



Committee to Re-Elect  
Supervisor Jack Walsh

P.O. Box 7761

San Diego, California 92107

I support Jack, and would like to help by:

- taking a precinct
- telephoning from my home
- working at campaign headquarters
- doing anything at all
- pledging a contribution; please call me
  - feel free to use my name in support of Jack

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_



Subject: The campaign expenses and  
incorrect filing of Jack Walsh  
financial statement regarding  
the primary election June 4,  
1968

To Whom it may concern:

The unusual thing concerning Jack Walsh's sweeping victory in the Primary Election to the Board of Supervisors of San Diego County, is the amount of money he claims he borrowed, as compared to the money he personally spent on his previous campaigns when he ran for the City Council.

The fact that the co-signer on Mr. Walsh's loan of \$15,000 is an attorney on the Board of Directors of the Southern California First National Bank is also somewhat unusual. The co-signer, Mr. Silberman, has been associated for sometime with Mr. Robert Peterson, who was one of the three men described by Harold Keen in the San Diego Magazine as the leader of the "The Young Turks". Last year Mr. Peterson quietly purchased enough shares from small stock holders in the above mentioned bank, to become Chairman of the Board of Directors, and shortly thereafter appointed his friend Mr. Silberman to the board.

Mr. Peterson was the chairman of the first "Combo" held in San Diego and anyone who worked with him on that committee, or any other project can testify that he is an unusually ambitious and shrewd man.

Since he has become Chairman of the Board of the So. Calif. First National Bank, he has shown numerous signs of his great desire for power in the community. Some questions for consideration are:

1. Why did Mr. Peterson's bank loan Mr. Walsh \$15,000 with Mr. Silberman as co-signer, a few days before the primary election?
2. Could the \$15,000 have really been a donation made by Mr. Peterson earlier in the campaign?
3. Why did Mr. Silberman become a co-signer on a \$15,000 loan with Mr. Walsh when no arrangement was ever made for payments on the principal?
4. Why did Mr. Walsh further testify that he did not have any legal advice concerning his first expense statement which he signed and his accountant Mr. Timothy Cousidine filed July 8, 1968?

Mr. Walsh undoubtedly had several conversations with Mr. Silberman, (an attorney) and was sufficiently acquainted with him or Mr. Silberman would not have co-signed on a loan in the amount of \$15,000, especially in view of the fact that specific payments were not arranged for. Never have I heard of a banker loaning money in this loose manner.

Perhaps Mr. Walsh had received \$15,000 from Mr. Peterson, and was later advised not to account for this large sum on the campaign expense statement that he filed July 8, 1968 because it would reveal that he was in fact one of "Mr. Peterson's boys". Hence the cover-up loan, made a few days before the election, in case anyone became interested in Mr. Peterson's great desire to get "his boy" on the board of supervisors.

There is also much speculation that Mr. Peterson donated a large sum to Harry Scheidle's campaign. However, when Mr. Scheidle filed his expense account he reported \$37,043 in expenditures and \$20,997 in contributions, which could reflect approximately the same amount of \$15,000 from Mr. Peterson. This would leave about \$2,000 from Mr. Scheidle's



pocket. Consequently by filling this way (reference, Union Tribune 12-16-68) instead of putting a 0 in the personal expense statement, as did Mr. Walsh, (which may be the thing that trapped Mr. Walsh) he apparently will "get in free" with no amendments necessary.

Mr. Walsh has made vague noises about "a cocktail party to raise money to pay off my loan". He also has said that he "isn't too sure about how to fill out his financial statement" in reference to money spent from his own pocket. Why would Mr. Walsh decide to spend \$15,000 on this campaign when the records show he never spent over a few hundred on his previous campaigns? How can he buy an expensive house on Rosecrans and not come to when he can't pay his alleged loan back to the So. Calif. First National Bank? Perhaps an investigation is in order into the records of Mr. Robert Peterson and Mr. Silbermann.

The Union paper referred to Mr. Silbermann as "a business man" in the article appearing Friday Jan 24, 1969 titled "Vote Contest against Walsh Dismissed". Mr. Walsh let 6 months pass without amending his first statement, and after Mr. Ralph D'Adamo filed a suit against him, he then petitioned the court to grant permission for the amendment.

If there is any truth in any of the alleged things that are being said around San Diego, perhaps Mr. Bonds and Mr. Cozzos will have a problem keeping our County government honest, especially if one more person can be used by the power mad Mr. Robert Peterson, thus making a majority of 3 on the 5 man board.

Mr. Frank Gibson and Mr. Robert Vent didn't have this kind of money spent on their campaigns last fall, which is unfortunate for the county taxpayers, because while they were on the board we did enjoy honest county government.

The part of this letter which concerns Mr. Walsh described one of the "bright, young and ambitious" supervisors recently sworn in on our Board of Supervisors. Doesn't it seem apparent that somebody should do something to investigate a few of the strange incidents which helped put this man in office?

A taxpayer

First District



Robert J. Miller  
4612 Coronado Avenue  
San Diego, California 92107

July 16, 1969

The Editor  
San Diego Union

Dear Sir:

It is time for more sincerity among some of our civic and governmental leaders. Too much stress is laid on their images by public relations offices. The public is not supposed to see what a person really is, only that which he is pictured to be.

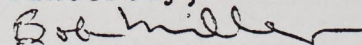
A couple of weeks ago John Bernard Walsh, County Supervisor, appeared on a major TV station suggesting that Mr. Average Citizen appear and make his voice heard at the County budget hearings. The TV station made the same plea at the same time. Mr. Walsh intimated that there must NOT be a taxpayers' revolt, and subsequently, although campaigning a year previously on a tax-reduction platform, voted to increase the County budget by practically 25% (twenty-five percent), the increase being in some measure attributable to his own urging. Supervisors Austin (Chairman) and Boney tried to implement some meaningful cuts in the budget but did not get any help from Mr. Walsh.

The County Chief Administrative Officer believes the tax rate will not have to be substantially raised. However, keep your eye on your tax bill. That is what counts, not the rate. The County Assessor has reassessed about 306,000 pieces of property this year upwards.

We all know that the average citizen has little or no <sup>bodies</sup> impact to wield on budget matters of any of our governmental; however, we expect our elected representatives to carry out pledges to economize. The first thing Mr. Walsh did in assuming office was to appoint an administrative aid at a salary in the top civil service grade, much to the chagrin of about 7,000 county employees, <sup>who</sup> to have to wait from 2½ to 3 years to attain that grade.

The vice-president and general manager of the aforementioned TV station is also president of the San Diego Chamber of Commerce. The TV station and the Chamber have enough influence that they could have made a real impression in trying to hold the line on the County budget had they only tried. When is the hypocrisy about property tax relief going to end!

Sincerely,



Bob Miller  
(Withhold Address)



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A taxpayer

First District



JACK WALSH  
2930 Chatsworth Blvd.  
San Diego, Calif. 92106

Dear Friend,

I am writing you because we have something in common.

As neighbors, we are aware of many of the good things about living in our area, but it does have its share of problems.

On my bicycle rides to the Point, for example, I can't avoid noticing the increased level of air pollution in San Diego. We were able to make our harbor clean enough to become a model for the nation. I would like to do the same with our air.

To this end, I have initiated stricter controls on power plants and other stationary emissions, and a phase-out of high lead gasolines.

I have also worked to reduce noise levels near Lindbergh Field while continuing to assist in the search for alternative commercial airport locations.

Children living in the Point Loma area lose more than fifty school minutes every day to excessive airplane noise. I have urged action on the feasibility of restricting the number of jet flights. I have also proposed legislation requiring that airports in our county install noise monitoring equipment.

Some of the finest assets of the Point Loma area are its parks and open spaces. I'm sure you are concerned as I am that we preserve the open-space nature of the Cal Western University campus.

As a Little League coach, I am convinced of the importance of community recreational programs, but I also recognize the urgent need for alternative activities for the young in these challenging times.

Recently, several programs originating from my office received national recognition.

Our drug-abuse education, rehabilitation and treatment program has been described by the President's drug abuse advisor, Dr. Jerome Jaffe, as the most comprehensive and effective local program in the country.



I am extremely proud of the fact that since the adoption of many of my proposals in the drug field there has been a dramatic improvement in stemming the rise of drug abuse in the county.

Working closely with federal officials, I brought a federally funded alcoholic detoxification pilot program to San Diego -- one of only three in the country.

I believe that alcoholism is essentially a medical problem, and I know that it is expensive and wasteful to treat alcoholics as criminals.

Citizen participation in local government has increased during my term as your Supervisor. I have constantly tapped this input through the use of polling devices and personal contact with all my constituents.

