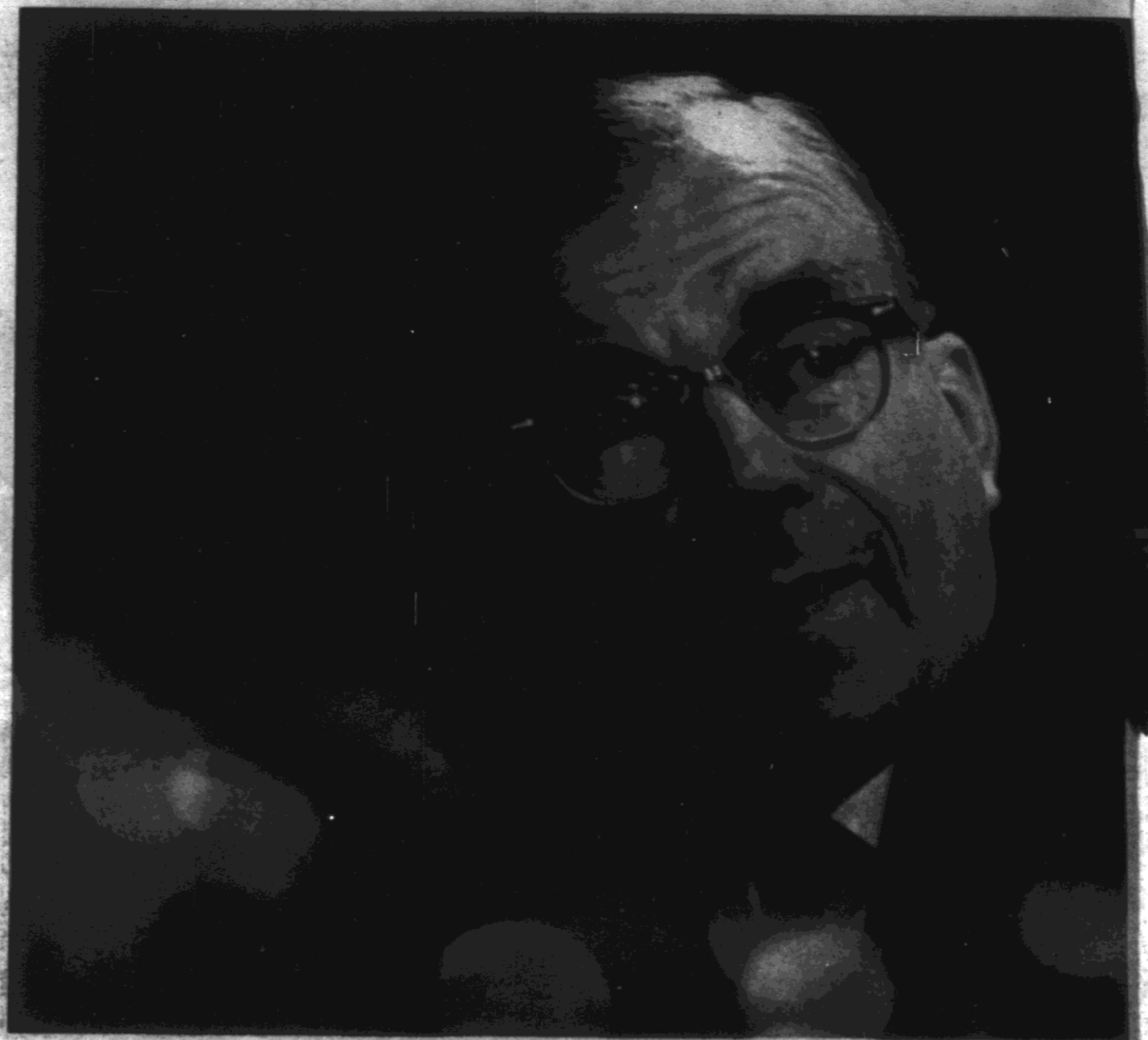


Elmer Rasmuson -citizen leader



When a state is one of the newest members of a republic, it needs a lot of the things that older states have taken for granted for over a century. Roads. Schools. Industry. Capital investment. Equal opportunities for its people to catch up with their fellow Americans in all the benefits that they already enjoy.

