan to get the
work out?

L

Committee for the Re-election of the President

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.

GET OUT THE VOTE (VOTER TURN OUT)

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.

A

Revised as of May 18, 1972

L.A. COUNTY

San Fernando Valley

13513 Van Nuys Blvd. Pacoima 994-5425
 6700 Van Nuys Blvd. Van Nuys 989-2433
 16212 1/2 Ventura Encino 783-9867
 7821 Foothill Blvd. Sunland 352-5112
 18338 Sherman Way Reseda 342-5103
 881-9047
 108 S. Central Glendale 240-6853

Pasadena

324 E. Colorado Pasadena 793-1151

San Gabriel Valley

724 N. Garey Pomona 714-622-1267
 14437 Ramona Blvd. Baldwin Pk. 962-7612

South-Central Los Angeles

3938 Wilshire Blvd. L.A. 487-6930
 670-W. Florence L.A. 753-2298
 2218 W. Florence L.A. 753-2101
 4034 Buckingham Rd. L.A. 299-6100
 4756 W. Pico Blvd. L.A. 938-6088
 135 E. Compton Blvd. Compton 638-0584
 4475 Hollywood Blvd. L.A. 655-4449
 510 E. Valley Blvd. San Gabriel
 Sunset Blvd L.A.

East Los Angeles

3502 E. 1st Street L.A. 266-1850
 317 N. Soto St. L.A. 268-7188
 420 1/2 N. Atlantic Monter Pk. 284-7478
 3113 N. Eastern Ave. El Sereno 225-2451
 5004 Whittier Blvd. E.L.A. 268-7748

Southeast Los Angeles

15702 1/2 Pioneer Norwalk 868-1972
 3945 Tweedy Blvd. So. Gate 564-4441
 1106 W. Phillips S. Pomona 339-5966
 16507 Bellflower Blvd. Bellflo. 866-4111
 13313 Telegraph Rd. Whittier 944-6439
 142 N. 1st St. La Puente 333-5235
 3362 Tyler El Monte 442-9114
 14314 1/2 Bellflower Bellflo. 925-0441
 442-9114

West Los Angeles

8844 Olympic Blvd. Bev. Hills 275-4454
 1093 Broxton #212 Westwood 477-9791
 3752 1/2 Motor Ave. L.A. 836-5602
 1523 Lincoln Blvd. Venice 821-9941
 442 1/2 N. Fairfax L.A. 655-3051

South Bay - Inglewood

1029 E. 4th St. Long Bch. 432-7931
 901 Aviation Blvd. Manhattan Bch 374-9468
 15236 Crenshaw Gardena 532-1373
 731 S. Pacific Ave. San Pedro 832-9380
 617 Island View Seal Bch.
 16292 Pac. Ct. Hwy. AT Sunset 592-5928
 4901 Heil (home) Huntington Bch. 846-5142
 1024 S. Orange Inglewood 677-7926
 2166 Torrance Blvd. Torrance 320-9811 812

ORANGE COUNTY

(714)

1525 N. Main St. Santa Ana 547-7005
 1550 S. Coast Hwy. Laguna Bch. 497-1755
 215 W. Lincoln Anaheim 533-4781
 828 Broadway Santa Ana
 12023 Garden Grove Blvd. 638-7160
 Garden Grove

RIVERSIDE COUNTY

3769 7th St Riverside 684-9880
 45521 Oasis St. Indio 347-8301
 40518 Florida Ave Hemet 925-2221
 176 S. Indian Ave Pain Sprgs 325-2725
 Rt. 1 Box 145 Blythe 922-4392
 30 Ramsey Blvd. Banning
 146 E. 4th St. Perris

SAN BERNARDINO COUNTY

621 W. Baseline San Bernd. 884-0411
 639 N. Mt. Vernon 884-0411
 16201 Cajon St. Victorville 244-4898
 106 N. State St. Redlands 792-6334
 33684 Mill St. Daggett 254-2150

SANTA BARBARA COUNTY

1522 B State St. Sta. Barb. 936-3891
 6529 Madrid Rd. Goleta 968-3211
 624 Moonglow Rd. Lompoc 733-3352

VENTURA COUNTY

128 S. Ventura Ventura 643-3175
 1639 Royal Ave. Simi 526-6609
 2955 N. Moorpark Thou. Oaks 492-1232
 201 Magnolia Oxnard
 2700 Yucca Camarillo 484-1301

SAN DIEGO COUNTY

505 Hotel Circle S. San Diego 291-8903
 1136 S. 43rd. St. San Diego 262-8647
 1038 Third Ave Chula Vista 425-0150
 563 First St. Encinitas 753-6603
 4202 Convoy San Diego 292-1121
 550 Broadway St. Cajon 444-9429
 6190 University Ave. San Diego 582-6983

IMPERIAL COUNTY

619 Main Street El Centro 352-6096

671 5447-05314

Sonoma County

506 4th St.
P.O. Box 341
Santa Rosa 95401
707/528-0729

Sonoma Valley HQ
18135 Sonoma Highway
Boyes Hot Springs

Stanislaus County

1013 I St.
Modesto 95345
209/529-4327

Sutter County &
Yuba County

650 Plumas St.
Yuba City
916/673-6162

Tulare County

37 W. Putnam
Porterville

Yolo County

416 F St.
Davis 95616
916/758-0393

Yuba County

see Sutter County

Press Room

284-6035

NORTHERN CALIFORNIA HEADQUARTERS AS OF APRIL 28, 1972

415/956-
S.F.