I would like to mention several areas in which there has been considerable citizen interest and concern, and several programs which I have worked hard to establish for the citizens of San Diego county.

As you might expect, the overriding concern of most citizens to whom I have talked has been high taxes.

I have worked in three basic areas to relieve the burden on the property taxpayer.

My proposals on the Board of Supervisors have resulted in over \$35,000,000 being cut from the last three County budgets. When I was elected in 1968, I stated that I would not accept a pay raise until my re-election. When the Board of Supervisors voted such a raise, I declined it. I receive the same salary now as I did in 1968.

I have worked closely with state and federal officials to bring alternative sources of revenue to San Diego county.

My travels to Sacramento and Washington, D. C. have directly brought over \$5,000,000 to San Diego for necessary public programs.

Although I have had to spend more time away from my family than I would like, I feel that my working knowledge of our state and federal governments has been invaluable to the citizens of San Diego county.

I have worked hard to stop the constant drain on your tax dollar which has been caused by unplanned and too-rapid growth in our county.



Too often, your tax dollars are used to build new schools, libraries, fire departments, or sewer systems in new and outlying communities.

I believe that large developers must be held accountable for their fair shares of the cost of necessary public services.

By the way, it is also most unusual for any candidate to publish his complete listing of financial assets.

I am the only locally elected official who has his financial statement on public file.

I feel strongly that you have the right to know the financial interests of all candidates.

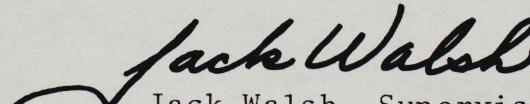
During my past public service, I have personally knocked on over 20,000 doors, soliciting the opinions and suggestions of those I serve.

As you can see, many of my proposals and programs were suggested or implied by citizens like yourself.

My open stands on the issues and my accessibility as a public official have attracted many volunteers in previous campaigns. Volunteer and financial support will be extremely important in this campaign also.

I ask for your help, not on the basis of a manufactured campaign image, but on the basis of my public service record.

Thank you for your support,

  
Jack Walsh, Supervisor  
First District

P.S. If you have any questions, call my wife, Jill, or me at home (224-7886) or at campaign headquarters (225-9471).

(This letter not printed or mailed at County expense)



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~~1176 St Diego~~



FOR IMMEDIATE RELEASE. . .

Mr. Walsh has done a wonderful job in his three years in office as a member of the Board of Supervisors. That is, he has done a wonderful job if you consider changing nothing, except higher taxes, as wonderful. He also says he won't change his policies or ideas, so if this is true, you know what you can expect from him in the next four years. What has he done for San Diego? Do we have more regional parks and recreation areas? No. Do we have better planning and zoning? In San Ysidro, for example, there is one park. This park was donated in its entirety by Mr. Booze Byers, owner of the Grant Hotel, nearly forty years ago, with no help or support from county government. Why, in that length of time have we had not one new park in the San Ysidro area, or for that matter in other areas? My own, for example. He professes to be for regional planning, yet we have the poorest record of planning possible. The urban sprawl is terrible; land developers are given county backing so that we end up with tracts such as Mira Mesa, with no forethought given to schools, parks, or any of the necessary things in development of adequate community planning, causing continuous tax increases for the residents of the city and county. Why are permits for building and zoning given so generously? - and without thought to the homeowner & taxpayer. Where are the members of the Board of Supervisors when permits for huge tracts are built that not only wipe out our open space but increase our taxes for more schools and utilities while the developers get rich?

No one is paying for my campaign except myself. No land developers, no banking industries, no one. I owe nothing and you can be sure that I will owe no allegiance except to the people who put me into office when it comes to issuing permits and grants for the monied land rappers. I consider



the thought of a planned community, areas that can provide living space - really living - not crowded, jammed together houses; areas that will enhance our community rather than be a financial drain and an eyesore, the paramount consideration.

Mr. Walsh says that he has saved the County 35 million dollars in taxes, yet in two years the record shows that our taxes have doubled. Our taxes continue to sail skyward, yet he says he has curtailed them. I would like to know where and how he has saved this money. My pocket book doesn't reflect it, does yours? Making promises that can't be fulfilled is no worse than claiming to have accomplished goals that in reality don't exist. But the people of San Diego can't be fooled by these false claims and empty promises anymore. The record of "no action" stands for itself, and anything my opponents say during electine time can't change that.

Mr. Walsh's 'claim to fame" is his help in establishing the half-way houses and drug clinics in San Diego at the cost of millions of dollars to the taxpayer. We are aware of the drug problem, yet it continues to increase. I say that it does no good to have a "crash" or "in-between" house for a youngster on drugs and then turn him out in the street the day after when he "comes down". We need jobs, education and realistic rehabilitation plans, a follow-up on these clinics and so called "help" centers. Any Program needs "outreach" similar to the programs now in existence for older men and ex-offenders. Give them a reason to live and they won't be back to "crash" next week. Give them counseling, a real helping hand, something of value to use the next day or the next week or year, not just turn them loose after they sleep it off. Yet Mr. Walsh says we should have no penalties on drug users and that we should legalize marijuana to a de-



gree, but as the mother of a teen age son, I say "no". We need penalties for breaking a law, but let's don't penalize until we can with good conscience feel we have given the troubled youth every opportunity to fill their lives with more meaningful goals, without artificial means. Mr. Walsh also says that he has gotten monies for these drug programs, and in turn this has been directly responsible for cutting down on the Sheriff's staff. Is this good? Isn't this progress in reverse? He (Mr. Walsh) was quoted as saying, "I'm glad if my drug programs have made it possible to cut down on law enforcement. I don't care how many officers are out of work." These are harsh words. Drugs are not our only problem and we need law enforcement. Our crime rate goes up each day - crimes of violence - murder, rape & robbery. I am in favor of law enforcement when we don't need it. Let's don't wait to be caught off guard.

The Board of Supervisors has maintained a closed door policy. To get information or help from this office is an impossibility. When I am elected my door will remain open at all times, to all people. I want to hear what they want and need and work together with them to make this county their county, not just one for a privileged few. The people want their voices to be heard all the time, not just at election time. We are elected public officials and we must listen to those people who put us in office. It is nothing short of treason to accept the help of you well meaning people who vote for us and then as soon as the election is over, turn our backs. No wonder voters have taken a stand of apathy.

At the end of his term in the City Council, Mr. Walsh was asked publicly what he considered his greatest accomplishment during his time as councilman. His one response was that he had had some trees planted downtown. Now, I am not against trees; I believe in beautifying our city too,



but I would hope that in 4 years in any office I could have a better track record than having a few trees planted and some "crash" or "in-between" houses, and tract homes.

In Bonita recently some permits were issued to build a shopping center and a tract of houses. The background to this is quite interesting. At a tax payers' meeting on April 17th, <sup>at</sup> ~~Mr.~~ <sup>JMV</sup> Christi Morgan said that he had gone to Sacramento to fight to get an off ramp from Rt. 5 into National City. It turns out that this was to have direct access to the shopping center and houses. Yet these houses and shopping center destroyed the Bonita Valley Golf Course. They got their permit to eliminate what was public open land, yet Mr. Morgan "fought" in Sacramento to see that a freeway would connect with it. Another man in Bonita, a man who owned some land a distance from the shopping center, tried to get a permit to build another public golf course, and was refused the permit. Why is this? Why can permits be obtained to build shopping centers, yet none for a golf course? The freeway, shopping center and houses were in planning for a long time, yet one man on the Board waited until election time to vote against it, a vote he knew would carry no weight except as a false claim to the taxpayers that he is for open space.

As an elected official my main interest will be in allowing the taxpayers to be heard. I want more open lands, parks, community involvement in planning for these parks, better coastal controls so that our beaches are not swallowed up by developers and closed to the people of San Diego County who pay for them. I want to see more bi-lingual teachers in the principally bi-lingual and spanish speaking schools. I want to see that the taxes you are paying are returning dividends to you in a better community. We need good health programs and environmental bills. San Diego deserves



the best, a sound economy with dollars wisely spent, not to go to other cities and spend time and money on useless meetings. We can solve our own problems. We don't need wasteful spending of taxpayers' money so that some official can travel to a meeting in another city that couldn't possibly have the identical problems we have in San Diego. Let's get the people involved, really involved, in the ir government. We must make changes now, to insure a future for our children. I want this for my children and your children. TOMORROW'S LEADERS ARE TODAY'S HAPPY CHILDREN.....

