

Jerry Waldie

**is a new kind
of candidate**



**It's up to us
to make him
governor**

Man of Principle

In these times of intensified public distrust of politicians and politics, it is refreshing to know of one man who has made his entire campaign a personal commitment to the restoration of public confidence in the American political system.

Jerry Waldie is that man.

Pledging the most open campaign in the history of California, Jerry Waldie was the **first** candidate to disclose his financial assets and liabilities. He was the **first** to publicly reveal his Federal and State Income Tax Returns. And, he was the **first** to make public a detailed list of all his campaign contributions **and** the names of the contributors.

There are many examples of the **"Waldie Way"** in approaching government problems, but there is a common thread linking each — Waldie has never been afraid to buck the establishment. That was made clear when he tried to unseat then Speaker John McCormack. That was clear when he called for the resignation of then-Vice President Spiro Agnew. That is clear in his continuing efforts to clean up the corruption that reaches even as high as the highest office in the land.

Waldie has a reputation of being a **"people's man"** and the reputation fits well. As a case in point he is walking much of the State of California to personally meet and listen to tens of thousands of Californians. Waldie has long discounted the view that power and money people must control the governor's race while the average citizen is only a symbolic part of the process.

A PLAN FOR THE FUTURE

For many citizens of California — whether they moved here from another state or were raised here — California was more than just a place, it was the **"Golden State"** — a dream, the last and best hope for mankind.

For many Californians, workers, farmers, small businessman, retiree, that dream has faded, that hope has dissolved.

It is apparent that our State government does not recognize the need to be responsive to the needs of the truly needy — the citizens who have retired after giving years of work to make this a better land — those who are blind, sick, disabled — those who rely on the state for adequate educational opportunity.

It is apparent that this Administration in power has responded only to the powerful.

Jerry Waldie has stated many times that he intends to respond to the needs of the people of California who truly merit the help of the government. He will not allow a policy that in fact subsidizes industry and the huge conglomerate farm at the expense of the working man and woman and the family farmer.

No industry, no conglomerate, no man should escape taxation because of great wealth. Those who can most afford taxes should pay the most.

That is just — that is the Waldie Way.

California has the means to meet every just need of the state and of her citizens.

THE CALIFORNIA PLAN

Jerry Waldie knows perhaps better than any other candidate for Governor the enormity of the problems confronting California. He has more years in public office than any of the other candidates. He has served eight years in the California Legislature, six years in the House of Representatives.

He recognizes the magnitude of the challenge of being Governor of the nation's most populous state.

He knows that change will not come overnight. But, as a native Californian with great vision for his state, he has ideas and governmental skills at both the Federal and State levels that is necessary to implement those ideas.

Jerry Waldie's experience in energy matters, in land ownership reform, and in the use of resources fit him uniquely to lead California toward a master plan for orderly development. He believes that conservation, water, energy, mass transportation, pollution, development, land use, population and jobs are all interconnected and cannot be dealt with except in relation to each other — and under an integrated master plan.

He has pledged that, as Governor, he will seek the best advice in the country to draw up an overall California Plan for submission to the citizens of the State. He wants full discussion of alternatives for the future by everyone involved — and he knows that the plan involves every citizen of California.

CALIFORNIA NEEDS JERRY WALDIE



KEEP WALDIE WALKING

He has already walked from San Diego to Santa Barbara and up the Central Valley. He has talked to many thousands of Californians. He has worn out three pairs of shoes and has suffered from blistered feet.

WHY DOES HE DO IT?

Because he believes politics should be public, not private. Out in the air, not in smoke-filled rooms. For the people, not the special interests.

IF YOU LIKE WHAT HE'S DOING, Let us know — WALDIE WALKS — AND LISTENS.

Yes, I would like to help Jerry Waldie in his fight for nomination as the Democratic candidate for Governor.

I enclose a donation to Waldie for Governor Campaign.

_____ \$10 _____ \$5 _____ Other

Name _____

Address _____

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Telephone _____

RETURN THIS COUPON WITH YOUR DONATION TO:

Waldie for Governor Committee
1019 Gayley Ave., Suite 208
Los Angeles, California 90024

"Model Congressman"

— Ralph Nader Congress Project

"Most Effective Legislator"

— State Capitol Press Corps

Jerry Waldie was elected to the U.S. Congress in 1966 after serving 8 years as State Assemblyman, the last six as Majority Floor Leader. He was the first candidate to declare for the Democratic gubernatorial nomination in 1974.

What sort of man is this 48-year-old model congressman? First and foremost, he relies on candor more than slick presentation, on hard work more than show, and on openness rather than back-room maneuvering. He regards himself as a public servant, not a politician. He has been candid and open and has worked hard for the voters of Contra Costa County, who have rewarded him with record majorities.

Secondly, he is every inch a Californian. Born February 15, 1925, in Antioch, he was educated in the California public schools, the University of California, and the U.C. School of Law, Boalt Hall. He has represented Contra Costa County since 1958.

Thirdly, he is a fighter. In 1970, the World-War-II veteran took on Speaker John McCormack in a battle against the Congressional Seniority System, and for a while he fought single-handed. He courageously voted against "no-knock" and preventive detention crime bills. He has been an outspoken opponent of lowering safeguards against electronic eavesdropping and other threats to basic civil liberties. He helped lead the struggle against unplanned development, and he has a strong record on voting for bills to protect the environment.

Waldie once said, "There is never a time that it is improper to confront an injustice", and his whole record shows he means it.

Finally, Jerry Waldie has vision. He sees beyond the immediate future. He has been a persistent and thoughtful critic of not only the Johnson and Nixon administrations, but of Congress itself. He supported mass transit programs long before they became a matter of general interest. He has been a leader in the movement for tax reform.

A fighting Californian, with vision and candor, Jerry Waldie believes he can really be an effective Governor in the State's critical years.