

STATEMENT OF PRINCIPLES

by Floyd Morrow

The concept of using an inexpensive newspaper for purposes of campaigning has appealed to me for several years. First, it is economical. Second, it gives more data to the voter than any other method. Third, more of my views can be shared with those of you who will choose your representative. In publishing this paper, I have required a strict adherence to the principles enumerated below.

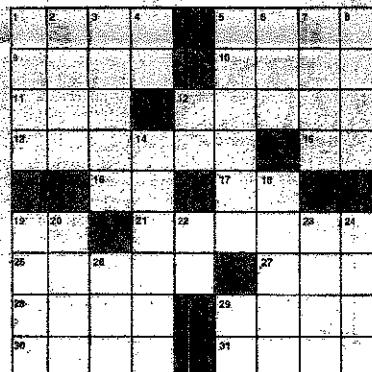
1. No statement shall be made in any way derogatory about another candidate.
2. No mis-statement or misleading fact shall be printed.
3. Present only background on myself which will be valuable to show the voter that I am qualified.
4. Present a candid and forthright picture of as many of my views as is practicable within the space limitations of this newspaper.



PROJECTS FOR THE ELDERLY

Members of the Board of Directors of the San Diego Foundation for Older Americans, Inc., make plans for projects for the elderly in the San Diego region. Shown above, left to right, are Floyd Morrow, secretary; Carl Widney, treasurer; Marguerite

Schwarzman, president; and Raymond McAuley, vice president, all of San Diego. The foundation is a non-profit charitable organization and the officers and directors serve without compensation.



ACROSS

1. We all want our streets and communities _____ and secure.
5. "Yes _____" title of respect for a woman.
9. Fee to cross a bridge. Or, to ring a bell.
10. To make eyes at.
11. Floyd Morrow recommends _____ vote on proposition 10.
12. If it reports the news fairly and equally, the people's choice will win.
13. Erupting water spout, like Old Faithful.
15. _____ S. The Organization of American States.
16. How the District Attorney is often referred to.
17. . . . 05, 04, 03, 02.
19. 3:14:16.
21. Floyd Morrow _____ fight inflation.
25. Floyd Morrow is _____ a million.
27. Morrow is a _____ expert and knows how to reduce the _____ on your home and paycheck.
28. Trademark or symbol. Short for logo-type.
29. Floyd is wearing out _____ leather walking in your neighborhood.
30. Floyd Morrow's middle name is Lee and he uses _____ his middle initial.
31. The four cardinal compass directions.

DOWN

1. Animal symbolizing strength, responsibility, and security. Used by Hartford Insurance Company.
2. Floyd Morrow is _____, the very best.
3. The man to vote for on June 3.
4. City in the 77th Assembly District. _____ Cajon.
5. For a better tomorrow vote for Floyd _____.
6. Floyd Morrow is especially sensitive to the problems of old _____.
7. There are six other candidates in Morrow's race, but we hope they will be listed only as "_____" ran."
8. Another city in Morrow's Assembly District is La _____.
12. Short for physical education.
14. A person to rescue us from disaster.
18. Floyd Morrow _____ person to represent you in Sacramento.
19. The place you vote, and the process of counting your vote.
20. All the candidates want you to vote them _____ course.
22. "_____, to victory."
23. Well known Indian tribe and town in New Mexico. Home of McCloud.
24. Beasts that pulled the wagons westward.
26. A "trip" many political candidates take when they fail to keep their humility and compassion.
29. San Diego is in the _____ part of

Lawyers Endorse Floyd Morrow

An important measure of a person's ability is the opinion of other members of his profession. Attorneys who frequently deal with each other as adversaries have an excellent observation point to assess each other's qualifications. Their endorsement and recommendation of fellow attorney Floyd Morrow is, therefore, the result of his professional skill and integrity.

The legal profession feels a special responsibility to insure good government. It is proud of the contributions to civic life which its members have made in the past. Their endorsement for a candidate for public office is obviously based on confidence in his qualifications.

The undersigned San Diego attorneys know Morrow as a talented and level headed man, skilled in the legal profession, and interested and knowledgeable in San Diego civic affairs. They endorse his candidacy and commend him to the voters.