NOTE: TIME PERMITTING - for further mention

- (1) Reapportionment
- (2) The bus stop in Loma Portal
- (3) Zero Population

COMMITTEE TO ELECT  
TINA CALLAHAN  
1837 Locust St.  
San Diego, CA 92106

224-9780



Washington's Birthday, 1969

The San Diego Union  
The Evening Tribune  
San Diego, California

Editors:

Your papers carried items about San Diego County Supervisor John Bernard Walsh making public a letter in his official capacity to Chairman Higgs of the Regents of the University of California and 34 self-appointed civic leaders telegraphing Chairman Higgs, both communications urging the retention of Dr. Herbert Marcuse and Chancellor William J. McGill.

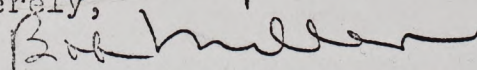
I don't know how Chairman Higgs reacted to all this "pressure", but I wanted you to know that Jack Walsh, who has been with San Diego County less than two months, does NOT speak for me, a ten-year employee of the County who also lives in that District.

I am more concerned with law and order than these smokescreens of "academic freedom" and "intellectual honesty" these professed supporters of an avowed Communist sympathizer use. Our boys in Vietnam to whom Walsh refers as fighting for Marcuse's right to state his views that violent revolutions are not only the 'in thing' but also necessary would probably be overjoyed to know that Marcuse was shown in a picture in your newspaper last fall chatting with the Viet Cong delegation at the Paris peace talks.

Walsh has a short memory which was borne out at his election law violations hearing in Superior Court last month (Case Nos. 309481 and 309904) when he testified, among other things, that he had 'inadvertently' overlooked reporting a \$15,000.00 contribution to his campaign fund involving a loan he had made, something he did not remember until a lawsuit was brought to contest his election. This is the same Walsh who suggested a portion of Balboa Park be set aside for Hippie love-ins.

Marcuse is openly encouraging the students and faculty members to riot and they are receiving much outside non-student help. It would be more than fitting that if anyone gets hurt, it should be some of those dupes who suggest and make it possible for this situation to continue. I wonder if Walsh has written in his official capacity to Governor Ronald Reagan or if any of the above so-called civic leaders have telegraphed Governor Reagan supporting his gallant and difficult role in suppressing the anarchists on our public owned and public supported campuses throughout our State.

Sincerely,



Bob Miller, Clerk, Superior Court  
Commander, Amvets, Post 35

This was written by myself on my own time without the aid of a San Diego County Secretary.



# SAN DIEGO

## JACK WALSH: POLITICAL ARTIST

● Supporters of John Bernard (Jack) Walsh during his somewhat meteoric career often are tempted into the worshipful claim that of all San Diego politicians, he is cast closest to the Kennedyesque mould. Lest this be judged a pretentious parallel, they point to his youth, good looks, aggressive style, tenacity of purpose, ambition and zest in practicing the art of politics. He is a Catholic, with a large, attractive family (seven children: five boys—six, seven, eight, nine and ten—and two girls, two and four). He cultivates physical fitness (at thirty-four, six-foot Walsh still carries a muscular 175 pounds onto the San Diego Municipal League basketball court with a great deal of the skill that made him an all-star in his college league). And he has been singularly successful at the polls early in life—the youngest (at twenty-nine) to be elected to the Council at that time, and the youngest (at thirty-four) ever to win a seat on the County Board of Supervisors, where youth has not been fashionable. (The man he defeated, Frank Gibson, will be seventy-four this month; DeGraff Austin is seventy-two; Robert Dent, sixty-eight; Chairman Henry Boney, fifty-five; and Robert Cozens, forty-nine.)

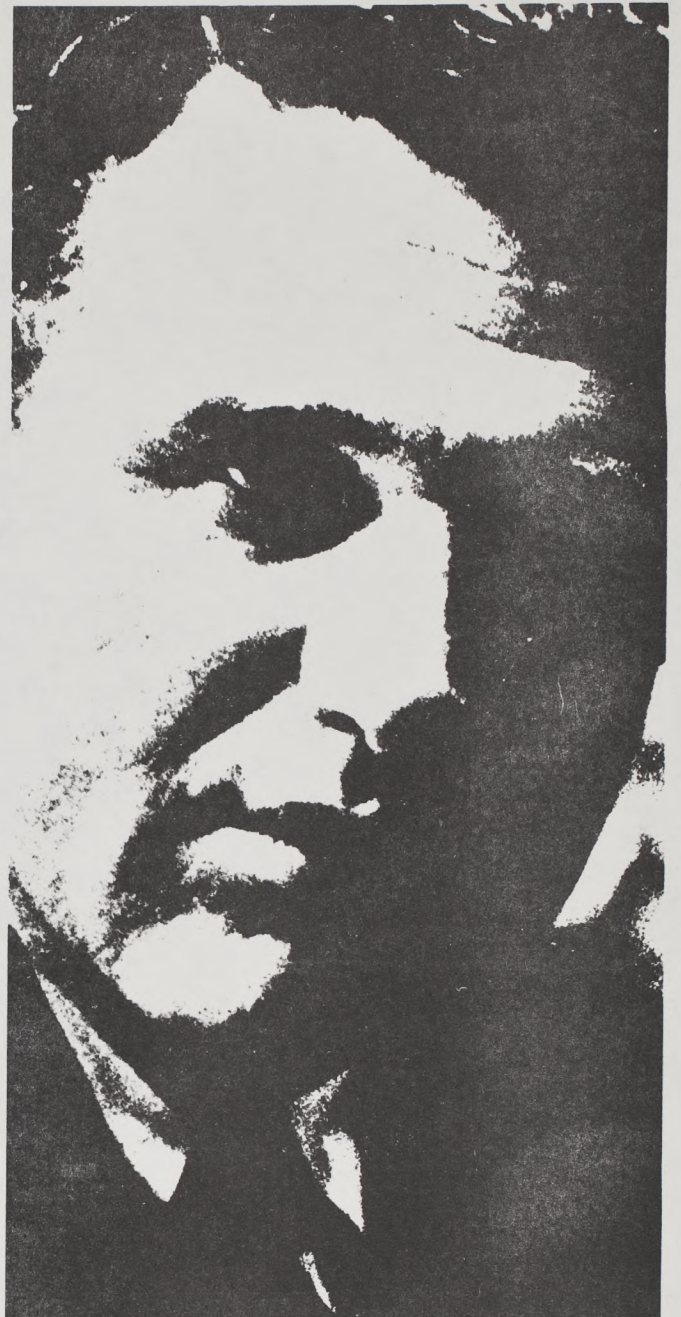
Even those who look on the Kennedys as less than demigods can find comparisons, particularly in Walsh's shattering triumph last month over the incumbent. They fault him as an opportunist for entering the race late, only a few months after winning reelection to the San Diego City Council, with an apparent commitment to four more years' duty on that body. They also decry the political blitzkrieg tactics, backed by plenty of money, much of it Walsh's own, that swamped Gibson in the primaries.

The validity of all these similarities may be questioned, but it is evident that Jack Walsh has brought to San Diego politics a self-possessed, self-confident, creative attitude, which he hopes to transfer from what he termed in the recent campaign as a Council that got things done, to a Board of Supervisors which he derided as in the grip of civic torpor.

If his hyperactivity on the City Council is a harbinger, the routine to which the County Administration Center has become accustomed may be thrown at least slightly out of gear. "Few people know who is on the Board of Supervisors now, but they'll find out," says Walsh. "I don't know how anxious Fred Morey [Chief County Administration Officer] and his staff are to have me come over to the County side." One fact is inevitable: There will be an endless out-pouring of ideas, orally and in memo form, such as occupied various departments of the City government in the four and a half years since Walsh first was elected to the Council.

City Attorney Ed Butler, whose disagreements with Walsh have become classic, doesn't see this cascade of proposals, suggestions and inquiries as a total virtue. "He is an energetic, dynamic, imaginative guy, who operates in a shotgun fashion," says Butler, "scattering and lobbing his mortar shells at random, not yet having developed, but giving the promise of so doing, the nice exercise of judgment and the ability to focus on a hittable target—which, I suppose, is a function of maturity. He is inclined to lunge into situations without thinking them out. It's like firing at ducks as if they were in a shooting gallery and all the same size."

The first major confrontation between Walsh and Butler occurred in 1964, only a few months after the new Councilman was seated as a twenty-nine-year-old prodigy. People still were saying, "There's a young man who'll go a long way in politics," when he gained forty-six percent of all votes cast among nine candidates in the primaries, and



## PORTRAIT OF THE POLITICAL ARTIST AS A YOUNG MAN

By Harold Keen



This is where one's personal efforts have the greatest effect, and where one can see ideas materializing quickly. I'm too independent in my own feelings to subject myself to the two-party system of compromising on things I don't believe in. I have no long-range plans. The cloud that keeps hanging over me whenever I run for office is that I'm really aiming at a higher office. If I ever do run for any higher office, the only one I'd be interested in is Mayor of San Diego."

