

● TAXES ARE TOO HIGH

Kile Morgan has consistently voted to lower taxes.

● PROPER PLANNING IS A PRIORITY

Not a moratorium but responsible planning to provide the kind of future we want and need.

● SUPERVISOR SALARIES

Hold the line and control travel and conference spending.

● DRUGS

Drug problem is increasing from year to year. We must change the trend through education with local, state, and federal governments working as a team.

● CLEAN ENVIRONMENT

Pollution is still on the rise with automobiles causing 70 percent of the problem. Rapid transit is a must and I will push for this.

The county hasn't even scratched the surface on this vital problem. Pollution of the air we breathe is a threat to life. It must be eliminated.

Also necessary and apparent is the need for open space, bicycle and equestrian trails.

CAMPAIGN HEADQUARTERS at
255 - 3rd Ave., Chula Vista
420-9254



Mayor Kile Morgan and Family
Mayor for Past 6 Years
City Councilman for 6 Years
33 Years Resident of National City

CIVIC GROUPS:

Sweetwater Authority, Chairman; LAFCO Member 4 Years, Chairman 1 Year; National City Redevelopment Agency, Chairman; Economic Opportunity Commission, Board of Directors; League of California Cities, Board of Directors.

CHURCH:

First Baptist Church Member, Board of Finance Committee, Usher Committee.

YOUTH GROUPS:

Little League, Sponsors Committee; Colt League, Sponsor; Pony League, Pop Warner, Soccer.

SERVICE CLUBS:

Kiwanis Club
Exchange Club, Past President
Girls Club, Boys Club
Chamber of Commerce
Navy League, South Bay Cities
South Bay Cities Board of Realtors

● EDUCATIONAL FINANCING

With taxes increasing and cost of schools also increasing, we need tax reforms, so that all children get the proper education without the need to raise property taxes.

● JOBS — WELFARE

Today's supervisors won't talk about jobs but I will be one that will talk about jobs. Jobs are the answer to lower welfare costs in San Diego County.

● COST OF GOVERNMENT

Government has no place for big spenders. \$250,000 for a County Supervisor's office is what I call big spending and big spending only makes for more red tape. Let's cut down on red tape.

● REDISTRICTING

Point Loma should be with Mission Beach, Ocean Beach and La Jolla which is where their interests lie. Leave politics out.

VOTE for

KILE MORGAN

for SOUTH BAY SUPERVISOR
FIRST DISTRICT

VOTE JUNE 6th FOR KILE MORGAN FOR SUPERVISOR — SOUTH BAY DISTRICT

Mayor Kile Morgan and Millie Valdez, secretary, look at County tax chart.



We endorse
KILE MORGAN
for SUPERVISOR

- Dr. and Mrs. Leslie Pratt Spelman
- Mayor and Mrs. Bert Stites
- Attorney John McGuane
- George A. Scott
- Mr. and Mrs. Ernest Azhocar
- Mr. Bud Wilson
- Mr. Greg Cox
- Mr. and Mrs. Robert Hummel
- Mr. Albert Garcia
- Mr. and Mrs. Frederick Drew
- Mr. and Mrs. Clyde Dixon
- Mr. Delavan Dickson
- Mr. and Mrs. Glen Fuller
- Mr. and Mrs. Cesar Soto
- Mr. and Mrs. J. Louis Camacho
- Mr. and Mrs. John W. Gardner
- Mr. Walter (Pike) Hodge
- Mr. Miles D. Bowler
- Mrs. Tressa McCartney
- Mr. William Eckhart
- Mr. Francisco Olivas
- Mr. and Mrs. Frank E. Rice
- Mr. and Mrs. Jack McClendon
- Mr. and Mrs. P. B. Mason
- Mrs. Etta W. Stokes
- Mrs. Ann Wilson
- Mr. and Mrs. C. C. Alley
- Mrs. Vesta DeWolfe
- Mr. and Mrs. Charles Schultz
- Dr. and Mrs. Bernard Schemmer
- Mr. and Mrs. Lorenz Ruehle
- Mr. and Mrs. Robert D. LeBre

4 Year Increase in County Assessments

1968-1969	\$2,445,189,720.00
1969-1970	\$2,805,691,216.00
1970-1971	\$3,151,845,865.00
1971-1972	\$3,603,845,338.00
Increase	\$1,158,654,618.00

Percent Increase from 1968-1969 to 1971-1972: 47.385%

3 Years Increase in County Tax Rate

1969-1970	2.350
1970-1971	2.745
1971-1972	2.939

PERCENT INCREASE:
1971-1972 over 1969-1970: 24%

National City tax rate under leadership of Kile Morgan has been lowered every year for 4 years. Home owner cannot stand any more tax rise such as is shown above. Our senior citizens and average home owner will be taxed out of their homes unless we get politicians to realize that taxes are already too high. Let's start talking about lowering them.