These things don't just happen. It takes a strong voice in the U.S. Senate to make them happen. A voice that echoes the will of the people of Alaska. A voice that listens to those people—and gets things done for them.

That voice belongs to a man who has proved he can get things done—the Alaska way. It belongs to Elmer Rasmuson, citizen leader.

As President of the Board of Regents, Elmer makes a commencement address at the University of Alaska.



As Civilian Aide to the Secretary of the Army for eight years, Elmer established a working relationship with the military at top level briefings and conferences.

Elmer Rasmuson has proved he can get results. His background points it out dramatically. Born in Yakutat, he's Alaskan through and through. He left his home to further his education and equip himself for a career in business. Then he came back and invested his time, his talent and his money here in his own state. As a real Alaskan pioneer, he took a few gambles—and they paid off. For Alaska.

Elmer Rasmuson is a doer. A builder, a thinker, a teacher, a problem-solver. A man who faces things head on and puts his all into finding solutions.

Elmer is responsible—but more than that, he's responsive. He *listens*. He won't forget who sent him to Washington—his vote will be



His service as Mayor of Anchorage from 1964 to 1967 gave Elmer a special insight into citizen participation in government.

our vote. He's no Pollyanna—Elmer Rasmuson knows there are difficult times ahead. For Alaska and the nation as well as the world. But he's got the optimism that made this state—a boundless faith in the ability of people to work together to better themselves, to make a more secure future for each other and their children.

PEOPLE—OUR GREATEST RESOURCE

Elmer Rasmuson believes in people. For all Alaska's riches of land and sea, Elmer thinks her greatest wealth is measured in human beings.

Elmer thinks that people come before material values—that no entity, be it state or nation, can be great unless its government listens to the people and puts them first. He has often said, "Human wants and needs come ahead of material developments... our Alaskan people are our greatest resource."

Elmer believes in bringing government to the people—in keeping control in their hands. That's not an easy thing to do when the seat of government is 6000 miles away. You can't just drop in on your Senator and tell him how you feel about the issues of the day. A lot of Senators are glad to keep their distance from constituents. It leaves them free to ignore murmurs of dissent if they wish.

HOT LINE TO WASHINGTON

Elmer Rasmuson doesn't feel that way. He has an exciting idea about bringing people closer to government. If he's elected, he'll open four "branches" of his Washington office—one in each of Alaska's four judicial districts. Each office will have a "Hot Line" direct to Elmer in the Senate. According to a prearranged schedule, any Alaskan will be

able to get on that phone and talk to his Senator directly—tell him what he needs or how he thinks. Each "branch" will have a tape recorder, too. A citizen with a problem or an opinion will be able to walk into the office, record his message, and have it mailed direct to Elmer in Washinton. And get a personal answer within a week. A simple solution to the problem of communication? Perhaps—but a common-sense solution. That's the whole key to Elmer Rasmuson's approach to government—common sense.

A CITIZEN POLITICIAN

It's an attitude that's missing in too many places. The U.S. Senate, for one. It's an idea that's really too simple and too sensible for most professional politicians to offer—but then, Elmer Rasmuson isn't a professional politician. Elmer Rasmuson is a citizen leader with real, practical experience in getting things done for Alaska. He's aggressive when it counts. He's not a man whose views are limited by the boundaries of any political district. His years outside Alaska, as well as his frequent travels beyond our borders, have shown him that Alaska is as important to the international sphere as it is to the nation. Here in Alaska we're in a strategic spot—and we're sitting on the biggest concentration of natural wealth with strategic significance in this hemisphere. We're important as a member of the

Pacific Rim nations, and we're important to the country that needs our wealth. But our people come first—and Elmer Rasmuson knows it. If it isn't good for them, it isn't good for Alaska—and Elmer isn't pulling any punches when he says it.

This is a critical period for Alaska, for America, and for the world. It's time for doing, not talking about doing. It's time for a citizen leader.