(Partial list) Edward E. Marsh, Jr., H. L. Young, David H. Askey, Robert C. Coates, William J. Zymwalt, Victor B. Walton, Thomas A. Turney, Dwight L. Tolman, Edmund Herman, Frank G. Prantil, Richard A. Peterson, Richard L. Peck, John P. Moody, Michael S. Hegner, William F. Gauth, Robert A. Ward, Jr., James H. Miller, Tom Sherrard, George Benedict, Bert W. Ritchey, J. William Hinchy, George Haverstick, Daniel R. Kinsky, Roy R. King, Mary E. Harvey, Harry Ellman, Charles R. Khojny, Jr., Charles J. Ellis, Ernest R. Fraley, Leiland Featherman, Craig P. Fitzgerald, Thomas A. Davies, Donald T. Weckstein, Howard H. Mason, Robert W. Knowlton, and Wesley H. Matthews.

Your Right to Vote—If exercised wisely—will keep our society free.

VOTE JUNE 3rd

Advisory Council Morrow Innovation

During the 12 years that Floyd Morrow served on the San Diego City Council he initiated and maintained a most unique and successful citizen advisory board. Selected like juries, by random computer selection from the registered voters within the district, they met quarterly with the councilman to share with him their views and have their questions answered.

Morrow proposes the same approach in the Assembly District should he be successful in this election. "I very much appreciate the opportunity it gives me to learn what my constituents and neighbors are thinking and what concerns them."

Unfortunately partisan political activity sometimes interferes with a candid and forthright exchange of ideas if the elected official relies only on party backers. This randomly selected advisory council puts things into proper perspective. After all, the problems are not partisan.

Additional input is solicited from citizens who indicate they wish to be involved in some way. It is particularly helpful when citizens can offer objective data from their personal fields of expertise.

I am interested in more information about participating in your citizen's advisory board.

Name _____
Address _____
City _____
State/Zip _____

Please mail to: FLOYD MORROW



REUNION OF TWO BROTHERS AFTER 29 YEARS

(See story below)

Floyd Morrow (right) during reunion with his brother Willard, whom he finally located in Monterey, after many years' search. They are two of seven brothers who were separated by adoption in the depression-ridden 30's. All have been located by the 77th Assembly district candidate, who found amazing similarities in the patterns of behavior of all, regardless of the directions life had taken them.

Photo Credit—Union-Tribune Publishing Co., 1964.

Morrow's Realistic Outlook on Life Formed on Farm During Depression Years

Early hardships and tragedy gave Floyd Morrow a balanced sense of life coupled with a tenacious purpose. Family love and affection is remembered over poverty and sorrow.

Morrow was born January 20, 1933 in Wichita Falls, Texas, one of seven brothers. His father and mother separated when Floyd and his twin brother Lloyd were only two. A year later, his mother was compelled by financial hardship and her own poor health to put the young twins up for adoption. Mr. and Mrs. William Frank Morrow, a struggling young farmer in nearby Electra, Texas, took the twins and raised them. His natural mother died in 1937.

RAISED ON A FARM

Life during the depression was severe. Frank Morrow supplemented the family income by working at whatever was available. The twins grew up with a great deal of material wealth, but with a great deal of love and affection.

Floyd Morrow's love of sports was kindled by high school athletic participation and success. He earned letters in most sports and was named "Outstanding Senior Athlete" upon graduation from Electra High School. He turned down athletic scholarships and instead joined the U. S. Marine Corps in 1951.

KOREA VETERAN

He had his hair cropped and took basic training at MCRD in sunny San Diego, his first exposure to California. He served with the Seventh Marine Regiment, First Marine Division as a platoon leader in Korea. Morrow received an Honorable Discharge from the Marine Corps in the Spring of 1954 as a Sergeant wearing three battle stars.

CONTINUES EDUCATION

Before going overseas, he met the former Marlene Peterson at Christ Lutheran Church in Pacific Beach. They were married in June 1954.

