



FOR THEIR TOMORROWS

**ONLY
THE
BEST
WILL
DO!**



**INSURE
EXCELLENCE
IN EDUCATION**

ELECT DR. RALPH

RICHARDSON

**STATE SUPERINTENDENT
OF PUBLIC INSTRUCTION**

(A Non-Partisan Office)

RALPH RICHARDSON

Most Experienced . . . Best Qualified



servant, twice elected to office.

- Professional educator 22 years, with teaching experience in public schools and at three great universities, Penn. State, UCLA and Northwestern.

- Holder of lifetime teaching credential.

- Professor of English, University of California.

- Secretary to Governor of California, with major roles in relieving local property tax burden through increased State aid to schools and in developing renowned Master Plan for Higher Education.

- Doctor of Philosophy degree in American History from Northwestern University.

- Author of historical and technical articles in Country Gentleman, Saturday Evening Post and professional publications.

- United States Navy veteran, World War II.

Exciting Leadership

A dynamic leader with broad experience and deep concern about boys and girls, this 44-year old educator knows the needs of California's schools from kindergarten classroom to college campus. Throughout his distinguished career he has worked for quality education for all. He is ideally equipped to bring new and exciting leadership to the office of State Superintendent of Public Instruction.

THE ISSUES . . . What He Believes

ON QUALITY EDUCATION

"California's schools are good, but not good enough. They must be improved. Equal educational opportunity must be given to all, with a standard of excellence which is both demanding and achievable.

"Whether we call it the 3 R's, the fundamentals or use some other label to describe it, we must make sure each child gets a sound, basic education. Emphasis on reading, writing and arithmetic is essential, but it is not enough. Our children must be taught to reason and think for themselves and to live in a complex and changing society.

"Each must be given a broad, general education which includes American history, literature, government, economics, mathematics and science, with opportunities for academic and vocational specialization."

ON TEXTBOOKS

"The best available texts must be provided our pupils, whether purchased from the publishers or printed by the State. The skilled services of thousands of local teachers, curriculum specialists, and distinguished lay citizens must continue to be used in screening and evaluating texts. Uniformity of textbook excellence must be guaranteed.

"Courses of study must be rigorous and comprehensive yet flexible. They must be tailored to the needs of our society."

ON SCHOOL FINANCE

"Fast action is needed to properly finance our schools. Too much of the cost is being paid by the home owner and other local taxpayers. The State must help with more money for local schools. Only aggressive leadership at the State level can bring this about."

ON PATRIOTISM

"A dynamic patriotism, based on a knowledge of America's history and the unique strength of her ideals and institutions must be taught. Let this be a patriotism based upon understanding, pride and affection, rather than on hate, fear and arrogance."

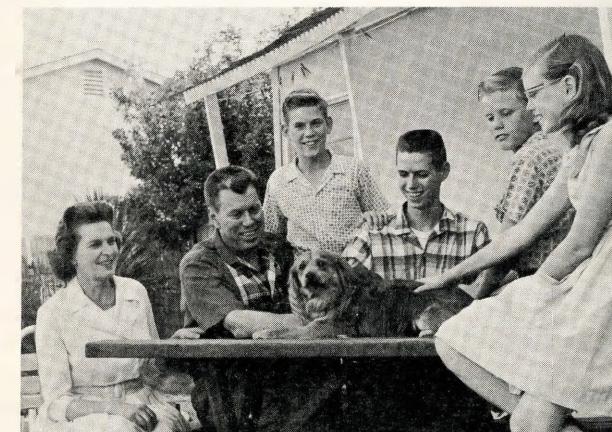
ON TEACHING EXCELLENCE

"California's children need the best-trained and most skilled teachers. Standards of teacher preparation and performance must be raised, salaries made truly professional and working conditions improved so that teaching will attract the finest young people.

"Teachers must be freed from petty and handicapping restrictions and given a climate of confidence and respect so that they can seek and teach the truth, guide and inspire their pupils."

OTHER VITAL ISSUES

"California education must move forward. Its problems are many . . . Pupils who quit school and become police and employment problems must be helped to stay in school . . . Children of transients must be aided . . . Special attention must be given the slow learner, the non-reader, the physically handicapped and the mentally retarded. . . . A major program for the gifted must be financed . . . Local control of education, consistent with uniformly high standards, must be achieved . . ."



Dr. Richardson, his wife, Mary Louise, and their four children, all of whom attend public schools, live in Woodland Hills. Mrs. Richardson is former Mayor of Culver City.