Alameda County

1824 University Ave.
Berkeley
916/841-9322

43 Grand Ave.
Oakland
916/451-3046

1330 Park St.
Alameda
865-4334

1858-B E. 14th Sp.
San Leandro

22715 Foothills Blvd.
Hayward
916/537-2158

119 N. Livermore
Livermore

Butte County

217 Main St.
Chico
916/343-5551

348 Grand Ave.
Thermalito (Oroville)

Contra Costa County

1620 N. Main St., #5
Walnut Creek 94596
415/932-1972

4610 Barrett Ave.
Richmond
415/233-8656

El Dorado County

213½ Main St.
Placerville

Fresno County

507 N. Fulton
Fresno 93728
209/266-9831

student office
4346 Van Ness
Fresno

Humboldt County

533 4th St.
Eureka
707/443-5131

Kern County

526 E. 18th St.
Bakersfield

Marin County

1011 Magnolia
Larkspur
415/461-1644

391 Miller Ave.
Mill Valley
415/383-0371

Merced County

332 W. 17th St.
Merced
209/723-8801

Monterey County

301 Ocean Ave.
Monterey 93940
408/372-8041

10 W. Gabelan St.
Salinas 93901
408/424-1117

Napa County

800 Main St.
Napa
707/252-2811

Placer County

625 Vernon St.
Roseville
916/783-5833

Sacramento County

1215 21st St.
Sacramento 95816
916/442-1867

San Francisco County

1435 Market St.
San Francisco 94103
415/864-7400

San Joaquin County

1603 Pacific
Stockton
209/948-6554

San Mateo County

2330 El Camino Real
San Mateo 94403
415/345-3533

2610 Broadway
Redwood City

Santa Clara County

2437 Birch St.
Palo Alto
415/326-3900

227 N. First St.
San Jose

Chicano office
251 S. King Rd.
San Jose

student office
1878 W. San Carlos
San Jose
408/289-9118

Santa Cruz County

516 Cedar
Santa Cruz
408/427-1566

Shasta County

1135 Yuba St.
Redding
916/243-9410

Solano County

710 Marin St.
Vallejo 94590

Fairfield-Suisun
431 Union Ave.
Fairfield 94533

B

TAB B

DATE:	WALKER:	WALKER:	AREA CONTACT:
COUNTY OF LOS ANGELES	CITY OF LOS ANGELES	PRECINCT NO. 9001764	AD 56 CD 29 SD 21
2600 BLOCK OF 7TH AVE	PHONE NO.	RESPONSE	ISSUES-COMMENTS GOTV
2628	GRANT, MISS EPSIE D	1 2 3 4 NH A	V NH T S 56040691
2628 1/2	JOHNSON, MR WAYNE	1 2 3 4 NH A	V NH T S 56040692
2628 1/2	JOHNSON, MRS CABLA M	1 2 3 4 NH A	V NH T S 56040692
2628 1/2	SPEARS, MRS MARIAN	1 2 3 4 NH A	V NH T S 56040693
2629	ASHFORD, MR MALCOLM H	735-8887 1 2 3 4 NH A	V NH T S 56040694
2630 1/2	ANDERS, MRS ELOISE	1 2 3 4 NH A	V NH T S 56040695
2630	THOMAS, MR BRENT	732-6697 1 2 3 4 NH A	V NH T S 56040696
2631	BLEDSON, MRS IRVINE E	731-6027 1 2 3 4 NH A	V NH T S 56040697
2633	WARREN, MR HERMAN L	732-2097 1 2 3 4 NH A	V NH T S 56040698
2633	WAHNER, MRS OPAL D	732-2097 1 2 3 4 NH A	V NH T S 56040698
2635 NO. 2	JACKSON, MR ALONZO G	1 2 3 4 NH A	V NH T S 56040699
2635 NO. A 1	JACKSON, MRS BETTY J	1 2 3 4 NH A	V NH T S 56040699
2635 NO. 2	JACKSON, MRS JUDY O	1 2 3 4 NH A	V NH T S 56040699
2636 NO. A 3	ROBINSON, MISS CHARLETTA	1 2 3 4 NH A	V NH T S 56040700
2636 NO. A 4	TYSON, MRS DOROTHY	1 2 3 4 NH A	V NH T S 56040701
2637 NO. B	DUNN, MISS HELEN J	1 2 3 4 NH A	V NH T S 56040702
2637	HOLLEY, MRS MELBA L	1 2 3 4 NH A	V NH T S 56040704
45	TOTAL VOTERS FOR STREET	33	TOTAL HOUSEHOLDS FOR STREET
293	TOTAL VOTERS FOR PRECINCT	240	TOTAL HOUSEHOLDS FOR PRECINCT
PRECINCT TALLY: 1---- 2---- 3---- 4---- NH---- A----			
STREET TALLY: 1---- 2---- 3---- 4---- NH---- A----			
1-STRONG PRO-MCGOVERN 2-LEANING MCGOVERN 3-UNDECIDED 4-ANTI OR LEANING ANTI-MCGOVERN NH-NOT HOME A-NEEDS ABSENTEE BALLOT			
V-VOTED NH-NOT HOME T-NEEDS TRANSPORTATION S-NEEDS SITTING OR OTHER SERVICES			
			PAGE NO. 1059535