Morrow returned to school under the G.I. Bill. In three years he earned a degree in business, majoring in accounting at the University of Texas. He then immediately entered the University of Texas Law School where he received his Bachelor of Law degree in January 1959. During his college days, he supplemented the G.I. Bill income by coaching in public schools and lifeguarding for the city of Austin, Texas. Marlene worked as a secretary at the University but found time to give birth to Darlene, their first born.

RETURNS TO SAN DIEGO

The Morgans moved to San Diego in 1959, after Floyd passed the California Bar exam. He worked at Ryan Aeronautical Co. from early in 1959 to 1963 as a staff attorney.

TOUGH PROSECUTING ATTORNEY

In 1963 he was appointed a Deputy City Attorney where he remained until he opened his own law firm in January 1964. He has continued a general law practice in Mission Valley for over 16 years. As a Deputy City Attorney, he handled 100 jury trials with the top percentage of conviction—over 90%—among his contemporaries.

PUBLIC SERVICE

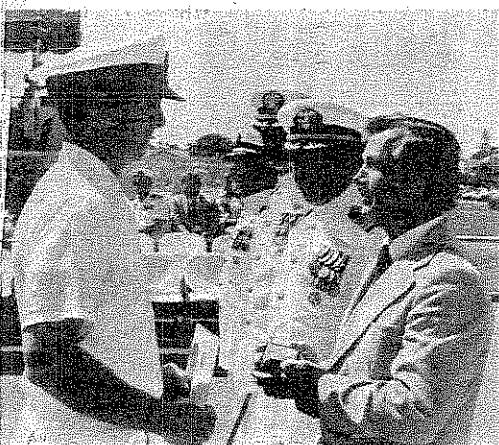
Floyd Morrow was elected to the San Diego City Council three full terms, 1965-69, 1969-73, and 1973-77. He has been president of Basic Economic Education, Inc., a non-profit educational foundation, since 1970. He was San Diego County chairman, March of Dimes in 1966-67 and served as president, San Diego Exchange Club 1966. He was Deputy Mayor of San Diego in 1972 and served as chairman, San Diego City Public Facilities Committee from its inception until 1978. He currently is active with the Foundation For Older Americans, Inc., a non-profit organization devoted to solving the unique problems of elderly people.



RELAXING TIME

Floyd still enjoys country and western music which he grew up with. He enjoys

The Presentation of a Medal—A Proud Moment



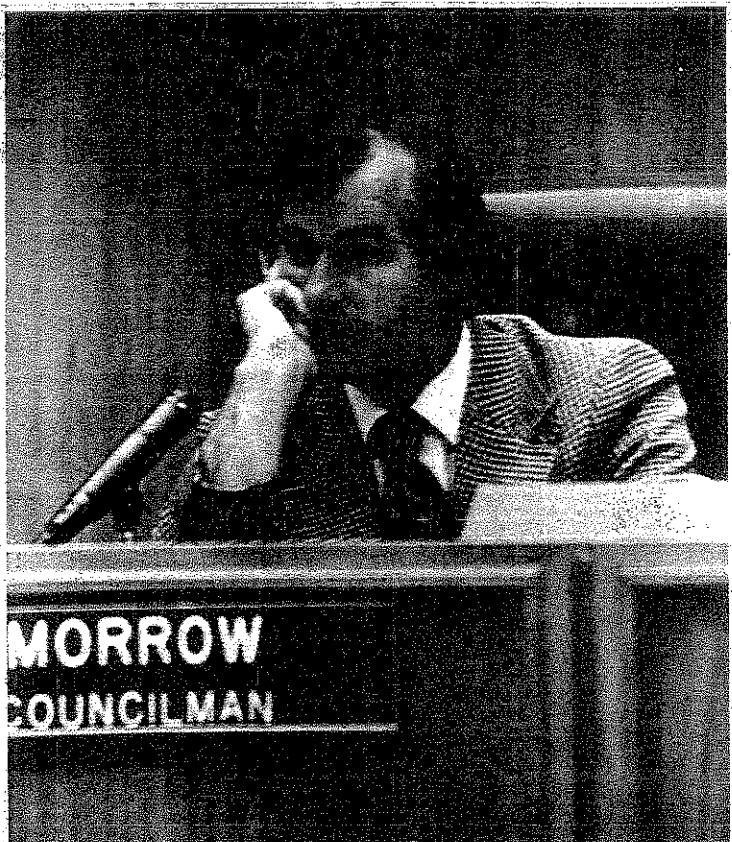
Guest of Honor Councilman Floyd Morrow, seen with Captain T. J. Porcaro, Commander, U.S.N.T.C., presents the "American Spirit of Honor Medal" to outstanding recruit Michael Hickey, Seaman. The former councilman relates to the service man, as he too was a recruit here in San Diego in 1951.

