

Senator Omer L. Rains

for

ATTORNEY GENERAL

MAY 19, 1982

DEAR DANIEL & JANE:

I don't want to kid you in any way. So please accept this letter as the very, very personal plea which it so clearly is.

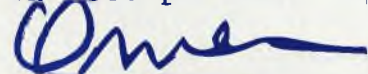
The simple fact is that the countdown is on, and I am but weeks away from victory in the June 8th primary election, but I desperately and urgently need your help. The campaign is moving now with incredible rapidity with new endorsements coming in daily (including those of virtually every major law enforcement organization in California). Our polls clearly demonstrate that my opponent is a defeated candidate so long as I have sufficient financial resources to communicate my message down the stretch.

The reason is simple. While my opponent's name is relatively well known, when voters are asked specific questions about him, most either respond in the negative or with uncertainty. When asked who they will vote for on June 8th for Attorney General, 65% of the voters statewide are still undecided. Clearly, we are in a horserace straight through to the finish line.

There is no question in my mind that we will cross that finish line first....with your help. Purely and simply, the critical factor, at this point in time, is money. We must be able to successfully communicate our message to that undecided 65% bloc. The question is -- can we commit the necessary dollars to reach the voters we need to reach?

In short, now, more than ever, I need your help. Your financial assistance is absolutely essential during these final weeks if my campaign is to be successful. Please be assured that your commitment will be long remembered by me. I have been honored to work with you in the past, and I look forward to our continued association as we pursue common goals and ideals in the years to come.

Warmest personal regards,



OMER L. RAINS

P.S. PLEASE take out your checkbook TODAY. Tomorrow may be too late. I would not ask were the need not urgent and real. Checks may be made payable to: OMER L. RAINS CAMPAIGN COMMITTEE.

Thank you from the bottom of my heart.



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