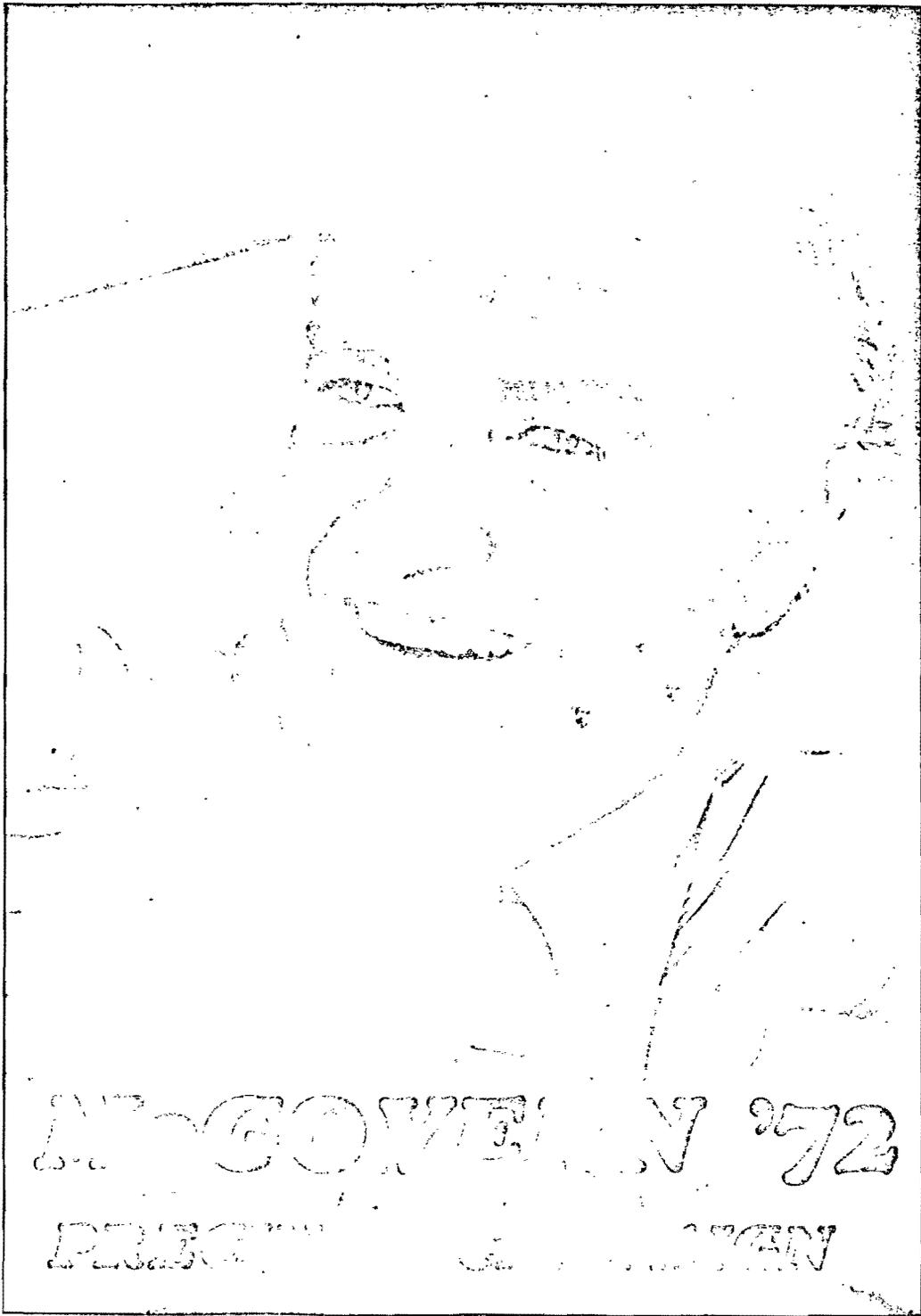
2

AREA 56th AD

PRECINCT 1764

WALKER

TAB C



HEADQUARTERS

TELEPHONE 487-6930

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: May 10 WALKER: Kathie Walker AREA CONTACT: _____
 COUNTY OF ORANGE, CITY OF CYPRESS PRECINCT 28-082 AD 69
 2100 BLOCK OF MAGNOLIA STREET

	Phone No.	Response	Issues & Comments
2104	Jones, Mr. Earl J.	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	
2109 #2	Garcia, Miss Mary	1 2 ③ 4 NH A	
2109 #3	Smith, Mr. John	1 2 3 4 ⑤ A	
2112	Cohen, Sam	1 ② 3 4 NH A	<i>Welfare</i>
STREET TALLY:		1 1 1 1 1 1	

6 TOTAL VOTERS ON STREET 5 TOTAL HOUSEHOLDS ON STREET
 PRECINCT TALLY 1 2 8 2 6 1 3 8 2 4 7 1 NH 2 6 A 1 4

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 Walker 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 2109, Apt. 2, 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 2109, Apt. 3, John Smith was not 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 "1" 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 gotten most of us fed up with the way things are going." (pause)

"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.)

