

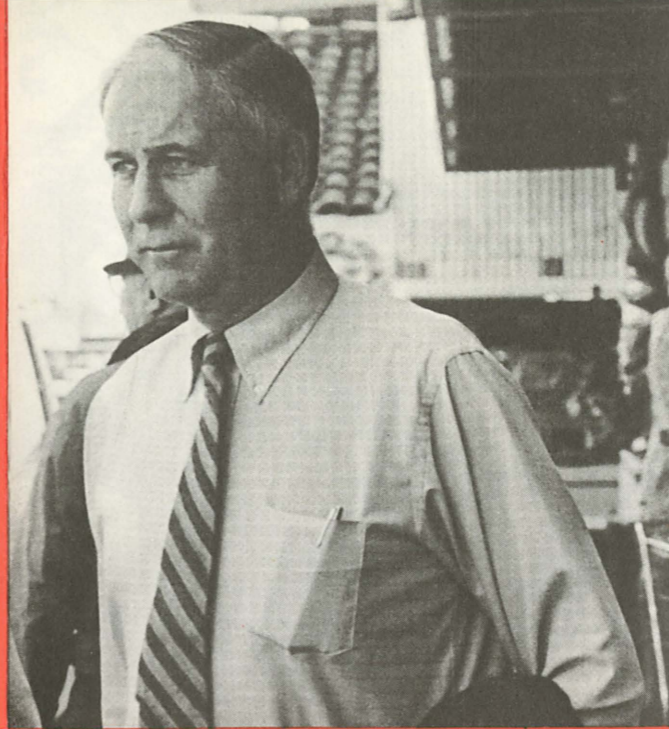


# FRED FARR IS OUR FRIEND

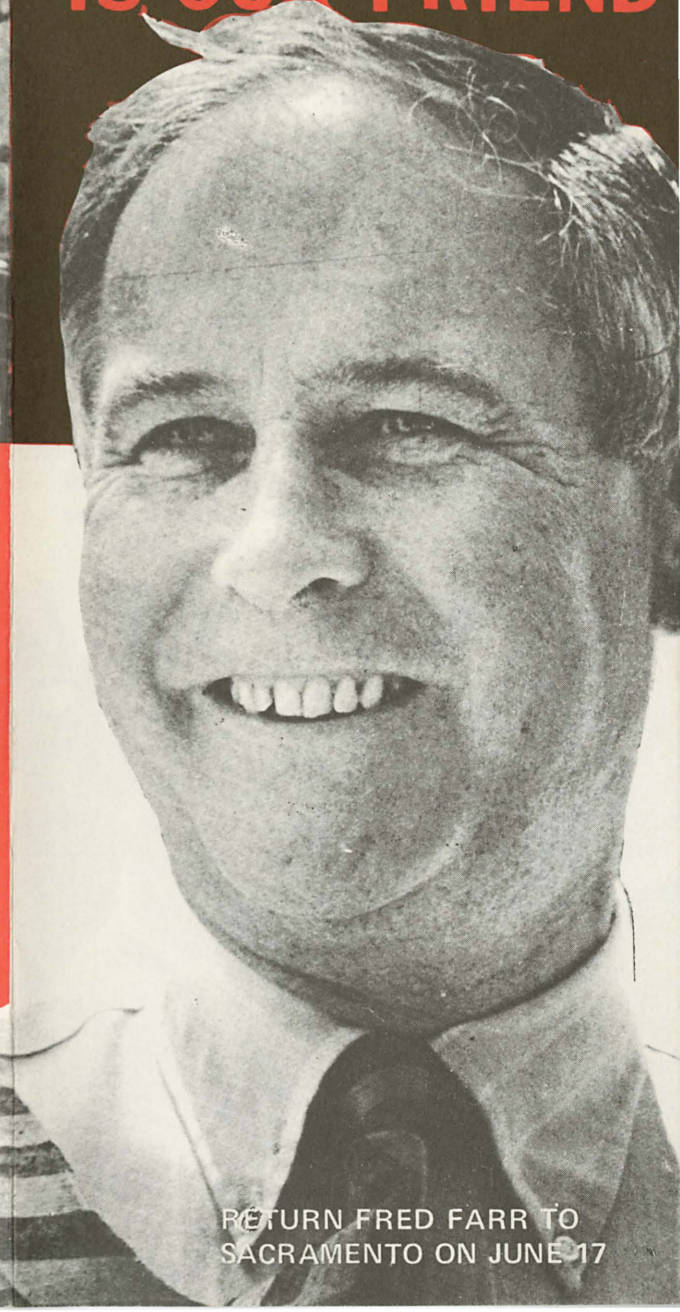
RETURN HIM TO SACRAMENTO  
ON

## JUNE 17th

FRED FARR HAS THE EXPERIENCE  
FRED FARR CAN BE EFFECTIVE



# FRED FARR IS OUR FRIEND



Former State Senator Fred Farr has devoted most of his life to public service, with 12 years of service in the State Senate 2 years as National Coordinator of the Highway Beautification Program, 3 years with the U S. Maritime Commission. He was a government labor relations representative in Puerto Rico and has been a successful attorney and community leader — Fred Farr knows how to get things done.

A widower, Fred has a married son Sam, who is a law student and a former Peace Corps Volunteer, and his daughter Francesca teaches school in a Boston ghetto. Fred Farr's life and leadership have been a part of Monterey County for many years. He is an Eagle Scout and a member of Rotary, Elks, and the Commonwealth Club. He is also an honorary life member of the Sierra Club, has been active in the PTA, and is presently chairman of the Urban Environment Committee of the American Bar Association. He has served as president of the Monterey County Tuberculosis and Health Association, and has been a

director of the Red Cross and Community Chest and is now a Director of the National Student Conservation Association in New York and the Thorne Ecological Foundation in Colorado.

Fred Farr has won national attention in creating legislation dealing with conservation. He has authored important legislation concerning law enforcement, better schools, juvenile courts, veterans and senior citizens. He was commended in the Saturday Evening Post for having caused the Attorney General to investigate the Hell's Angels. At the invitation of President Eisenhower, he was a delegate to the 1960 White House Conference on Children and Youth and was also chairman of the panel on Scenic Roads and Parkways at the 1960 White House Conference on Natural Beauty.

We can trust Fred Farr in Sacramento. His experience and ability to be effective have been proven. Return him to Sacramento as our Assemblyman on June 17. We need him very badly.

