



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 Washington. 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.