SEE GENERAL RULES ON BACK SIDE

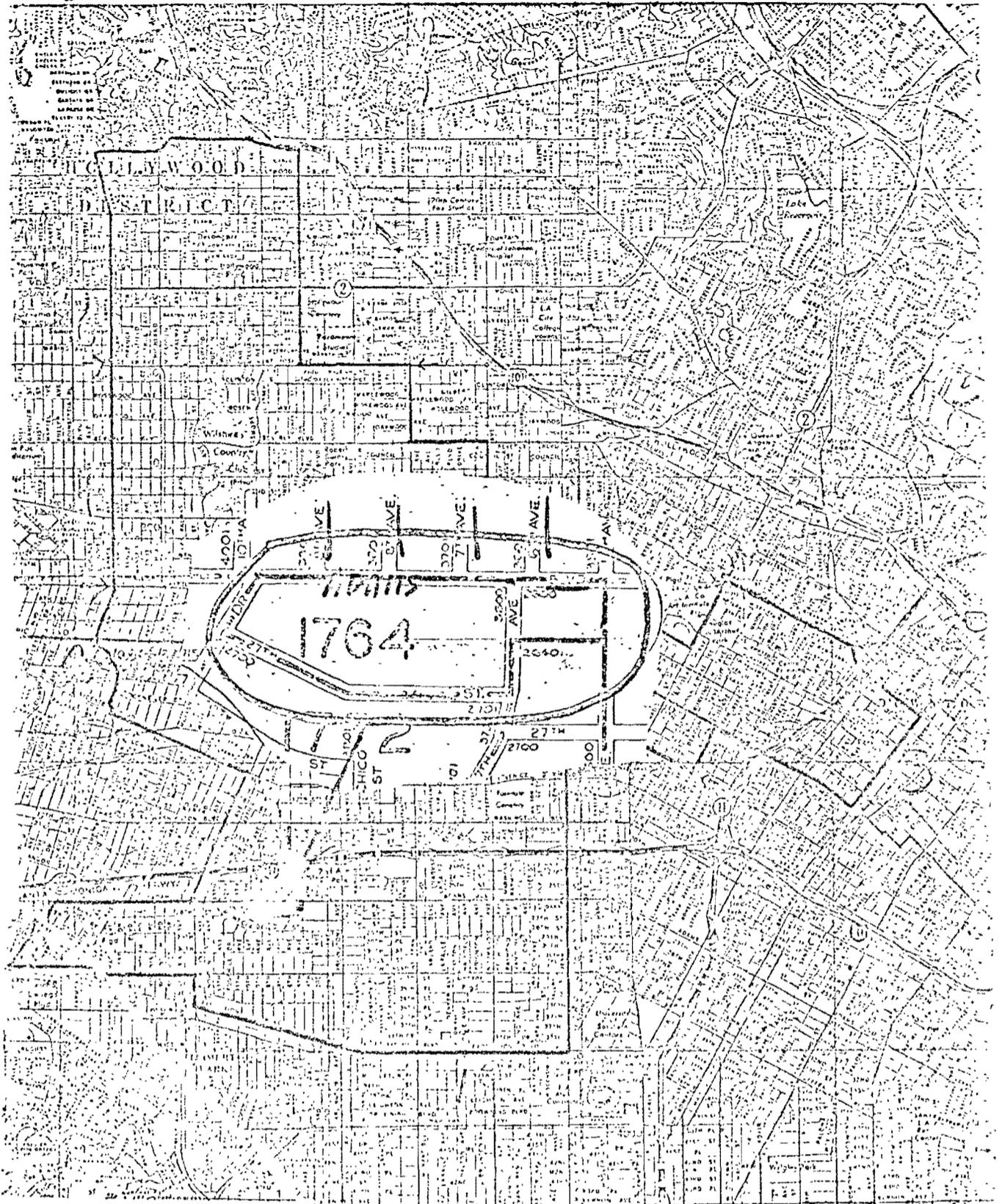
GENERAL RULES FOR WALKERS

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**.



1764 (240) 56TH A.D.

TAB D





george mcgovern

TAB E

the presidency

One house at a time.

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 5/8/72

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 MID-TOWN
call SHOPPING CENTER

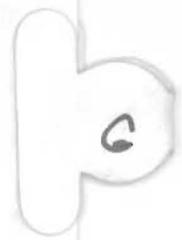
Los Angeles County 487-6930, Orange County 547-7005,
Ventura County 526-6609, San Diego County 291-8903,
Riverside County 684-9880, or ask Information.

