



The Romney Way To GOP Victories

From the DETROIT FREE PRESS - 6/8/67

Talk About Coattails

THE BIG WINNER in the 75th District House race was not young David Serotkin, the victorious candidate, nor was it Gov. Romney's tax reform program which will still face rough sailing despite Mr. Serotkin's support, nor House Speaker Robert Waldron who now enjoys a two-vote margin over his Democratic rivals.

The big winner, quite clearly, was Gov. Romney himself.

Twice in a row now the governor has campaigned for Republican candidates in special elections to fill vacancies and twice in a row his candidate has scored a victory when victory wasn't at all assured on the basis of the district's past voting pattern or the records of the individual candidates making the race.

Mr. Serotkin, who had been defeated in

the last Republican primary, this time defeated a Democrat who had held the seat once before, Victor Steeh. In the recent special election in the traditionally Democratic 19th House District, Republican Anthony C. Licata defeated Democrat James P. Hoffa who was an attractive candidate, endorsed by this newspaper and strongly supported by labor unions and other groups.

In each race Gov. Romney's ebullient intervention proved the difference.

"There's no doubt the governor's assistance was a tremendous help," said Mr. Serotkin. "I sure wouldn't want to try running without him."

There may linger other doubts about Gov. Romney as the GOP presidential candidate but there surely can be no doubts now about his coattails. Coattails he's got.

Prepared by the Republican State
Central Committee of Michigan

GOP Victorious In 75th District

**House Now Stands 56-54;
Romney Given Much Credit**

From the BATTLE CREEK (Mich.) ENQUIRER AND NEWS - 6/7/67

MOUNT CLEMENS (AP) — For the second time in two weeks, a Republican has swept his way to a seat in the Michigan House, riding the crest of Gov. George Romney's popularity.

David Serotkin Tuesday swamped Democrat Victor Steeh by an unofficial 5,879 to 4,635 votes in their race to represent the state's 75th legislative district at Mount Clemens.



David
Serotkin

The victory gave Republicans a 56-54 margin in the House, considerably enhancing Romney's chances of pushing through a controversial state tax reform program.

A Republican loss would have created a 55-55 deadlock in the Michigan House of Representatives, giving the Democrats

room to maneuver on a Senate-approved tax program which is before the House.

A jubilant Serotkin hailed Romney as the architect of his success.

"I'm deeply grateful to the governor for his vigorous campaigning on my behalf," he said, claiming victory well before all the returns were in.

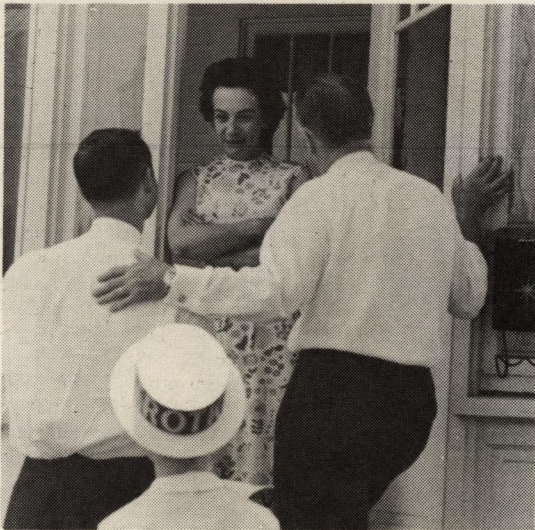
"He went from door to door with me last Saturday. He allowed my organization to send campaign leaflets over his signature. He even taped a phone message for me.

"I support Romney's tax reform program, and I'll probably vote for it," Serotkin said.

He said Romney contributed both to the 1,224-vote margin of victory and the size of the voter turnout.



The Romney campaign magic appeals to Republicans, Democrats and Independents of all ages. As the Governor talks with an elderly constituent, the votes were piling up for the young David Serotkin (left) in a predominantly Democrat community of Eastern Michigan.



Personal letters from Governor Romney, like the one at right, were sent to 7,500 voters on behalf of Mr. Licata and 10,000 were mailed in support of Mr. Serotkin. Both elections were called to fill Legislature seats vacated by deaths.



From TIME - 6/2/67

REPUBLICANS

Doubleheader for George

One of the qualities that the Republican Party will prize most highly in its 1968 presidential candidate is the ability to pull in nominees for lesser office on Election Day. Last week Michigan's Governor George Romney demonstrated once again his powers of coattail propulsion. Largely through his efforts, an unknown Detroit advertising man, Anthony Licata, 48, won a special election for the Michigan House of Representatives against James P. Hoffa, 26, Jimmy's boy. Beamed Winner Licata: "People promised to vote for me because they wanted to do what the Governor wanted."

The vote was close—5,864 to 5,706—but even a majority of one would have had the weight of a landslide. The 19th District in northwest Detroit has sent only Democrats to the state house of representatives since the district was formed in 1953. The reputation of Hoffa père, which might have been fatal in many constituencies, was a boon in the 19th, with its large population of union members, many of whom feel the imprisoned Teamster boss got a bum rap. The Teamsters and the United Auto Workers went all out to elect young

Hoffa, who even won kind words from Vice President Hubert Humphrey and Senator Robert Kennedy when they were in town.

Another Test. Against this challenge, the Republicans mounted a maximum effort worthy of a major campaign, pouring in money, organizational talent and volunteers. During just three hours on election night, party workers made 6,500 telephone calls to Republicans in the district, urging them to vote. The most enthusiastic volunteer was Romney. He recorded stirring endorsements for Licata, and hustled around in the district—despite an injured calf muscle that made him use a cane—for an afternoon of door-to-door and store-to-store stumping with the candidate in tow. Licata, for his part, campaigned on the promise that he would be "100% behind the Governor's program."