Walsh might never have gotten even this far if not for a fortuitous business transaction. Obviously, a Councilman with seven children can't live on \$5,000 a year (one of the reasons the Council has difficulty attracting young talent not financially independent). During his first six months on the Council, Walsh worked part-time, on an hourly salary, for the telephone company, then gave it up entirely under increasing demands of Council tasks. He felt that if he had his own business, he could better control his working time outside Council responsibilities. After a year's efforts in operating a small print shop with George Becker, his long-time public-relations advisor, Walsh put out a semi-monthly tourist publication, *Today in San Diego* (now *Today in California*), with Steve Cushman, Walt Palmer and Mike Fitzgerald. The latter two sold their interest within three months. Over a two-year period, the paper grew from 10,000 to 100,000 monthly circulation, and expanded from San Diego to statewide distribution on PSA flights and in major hotels near airports. Early last year, Walsh seriously was considering not seeking reelection to the Council, and devoting full time to the burgeoning publication. At the time, he was earning \$1,000 a month, plus his share of the profits, which were projected at about \$30,000 this year. Walsh decided to give up his share of a paper with a promising future in order to return to the Council. He sold out to Cushman, receiving a warehouse with rental income, unimproved property in El Cajon and cash he has invested in Chula Vista commercial property. He also has a four-unit apartment house. The income from his property, plus the \$16,000 annual salary as a Supervisor, will make it possible for this young man to stay in politics.

In City government, Walsh takes credit for being a prime mover in several creative concepts, including: 1) Investment of surplus funds from previous City budgets (needed as carry-over until taxes come in) in accounts bearing five-percent interest, and borrowing the same amount from banks on a short-term basis, at less than three percent. The difference, favoring the City, is \$200,000 to \$250,000 annually. Carry-over funds previously had lain idle. 2) Transferring traffic enforcement from City police to the California Highway Patrol on freeways within the City, at a saving of \$500,000 a year. 3) Transfer of sewer-bond interest and redemption costs from the property tax to water users, at a saving of \$800,000 over a six-year period. 4) Obtaining federal urban-planning grants for use by the Planning Department for San Diego's community-planning groups. 5) Suggesting a

Little Hoover Commission of local citizens, who have made recommendations saving \$2 million through increased efficiency of operations. 6) Shifting the City's \$1,400,000 annual payments to the County Water Authority from the General Fund to the water consumers, effecting an eleven-percent reduction in the property-tax rate.

"But I get the most satisfaction in the field of aesthetics, such as the requirement that new subdivisions install all utilities underground, and the tree-planting program," Walsh declared. He spearheaded, for the first time in California, the utilization of the 1911 Assessment District Act for the financing of tree planting in 100 square blocks of the downtown area, and he points to a similar beautification of Grand Avenue in Pacific Beach, and the center island on Harbor Drive near Ryan and the Coast Guard Air Station.

He already has outlined priorities for the Board of Supervisors. Long ago, he was the sole Councilman to advocate a City Human Relations Commission, rather than a Citizens Interracial Committee that served as a sort of independent buffer for City government, which financed it completely. Last month, City Manager Walter Hahn proposed such an official commission established by a joint-powers authority, financed by the City, County, San Diego Unified School District and other incorporated cities in the County. "Race problems don't stop at San Diego's city boundaries," Walsh says.

He says he will seek to expand the Supervisors' efforts in the War on Poverty program through job-training and catch-up education; more effective rehabilitation of criminal offenders; greater use of reclaimed water for agricultural purposes; increased contributions by the County to such regional facilities as Mission Bay and Balboa Park (which benefit all County residents although they are located within the City); greater utilization of gas taxes on sections of County highways that extend into cities; and development by the County, in cooperation with the cities, of a metropolitan transportation network that will reduce the use of air-polluting automobiles.

City Attorney Ed Butler points out that "Jack Walsh never really reconciled himself to the fact that the City Charter contemplates the Councilmen as part-time legislators, with limited functions in the framework of City government. He came in with the fixed idea that a Councilman is a kind of executive head of the City, in a direct chain of command in administration of City affairs. He has tried to by-pass the City Manager in getting to administrative services. I have repeatedly warned him to keep out of the City Manager's responsibilities, and to make inquiries of the various departments only through the City Manager. This is not to detract from his stature as a man who has contributed a great deal to City government as a prod and a burr under the saddle. But I believe he'll find the County Board of Supervisors, with its broader powers in relation to the Chief Administrative Officer, far more congenial."

Walsh's historic clashes with Butler over municipal-government philosophy reached a peak early this year when, angered by

Butler's criticism of the campaign by Walsh to place the Planning Department under the City Manager, he proposed that the City Attorney's office be appointive, instead of elective, and that the City Attorney himself should be under the City Manager. Walsh didn't agree with Butler's concept of the lawyer-client relationship in connection with Butler's insistence that the City Attorney has a dual responsibility—to give the Council advice based on the law, and give opinions to the electorate, to whom he is directly responsible.

Jack Walsh not only will have a more congenial home on the Board of Supervisors, befitting his forceful temperament, but he also will be able to deal with a lawyer more directly responsible to him. For the County Counsel is in exactly the position Walsh prefers—appointive rather than elective.#



went on to win handily over Joseph Tausch in the general election of November 1963. The 97,548 votes Walsh received then were the highest total obtained by a Councilman to that time; he even outpolled Mayor Curran, elected with 96,898 votes. But he stubbed his toe on what came to be known as the Walsh Amendment, and when it was rejected by voters in June 1964, Walsh's lustre was dimmed. The proposed Walsh Amendment to the City Charter was his first blow in a ceaseless campaign to abolish the independence of the Planning Department and to place it under the City Manager, a concept rejected every time it came before the electorate. With his first political sponsor and mentor, Councilman Harry Scheidle, Walsh this year finally succeeded in gaining the required two-thirds majority of the Council to accomplish the Planning Department transfer by ordinance, only to be frustrated again by a successful referendum petition placing the issue on the ballot once more, in November. In a career marked mostly by a string of successes, this eternal war to pigeonhole the Planning Department has been his most conspicuous failure. Belated vindication, of course, still could come in the vote on the referendum this Fall.

Butler characterizes the Walsh Amendment as a "badly thought through" piece of legislation that sought to purge the flagrant evils of another proposal aimed at overhauling city planning, primarily by making it easier to obtain rezoning and eliminating the cherished autonomy of an incorruptible Planning Department. The latter scheme was sponsored by the Jobs and Growth Association, a brainchild of the late Charles Brown, Mission Valley hotel tycoon. When Walsh spearheaded his own amendment as a sort of cleaned-up version of the unpopular Jobs and Growth plan, cynics were saying he had become Brown's errand boy in defying the City Attorney, who warned that the proposal contained so many difficulties in interpretation and construction, as well as basic constitutional objections, that the City could anticipate "continuing and serious litigation." The Walsh Amendment was opposed by such prestigious organizations as the Building Contractors Association, the American Institute of Architects, Citizens Coordinate and the League of Women Voters. The measure lost—as did the Jobs and Growth proposal itself at a subsequent election—and the Walsh political bandwagon appeared to have developed some square wheels. However, it still was early in his first term, and he obviously made a marvelous recovery from what might have become his political Waterloo.

Memories of the Walsh Amendment were revived last month when it was revealed that among Walsh's major financial supporters in his campaign for Supervisor was Clifford Duke, one of Charles Brown's principal advisors and a vice-president in the ill-fated Jobs and Growth Association. Was this deferred payment for services rendered Brown—albeit indirectly—in his ardent advocacy of the Walsh amendment?

"During my first year in office," Walsh says, "I spent a lot of time explaining, as a result of the battle over the Walsh amendment, that I was not really a captive of the Mission Valley hotel interests. After that first year, I decided that my own integrity and independence would be explanation enough for my decisions as a Councilman in controversial matters. I have never been beholden to anyone for these decisions. As for the Walsh Amendment, a majority of the Council felt there was some merit to the Jobs and Growth proposal and that there should be some changes in the planning structure. But they also didn't like some of the Jobs and Growth proposal's features, so I suggested that we submit our own proposal to give voters a choice. When our amendment

failed, I spoke more than forty times against the Jobs and Growth proposal, debating Charles Brown personally several times. On several occasions, such as the hotel-motel room tax fought by Brown, we were on opposite sides. I felt he respected my independence and speaking out on issues, as I respected his views. But at no time was I under his or under anyone else's control."