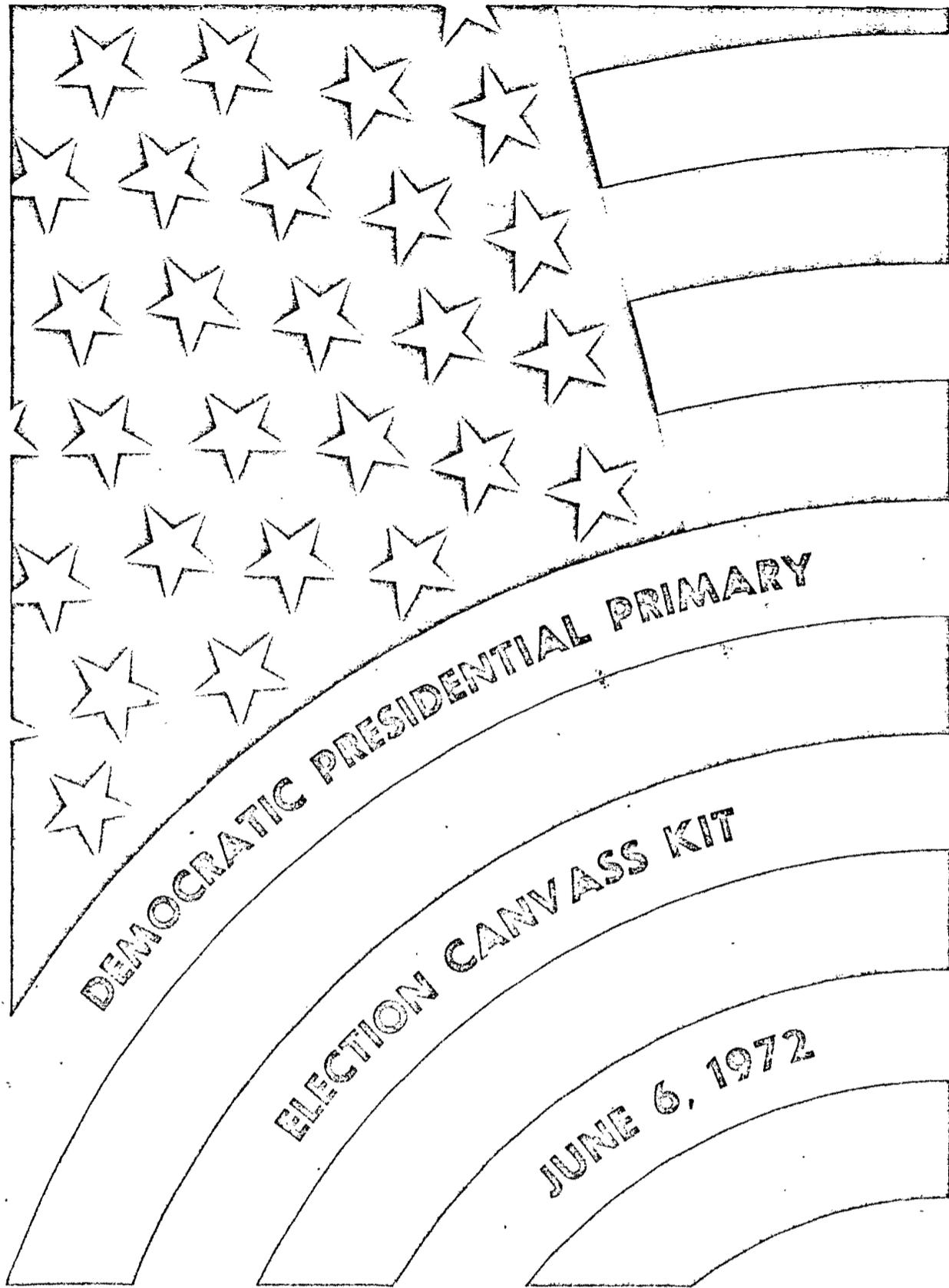


TAB F

residence 8043 Luilme IV

1		MC GOVERN--72		*** G O T V ***		ALL THE WAY THRU NOVEMBER				
COUNTY LOS ANGELES 64		PRECINCT 9C00101		MAIL CITY CANOGA PARK		WALKER/PHONE		AREA CONTACT		
ADDRESS		NAME		TELEPHONE		RESP CONTACT TIME				
20721	CANTARA	ROBERT J	LCFRANO	341-9986	1	✓	VOTED	NOT HOME	RIDE	SITTER
20721	CANTARA	CARMEN C	LCFRANO	341-9986	1		VOTED	NOT HOME	RIDE	SITTER
20721	CANTARA	CARMEN C	LOFRANO	341-9986	1		VOTED	NOT HOME	RIDE	SITTER
20721	CANTARA	RENA C	LCFRANO	341-9986	1		VOTED	NOT HOME	RIDE	SITTER
7921	COZYCROFT	MARJORIE V	KINGSTON	341-2582	3		VOTED	NOT HOME	RIDE	SITTER
7921	COZYCROFT	HARRY M	KINGSTON	341-2583	3		VOTED	NOT HOME	RIDE	SITTER
7957	COZYCROFT	GARRY M	PICKETT	341-7218	1	✓	VOTED	NOT HOME	RIDE	SITTER
8011	IRONDALE	MILDRED E	CLAY	341-7760	3		VOTED	NOT HOME	RIDE	SITTER
8011	IRONDALE	DAVID JAMES	CLAY	341-7760	3		VOTED	NOT HOME	RIDE	SITTER
8023	IRONDALE	LA VERNE A	TIEMAN	341-6848	2		VOTED	NOT HOME	RIDE	SITTER
8023	IRONDALE	VIVIAN F	TIEMAN	341-6848	2	✓ will call	VOTED	NOT HOME	RIDE	SITTER
8026	IRONDALE	EVELYN M	DE KLCTZ	341-8541	3		VOTED	NOT HOME	RIDE	SITTER
8111	IRONDALE	VIRGINIA M	DEMPSEY	341-0353	2		VOTED	NOT HOME	RIDE	SITTER
8111	IRONDALE	ERHALD T	DEMPSEY	341-0353	2	✓	VOTED	NOT HOME	RIDE	SITTER
8111	IRONDALE	ICABEL K	DEMPSEY	341-0353	2		VOTED	NOT HOME	RIDE	SITTER
8126	IRONDALE	GRETCHEN A	TORPIN	341-7328	1		VOTED	NOT HOME	RIDE	SITTER
8126	IRONDALE	MARY B	TORPIN	341-7328	1	✓	VOTED	NOT HOME	RIDE	SITTER
8200	IRONDALE	NATHAN E	RANCALL	341-5169	3		VOTED	NOT HOME	RIDE	SITTER
8220	IRONDALE	WILLIAM H	EVERS	882-1975	1		VOTED	NOT HOME	RIDE	SITTER
8109	KELVIN	THOMAS	WATSON	341-6059	2	✓ will call	VOTED	NOT HOME	RIDE	SITTER





DEMOCRATIC PRESIDENTIAL PRIMARY

ELECTION CANVASS KIT

JUNE 6, 1972

VOLUNTEER ELECTION DAY PHONE PULL

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.

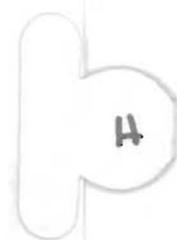
Please adhere to the following rules when phoning to Get Out The Vote:

1. Call only "1's" or "1's" and "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 baby sitter 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.