RETURN FRED FARR TO  
SACRAMENTO ON JUNE 17

## YOUR HELP IS NEEDED NOW

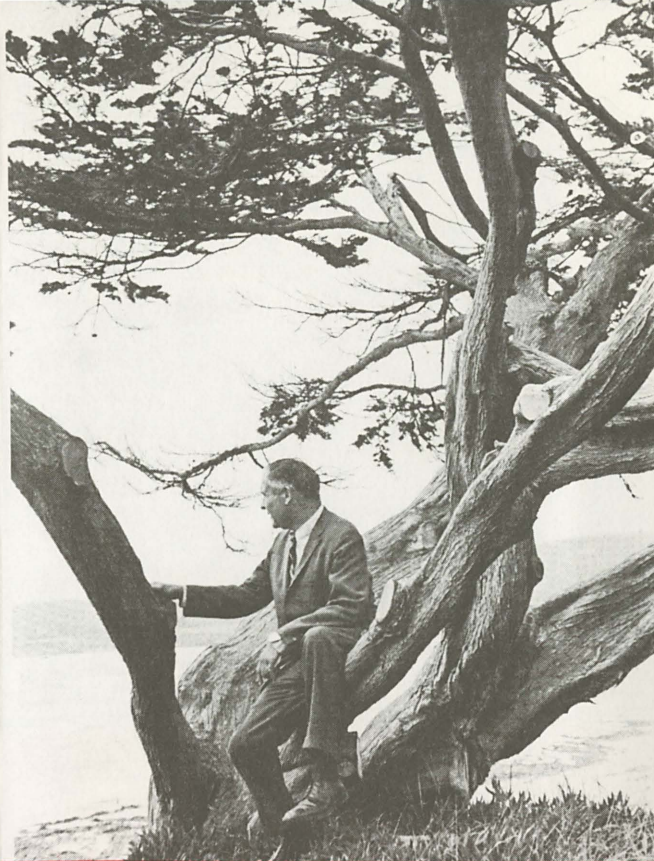
TO VOLUNTEER, CALL OR COME TO YOUR  
NEAREST FRED FARR HEADQUARTERS

- SALINAS . . . . . 424-0871  
317 Main, Salinas 93901
- MONTEREY . . . . . 373-0978  
2317 Fremont Blvd., Monterey 93940
- MONTEREY . . . . . 375-2431  
538 Hartnell, Monterey 93940
- KING CITY . . . . . 385-5960 or 385-5969  
200 block — Broadway, King City 93930
- CASTROVILLE . . . . . 633-3376  
10739 Merritt, Castroville 95012
- SEASIDE . . . . . 394-6622  
1186 Broadway, Seaside 93955

## FRED FARR LOVES MONTEREY COUNTY

Former State Senator Fred Farr served Monterey County for 12 years in Sacramento. His valiant efforts on behalf of conservation legislation gained him the reputation of being "one of America's outstanding conservation leaders." He has consistently worked to preserve the natural beauty of Monterey County and to protect us from the infringement of outside interests. The Readers Digest cited him as "one of the savers of the Big Sur"

It is because of his love for Monterey County and a desire to serve his former constituents that Fred Farr resigned his position as Coordinator of the Highway Beautification Program in Washington to come home and seek the 34th Assembly District seat that was vacated by the unfortunate death of Assemblyman Alan G. Pattee. This Assembly District of Monterey County is the exact area and same people that Farr served for 12 years in our State Senate.



Some examples of his legislative accomplishments for our County are

- Authored legislation creating Asilomar State Conference Grounds.
- Obtained \$3,600,000.00 for San Antonio Dam and recreation area.
- Creator of the California Scenic Highway program
- Authored legislation protecting underwater marine areas at Point Lobos and Pacific Grove.
- Obtained unemployment insurance for California fishermen
- Authored legislation requiring field sanitation for agriculture workers.
- Obtained state aid for Boys Ranch in Salinas.
- Authored legislation creating State College marine laboratory at Moss Landing.
- Fought the big oil interests from polluting our air and damaging our crops and beaches.
- Authored legislation for low cost housing in the County
- Authored specific measures for stronger law enforcement procedures.
- Authored legislation providing state aid for senior citizens facilities.
- He gained nationwide attention by winning a test case giving the right to vote to persons living on military posts a Victory for democracy for 50,000 Californians.



## FRED FARR IS HIS OWN MAN

As our State Senator, Fred Farr did what he thought best for Monterey County. His record in Sacramento brought dramatic accomplishments for our County. When he disagreed with the Governor, he had the courage to stand up and say so. When he disagreed with Party leadership, his convictions were made known to them. His sponsorship gave members of both political parties in this County appointments to key State Boards and Commissions. Legislation that he authored was for the benefit of Monterey County and was not for partisan reward



Fred Farr, his son Sam Farr and daughter Francesca

## FRED FARR AND ALAN PATTEE

Although from different political parties, Alan Pattee in the Assembly and Fred Farr in the Senate worked together for 12 years for the benefit of Monterey County. Fred Farr understood what Alan Pattee was trying to accomplish in the State Legislature. More than any other candidate, Fred Farr will be able to continue these beneficial accomplishments.