

JARVIS GOES NATIONAL

Howard Jarvis, the rumbly 76-year-old godfather of California's Proposition 13, went on national TV last week to spread his tax-cut gospel. In a slick half-hour broadcast, aired by 137 independent stations, Jarvis urged 6 million viewers to join his new crusade against Federal spending. "We want to force politicians to cut the fat at the top and not the muscle at the bottom," he thundered.

The commercial, which cost \$590,000 to produce, promote and broadcast, had something for everyone: it started with a cartoon tracing man's battle with taxes back to dinosaur days, showed Jarvis fielding questions and carried endorsements by economist Milton Friedman, former Treasury Secretary William Simon and angry taxpayers in the streets. "It

fortified the troops," said Jarvis after watching the taped show. "This thing is getting so big I can't even comprehend it."

Congress: Jarvis's proposal, The American Tax Reduction Plan of 1979, would cut Federal income taxes \$50 billion and government spending \$100 billion over the next four years. The details can be left to Congress,

Jarvis on TV: A \$25 pitch



Jarvis allowed, but he did make some pointed suggestions: cut political junkets and stop funding Federal studies on such topics as rudeness on the tennis court and the time it takes to fix breakfast. A version of the plan is to be introduced in Congress next week by GOP Rep. Robert Dorman of California (currently facing a re-election challenge by Democrat Carey Peck, actor Gregory Peck's son). Jarvis, meanwhile, has upped his own spending plans. Three times, he exhorted viewers to send \$25 for official membership in his movement. He hopes for 100,000 members by year-end.

Late last week, Jarvis had more than money thrown at him. While making a speech to newspaper editors in Portland, Ore., he was hit with a lemon meringue pie. After wiping his hair and glasses, he said: "Don't worry, folks. It doesn't bother me a bit."

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