4A B ff

DEMOCRATIC PRESIDENTIAL PRIMARY

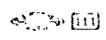
JUNE 6, 1972

7 A.M. to 8 P.M.

VOTE
McGOVERN
DEMOCRAT

YOUR POLLING PLACE IS:

MORE JOBS
MORE EDUCATION



Polls Close
At 3 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 Sieroty
Assemblyman Henry Waxman

For more information, a file or a baby-sitter,

McGOVERN HEADQUARTERS:

BEVERLY HILLS: 9500 Wilshire Blvd., 276-0747

CULVER CITY: 37524 Motor Avenue, 836-6602

FAIRFAX: 4421 No. Fairfax Avenue, 655-3051

INGLEWOOD: 197 So. Market Street, 671-5447

MIDTOWN: 4756 West Pico Blvd., 938-6083

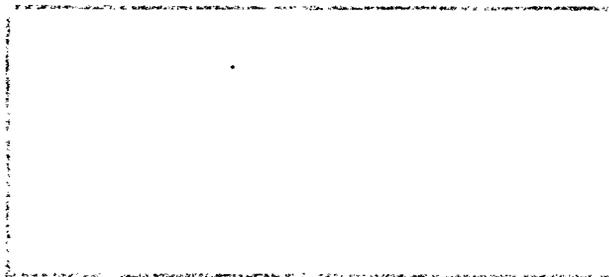
OLYMPIA: 5041 West Olympic Blvd., 275-4454

SAN FRANCISCO: 1000 California Street, 398-9415

VENICE: 1003 Lincoln Blvd., 621-6041

WESTWOOD: 16000 ext. 477-0701

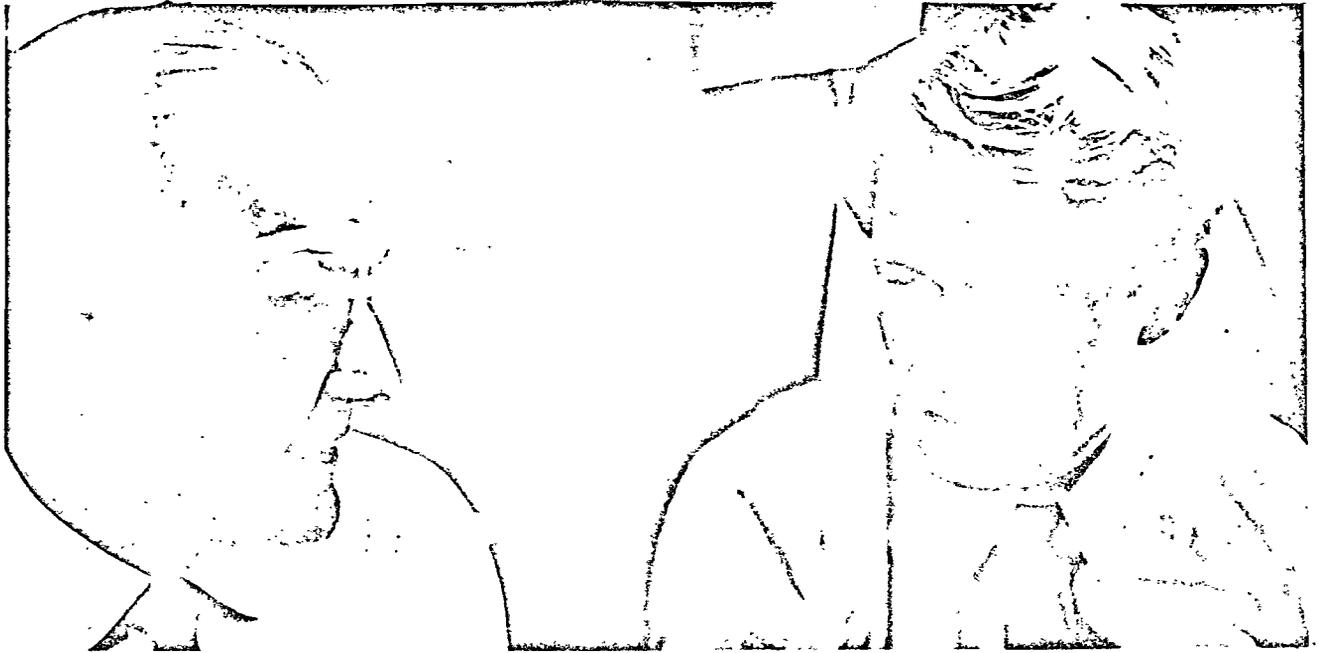
Your Political Place is:



Print Name _____



Meet George McGovern



at

The Will Rogers Park Rally

with

Dionne Warwick

and

3:00 p.m.

other guest stars

Sunday, June 4th.

103rd Street & Central Ave.

Refreshments

Meet
Sen. George McGovern



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.



5

George McGovern is taking care of business.



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.

Hunger

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."

Jobs & Adequate Income

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!"



Housing

"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!"

Senior Citizens

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

Civil Rights

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.



