

United States of America

STATE OF CALIFORNIA

RE-ELECT
BERT A. BETTS
TREASURER OF CALIFORNIA



STATE TREASURER
BERT A. BETTS
AMERICA'S NUMBER
ONE
FINANCE OFFICER



United States of America



STATE OF CALIFORNIA

MAJOR ACCOMPLISHMENTS

BETTS' LIFELONG FINANCIAL TRAINING BENEFITS CALIFORNIA

BETTS' training as a CERTIFIED PUBLIC ACCOUNTANT has provided him the experience necessary to place California taxpayers in a favorable position to effect great savings in the sale of bonds, and at the same time produce maximum non-tax revenue through wise investments.

COMPETITIVE BOND SALES — SAVES TAXPAYERS MILLIONS

BETTS, by restoring competitive bidding for California bonds in 1961, has saved and will continue to save 100's of MILLIONS of tax dollars. By maintaining this position, he has provided the programs necessary to finance California's growth on a sound basis while protecting the people from unnecessary tax costs.

DYNAMIC INVESTMENT PROGRAM EARN'S TAXPAYERS MILLIONS

BETTS, through obtaining favorable legislation and the installation of wise investment procedures, has expanded the State's investment program until it produced more than \$45 million last year alone. Under Betts' administration, the program has produced a total of more than \$238 million — all from NON-TAX SOURCES. More than all previous California State Treasurers combined.

MODERN MANAGEMENT SAVES TAXPAYERS MORE DOLLARS

BETTS, through modern and aggressive management techniques, has streamlined the operation of every department in the Treasurer's Office, thus making important saving of even more tax dollars.

LOUISVILLE AWARD WINNER

BETTS was awarded the coveted Louisville award by the Municipal Finance Officers Association in 1963 as the Most Outstanding Finance Officer in the United States and Canada — THE ONLY STATE OFFICIAL EVER SO HONORED.

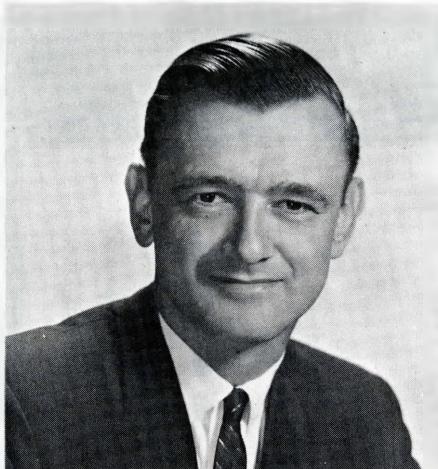
*My continuing policy is to save
and invest wisely the money of the
people of the State of California.*

Bert A. Betts

TREASURER OF THE STATE OF CALIFORNIA

*The Treasurer is the banker for the
State of California and the man-
agement of money --- taxpayers'
money --- is his prime obligation.*





BERT A. BETTS
TREASURER OF CALIFORNIA
Certified Public Accountant
DEMOCRAT

VOTE FOR
FINANCIAL STATUTE
and a
PROVEN RECORD of
FISCAL RESPONSIBILITY
INVESTMENT ABILITY
SAVINGS
EFFICIENCY
ECONOMY
BOND STATESMANSHIP

RE-ELECT
BERT A. BETTS
STATE TREASURER

BACKGROUND AND QUALIFICATIONS

of State Treasurer BERT A. BETTS

- Eight years as Treasurer of California
- Louisville Award Winner in 1963 as the most outstanding finance officer in the United States and Canada
- Certified Public Accountant. Member of State and National Accounting Organizations. Graduate of the International Accounting Society
- Presented Recognition Award and made an honorary member of the California Municipal Treasurer's Association
- Graduate of California Western University, San Diego, California
- U. S. Air Force bomber pilot in World War II with 30 combat missions over enemy-occupied Europe. Awarded Distinguished Flying Cross and four Air Medals
- Member of the Air Force Association, Veterans of Foreign Wars, and American Legion. Past Vice Commander of the Air Force Association
- Member of Masonic Lodge, Commonwealth Club, International Order of Foresters, Eagles, Native Sons, Lions and Municipal Forum of New York
- Native of San Diego. First Constitutional Officer to be elected from San Diego County in this century
- Past President of Lemon Grove School District Board of Trustees in San Diego County
- Past Vice President of San Diego Chapter and Past Member of Governmental Accounting Committee, California Society of Certified Public Accountants
- Active in Cancer Society, Max Bear Heart Fund and Cerebral Palsy Foundation
- Past President of Lemon Grove Men's Club
- Record of active service in Girl Scout, Boy Scout, Cub Scout programs and Little League
- Member Fremont Presbyterian Church, Sacramento, California
- Was College Accounting and Tax Teacher. Maintained own Accounting Practice in San Diego for 15 years
- Has served on various Citizens Advisory Committees to Governmental Agencies

BERT BETTS, at 42, combines the vigor of youth with a proven record of performance in the important job to which he seeks re-election.