

We have to put Kansas government on a diet

A 1978 political poster from Governor John Carlin's first gubernatorial race against Governor Robert Bennett. The poster depicts an overweight gentleman with the slogan "WE HAVE TO PUT KANSAS GOVERNMENT ON A DIET". The solution is referred to as "The John Carlin State Weight Reducing Plan". The plan illustrates strategical effective images and political rhetoric that would provide for a balance diet in state government. Carlin's approach to a sensible government, elected him as the fortieth governor of Kansas.

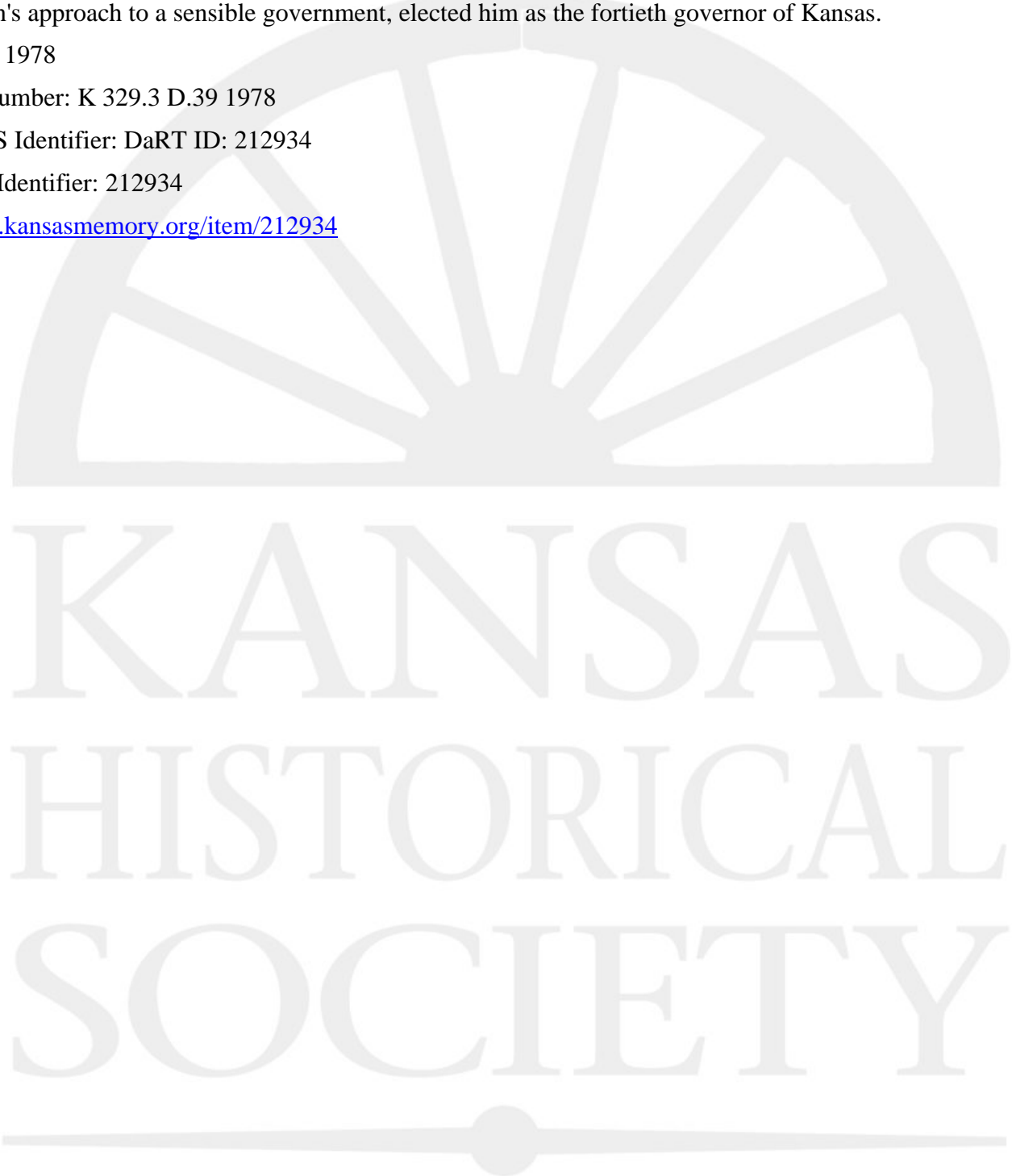
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We have to put Kansas government on a diet

Introducing the John Carlin State Weight Reducing Plan.

John Carlin is running for Governor because it's time to reduce fat state spending and begin giving the people of Kansas their money's worth. The people say it's time the government was put on a diet. And it's time that government is trimmer and in better shape to deliver the services the people need and the services they say they want.

John and Ramona Carlin manage an 800 acre dairy farm in Saline County northeast of Smoker, Kansas. The Carlins have two children: David, a sophomore in high school and Lisa, a 7th grade student.

John Carlin graduated from Kansas State University in Manhattan. He was first elected to the Kansas Legislature in 1970, and was re-elected in 1972, 1974 and 1976. In 1976, John was elected Speaker of the House of Representatives—the first Democrat to serve in that capacity in 64 years.

Kansas Government has been growing unreasonably obese over the past four years. It's been slowing down. The present Governor has been stuffing state government with almost 3000 new state employees and is spending \$700 million more this year than the first year he took office. That's \$2,500 for every family in Kansas. And that kind of fat is unhealthy. Our once strong revenue surplus has dwindled by over one third.

Our current Governor feels the sweetest way to fill state coffers is to tax the most important and valuable asset you own. Your property. Governor Bennett fought against putting a lid on property taxes. He apparently would like more of your property in taxes so he can make more government. He even vetoed a Carlin tax reduction bill that would have made state income taxes more equitable. John Carlin believes it's time to put a lid on what the state government is taking from you. It's time government stopped robbing us out of house and home.

There's been a serious lack of leadership and initiative in the governor's office in Topeka. When asked what he would do about filling all the thousands of dangerous potholes on Kansas highways, Governor Bennett replied, "why, just fill them with Legislators." The present governor has gone out of state to fill many key cabinet and state agency posts. We need a governor who will exercise some leadership and give some definite direction to this state. The people of Kansas deserve more than just wise cracks and sarcasm. John Carlin believes it's time to give Kansas a Governor who can provide serious solutions to the serious problems it faces.

The state of Kansas has welfare agencies with duplicating services; it takes months and months for Kansas to get responses from other agencies; the highway department plans and plans and no roads are built; the state has supervised the building of buildings that are virtually new and yet are falling down; the Governor spends

\$100,000 of our money redoing the mansion; and we have state inspectors more concerned about the paint on a barn than about the food a farmer produces. The potholes are upable down. The abuses are many. And the inefficiency is incalculable. John Carlin believes in sensible government. Government that gets things done. When the present governor failed to act, it was the Legislature under John's leadership that took positive action in such areas as tax relief, corrections, potholes, energy and a program for senior citizens. He believes we need a balanced diet of a balanced government. The people of Kansas don't expect government to solve all the problems. The people are saying, loud and clear, that government is too fat. John Carlin is committed to a Kansas government that will deliver the services people need and want. And deliver them more effectively. And finally, John Carlin is committed to holding the line on the size of Kansas government, holding the line on spending, and holding the line on taxes.

Running.



Trim The Fat.



Cut Out All Sweets.



Strenuous Exercise.



At Last, A Balanced Diet.



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GOVERNMENT ON A DIET.**

Paid for by Kansans for John Corlin. Dan Dick, Treasurer.