Drugs

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

Welfare Reform

McGovern sponsored the Adequate Income Act

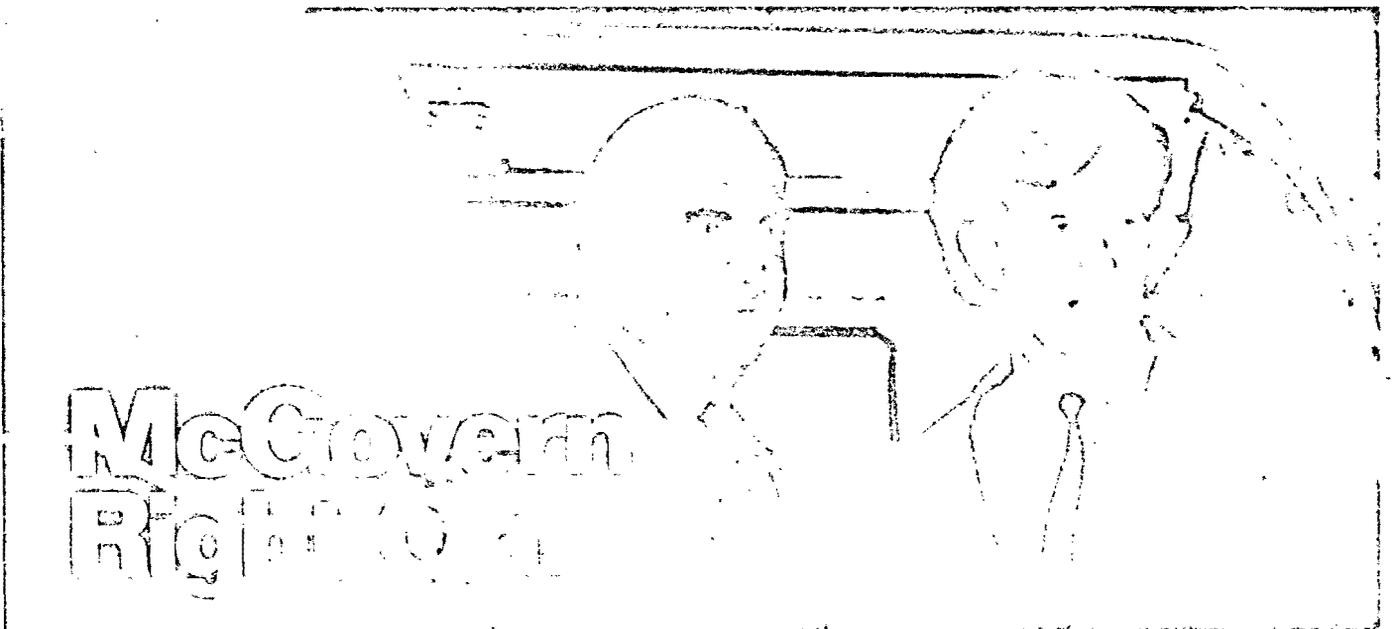
Black Community for McGovern

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

105 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

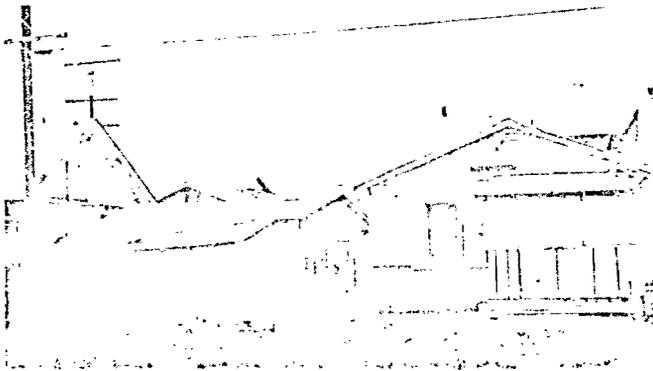
McGovern authored the FOOD STAMP PROGRAM and the SCHOOL LUNCH PROGRAM. "McGovern did more to make hunger visible in the country. . . than any other single person and/or committee did since 1968."

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

For further information:

4034 Buckingham Road
Los Angeles, California
(213) 299-6100

1435 Market Street
San Francisco, California
(415) 864-7400

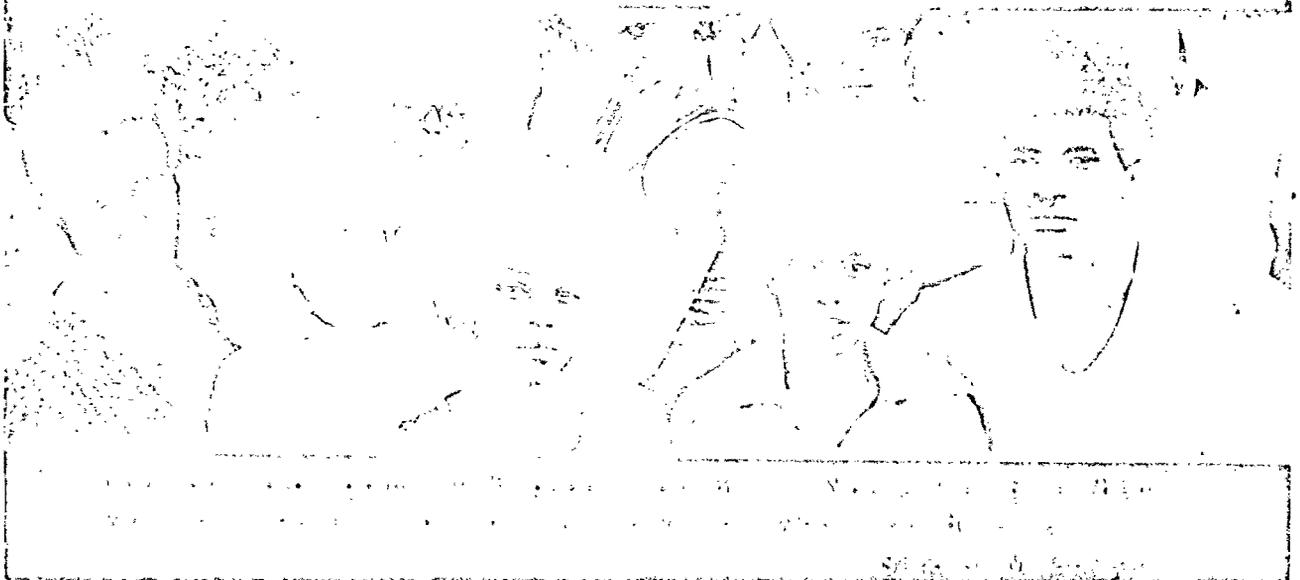
1136 43rd Street
San Diego, California
(714) 262-8646

Paid for by Black California Youth for McGovern. 155

**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.



McGovern: Clamp down on climbing food prices.

"If we're going to freeze the wages workers earn," McGovern says, "then we better clamp down on the prices they pay."

George McGovern was the first to fight against Nixon's pro-big business policies from the beginning. He says it's time for policies aimed toward increasing the buying power of American workers.

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.

McGovern on War Vietnam



September 1963

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.