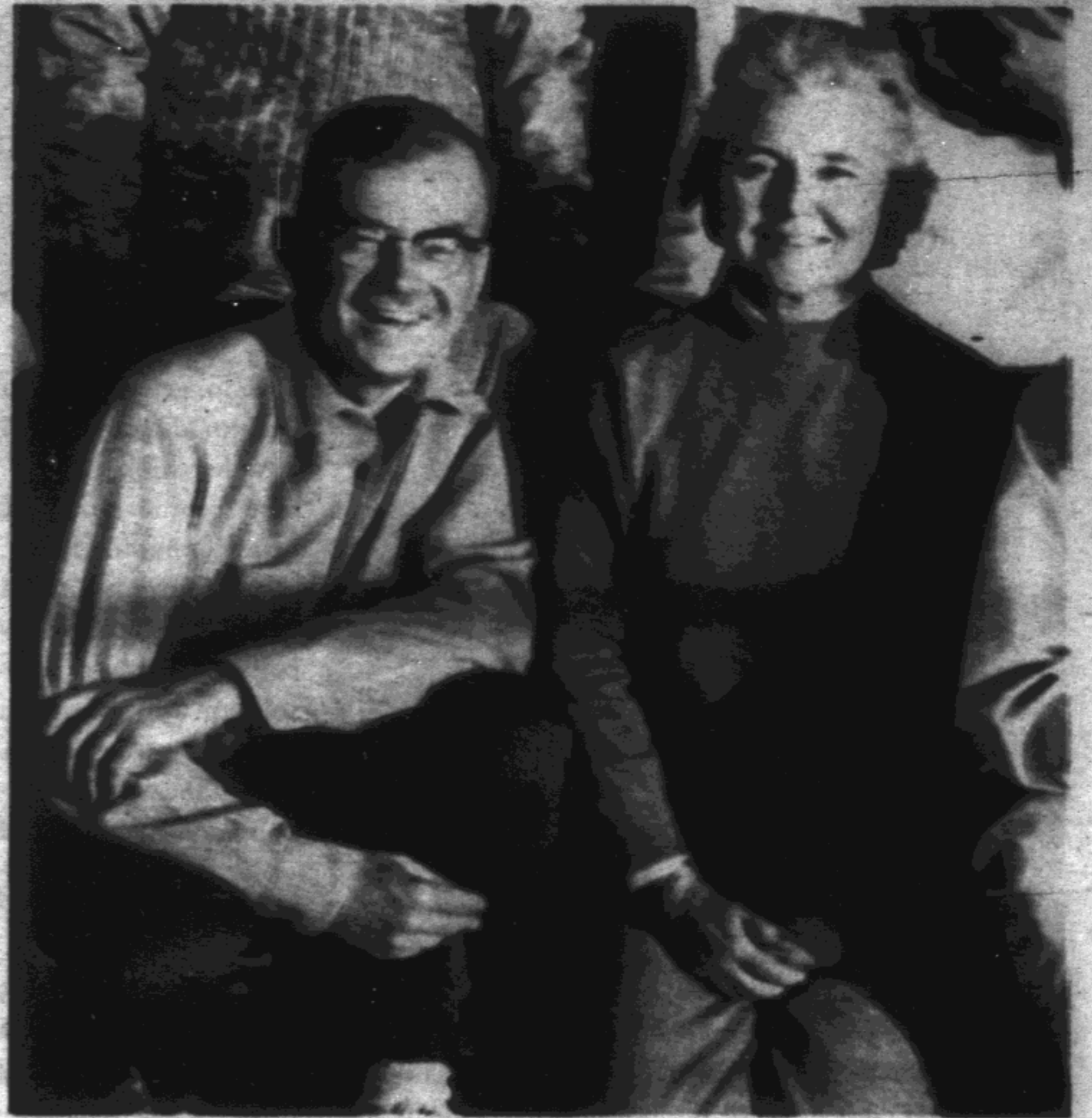


Elmer's no stranger to Washington, D.C.—he's made many trips to the nation's capital on behalf of Alaska, including the fight for statehood. For the Earthquake Reconstruction Program, Elmer made the key presentation.