From the Walsh Amendment fiasco, Walsh plunged into the La Jolla high-rise controversy the following year with undiminished verve, and again found himself in a buzzsaw of opposition. Thousands of La Jollans had arrayed themselves against developers who threatened to build a cluster of skyscrapers, Miami Beach style, thus permanently obliterating the charm of one of America's most beautiful shorelines. They sought a fifty-foot height limitation on all buildings until the La Jolla Plan, then being formulated, provided a master blueprint of population distribution for most of the remainder of this century. "Height restriction seemed to me an obsolete method of planning," Walsh says. "I have always favored density controls, and as it turned out, that is exactly what the La Jolla Plan calls for in seeking a change of all R-4 zones to R-3."

Harry Scheidle joined Walsh in opposing the high-rise moratorium, but when they were successful in amending the ordinance to include a provision excepting individual cases, they supported the limitation.

"Admittedly, height limitation was an imperfect tool and we realized the importance of density control," recalls Dr. Martin Stern, nuclear physicist who was one of the principal spokesmen for the moratorium. "But there was an immediate need to prevent high rise along the coast while the permanent solution was worked out, and Walsh confused the issue by bringing in other factors which would have tied us up in knots. He became enamored of the idea of easements for air rights granted a public body, in which the landowner would promise not to build over a certain number of floors, and would receive some financial consideration for a scenic easement. This seemed to us very complicated from a legal standpoint, and we needed fast action."

Stern acknowledges that Walsh since has "come around nicely", having supported a one-year renewal of the height limitation. "He's an intelligent man, capable of learning, and he had to learn by himself," he said. "There is such a history of vested interests controlling decisions in our City, that he couldn't trust any group to educate him with the proper research. Now it remains to be seen if he has become educated enough to approve the shift of high-density R-4 zones in La Jolla to medium-density R-3." (This is the heart of, and the most controversial feature in, the La Jolla Plan; it is still the subject of public hearings before the Council.)

Walsh points to one of his most recent votes as an example of consistency in his advocacy of density control. He was the sole supporter of the Planning Department and the Planning Commission in their recommendation of approval of a requested exception to the La Jolla height limitation, on the basis that it was within maximum-density restrictions. "This was just a few days before last month's election, and the Council chamber was packed in opposition to the exception," Walsh noted. "It probably wasn't the smartest thing politically to be the only one in favor of it."

In any event, La Jollans either have forgotten, or don't resent, Walsh's

*continued on page 140*



## JACK WALSH

*continued from page 55*

initial opposition to height controls. He garnered seventy-seven percent of the La Jolla vote when he was reelected last November to his second term on the Council.

Walsh's arrival on the San Diego political scene a scant four and a half years ago was by a circuitous route that at one time had the priesthood as one of its objectives. Born in New York City of Irish parents, he became accustomed to success early in life. On graduation from Catholic elementary school, he won a scholastic scholarship to the Jesuits' Brooklyn Preparatory School, from which he emerged with top academic honors and the senior-class presidency, plus enough basketball achievements to attract twenty-one athletic scholarships in addition to eleven scholastic scholarships. He selected Georgetown University, in Washington, D.C., where he was co-captain of the basketball team in his junior and senior years, and from which he was graduated cum laude with a 2.74 average out of a possible 3.0. His majors were philosophy and military science (the Air Force ROTC); he was vice-president of the school body, editor of the school paper, a director of the university radio station, and listed in *Who's Who in American Colleges*. "For most of my time at Georgetown, I had thought about becoming a Maryknoll priest and going to China as a missionary," he recalls. During his freshman year he met his wife-to-be, Jill, at a party after a basketball game (she was a student at Dumbarton, an all-girls Catholic college in Washington). "I decided I could do my job for the Catholic Church in raising a large family," he said.

Walsh briefly joined the telephone company in Washington as a management trainee before he got his active-duty Air Force assignment for basic training at Mission, Texas. His career as a pilot abruptly ended after sixty-five hours' flight experience when he ran his hand into a joiner while making furniture at the base hobby shop, resulting in severe finger injuries. Sent to a U.S. base in Japan as a radar officer, he coached and played on the basketball team, and was selected for the all-star Far East squad that performed in the world-wide Air Force finals in 1958 at Denver, where his team was runner-up.

After the tournament, Walsh flew to San Diego to visit his brother-in-law, Dr. Jerry Pekin, a dentist then on duty in the Marine Corps here (now in private practice at Allied Gardens). "After two days here, I decided this was where we would live after I got out of the service," he said. "I saw no sense going back to the miserable climate in New York or Washington." The following year, Walsh's team won the Far East inter-service championship, and as a guard he set a scoring record of twenty-nine points per game for a twenty-four-game season. "I wasn't tall but I was fast, could drive in to the basket, and had a good outside shot," he says. In October, 1959, having completed his tour of duty as a first lieutenant, Walsh brought his family to San Diego, and he resumed his

training with the company.

Encouraged by company policy to engage in civic affairs, he started at the neighborhood level, in the Clairemont Town Council. Two years later, he was elected president, at one of the lowest ebbs of the organization's history, when it had only thirty-five paid members. The rolls were up to 400 when Clairemont representative on the Council, Justin Evenson, announced he would not seek reelection. At this point, Walsh just barely met the three-year residency requirement to run for office. Councilman Harry Scheidle, who had been impressed with Walsh's guidance of the Clairemont Town Council, urged him to declare his candidacy. "Harry was concerned that some extremist political views were represented among the eight persons who had declared their intentions of running," Walsh said. (He characterizes himself as a fiscal conservative but a human-rights liberal.) Evenson endorsed Walsh, who won handily. Last November, he was reelected in a landslide over former Deputy Police Chief Athos Sada, 104,228 to 31,116.

In response to the charges of opportunism in becoming a candidate for the Board of Supervisors so soon after receiving such an overwhelming mandate to serve his constituents in the Sixth Council District for four more years, Walsh claims he never had one eye cocked toward the higher office while running for Council. "I thought that such potentially strong candidates as former Councilman Ross Tharp, former Council candidate Bill Taggart, and Gene De Falco would run," he said. "But when none of them announced, I made up my mind, just two weeks before deadline for filing." He insists that his motivation was a belief that "anyone in the same office too long runs out of approaches toward solution of new problems which are beyond the standard solutions." Walsh's campaign, coordinated by the Teawell, Inc. advertising agency as the first political account it ever had handled, was keyed to a gets-things-done image, emphasizing Walsh's youth and energy. The billboard copy had a breezy swing and the television commercials were brisk and fast paced. "Political advertising is normally too routine," Walsh said. "We started with the concept that we were marketing a product, and image was all-important."

With Richard Silberman, Foodmaker Incorporated official and one of San Diego's dynamic new breed of wealthy Young Turks, as his campaign manager, Walsh based his strategy on an all-out effort to win in the primaries. Gibson adopted the opposite tack: He conserved his available funds in the certainty that, with four contestants (two inconspicuous candidates also were in the race), a runoff was inevitable.

"Right up to the election night, I thought there would be a runoff," Gibson said. "If I had to do it over again, I would take the same route. When I saw all that money being poured into Walsh's campaign, to buy television time, billboards and newspaper advertising, I knew I was in trouble. But I felt it would be immoral to ask my friends to spend that kind of money to help me hold my job. In all my years in politics, I have not used pressure tactics. I had the satisfaction of knowing that

there never had been any reflection on my character or reputation, that I had worked long hours faithfully and conscientiously as a full-time Supervisor, and if in spite of that the voters wanted a change, that was all right with me."

Gibson, who used no television advertising, says his campaign cost slightly over \$10,000. Walsh estimates that he spent slightly under \$20,000 — a figure which Gibson insists "everybody knows" is far understated. Walsh claims that the campaign personally cost him \$14,000, which he was forced to borrow, and which he hopes to recoup through a fund-raising cocktail party, and the personal commitments of twelve men, each of whom verbally has promised to obtain \$1,000. These financial angels comprise a diverse group. They are, besides Silberman and Duke: Tom Hawthorne, farm-machinery distributor; Elliott Cushman, former publisher of the *San Diego Independent*; Tim Consideine, a certified public accountant; George Becker, Ryan Aeronautical Company public-relations manager; Nate Rosenberg, businessman; Ross Tharp, attorney and former Councilman; John McCloskey, escrow-company founder, now an official of Foodmaker Incorporated; Stan Foster, executive vice-president, Ratner Clothiers; Harvey Furgatch, American Housing Guild official; and Malin Burnham, real-estate and insurance executive.