Veto
McGovern
June 6



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 cruelest 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.



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:

McGovern for President
3938 Wilshire Blvd.
Los Angeles, Calif. 90010
(213) 487-6930

McGovern for President
51 O’Farrell St.
San Francisco, Calif. 94108
(415) 956-7500

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."



What 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

Vote
McGovern
June 6



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."

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:

McGovern for President
3938 Wilshire Blvd.
Los Angeles, Calif. 90010
(213) 487-6930

McGovern for President
51 O'Farrell St.
San Francisco, Calif. 94108
(415) 956-7500





Are you scared
to death
about drugs?

Waco Growers Inc

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.

Vote
McGovern
June 6



- 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.



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:

McGovern for President
3938 Wilshire Blvd.
Los Angeles, Calif. 90010
(213) 487-6930

McGovern for President
51 O'Farrell St.
San Francisco, Calif. 94108
(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.

Vote
McGovern
June 6

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.

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:

McGovern for President:
3938 Wilshire Blvd.
Los Angeles, Calif. 90010
(213) 487-6930

McGovern for President
51 O'Farrell St.
San Francisco, Calif. 94108
(415) 936-7500



Living at home, not killing etc. - 1.

Mc ... World / America

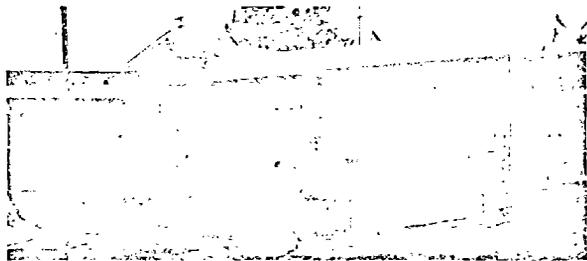
As Congressman, director of the Food for Peace Program, and as a United States Senator, George McGovern's record is clear:

"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

Vote
McGovern
June 6



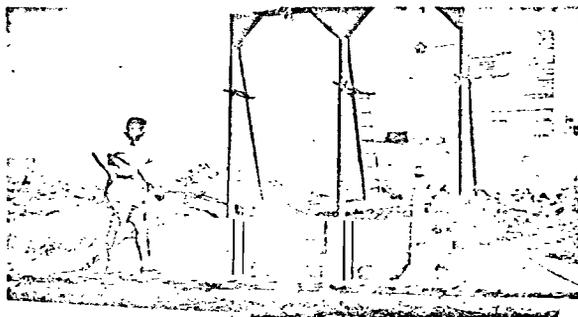
plan for defense spending would save \$30 Billions to be used for living at home instead of killing abroad.

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."

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:

McGovern for President
3938 Wilshire Blvd.
Los Angeles, Calif. 90010
(213) 487-6930

McGovern for President
51 O'Farrell St.
San Francisco, Calif. 94108
(415) 956-7530



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.

COURT CROWDING

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 wide-spread 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% Phd'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."

FED UP WITH POLITICS AS USUAL? VOTE MCGOVERN.

McGOVERN for PRESIDENT

3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010

THE ISSUE: SCHOOL TAXES

"There is no more regressive form of tax"

PROBLEMS

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 tax payers, who rejected 60% of school tax increases last year. (Nationwide 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."

FED UP WITH POLITICS AS USUAL? VOTE MCGOVERN.

McGOVERN for PRESIDENT

3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010

THE ISSUE: TAX REFORM

"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."

The effective income tax rate for millionaires is only 28%...not 70% as the law would seem to demand.

"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'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.

FED UP WITH POLITICS AS USUAL? VOTE MCGOVERN.

McGOVERN for PRESIDENT

3936 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010

THE ISSUE:

VETERANS

"...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.

FED UP WITH POLITICS AS USUAL? VOTE MCGOVERN.

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

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%--a total of 5 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 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.

McGOVERN'S ANSWERS

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 peacetime 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 MESS HE HAS PUT THE COUNTRY INTO. BUT THE WORKING MAN ISN'T FORGETTING ANYTHING."

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

FED UP WITH POLITICS AS USUAL? VOTE MCGOVERN.

THE ISSUE: POLLUTION

"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."

URBAN POLLUTION

"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

"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."

WATER POLLUTION

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

McGOVERN'S ANSWER

The Environmental Protection Act provides for enforcement through economic sanctions - the language that industry understands.

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 whomever 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 Barbara 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."

FED UP WITH POLITICS AS USUAL? VOTE McGOVERN.

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

THE ISSUE: MILITARY SPENDING

"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
 - \$3 billion - End pollution
 - \$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 tax-payer
 - \$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."

FED UP WITH POLITICS AS USUAL? VOTE McGOVERN.

McGOVERN for PRESIDENT

3938 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010

THE ISSUE: WOMEN'S RIGHTS

"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 comprise 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

Jobs: Senator McGovern supported the Equal Rights for Women Amendment of 1970 and the Women's Equality Act of 1971. Senator McGovern would empower the Equal Employment Commission to use cease and desist orders to enforce Title VII, which forbids job discrimination on the basis of race, color, national origin or sex.

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 pre-school 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).

FED UP WITH POLITICS AS USUAL? VOTE MCGOVERN.

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

THE ISSUE: VIETNAM

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 widened 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 foolhardiness 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

FED UP WITH POLITICS AS USUAL? VOTE McGOVERN.

THE BLACK COMMUNITY

"WHOM CAN YOU TRUST?"

MC GOVERN'S 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 GOVERN'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

FED UP WITH POLITICS AS USUAL? VOTE MCGOVERN.

McGOVERN for PRESIDENT

3930 WILSHIRE BLVD. LOS ANGELES, CALIF. 90010

Labor Donated