"We must get the people of California excited about education."

STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

KEY MAN IN EDUCATION

- Important? You bet he is! He has more to do with the kind of education Californians get than any man alive.
- He heads the whole system of public education in this State. It's a big one, biggest in the nation. It serves 4 million students in the elementary and high schools and the junior colleges.
- He helps run higher education, too. The chance our children have for college depends partly on him. Plans and policies for our great institutions of higher learning are his responsibility as a Regent of the University of California, a Trustee of the State College System and a member of the Coordinating Council for Higher Education.
- He has a hand in determining what kind of teachers our children have. As Secretary to the State Board of Education he helps decide what training a person must have to be a teacher. As Chairman of the Credentials Commission he judges individual applicants and as Superintendent he issues the licenses to teach.
- Picking textbooks is primarily his concern and that of the Curriculum Commission he heads. He directs the screening and judging of all available texts and advises the State Board which to use in the classroom.
- Not only the kind of schooling our children get but the amount of school taxes we pay are influenced by the State Superintendent. He advises the Governor and the Legislature on how much the schools need and what part the State should pay. How effective he is in getting State aid partly determines the local school load. Each year he distributes nearly a billion dollars of State money to help run local schools.
- Distressed districts without money to build classrooms get help from a multi-million dollar State program. The Superintendent is a member of the Allocation Board which runs the program.

JOIN THE THOUSANDS WHO ENDORSE DR. RALPH RICHARDSON FOR STATE SUPERINTENDENT

ORGANIZATIONS

All major statewide educational organizations have endorsed Dr. Richardson. They include:

Calif. Assn. of School Administrators, Calif. Teachers Assn., Calif. Assn. of Elementary School Administrators, Calif. Assn. of Secondary School Administrators, Calif. State Federation of Teachers and Calif. Assn. of Adult Education Administrators.

Among the many other organizations backing Dr. Richardson are: California Labor Federation, AFL-CIO, COPE, Italo-American Voters, Inc., the Mary Bethune Memorial Committee, Mexican-American Political Assn., United Steel Workers of America.

INDIVIDUALS

(Partial List)

Dr. Robert Gordon Sproul
Earl Warren, Jr.
Arthur Gardner
Dr. Arthur F. Corey
Dean Edwin A. Lee
Hillas Cole
Cecil Poole
Dr. Jane Cassells Record
Mrs. Helen Putnam
Rabbi Irving I. Hauman
Mary Tinglof
Dr. James Corson
B. O. Wilson
Tillie Weinberg Lewis
Dr. Frank C. Baxter
William N. McGowan
C. O'Donnell Lee
Dorman L. Commons
Dr. Melvin L. Farley
Robert Neary
Dr. Ferd J. Kiesel
Rev. Edward Peet
Emerson Street
Ray McDonnell
Richard L. Foster
Dr. James Guher
Warren Christopher
Dr. Joel Hildebrand
Charles Berlese
Daniel Koshland
Dr. Bill Priest
Laurence N. Wolfe
Dr. Ellis A. Jarvis
M. Patrick O'Meara, M.D.
Dan Kimball
Dr. Lionel DeSilva
Mrs. Stafford Warren
Douglas R. Greer
John T. Enomoto
Willard T. Hancock
John Brownell
Dr. Dan Dawson
Lillian Laubach
Bartley A. Lagomarsino
Georgiana Hardy
Dr. Julio Bortolazzo
Aileen C. Hernandez
Woodrow W. Burgess, M.D.
Irving S. Breyer
Thomas Pitts
Margaret Connolly
Meyer Schindler, M.D.
Mrs. Jack Wagnon
Dr. John Berutti
Bill Cecil
Jack Morrison
Mrs. Peter Di Bernardi
Dan Jackson
Joseph Heston, Jr.
Dr. Lawrence A. Hyland
Mike Peshel
Earl Kenyon
Dr. Harry D. Wiser
Dr. John Pauley
Urban Whitaker
Robert Lawson
Melvin Swig
Leslie Maland
Dr. Norman Henderson
Harold Miessi
Anita Lehman
Edward C. Adams, M.D.
Dean Ross
F. McElwain Howard
Fletcher Flynn
Jay G. Quinn
Robert J. Westwick
Dr. Chauncey Starr
Mrs. Marcella Engelking
Rod Serling
Dr. Claude H. Hudson
Gloria Van Gieson
Eddie Irwin
Hugh Page

COMMITTEE TO ELECT

DR. RALPH RICHARDSON
President, Los Angeles City Board of Education



STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

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