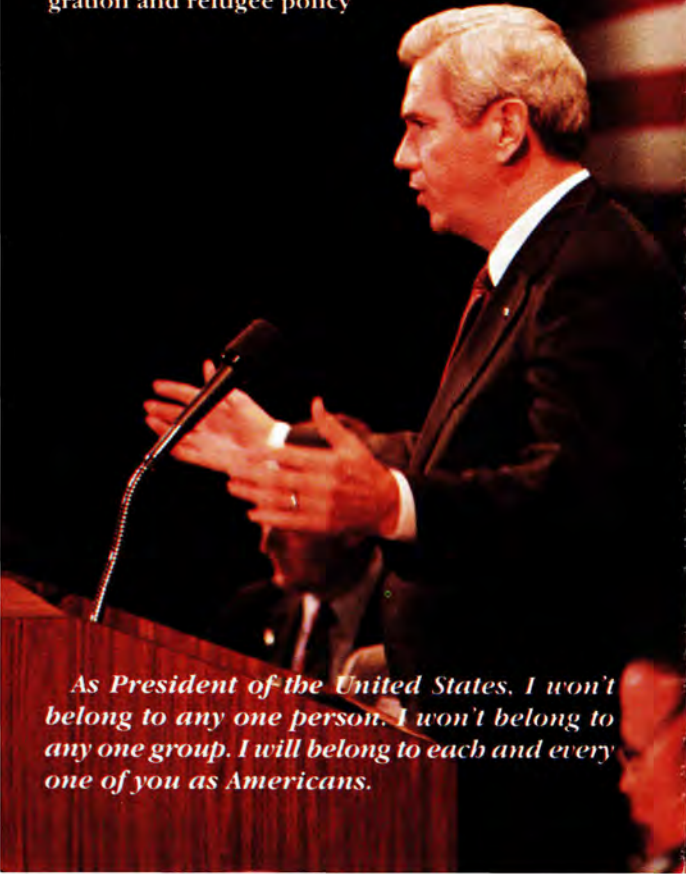


Reubin Askew ...

- ... twenty-five years of experience at every level of American government
- ... eight years as Governor of Florida
- ... nationally recognized leadership in economic growth, tax reform, environmental protection, education, civil rights, open and honest government, service to senior citizens, and effective law enforcement
- ... ambassador, member of President's cabinet, and chief trade negotiator for the United States
- ... negotiated personally with many foreign leaders
- ... worked closely with Congress, the State Department, and the National Security Council
- ... headed blue-ribbon federal commissions on ambassadorial appointments and immigration and refugee policy



As President of the United States, I won't belong to any one person. I won't belong to any one group. I will belong to each and every one of you as Americans.

Paid for by Askew for President



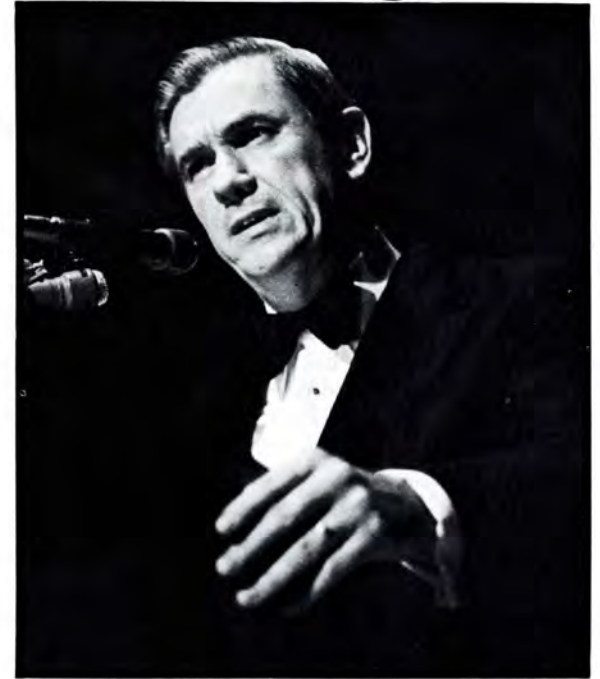
1465 South Miami Avenue • Miami, Florida 33131

ASKEW

FOR PRESIDENT

With your help...

America Can Work Again



I challenge you to join me in forging a new union of the American people. United, we can prove to ourselves, and to all the world, that America can work again.

FOR PRESIDENT
Askew

Reubin Askew, Candidate

The world is changing before our very eyes. Jobs, profits, and futures are being lost because we Americans aren't competing as we must with other nations.

Some Americans are beginning to wonder whether America can still work.

We need to unite the American people and make America work again.