Elmer gets a first hand report from the front, as he confers here with a soldier in Vietnam. His visit earlier this year gave him a good look at U.S. problems in Asia.

Elmer Rasmuson -Alaskan



A family portrait—Edward and Jenny Rasmuson, Elmer at age two, and his sister, Evangeline.

world outside his home. He aimed for the best, and got it—Harvard College, on a scholarship. He showed his more cosmopolitan classmates that he could keep up with

Elmer Rasmuson was born 59 years ago in the native village of Yakutat, son of missionary school teachers who emigrated here from Scandinavia. The family moved to Skagway where Elmer grew up. Alaskan born and bred, Elmer was curious about the

them—that he could top them. He graduated Magna Cum Laude in 1930, and took a Master of Arts degree at Harvard in 1935.

His original profession was accounting, and he pursued it in New York, Texas, and of course, Alaska. Even before he received his M.A., he was chief accountant for an investment group in the East. Later he joined the country's largest accounting firm, and within four years was that company's youngest principal.

Breaking into big business was a risk. But Elmer took it and won. He was ready to put his talents on the line for Alaska, and in 1943

he did just that. Came back home and took over a little country bank. Today, of course, the National Bank of Alaska is the biggest system of banks in the state.

A BELIEF IN ALASKAN YOUTH

While he was building his future and Alaska's, he kept working in other ways for the people of his state. His interest in children has been a long one—and for Alaska kids, a good one. He's been everything from trustee of youth camps to President of the Alaska Council of Boy Scouts and a member of the Advisory Board of Girl Scouts. He's been a member of the Board of Regents of the University of Alaska for nineteen years and President of the Board for twelve. He served on the



Elmer was awarded the Order of Vasa by Swedish Consul General Per Anger, shown here with Mrs. Rasmuson, and Elmer's son, Edward, and daughter, Judy. The presentation was a high point of Elmer's private and public life.



The Rasmusons enjoy a private moment. Shown here with Elmer and his wife, Mary Louise; eldest daughter, Lile and her husband, John Gibbons.



Elmer has hunted game in Alaska since childhood and holds the "Grand Slam" in Mountain Sheep. A favorite companion on trips to the duck flats is his golden retriever, Rocky.

organization committee of Alaska Methodist University. In private and public groups, on state, local and national levels (he's a member of the Rhodes Scholar Selection Committee). Elmer Rasmuson has worked to make the dream of education to its highest level a reality for Alaskan school children.

STRATEGIC MILITARY AND ECONOMIC IMPORTANCE

Aware of Alaska's strategic importance nationally, Elmer has served as Civilian Aide to the Secretary of the Army (gaining an Outstanding Civilian Service Medal during his eight-year tenure), served as Chairman of the National Security Seminar of the Armed Forces, and worked with the Army and Alaska Command Advisory Boards. He's a member of the Navy League, Defense Orientation Association and the Association of the U.S. Army.

As a businessman, Elmer has traveled the world, particularly the important countries of Asia. He has a first-hand knowledge of the problems under-developed, Communist-threatened countries face, and some specific thoughts about the role America can play in maintaining free world security.

As a successful businessman, he has a global view of the ways and means by which Alaska's great resources can best be utilized—and a straightforward, dollars and cents attitude toward prudent, wise handling of national as well as state wealth.

As a Senator, Elmer will continue to do what he has done so well before—pursue every



A proud moment—Elmer and his wife, Mary Louise, are invested with membership in the Alaska Native Brotherhood.

economic, social and international opportunity for Alaska's betterment.

A MAN FROM THE RANKS

He's not naive in the ways of politics, either. Elmer has been a lifelong Republican, starting with membership in the Young Republicans in his years in New York. Since returning to Alaska he has been continuously active in party affairs here, serving at both state and local levels . . . from delegate to the Republican conventions to member of the non-partisan Anchorage City Council and, most recently, as Mayor of Anchorage. Elmer knows that politics is the art of the possible—and it's an art his can-do record has shown he has mastered.