"We shot almost all of our budget in the primaries, with the idea that if there was a runoff, we'd have very little money left, and would make it a person-to-person campaign by knocking on every door in the district," Walsh explained. The gamble paid off, and now Walsh has to decide whether to resign this Summer so the machinery can be set in motion to consolidate a special election for his successor with the November general election (to save the estimated \$85,000 cost of a special election), or to remain on the Council until he succeeds Gibson in January. Or he could resign at any time this year, and the Council could appoint a successor within thirty days. At this writing, no decision had been reached by Walsh or by the Council as to how the vacancy is to be filled.

Many political observers wonder why, as long as Walsh was seeking advancement, he didn't take the really big step by challenging incumbent State Senator Jack Schrade, whose support of Democrat Hugh Burns as Senate President and whose vote against Governor Reagan's appointment of Caspar Weinberger as State Finance Director earned the enmity of many establishment Republicans and had made him particularly vulnerable this year. It was felt that Walsh, a Republican, could have rallied enough support to do what County Clerk Robert (Bud) James failed to do — deprive Schrade of the nomination for reelection.

"I was urged to run against Schrade," Walsh says. "But I don't want to go to Sacramento, and to those who believe I should ultimately try for a Congressional seat, I say I'm not too impressed with living in Washington, either. I love San Diego, and I want to stay here. If I stay in politics, I'll remain in local government.



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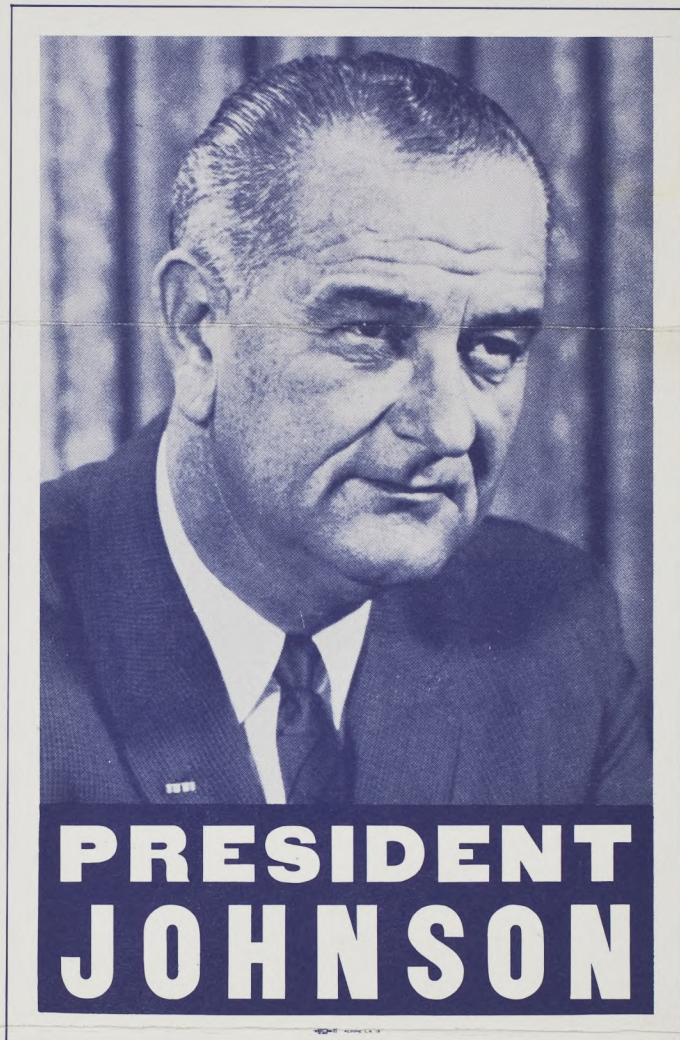
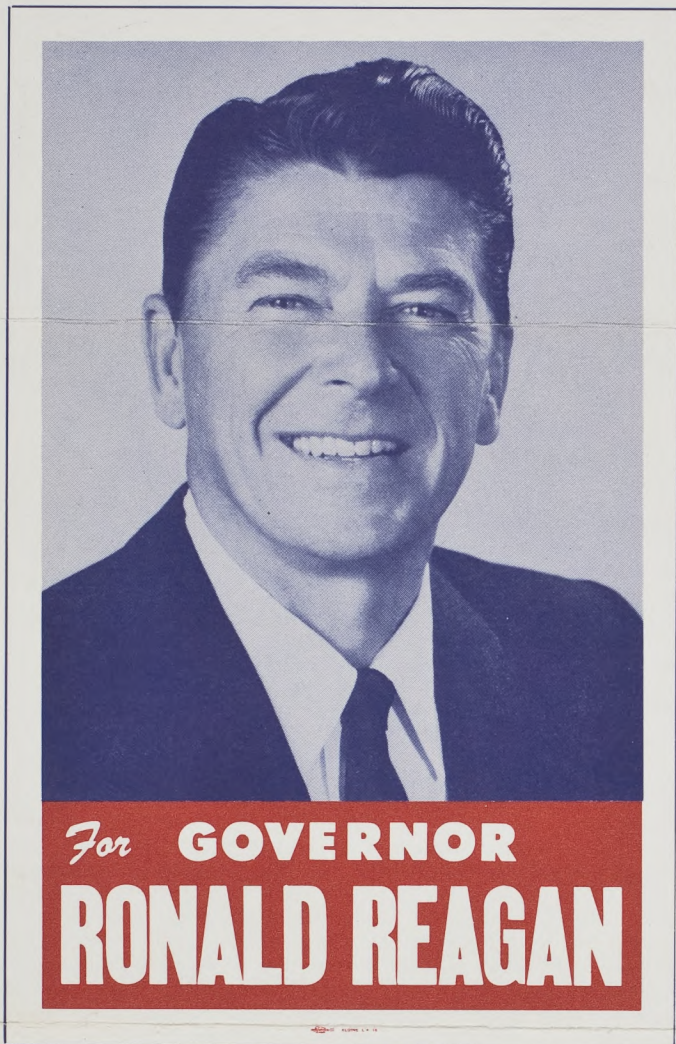
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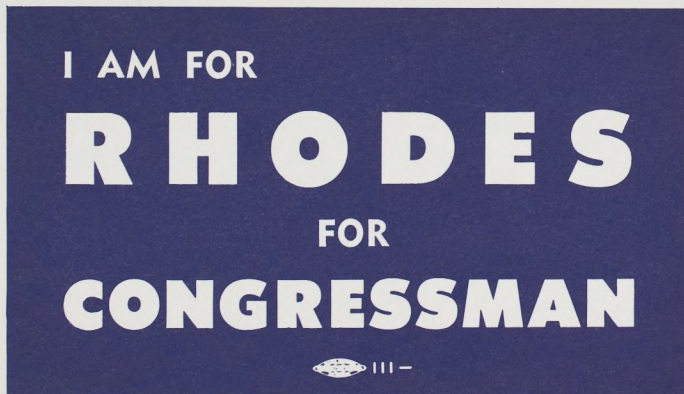
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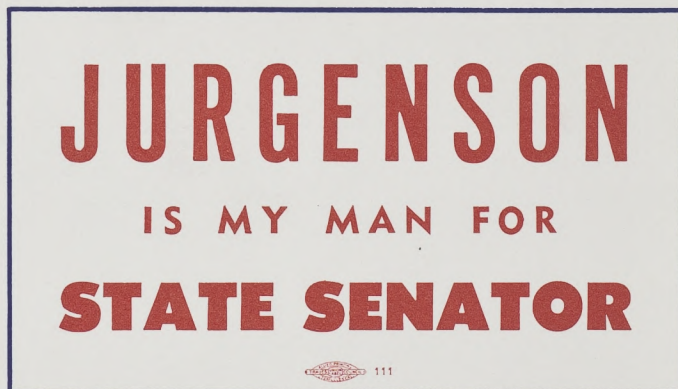
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In the following issues of La Raza Unida newsletter the staff would greatly appreciate letters to the editor. These letters ~~could~~ can criticize the newsletter, bring forth personal grievances, offer direction to the Partido, offer their volunteer services etc. Henceforth a feature in La Raza Unida Partido newsletter will have a letters to the editor page. Send all correspondence to La Raza Unida organizing headquarters 1837 Highland, National City, Cal.