Combined Efforts



Redevelopment is appropriate when public facilities are involved. Here, former Councilman Floyd Morrow participates in the City College redevelopment ground

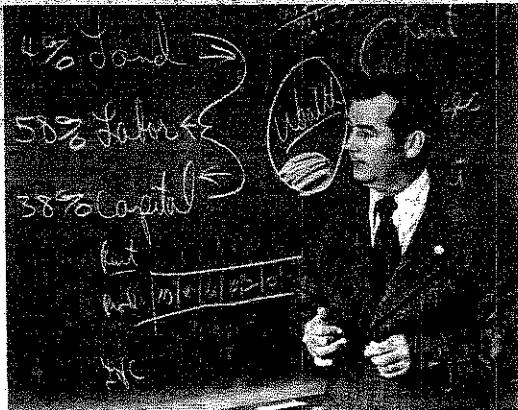
breaking ceremony with Councilman Leon Williams, City Manager Kimball Moore, former Mayor Frank Curran, and Councilman Henry Landt.



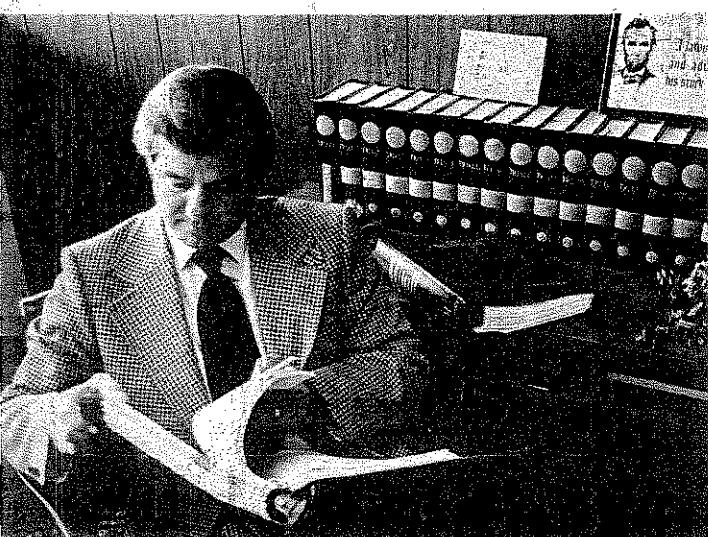
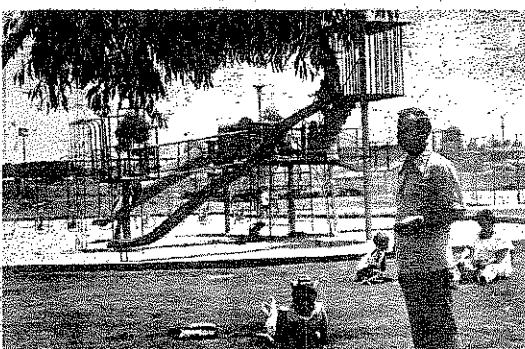
A Very Good Listener

Listening to the people was the favorite occupation of Floyd Morrow during his twelve-year tenure as City Councilman representing the Fifth District of San Diego. When he is elected Assemblyman of the 77th District, he will take the message of his constituents to Councilman representing the Fifth District of San Francisco.

FOR THE PUBLIC GOOD—Floyd Morrow has written extensively and participates in the educational process by lecturing and teaching graduates and undergraduates the fundamental economics of public finance: *who pays and who benefits*. Floyd is an acknowledged expert in the field of taxation.