In all his public and civic service, Elmer has sought to make a reality out of things he believes in—bringing the people closer to government, and government more responsive—and responsible—to people.

In 1938, Elmer and Lile Vivian Bernard were married. They raised three children—Edward,

Lile, and Judy. Mrs. Rasmuson died in 1960. Later, Elmer remarried—bright, attractive Mary Louise Milligan, former Director of the U.S. Women's Army Corps. They make their home in Anchorage.

THE PEOPLE RESPOND

In 1967, an Appreciation Dinner was held, honoring Elmer for his services as Mayor of Anchorage. Elmer's leadership, his enthusiasm, his vision were singled out for praise. Before his election as Mayor, he had talked about his boundless optimism for his city and his land. But the praise given him at the Appreciation Dinner that meant the most to him was the citation that "by your actions and accomplishments . . . you established the highest standards for those who share your 'boundless optimism' for the future."

This has been his aim—to lead as a citizen those who have a dream for Alaska and a faith in her future.



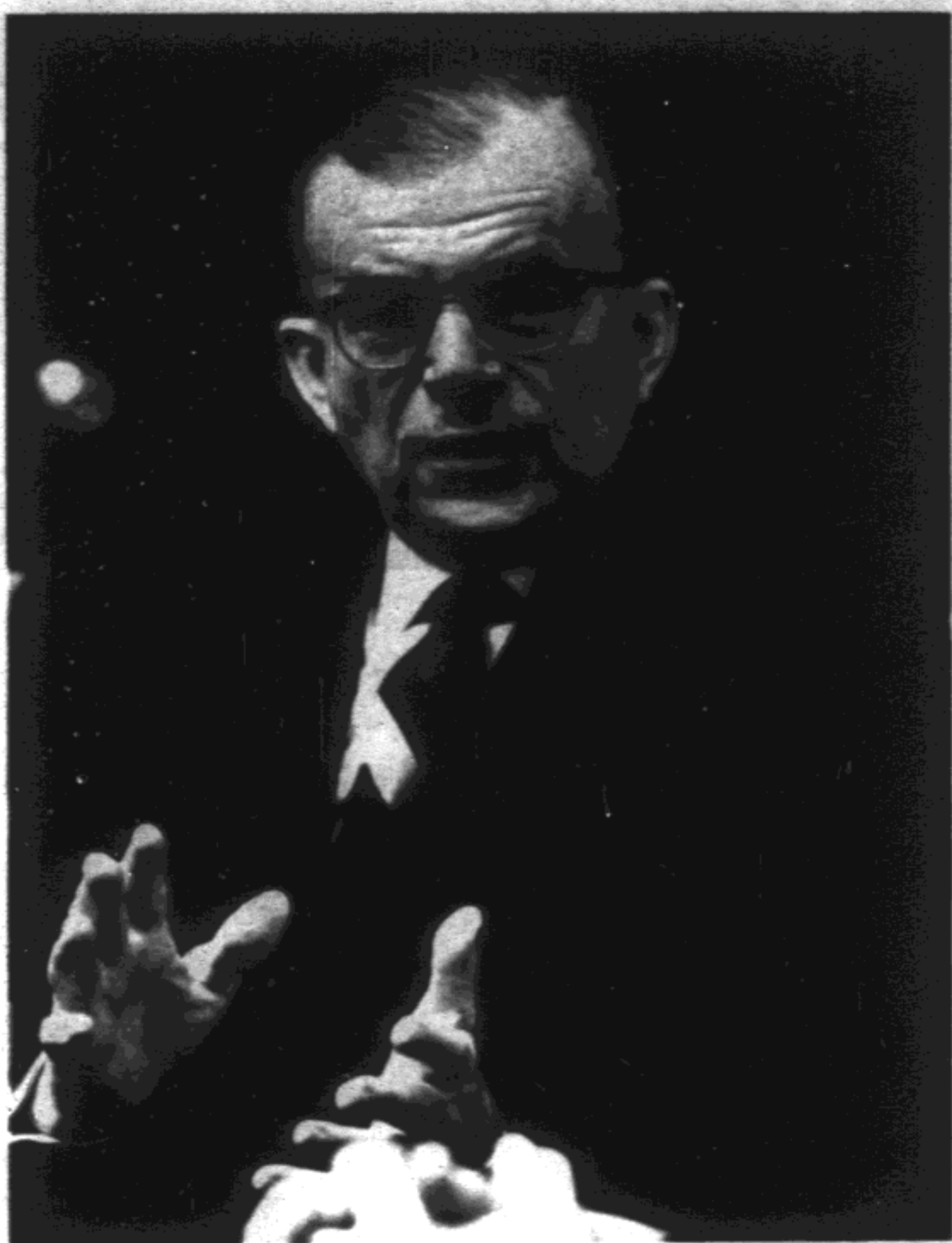
A licensed pilot, Elmer gets around the state in his own plane.