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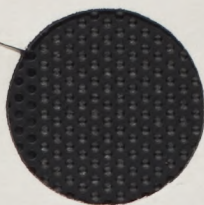
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Mrs. O. W. Freeman	O. A. Jack Mereon	James D. Vestal

**(INSIDE: AN OPEN LETTER FROM THE MAYOR AND CITY COUNCIL OF NATIONAL CITY)**

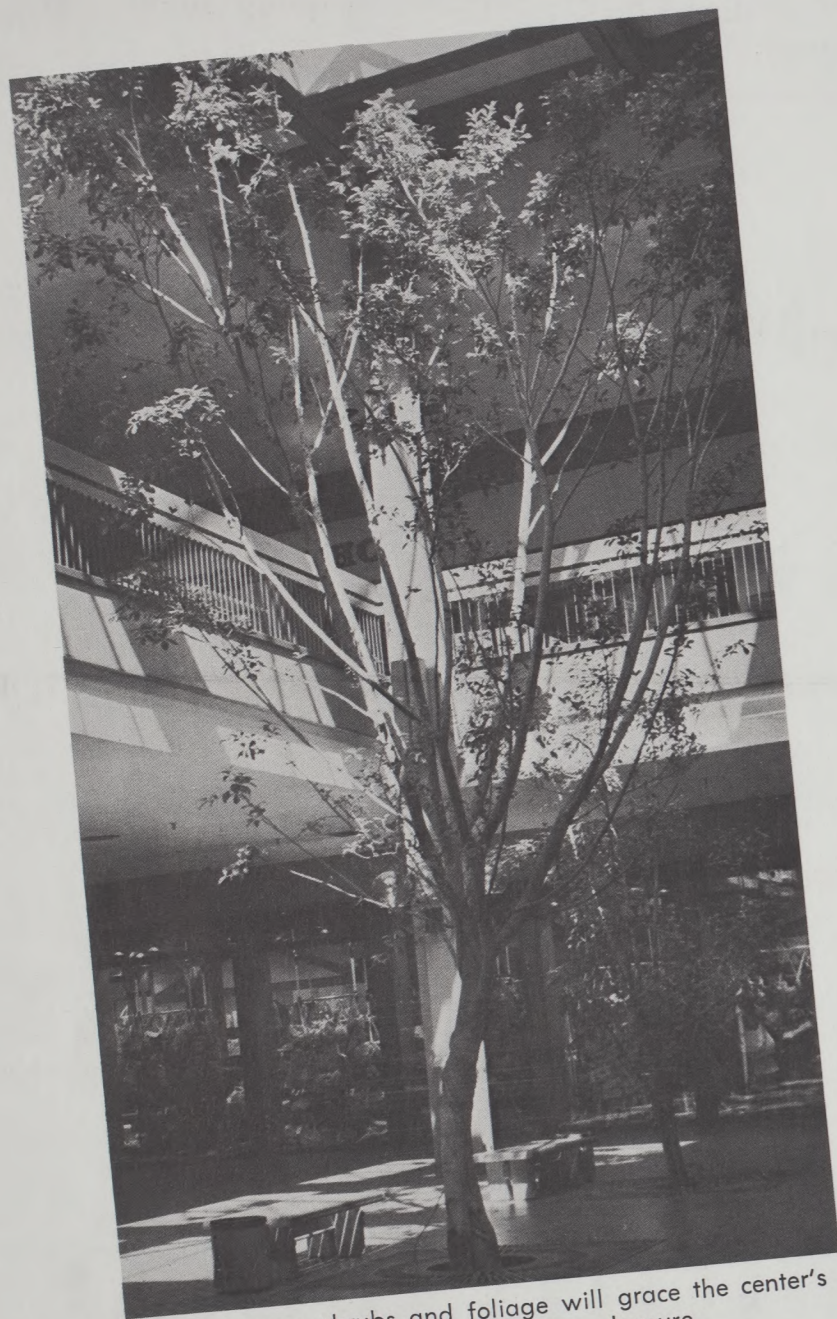


# Vote NO on Ordinance Repeal

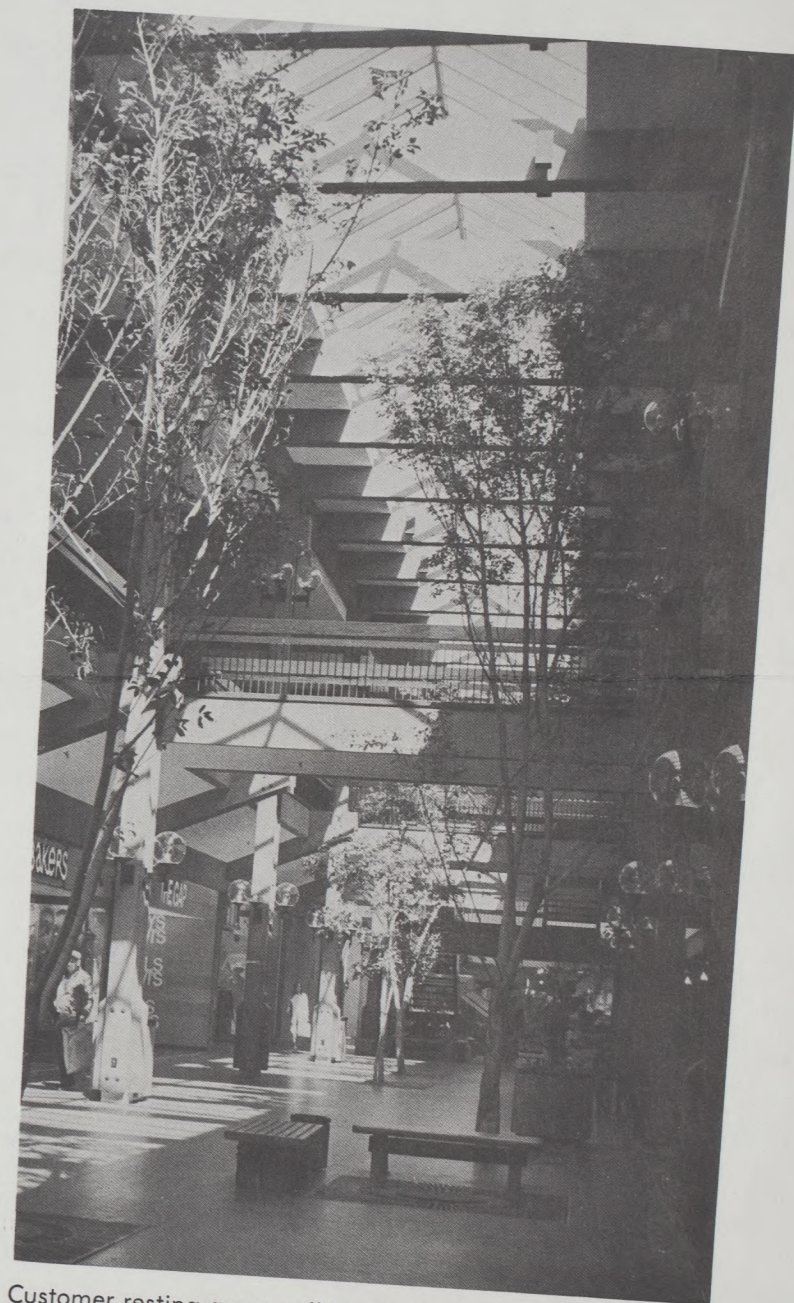
TUESDAY, DECEMBER 9, 1975

## Save our May Company Shopping Center

"Citizens for the Bonita Plaza Shopping Center"



Beautiful trees, shrubs and foliage will grace the center's landscaping inside and out, for your pleasure.



Customer resting areas will be located for your convenience in the May Company Mall.

Dear Residents of National City:

The May Company will spend over sixty million dollars to create a beautiful regional shopping center providing approximately 4,000 jobs for National City at the intersection of Freeways 805 and 54.

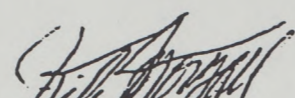
This May Company shopping Center will provide a million dollars per year of new sales tax money to your city. This first class shopping center will consist of beautiful two-level buildings, an enclosed mall and the best landscaping available along with a 30-acre park.

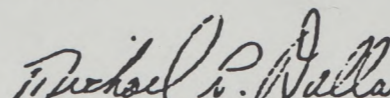
No public money will be spent for the benefit of the May Company. On the contrary, all development costs such as the construction of drainage and installation of streets will be put upon the May Company property tax. The hundred year flood plain site will be filled by the May Company.

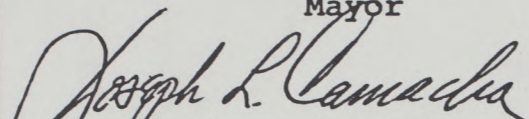
The City Council has passed an ordinance paving the way toward making this shopping center a reality. Naturally, opponents of the project want to repeal this ordinance, robbing us of this once in a lifetime chance to locate a shopping center of this caliber in our community. This is the first time in the history of National City that a major investor chose our city for the spending of sixty million dollars to build us a first class shopping center complete with enclosed mall!