Parks for the People



At Work In His Law Office

Dedication, integrity and hard work mark attorney Floyd Morrow's pursuit of justice through his more than 20 year practice of law. Other fields of expertise include economics and education.

Floyd Morrow has done more for the acquisition and development of parks than any other single person in the history of San Diego. Supporting the people, Morrow was instrumental in creating the major San Clemente Canyon Park, Tecolote Canyon Park and the Cowles Mountain-Fortuna Mountain Mission Trails Park, as well as many neighborhood parks. He is shown here in Lindbergh Park which he helped the citizens create by an assessment district. It was the first such in San Diego County.

MORROW ANSWERS TOUGH QUESTIONS FRANKLY

Politics

Politics is the most hazardous of all professions.

There is no other in which a man can hope to do so much good for his fellow creatures—and neither is there any in which, by mere loss of nerve, he may do as widespread harm.

There is not another in which he may so easily lose his own soul, nor is there another in which a positive and strict veracity is so difficult.

But danger is the inseparable companion of honor. With all its temptations and degradations that beset it, politics is still the noblest career any man can choose.

—Andrew Oliver, Boston, Mass., Eighteenth Century



CONFIRMATION

Proud father Floyd takes picture on the occasion of his youngest son's graduation from confirmation classes at Atonement Lutheran Church in Clairemont. Grandparents Dora and Marlene Peterson join mom, sister and brother at the happy event.

Quality in Government

by Kimball H. Moore

(A) graduate of UCLA business administration in 1940, the author served after 35 years of public service in 1975. He served as San Diego City Manager from 1971-1975.

During the many years that I worked in and observed government first hand, Floyd Morrow epitomized my ideal of an elected official. He served his fellowmen with dedication and integrity. He was not only very intelligent, but he had compassion and above all else, capability. In a word, real quality.

I recommend Floyd Morrow to all voters who feel that the best approach to quality government is to have quality people serving as their representatives.

PLEASE LET ME KNOW!

How are you getting along these days?

1. Is your family financially
 - (a) Better off?
 - (b) Worse off?
 - (c) Just about the same as it was one year ago?
2. What recent price increase(s) affect(s) your family most at this time?
 - (a) Gasoline
 - (b) Food
 - (c) Mortgage interest rates
 - (d) Bank loan interest rates
3. What bothers you most about your life today?
 - (a) Inflation
 - (b) Recession
 - (c) Cost of living
 - (d) Unemployment
 - (e) Other
4. Do you feel you can do anything about these problems?
 - (a) Yes
 - (b) No

Please mark and return to me: **FLOYD MORROW**,
7132 Belden Street, San Diego, California 92111.

Name _____

Address _____

City _____

State/Zip _____

Note: Feel free to complete the questionnaire anonymously if you prefer not to provide

Stable Society Cuts Crime

by John D'Alfonso, Past President
Stamp Out Crime Crusade

"A crucial social factor in urban problems today is the transient nature of modern society," according to Councilman Morrow.

His address was in connection with

"Crime Prevention Week," sponsored by the Kearny Mesa Exchange Club.

"About the only consistent thread we find in crime statistics is that newly urbanized or highly transient geographic areas are high crime areas. In my view the single most effective overall government policy to fight crime is to encourage stability within neighborhoods."

"When people know and grow to rely on their neighbors—which can only develop over a period of time—they tend to protect each other from the criminal element, plus the added dimension that they may be discovered. People are reluctant to tip off their friends."

Councilman Floyd Morrow's own life illustrates the stability and reliability of which he speaks. Married 27 years, the Morgans have lived 20 years in Kearny Mesa. They have been members of Atonement Lutheran Church in Kearny Mesa for 17 years.

For 20 years he has been an attorney in San Diego, past president and a member of the Exchange Club 16 years, and has served on the City Council 12 years, serving as Deputy Mayor in 1972.



EFFECTIVE REPRESENTATION

Throughout Floyd Morrow's 12 years of continuous service on the San Diego City Council, he never shrank from giving direct answers and dealing assertively with controversial issues.