An ardent and accomplished skier, Elmer takes to the slopes whenever he gets a chance.



The one that didn't get away! Elmer's belief in multiple use of Alaska's resources is a very personal one, especially where fishing is concerned.



Elmer Rasmuson gets things done

Elmer Rasmuson believes in the tenets of modern, progressive Republicanism. He stands for citizen participation and involvement in government at all levels—he has faith in people's good judgment, and believes that the cure for democracy's defects is just plain more democracy. He wants to bring control of government closer to people, and to lead them in achieving for themselves the fullest development of their social, economic, and human potential. He has definite views on the important problems of this year, this decade, and this century—and he stands behind them. Elmer thinks Alaska's future lies in a full partnership on equal footing with all other states. And he's certain that Alaska can play a vital role in the development of all the countries of the Pacific Rim, because of her

strategic geographical position. To these ends he will as Senator pursue full working co-operation with all levels of government—local, state, national and international. "Dynamic partnership, with people at every level"—that's his formula for Alaska's future, industrially and individually.

NATIVE LAND CLAIMS

On issues specific to the state, he favors swift, equitable settlement of native land claims. He feels that this is not just a legal debt to our native people, but a moral and economic one. Moral, because the treatment of our native citizens' rights and needs can point the way to similar solutions all over the nation and the globe. Economic, because a just settlement will benefit all of Alaska as it is reinvested



Elmer's experience in helping minority groups achieve equal opportunities in all areas from housing to education would be highly important in his role as Senator.

here in our own state by natives of our state. This is another reflection of Elmer Rasmuson's basic belief that human needs come ahead of material developments to the benefit of all mankind. He is very proud of his memberships in the Alaska Native Brotherhood, the Aleut League and the Cook Inlet Native Association.

A NEW OCEAN—A NEW FOREST

Elmer thinks Alaska's scientific future is definitely tied to the utilization of her oceans. He supports the Governor's Trident Program and the establishment of an oceanographic program for research and development. He favors rebuilding of Alaska's salmon runs and multiple use of her natural resources for people as well as industry.

Elmer's contacts in Republican circles reach to the top level of Senate leadership, as he confers here with Everett Dirksen, Republican leader in the U.S. Senate.





Elmer and Mary Louise have traveled every corner of the state since his campaign for the Senate began. By election time, they will have logged over 12,000 campaign miles throughout Alaska.

He feels, for example, that maximum use can be made of Alaska's timber lands and forests without restricting home sites on national forest lands. Because Elmer believes that Alaska's people have first call on her resources, he would work toward a sensible compromise with conservationists and federal authorities to bring about a more equitable distribution of Alaska's wealth among its citizens. Alaska needs to use her riches to benefit her people, Elmer says—the "don't touch" attitude of fervent conservationists strikes him as unreasonable when careful use of timber, fish, minerals, and the God-given wealth around us could bring a better life to all Alaskans.

