Dear Supporters of Liberty,

I wish to thank all of you who "dug ever deeper" last month. It put us over the top! It would have been much rougher without your funding. Thanks!

NOW FOR THE NEWS:

STEAM PICKING UP IN THE NATIONAL LP!!

This combined use of a direct mail piece and telephone follow-up is paying off!

I wish to compliment every party involved in this project so far (including our far-sighted and invaluable investors); this has been a team effort of the first magnitude (and I mean that both ways: a joint project and a difficult task).

The components of the mailing -- two letters, a response card and a BRE -- are excellent and well executed. Telephone operations are up and running; assistance from the Chair and Vice Chair has been both innovative and thorough. In addition, the HQ Staff has earned their stripes (again) by keeping straight all the numbers, both coming and going.

However, it's a large and complex project; we're still not near the end of it. Wish us luck!

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This month I'm featuring ads from "campaign service" companies that specialize in filling the needs campaigns generate. If you're wondering why I never featured this material before, it's because it didn't arrive until just last week. I wish I'd gotten this stuff a couple of months ago! (I bet these advertisers feel the same way!)

Some of the services featured may still be of use in current campaigns (phone banks, etc.) but if you can't use this now, file it away for next time, or -- better yet -- send off for some catalogues. Campaign wish books can generate much creative thought!

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BY THE WAY- You'll want to take a good look at your address panel/statement...there will be something different on it each month. I hope you find it interesting.

See you next month!

Terry Von Mitchell
Acting National Director

LATE BREAKING NEWS!

Telephone inquiries (1-800) generated by the "Generic" radio commercials are beginning to come in! They are working!
The Election Machine™ CAMPAIGN MANAGEMENT SYSTEM

* We at Grass Roots Development the ELECTRON MACHINE is unique. Democrats to win elections. The days of traditional campaign organization are over. It's time to gain control of direct mail by Republicans at every phase of government. We have developed direct mail to help you win, and that's why we've gone the extra mile.

The ELECTRON MACHINE is a essentially suited for national, state, and local candidates. It's also perfect for state party organizations, PAC's, and political consultants. Since it can handle up to nine discrete mailings with only one ELECTRON MACHINE and one computer system. No other package on the market can match the power of the ELECTRON MACHINE in 

_1_... 

* Precinct Targeter

Since achieving the greatest return (the greatest number of votes on your available resources) constitutes the most important task of any campaign organization, the TARGETER's ability to maximize the efficiency of your media dollar is invaluable. The TARGETER truly does provide previous resources time, money, volunteers, on areas of the district most likely to vote for your candidates.

* Stand Alone & Customized Mailing Packages Available:
  - Mainstream Communications
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  - Precinct Targeter
  - Demographic Marketing
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—The New York Times

...gives a deeper understanding of the basis of American thinking...

—The Washington Post

... a depth analysis of Americans' attitudes on economic issues...

—The Wall Street Journal

Activity among America's small political parties

Figures reflect the number of 1986 candidates for U.S. Senate and House who have filed with the Federal Election Commission. Candidates who do not raise money for their campaign do not have file with the commission.

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Order Information
Available at selected computer stores or directly from Below, Tobe & Associates, Inc.

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Culver City, CA 90230
(213) 645-5870

WASHINGTON, D.C. OFFICE:
5759 Lಮidway Way
Beltsville, MD 20705
(301) 587-0144

West — Sheltie Garrett
1344 Grade Ave, Unit 1
Oakland, CA 94602
(415) 991-4468

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For further information or prices, call:

Est — Jeff Erickson
PO Box 6326, Mckinleyville, CA 95519
(707) 362-0007

Sales — Tobe & Associates
5059-C Arlington Blvd
Culver City, CA 90230
(213) 645-5870

Corporate Office — Bill Jolly
PO Box 25274
Monrovia, CA 91019
(818) 524-7060

Careers — Dick LeBlanc
1455 Grade Ave, Unit 1
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(415) 991-4468

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