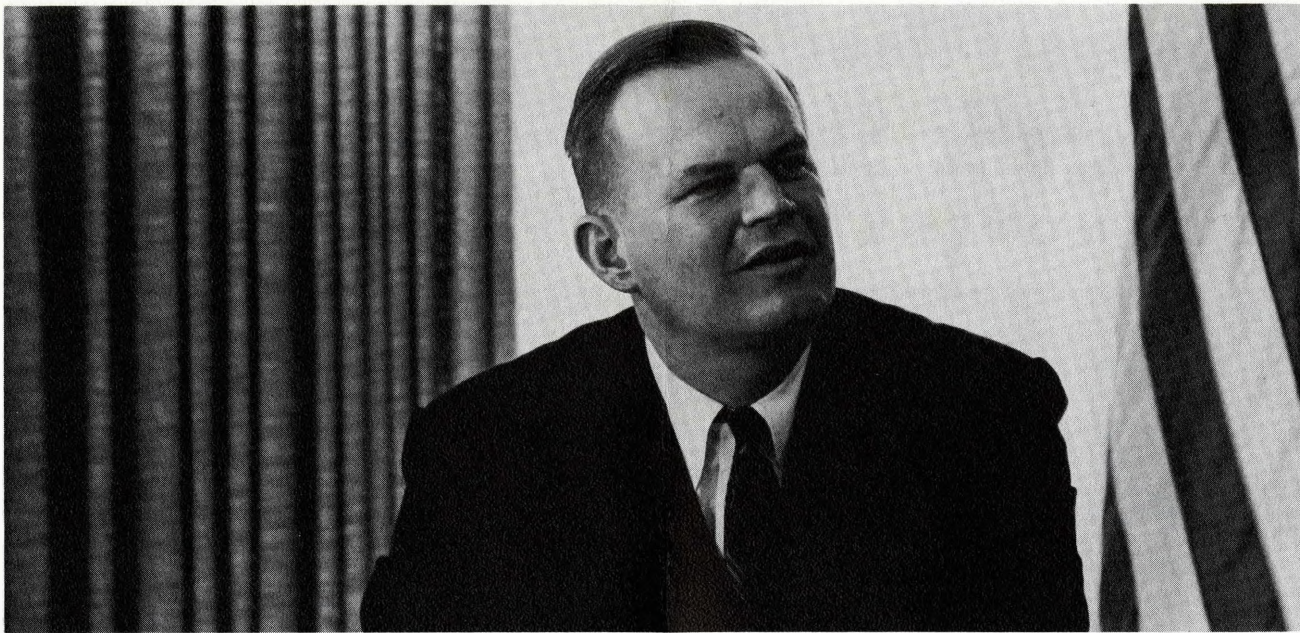




Re-Elect
RICHARD
NEVINS

DEMOCRAT
STATE BOARD
OF EQUALIZATION
Member 4th District



Experienced Administrator. Los Angeles born, Richard Nevins was graduated from Yale in 1943 after specializing in the study of government. Following 2 years service in U. S. Air Force, Nevins was associated with nation wide insurance brokerage firm of Marsh & McLennan. Elected twice to the Board of Equalization with massive public support, he con-

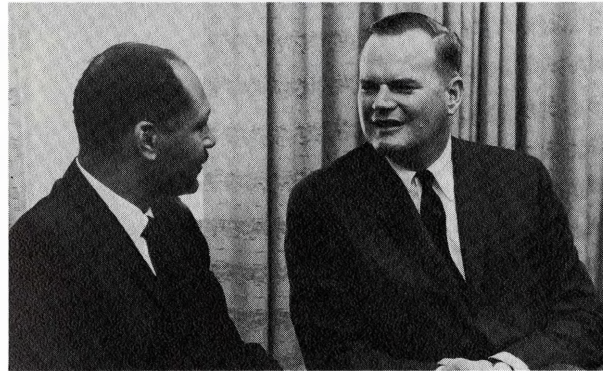
RICHARD NEVINS:



Skilled Manager. Richard Nevins has led in urging the use of data processing machines in State tax offices. These machines can now handle installment payments of property taxes. Richard Nevins has proposed a "10 installment" plan for the taxpayer. Property taxes would then be easier to pay.

tinually proves his skill as an honest and hard-working administrator. Today, he represents over 11 million people in Southern California. He is pledged to the protection of the individual taxpayers' rights; to ensuring the State's revenue; and to the protection of the principles of good government. He deserves your vote.

BRINGS INTEGRITY — PROVEN LEADERSHIP TO A BIG JOB



Concerned Citizen. Richard Nevins confers with leaders in all areas of government. (Here Councilman Thomas Bradley.) He is vitally interested in all matters affecting the welfare of people. Nevins is a member of the Board of Directors of the Los Angeles Urban League and a member Pasadena Chapter NAACP.



Family Man. Richard Nevins, Mrs. Nevins (Mary Lois) and their three sons, Pepper, Will, and Richard, Jr. A property owner, living in Pasadena, Nevins has a personal interest in equal property taxation.



Alert Representative. Richard Nevins talks to business people in his district. He knows their problems. They know he worked 8 years for the new assessment reform bill, just passed, which provides for a standard ratio for property tax assessment and assessment appeals boards.



Champion of Reform. Since 1959 Richard Nevins has waged a continuing fight for property tax relief for senior citizens. He has fought to lift part of the tax burden from those whose incomes are limited. His proposal is before the legislature now.



Strong Leader. Richard Nevins believes that well-planned work saves money. He works with employees to eliminate unnecessary costs in administration. He is also working to take the mystery out of taxes — to make State tax offices serve the tax-paying citizen.



Tireless Worker. Richard Nevins gives full time to his full-time job. Here he reviews with business leaders the new assessment reform bill just passed. This bill includes ideas Richard Nevins has worked for these past 8 years: a standard ratio in tax assessment; taxpayer's assessment appeals boards. He will continue to work for judicial review of property taxes and for "installment" payments of taxes.

RICHARD NEVINS PLEDGES TO WORK FOR "FAIR SHARE" TAXATION

- Equal property assessments
- Installment payments of property taxes
- Court review of property assessments
- Property tax relief for senior citizens
- Protection of California's tax dollar
- Even more efficient State revenue administration
- State tax offices which serve the citizen first

Support Your Democratic Slate VOTE NOVEMBER 8

Governor	
EDMUND G. (PAT) BROWN, Democratic Governor of the State of California	X
Lieutenant Governor	
GLENN M. ANDERSON, Democratic Lieutenant Governor, State of California	X
Secretary of State	
NORBERT A. SCHLEI, Democratic Assistant Attorney General of the United States	X
Controller	
ALAN CRANSTON, Democratic State Controller	X
Treasurer	
BERT A. BETTS, Democratic Treasurer, State of California	X
Attorney General	
THOMAS C. LYNCH, Democratic Attorney General of the State of California	X
Member, State Board of Equalization Fourth District	
RICHARD NEVINS, Democratic Member, State Board of Equalization Fourth District	X
Representative in Congress	

Re-Elect RICHARD NEVINS

DEMOCRAT

4th DISTRICT



**STATE BOARD
OF EQUALIZATION
Member**

Nevins Re-election Campaign: Benjamin Held, Treasurer
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Area Code 213-628-4202