Romney got word of Licata's victory while speechmaking in Peoria, Ill. "We've just had terrific news," he announced to his audience. In fact, a doubleheader. The win gave a timely boost to his own national prestige, which, according to opinion polls, has been slipping lately.



As We See It

Licata's Victory Reaches Beyond the 19th District

From the DETROIT FREE PRESS - 5/25/67

THE RAMIFICATIONS of Anthony Licata's upset victory over Jimmy Hoffa in the 19th District Tuesday are almost limitless. They range from the House in Lansing to the White House in Washington, from Zolton Ferency's seat as state Democratic chairman to Robert Kennedy's seat in the U.S. Senate.

Mr. Licata's victory margin was not wide—only 158 votes—but it was wide enough to assure that the Republican Party will continue to control the state House of Representatives and Robert Waldron will remain as speaker. No matter what happens in next month's election to fill the vacancy created by the death of James S. Nunneley, the GOP can do no worse than a tie.

As Mr. Waldron said, "We've got the power and the responsibility now and we've got to face up to it." First on his list of responsibilities is passage of the tax reform package. Mr. Licata is on record favoring tax reform, but not specifically the Senate-passed bill which is before the House.

The outcome also pinpoints once again the weakness of the Democratic Party structure, a weakness which shows itself most in special elections. Rep. Joseph Kowalski carried the district last November by a 3-2 margin, and he had won every election since 1948.

But in a special election a man with a well known name was defeated, mostly

because the Democratic majority in the district didn't get the votes out. This is not an isolated example.

The reaction also shows that the Democrats have yet to learn that power carries responsibility.

Rep. J. Robert Traxler of Bay City, for example, was almost ecstatic at his fellow Democrat's loss.

"Democrats don't want to be stuck with the label of the party that passed the income tax," he said, "and for us to take control would deprive us of the pleasure of telling the voters about Michigan's do-nothing Legislature."

He was echoed by Minority Leader William A. Ryan of Detroit, who said: "I don't think Democrats want to be associated with the unproductive session we've had so far."

In other words, Democrats would rather pass the buck than pass the bills, obstruct rather than construct. There is work to be done in State Democratic headquarters.

Third, the election once more displayed the length of Gov. Romney's coattails. The governor campaigned door to door for Mr. Licata last weekend, a factor which clearly swung the decisive votes.

And finally, one is left to speculate about Sen. Kennedy, whose campaign record remains unblemished. Last fall he toured the nation—in Massachusetts for Endicott Peabody and Edward McCormack, in California for Pat Brown, in Illinois for Paul Douglas and in Michigan for Messrs. Ferency, Williams, Vivian, Mackie and Far-num. Every single one of them lost.

Now he has young Jimmy Hoffa to add to his list. The question is whether he came to Michigan and campaigned for Mr. Hoffa in order to break a losing streak and show that he held no grudge against labor, or to enforce the Biblical injunction that the sins of the fathers shall be visited upon the third and fourth generations.

In any event, the charisma of Bobby Kennedy seems to be a kiss of death.



STATE OF MICHIGAN
OFFICE OF THE GOVERNOR
LANSING
48903

GEORGE ROMNEY
GOVERNOR

June 1, 1967

Mr. and Mrs. Clartion Bullock
79 Meadle
Mt. Clemens, Michigan 48043

Dear Mr. and Mrs. Bullock:

On June 6th, a most important election will be held in your district to elect a member of the Michigan House of Representatives.

David Serotkin is the Republican candidate for this office. A lifetime worker for good government, he will work to represent all of the people of your district and of the State of Michigan. He is beholden to no special interest group.

David Serotkin is the most qualified candidate for this office. We need his clear, independent thinking in Lansing.

I urge you to vote for David Serotkin, the Republican candidate for the Michigan House of Representatives, on Tuesday, June 6, 1967.

Thank you for your support.

Sincerely,

George Romney
George Romney
Governor

MICHIGAN
WATER-WHEEL
WONDERLAND

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Romney



Licata

The big winners

Romney's Stock Gets 2nd Boost

From the DETROIT NEWS - 6/7/67

By JON LOWELL

Detroit News Political Writer

The spotlight was on Gov. Romney last night in Mt. Clemens, even though the governor wasn't there to bask in it.

Democrats and Republicans seemed agreed that Romney had turned the tide in electing attorney David Serotkin to the State House of Representatives in an easy victory over former Rep. Victor R. Steeh.

The victory gave the Republicans an important two-vote margin in the House—56-54—and it also added important luster to Romney's growing reputation as a politician with long, effective coattails when it comes to electing Republicans.

"There's no doubt the governor's assistance was a tre-

mendous help," Serotkin said. "I sure wouldn't want to try running without him."

THE VICTORY marked two major triumphs in a row for Romney and the GOP with Serotkin's win coming on the heels of Republican Anthony C. Licata's upset over James P. Hoffa in a special election in Detroit's 19th District.

Particular attention was paid to areas with a substantial number of Negro voters.

The Republicans, when the results were in, were claiming significant gains in Negro areas that are usually overwhelmingly Democratic.

Serotkin's campaign strategists contended they knew they had won only 20 minutes after the polls closed at 8 p.m. when they got results from New Haven, which has a large Negro vote.

"We just barely lost New Haven," a Serotkin aide said.