Straightforward Replies Given During Interview on Issues

In a recent interview in his campaign headquarters in Kearny Mesa, Floyd Morrow was asked brief and direct questions. He answered them directly. The interviewer's report follows:

Interviewer: Mr. Morrow, why are you running for Assembly?

FLOYD MORROW: Even with all the hassle, public office is still tremendously satisfying. I truly believe that it is one of the highest aspirations of man. It's one of the few effective ways that an individual can help change the world for the better.

Interviewer: What is your position on the major state propositions?

FLOYD MORROW: I assume you mean the ones getting the most publicity—9, 10 and 11? Proposition 9 has problems because it does not distinguish between various kinds of income. Wage income and capital income would receive the least relief from taxation while income from owning or controlling natural resources would be given the greatest breaks. I recommend a "no" although I like the idea. Proposition 10 is misleading, and for that reason alone should be defeated. Proposition 11 is a step in the right direction. Taxing the oil windfalls gives some measure of equity. Although I'm not totally satisfied with the measure as presented, in a practical world we must make choices based on balance. I will vote yes.

Interviewer: What do you consider the major issues?

FLOYD MORROW: First the economy. Inflation is an overworked

term, still it reflects a shorthand way of expressing the basic problem. When prices rise without any relationship to production and artificial means are utilized to stimulate the economy, some groups gain while others suffer and experience a decline in their standard of living. Government must not be allowed to contribute to the problem by giving to special interest group pressures and pursuing unsound economic policies. One individual cannot change, or for that matter, even promise to change things.

FLOYD MORROW: Even with all the hassle, public office is still tremendously satisfying. I truly believe that it is one of the highest aspirations of man. It's one of the few effective ways that an individual can help change the world for the better.

Interviewer: What is your position on the major state propositions?

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Interviewer: Is there really any way to simplify and clean up government to make it more responsive?

FLOYD MORROW: (with a hearty laugh) You begin by electing good people, just as you begin a long journey with the first step!

Interviewer: Good luck!

FLOYD MORROW: Thanks.

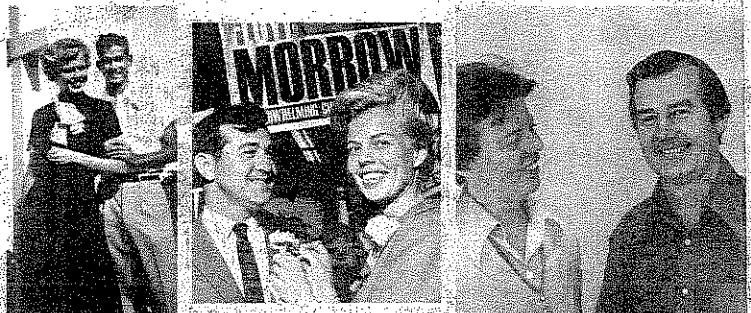
Counsel From A Former Councilman

by Floyd Morrow

Aware as I am of the pitfalls of giving advice from 20 years as an attorney, nevertheless I am offering these points to follow candidates:

1. Do not promise to add services and cut taxes. They'll think you don't know arithmetic.
2. Do not promise to change the entire state government. There are thousands of employees, many of whom hold their jobs for 30 years.
3. Do not tell people only what's wrong with government. Tell them what you propose to do about it. (They may decide your cure is worse than the disease.)
4. Do not explain your opponent's philosophy. Explain your own.
5. Answer questions directly and simply.

1952 —TWENTY-EIGHT HAPPY YEARS— 1980



In 1952 Floyd Morrow, a Marine Corps survival swimming instructor at MCRD, met Marlene Peterson at a picnic of Christ Lutheran Church. They were married June 26, 1954. Following his return from Korea and his Honorable Discharge as a

In the excitement of election night 1965 under the crown of victorious banners held high, Floyd and Marlene Morrow experience political victory for the first time. The classic husband and wife team, the Morgans have always worked closely on

In 1980, after 28 years, they are still enjoying doing things together—political life, in church activities, neighborhood friendships, and most of all, as a family. Marlene has worked with Floyd in his law office for the past nine years.