We need to forge a new union of the American people that will create new hope for all people for freedom, opportunity, prosperity, and peace.

Reubin O'Donovan Askew has the experience we need in the White House.

He knows what it means to be a leader during a time of change. He knows Washington and how Washington works. He knows foreign leaders around the world. He knows the nature of the current global transition. Most of all, he knows how to find fair answers to the hard questions that affect the lives and futures of Americans such as you and me.

After twenty-five years of experience as prosecuting attorney, legislator, governor, and chief trade negotiator for the United States, Reubin Askew has earned a national reputation as a leader who knows how to make government work.

A closer look at his record explains why.

Reubin Askew, Governor

A study prepared recently at Harvard University named Reubin Askew, along with Theodore Roosevelt, Woodrow Wilson, and others, as one of the ten greatest American governors of the twentieth century.

Reubin Askew has received such recognition because as Governor of Florida from 1971 through 1978, he went to the people again and again to ask for their help in shaping a better and fairer future.

He led Florida successfully during its rapid and remarkable transition from a promising Sunbelt state into a prosperous metropolitan state of growing international importance.

The many accomplishments of the Askew years included:

- *economic growth* that, together with the state's rapid population growth, created more than 1,600,000 *new jobs* during his eight years as Governor.
- *tax reform* that repealed unfair consumer taxes and increased homestead tax exemptions for the elderly and disabled while providing for a fairer tax base through a new corporate profits tax.
- landmark *environmental protection* measures providing for public purchase of recreational and environmentally endangered lands, restrictions on construction along beaches, better management of land and water resources, stronger enforcement of environmental laws, and a halt to the environmentally destructive Cross-Florida Barge Canal.
- improved *public education* through financing reforms that distributed available resources more equally throughout the state, enforcement of school desegregation laws, new programs for gifted children and for those needing special instruction in basic skills, and substantially increased state support for primary and secondary schools, community colleges, and universities.
- *equal opportunities and civil rights* for all Florida's citizens, as reflected in the appointment of blacks, Hispanics, and women to important positions in state government.
- *new opportunities and new protection for senior citizens* through laws lifting the mandatory retirement age for public employment, laws improving health and home care for the aged, and nutritional programs and other social services.

Name

Mailing Address

City, State, Zip Code

Reubin Askew
Askew for President
1465 South Miami Avenue
Miami, Florida 33130

PLACE
STAMP
HERE

Staple or tape here

- a hard line against *crime*, including a strengthened State Department of Law Enforcement, financial and technical support for local law enforcement agencies, court reform, improved and expanded state prisons, compensation for crime victims, tough new laws against racketeering and armed felonies, and a statewide grand jury to investigate organized crime.

- strong *ethics laws* to assure open and honest government, including the placement of a comprehensive code of ethics for public officials called "The Sunshine Amendment" into the Florida Constitution after a statewide petition drive.

Reubin Askew's fair and effective leadership of Florida quickly made him a national leader as well — as keynote speaker at the 1972 Democratic National Convention, as Chairman of the National Governors' Conference, Chairman of the Education Commission of the States, Chairman of the Southern Growth Policies Board, Chairman of the Democratic Governors' Conference, and Chairman of blue-ribbon federal commissions on ambassadorial appointments and on immigration and refugee policy.

Reubin Askew, Ambassador

As the United States Trade Representative in 1979 and 1980, Reubin Askew was a member of President Carter's Cabinet, an Ambassador, and the chief trade negotiator for the United States. He was the President's principal adviser and the nation's principal spokesman on international trade and international investment. He dealt daily with many of the causes and the consequences of the economic and technological transition that is transforming our economy and our world.

Working in and out of the Executive Office of the President in Washington, Ambassador Askew:

- conducted and supervised trade negotiations between the United States and foreign countries and defended the trading and investing interests of American business worldwide.

- met and negotiated personally and one-on-one with foreign leaders from such countries as Canada, France, Great Britain, Italy, Egypt, Israel, Japan, China, Singapore, South Korea, Mexico, East Germany, West Germany, Taiwan, India, Brazil, and Australia, among others.

- worked closely with the Congress, the State Department, the National Security Council, and other departments and agencies of the executive branch on a vast array of commercial issues, including steel, autos, textiles, high technology, agriculture, export financing, the economic aspects of the Middle East peace process, and many more.

- was primarily responsible for implementing the commercial treaties signed by nearly 100 nations after multilateral negotiations in 1979, and for American participation in the ongoing work of the General Agreement on Tariffs and Trade, an organization of 85 nations that oversees much of the commerce of the free world.