Vote for KILE MORGAN
for Supervisor — June 6th

MR. NICHOLAS G INZUNZA
 524 S. O AV
 NATL CITY CA. 92050

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HERMAN BACA, *County Director*

MEXICAN-AMERICAN POLITICAL ASSOCIATION

San Diego County
Southern Region



1837 Highland Ave.
National City, Calif. 92050
(714) 477-3466

AUGIE BARENO, *So. Region Director*

MEXICAN-AMERICAN POLITICAL ASSOCIATION

Southern Region



1837 Highland Ave.
National City, Calif. 92050
(714) 477-3466

CARLOS VAZQUEZ, *President*

MEXICAN-AMERICAN POLITICAL ASSOCIATION

National City Chapter



1837 Highland Ave.
National City, Calif. 92050
(714) 477-3466

RAUL LOYA, *So. Region Administrator*

MEXICAN-AMERICAN POLITICAL ASSOCIATION

Southern Region



82-264 Oleander Ave.
Indio, Calif. 92201
(714) 347-9317

WHO DOES CHACON SUPPORT? TEAMSTERS OPPOSE CHAVEZ! TEAMSTERS SUPPORT NIXON! TEAMSTERS SUPPORT CHACON!



FORM C

SECRETARY OF STATE OF CALIFORNIA

CANDIDATE'S POST-ELECTION CAMPAIGN STATEMENT

(Government Code Sections 3750-3754;
Elections Code Sections 11500-11631)

THIS STATEMENT MUST BE FILED NO MORE THAN 35 DAYS AFTER THE ELECTION

Name of Candidate: Peter R. Chacon
 Type of Election (Primary, General, or Special): Primary
 Date of Election: June 6, 1972 Office for which you were a candidate: State Assemblyman
Month Day Year
 Political Party and District No. (if applicable): Democratic 79th Assembly District

RECEIPTS

List on the following lines the name of every contributor who made contributions. Specify the exact amount in the case of contributors who gave a total of more than \$500. Political committees which made contributions should be listed separately as indicated on page 2. Loans, pledges, contributions of goods or services worth more than \$500 ("in-kind" contributions), and contributions by the candidate should be stated as indicated on page 2. Attach extra sheets if necessary.

NAME

CITY OR LOCALITY

AMOUNT

(Contributors other than political committees)

<u>California Teamsters Legislative Council</u>	<u>San Francisco</u>	<u>\$2,067.60</u>
<u>Assn. for Better Citizenship</u>	<u>Burlingame</u>	<u>\$2,000.00</u>
<u>Laborers International Union Local 89</u>	<u>San Diego</u>	<u>\$1,300.00</u>
<u>C-B Trust, James D. Lanbold</u>	<u>Los Angeles</u>	<u>\$1,250.00</u>
<u>California School Employees</u>	<u>Burlingame</u>	<u>\$1,100.00</u>
<u>George A. Scott</u>	<u>San Diego</u>	<u>\$ 550.00</u>
<u>Broadway-Hale Stores</u>	<u>Los Angeles</u>	<u>\$ 500.00</u>

Es tan barata asi la sangre chicana derramada por los Teamsters?

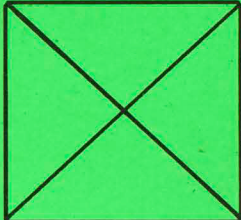
COMMITTEE TO ELECT AL PUENTE

ELECT
AL
PUENTE

BOARD of ED.

DISCLOSED

VOTE SEPT. 18

DIST.  'D'

BARENÑO

**FOR N.C.
COUNCIL**

ELECT
AL
PUENTE

79th
ASSEMBLY
DISTRICT

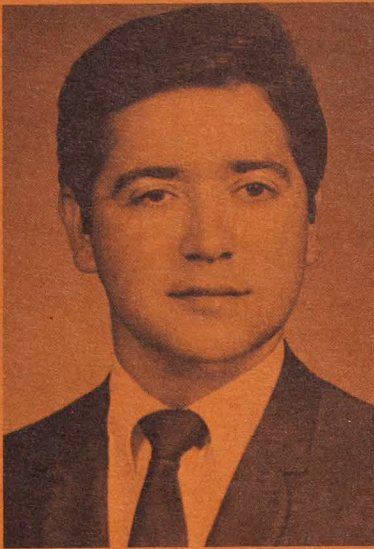


Vote April 11
ELECT LOUIE NATIVIDAD
to
National City Council



BACKGROUND:

- * Resident of National City for seventeen years
- * Married for seven years and father of two children:
Lisa, six years old; Delana, three years old
- * Assistant grocery manager
- * Attended Kimball Elementary School, National City Junior High,
and graduated from Sweetwater Union High School
- * Attended Southwestern College, majoring in Marketing and
Public Administration
- * Member Community Action Council
- * Served as Alternate Delegate to Office of Economic Opportunities
Commission
- * Appointed by Mayor Kile Morgan to Park and Recreation Advisory
Board
- * Elected Treasurer of South Bay Neighborhood Corporation
- * Former Vice-President of Mexican-American Political Association
- * Active member of County Human Relations Commission
- * Member of Advisory E. O. P. Committee
- * Recipient of E. O. P. Community Service Award 1969-1970



Vote April 20 to Retain

BENJAMIN J. MORENO

Member, Southwestern Community

College Governing Board

BEN . . . THE MAN

- * Life-long South Bay resident
- * Married for 16 years with four children
- * Employed by General Dynamics for 16 years, Program Manager
- * Korean Veteran
- * Attended San Diego City College and Business College, majored in Business Administration
- * Involved in community youth activities: Little League, Pony League, Colt League for 11 years; YMCA Board; Boys Club; Boy Scouts of America; Catholic Youth Organization
- * Principal of High School of Religion classes, taught Christian doctrine for eight years
- * Board of Directors, Narcotics Prevention and Education Systems Board
- * First President of Otay Community Forum
- * PTA Honorary Life Member
- * Nominated as Chula Vista Young Man of the Year

BEN . . . THE TRUSTEE

- * Unanimously appointed as a trustee by the Southwestern College Governing Board in 1969
- * Identified needs and implemented programs to make Southwestern College more accessible to all students
- * Instrumental in work which earned for Southwestern College the maximum five year accreditation
- * Serves on blue ribbon committee for regional planning on vocational education
- * Active in promoting communication between all elements of the college community



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PAN film when returned to:



MORENO

Labor Donated

**FOR
SO. WESTERN
JR. COLLEGE
TRUSTEE**

**WRITE IN
BEN MORENO**

ELECT

MORENO

SOUTHWESTERN COLLEGE TRUSTEE

MORENO

MEANS

- * effective leadership
- * responsible concern for your tax dollar

get to know BEN



- * Life-long South Bay resident
- * Married 22 years, five children
- * Employed by General Dynamics Program Control Specialist
- * Korean War Veteran
- * PTA Honorary Life Member
- * Elected & served on San Diego Democratic Central Committee
- * Member of Bishop's Commission on Community Affairs, San Diego Diocese.
- * Unanimously appointed as a Trustee by the Southwestern College Governing Board in 1969
- * Won election to the Southwestern College Governing Board, 4 year term, in 1971
- * Elected President of the Southwestern College Governing Board in 1974
- * Instrumental in work which earned for Southwestern College the maximum five years of accreditation.
- * Elected to serve on Blue Ribbon Committee for Regional Planning on Vocational Education
- * Active in promoting communication and understanding between all elements of the college community.
- * Active in obtaining this community's fair share of Federal and State funding to provide relief for the local property tax-payer
- * Served on campus dialgue group
- * Served on Salary Committees
- * Served on Grading Policy Study



- * Involvement In Community Youth Activies:
 - Little League Manager
 - Pony League Manager
 - Colt League Manager
 - YMCA Board
 - Boys Club
 - Boy Scouts of America
 - Catholic Youth Organization
 - Chula Vista Bobby Sox Coach 5 Yrs
- * Principal of High School of Religion Classes, taught christian doctrine for 14 years.
- * First elected President of the Community Action Council of Castle Park, Otay, wood-lawn Park, San Ysidro.

Committee to Elect Benjamin Moreno

While your Representative on
BEN MORENO Southwestern's Board
* (cut taxes)
* (improved the program)
* (sought your input)

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Dear Voter:

Next Tuesday, March 8th, you'll be selecting a person to represent you on the Southwestern College Board. I will like to be that person. In the six years I was privileged to serve on the Southwestern Board, we saw the College grow and prosper. I was proud to be a part of that effort.

The next four years will bring with them many challenges. Already over-burdened tax-payers deserve a Trustee who will make certain they are getting the most and the best for their educational tax-dollar. Students attending Southwestern need to know that the education they receive prepare them for their next step, whether that is the job of their choice or further study at another college or university. The Citizens need to feel that Southwestern belongs to them.

These are among the things which I am committed to as your Trustee. With your support on March 8th, we can see them accomplished.

Sincerely,

Benjamin Moreno

On March 8 Vote For-

BENJAMIN J. MORENO
Program Control Specialist
Especialista en Control de Programa



MARCH 8, 1977

VOTE TO RETURN

**BENJAMIN J.
MORENO**

As your Trustee on the
Southwestern College Board of Trustees