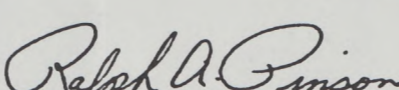
Dont' let this important project get away from us! Vote "No" on the ordinance repeal and SAVE OUR SHOPING CENTER!

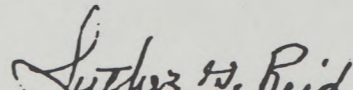
Sincerely,

  
KILE MORGAN  
Mayor

  
MICHAEL R. DALLA  
Vice Mayor

  
JOSEPH L. CAMACHO  
Councilman

  
RALPH A. PINSON  
Councilman

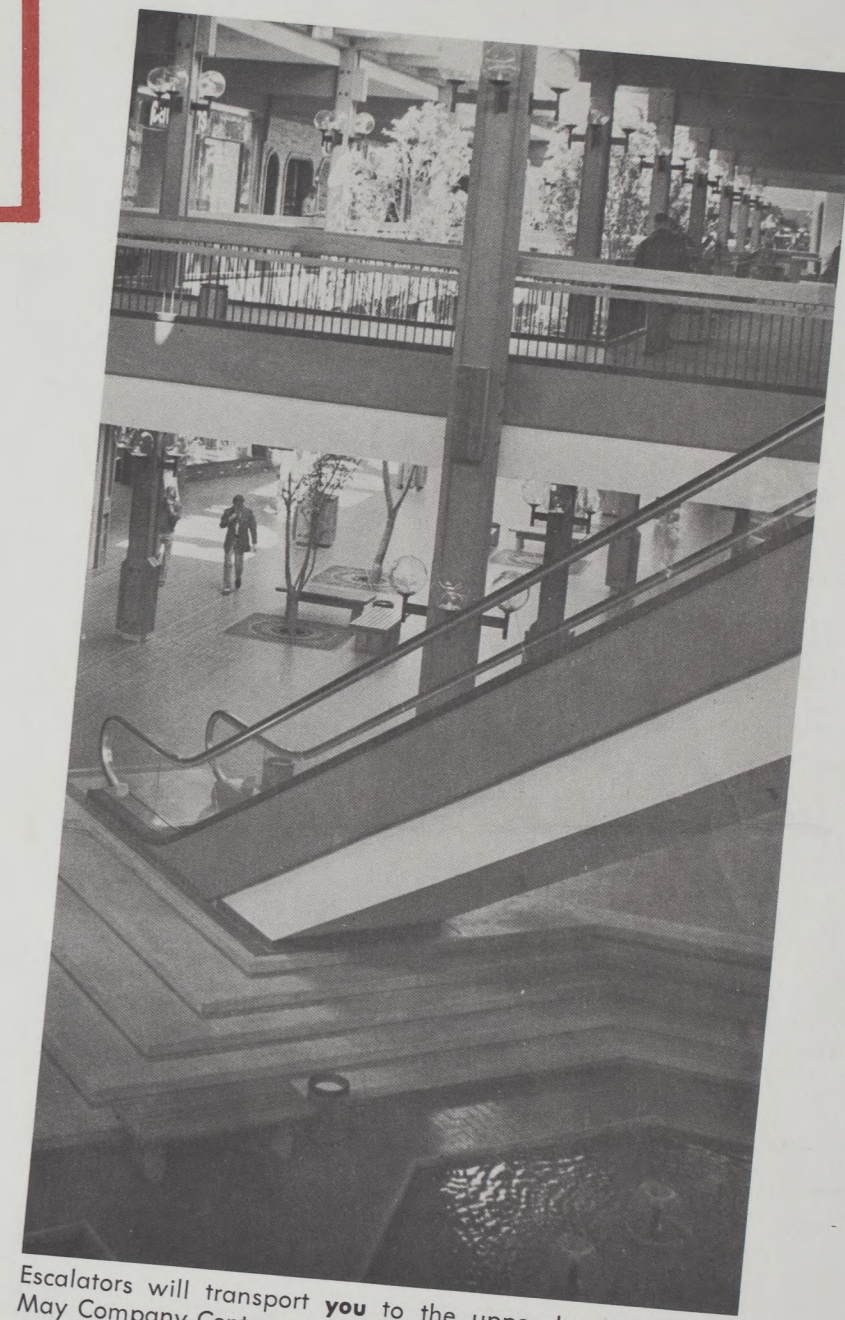
  
LUTHER G. REID  
Councilman



You'll feel the pride of National City's own May Company Shopping Center.



You'll stroll leisurely in the comfort of your enclosed, climate controlled May Company Shopping Center Mall.



Escalators will transport you to the upper level of your May Company Center.

**Vote No!  
Don't Be Fooled!**

Don't let the Star-News and other outside forces locate OUR May Company Shopping Center out of OUR National City area.

**Vote No!  
on Ordinance Repeal, Dec. 9  
Save our MAY COMPANY  
Shopping Center!**

KILE MORGAN, Mayor  
MICHAEL R. DALLA, Vice Mayor  
JOSEPH L. CAMACHO, Councilman  
RALPH A. PINSON, Councilman  
LUTHER G. REID, Councilman

**BUS  
TRANSPORTATION**  
will be available to the  
MAY CO. CENTER  
as soon as it opens!

Your Mayor and City Council urge you to vote  
**NO** on Ordinance Repeal, December 9  
**Save our May Company  
Shopping Center**

FOR MORE INFORMATION, CALL CAMPAIGN HEADQUARTERS:  
474-8100

**TRANSPORTATION TO THE POLLS**  
will be provided Tuesday, Dec. 9th,  
from the Campaign Headquarters of  
"Citizens for the Bonita Plaza  
Shopping Center"  
**NEED A RIDE? CALL 474-8100**



0018-475 1147 2 8100

spogruq Center,

Children for the Homeless

From the Campaigns of the

TRANSITION TO THE FUTURE

**MAYOR KILE MORGAN**

1223 J Avenue  
National City, Calif. 92050  
Campaign Hdqs.

BULK RATE  
U. S. POSTAGE  
PAID  
Permit No. 42  
National City, Ca.

45-88



## BALLOT STATEMENT

I graduated from Castle Park High School with honors; named Outstanding Student of the year, and was awarded lifetime membership in the California Scholarship Federation. I am working toward my master's degree in International Law. I am fluent in three languages and have been a tutor in these languages for three and a half years. I am a member of St. Rose of Lima Church.

I attended every Board meeting in 1974 and understand its functions. I have worked directly with students, instructors and administrators on campus and community projects. I have also worked, often as a volunteer for administrative programs on campus. As a result of this involvement, I feel I have an excellent working knowledge of campus operations and requirements.

Because of the unique mission of the community college, its challenge lies in making the educational commitment relevant to the changing needs of the community and the current job market. This can be achieved by making maximum use of and further expanding the existing curricula, and keeping in touch with the community's growing, changing needs, while reaching out for their sincere involvement and input.

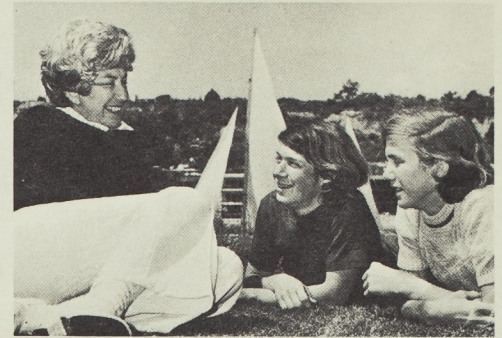
Respectfully submitted,

Rosemary Birba





Vote June 6  
ELECT TINA CALLAHAN  
to  
Board of Supervisor  
District I



BACKGROUND:

- \* Resident of San Diego for the past nineteen years
- \* Resides with her son Steven
- \* Served six years in the Navy Nurse Corp
- \* Acquired her Bachelor of Science Degree at the University of North Carolina
- \* Graduate work at Duke University
- \* Actively involved in the Mental Health Association, Heart Association and United Crusade
- \* Actively fought for funds for the veterans hospital near the University of California at San Diego
- \* Tina will fight for:
  - . Bi-lingual Education
  - . Open and receptive County Government
  - . More Parks and Recreational facilities
  - . A twenty-four hour liaison

AN OPEN DOOR FOR EVERYONE

COMMITTEE TO ELECT  
TINA CALLAHAN  
837 Locust St.  
San Diego, CA 92106



**LET'S MOVE FORWARD  
ELECT**



**PETER**

**CHACON**

**DEMOCRATIC CANDIDATE**

**79<sup>th</sup> ASSEMBLY DISTRICT**