His service in Washington earned Ambassador Askew recognition worldwide as a forceful and articulate advocate of a freer, fairer, and expanded world trading system and recognition within Congress and within this country for candor, fairness, and strong support for increasing the competitiveness of the American economy.

Reubin Askew, President

Our foremost challenge is to find and assure jobs for our people.

America will work again only if America learns to compete again.

And the President can best unite us to compete successfully.

I will challenge business, labor, education, ag-

riculture, and government to come together and work together in an entirely new way.

I will challenge them to improve our products, increase our productivity, and assure lasting jobs for our people.

I will challenge all Americans to help make America work again.

Among Reubin Askew's goals for America are:

- a modernized and revitalized industrial base and continued growth of advanced technologies.

- an effective response to agricultural problems that recognizes that agriculture is vital not only to our economy but to our security.

- more jobs through rebuilding our roads, bridges, ports, and other public assets.

- vigorous opposition to unfair trade practices and needless obstacles to exports.

- new opportunities for American commerce in a freer and fairer world trading system.

- a renewed national commitment to education as a key to economic growth.

- new investments in scientific research and development.

- new incentives for training, retraining, and relocating our workforce.

- new incentives for the small businesses that create the vast majority of new jobs.

- an urban policy that recognizes the essential role of the cities in creating growth.

- an environmental policy that protects our natural resources while allowing for proper growth.

- an energy policy that seeks conservation and safe domestic alternatives to foreign oil.

- a fairer and simpler tax code.

- equal protection under the law for women, blacks, Hispanics, native Americans, and other disadvantaged minorities.

- immediate recognition of the special importance of women to our economic future through approval of the Equal Rights Amendment.

- a voluntary program of both military and non-military national service for young Americans.

- an effective national defense through steady growth in essential military spending that does not undermine our ability to finance future defense needs.

Transcending in importance even these essential goals for America is what Reubin Askew sees as the paramount goal for all humanity — reducing the threat of nuclear war.

I supported Salt I. I support Salt II. I don't believe in limited nuclear wars. I don't believe in nuclear war-fighting. I don't believe in nuclear warning shots. I believe in stopping the spread of nuclear weapons around the world and in deterring the possibility of nuclear conflict. And I will challenge the leaders of the Soviet Union to negotiate with us, not just a freeze, but a mutual, verifiable, and substantial reduction in the development and deployment of nuclear arms. I will have no higher priority as President.

Reubin Askew, Citizen

Reubin O'Donovan Askew was born in Muskogee, Oklahoma, in 1928. He grew up in Pensacola, Florida, and attended Florida's public schools and state universities. He served in both the U.S. Army and the U.S. Air Force. He lives now in Miami, Florida, with his wife of twenty-six years, Donna Lou. They have two children and one grandchild. The Askews are active in civic affairs locally, and both are elders in the Presbyterian Church. He practices law with a prominent Miami law firm.

I want to help make America work again.

I want to help Reubin Askew forge a new union of the American people.

I am enclosing my contribution in the form of a personal check to "Askew for President" in the amount of

- \$ 5 \$25 \$ 100 \$ 500
 \$10 \$50 \$ 250 \$1,000

I am enlisting as a volunteer worker in Reubin Askew's campaign.

Your views are important to Reubin Askew. Please take the time *now* to respond to the following questions and send in your thoughts.

1. What one issue or problem is the *most* important for our nation to deal with immediately? (Circle 1st choice under "order of importance" below.)

1a. Which two issues or problems would you rank "second" and "third most important"?

ORDER OF IMPORTANCE
1st 2nd 3rd

Controlling federal budget and the deficit.....	1	1	1
Achieving a fairer federal tax code.....	2	2	2
Controlling inflation and the cost of living	3	3	3
Reducing the unemployment rate.....	4	4	4
Dealing with problems of the poor and unfortunate.....	5	5	5
Protecting Social Security/the needs of the elderly.....	6	6	6
Protecting social, people-oriented programs	7	7	7
Spending more to build a stronger defense	8	8	8
Spending less on national defense.....	9	9	9
Obtaining a meaningful arms control agreement with the Soviet Union.....	10	10	10
Promoting fair and open trade policies to help the U.S. economy	11	11	11

2. What specifically do we need to do to solve the problem you mentioned as "1st MOST IMPORTANT?" What actions need to be taken? (If additional space is needed, please record on separate page and attach.)

3. What is your age?

- 18 to 34 50 to 64
 35 to 49 Over 65
 FEMALE MALE

4. Please fill in the following:

Name _____

Mailing Address _____

City, State, Zip Code _____

occupation _____

Home phone _____

Work phone _____

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