ON VIETNAM

Elmer's position on national issues has a common-sense basis, too. On Vietnam: "I've been there—in the last few months. It is the only way to appreciate the changing picture and the underlying improvements. There is a new leadership emerging in South Vietnam, resolute and dedicated to building a country that can be free. With all the deplorable mistakes we have made, the sacrifices and the efforts to date cannot be abandoned by an immediate pull-out. Our aim should be to place more and more of the responsibilities on the South Vietnamese, with a reasonable support depending on their efforts. If we persevere in our peace talks, with a flexible attitude, I am optimistic that a just and lasting settlement can be reached."

THE HIGH COST OF LIVING

Regarding America's economic position and rising costs of living, Elmer, a recognized authority on fiscal matters, feels we can equalize the payments problem not by cutting back, but by expanding—by selling more

of our goods abroad. He favors an increase of industrialization in Alaska—he thinks we should start investing our capital here in the plants, factories, and construction that would generate a strong, self-supporting economy. He supports the policy of not exporting logs in the round. "Exporting logs is exporting jobs." It's time for Alaska to start using her wealth, not just sell it off, Elmer says.

EDUCATION IN A TIME OF UNREST

Regarding education, he says: "The purpose of education is to satisfy public wants with the noblest of goals—new needs require new deeds. Expenditure for education is never a cost, but an investment in our greatest asset."

Elmer is concerned with the growing problems of urbanization in the U.S.—slums, rising costs, unrest and riots, crime in the streets. "We in Alaska have not been lucky as much as untouched," he says. "Our biggest city is tiny compared to New York or Los Angeles. But as we grow, so will our cities. The problems that urban America faces today will be Alaska's problems in another decade, and they deserve the attention and study of each Senator from Alaska."

As a U.S. Senator, Elmer Rasmuson will be guided by this philosophy: put human needs

Discussing the outlook for commercial fishing in Alaska, Elmer adds to his knowledge of one of the state's most important industries.



before material development, and invest in Alaska's future by helping its people realize their fullest potential on all levels.

Elmer Rasmuson is a man for the times—a man who can do what is needed. A citizen leader. An Alaska pioneer. A can-do Republican. A Senator for Alaska.



As Senator, Elmer would work closely and effectively with state officials. He is pictured here with Governor Walter J. Hickel, whose administration he staunchly supports.

Why we need Elmer Rasmuson in the U.S. Senate

"We believe that Alaska stands today on the verge of unprecedented progress and economic development.

"We believe a vital ingredient of this progress to be a United States Senator with the vision to perceive Alaska's role in the family of Pacific nations, and the ability to help Alaska fulfill that role through dynamic teamwork between Federal, State and Local governments.

"We believe the challenges of the high office of United States Senator for Alaska require a man of wide accomplishment, broad knowledge of the state and its people, and deep conviction and dedication. We believe Elmer Rasmuson possesses these qualifications.

"We believe the election of Elmer Rasmuson would be a giant step forward for the State of Alaska, and we invite every Alaskan to join our ranks."

CENTRAL & NORTHWESTERN CITIZENS COMMITTEE TO ELECT ELMER RASMUSON UNITED STATES SENATOR

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Nancy Mendenhall—Fbks.
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Mr. & Mrs. John Andrew Togiak
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Mr. & Mrs. Tommy Patakitiey—Togiak
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Cheryll Young—College
Anita Olson—College
Jackie Kenny—College
Michael Tooley—College
Maria Prokopiof—College
Susan Irwin—College
Carol Bacus—College
Mary Kay Ashton—College
Pam Middleton—College
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Laurie Neimi—College
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Whitham Reeve—College
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John Weeks—College
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Dan Nanalook—Togiak
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Byron L. Shaguanie—Bethel
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Mr. & Mrs. Tony Lewis—Bethel
Carl A. Kawagley—Bethel
Mr. & Mrs. Keith Swanson—Bethel

Nick Wahl—Dillingham
Herman Schroeder—Dillingham
Mr. & Mrs. Robert Kallstrom—Dillingham
Albert W. Ball, Sr.—Dillingham
Charlotte Barth—Dillingham
Martha C. Jay—Dillingham
David William—King Salmon
Lyndol Pruett—

King Salmon
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Willie Ayojiak—Togiak
William Snyder—Togiak
David Gosuk—Togiak
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