



Doyle E. Carlton, Jr. *Carlton*

Rancher, Farmer, Businessman, State Senator, Candidate for Governor of Florida

A man who speaks boldly from his heart...and a legislative record that speaks eloquently for the man



Screwworm infestation threatened Florida's livestock, game life and her stature as a cattle state... Carlton introduced and fought for the legislation that ended this threat.

HIGHLIGHTS OF LEGISLATIVE RECORD - SENATOR DOYLE E. CARLTON, JR., 1953-1959

AGRICULTURE, LIVESTOCK AND CITRUS

- A. Introduced and spearheaded successful passage of Screwworm Eradication Law. This act has completely controlled screwworm infestation and placed cattle-producing industry back in business with Florida maintaining its position as fifth largest cattle-producing state. Screwworm also threatened extinction of Florida game life. This threat has now been removed.
- B. 1. Chairman of Citrus Committee in the Senate during the 1953 and 1959 legislative sessions.
2. Handled the entire citrus industry legislative program in the 1959 session.
3. Support citrus trade modifications, raising quality standards of Florida citrus.

APPROPRIATIONS, FINANCE AND TAXATION

- A. Supported use of proper business methods in appropriation and tax bills by: supporting conferring study by interim committee of legislators, and serving as Vice Chairman of Legislative Council of 1958, implementing necessary measures between sessions.
- B. Supported appropriation of only such amounts of money as are available by proper taxation.
- C. Supported broadening sales tax base but opposed extension to groceries and medicines.
- D. Supported necessary move, introducing slash of appropriations on all nonessential items, nonessentials being those other than Education, Roads, Welfare, and other programs involving Federal matching funds.

DRAINAGE AND WATER CONSERVATION

- A. Led in establishment of Department of Water Resources which systematized drainage and water control on a state-wide basis for the first time, so that drainage and water conservation met tests of sound engineering and fiscal practices rather than political expediency.

EDUCATION

- A. Fought "Last-Semester" and other school-closing legislation and led fight for pupil assignment law so as to assure that Florida schools would be kept open.
- B. Supported the raising of teachers' minimum salaries at a time

when low standards threatened availability of teachers. Helped assure provision of funds on per-student basis so that additional funds are spent on the basis of need.

- C. Led fight for school construction money so that \$200 in state funds is available for such new school student if matched by county school funds for new construction so that growing areas may meet influx of population.

FAIR APPORTIONMENT

- A. Has led the fight for fair legislative apportionment both under present constitutional requirements and by support for fair apportionment through constitutional revision.
- B. Has consistently voted on the basis of All-Florida needs as distinguished from any type of sectionalism.

HOSPITALS AND INSTITUTIONS

- A. Has fought for legislation for the handicapped such as: retarded children, deaf and blind and others who are institutionalized - by leading successful fight for proper appropriations for such institutions as Sealand (institution for retarded children), state-wide rehabilitation center, school for deaf and blind, mental institutions, state prisons and reformatories. His philosophy here is that failure to spend money for these purposes is false economy.

MERIT SYSTEM

- A. Introduced and successfully fought for extension of merit system throughout state government.

PURCHASING

- A. Has supported centralized purchasing and sponsored business-else establishment of standards for purchasing by all state agencies.

ROADS AND TURNPIKES

- A. Worked toward fair-share road expenditure plan so that road construction is based upon need rather than politics.
- B. Supported Florida Bobtail Turnpike and co-introduced the full length turnpike and has advocated extension from Ft. Pierce to Orlando to meet Federal inter-state system.

IMPROPER UNION ACTIVITIES

- A. Supported measures to prevent crippling strikes against state, county or municipal governments by governmental employees.

"To advance effective and beneficial legislation... it must be proposed, not imposed. It must be accompanied with a spirit of confidence, not competition. We're interested far less in the pride of authorship than we are in the far greater pride of accomplishment!"



Sen. Carlton, Rep. Beasley Are Voted 'Most Valuable' In Times Legislative Poll

Florida's favorite legislators were elected by the state's voters in a poll conducted by the Times. The poll was made in 1938, following a legislative session in which the Legislature passed a number of important bills in the face of the opposition of the Governor.

Carlton Says School Fund Cut Talk Is 'Ridiculous'

SENATOR CARLTON HAS BEEN HEARD SAYING THAT THE GOVERNOR'S PROPOSAL TO CUT THE SCHOOL FUND IS "RIDICULOUS."



SENATOR CARLTON AND REPRESENTATIVE BEASLEY ARE THE WINNERS OF THE POLL.

Here Are The Winners

For Governor: **Doyle E. Carlton, Jr.**
For Senate: **Doyle E. Carlton, Jr.**
For House: **Doyle E. Carlton, Jr.**

For Governor Doyle E. Carlton Jr.

Offers Plan For Road Financing

SENATOR CARLTON HAS OFFERED A PLAN FOR ROAD FINANCING WHICH WOULD PROVIDE FOR THE CONSTRUCTION OF 1000 MILES OF ROAD IN THE STATE.

Carlton Calls For Visionary Leadership

SENATOR CARLTON HAS CALLED FOR VISIONARY LEADERSHIP IN THE GOVERNMENT AND IN THE LEGISLATURE.



SENATOR CARLTON, JR.

Beauty's Not on Platform Legislators Come Out For Carlton



Senator Carlton to Address Governors

SENATOR CARLTON WILL ADDRESS THE GOVERNORS AT THE CONVENTION OF THE FLORIDA GOVERNORS ASSOCIATION.

At Convention Gov. SENATOR CARLTON School Fund Measure Is Called Inadequate

SENATOR CARLTON HAS CALLED THE GOVERNOR'S PROPOSAL TO CUT THE SCHOOL FUND "INADEQUATE."

Legislators Come Out For Carlton
The Governor's proposal to cut the school fund is a serious blow to the education of the state's children. Senator Carlton has called for a more adequate school fund.

It's The Crop That Suffers

THE CROP IS SUFFERING FROM DROUGHT AND THE GOVERNMENT SHOULD TAKE STEPS TO ALLEVIATE THE SITUATION.

Political Honors and Awards

- 1932: Elected to State Senate; elected in first primary serving Highland, Hardee, DeSoto and Glades Counties.
- 1935: Voted Outstanding Freshman Senator by fellow members in Allen Morris Poll. Also named among top four senators by the press.
- 1935: Selected as outstanding young man of Hardee County by JC's and one of five most outstanding statewide. Named one of two most outstanding Senators by the press.
- 1936: Re-elected with no opposition.
- 1937: Vice Chairman of Legislative Council. Again named one of two most outstanding Senators by the press.
- 1938: Selected as "Most Valuable Senator" in the St. Petersburg Times Poll of the Florida press. Voted one of two Most Outstanding Members of entire Legislature in the Allen Morris Poll.

Carlton Speaks At Baptist Meet

SENATOR CARLTON HAS GIVEN AN ADDRESS AT A BAPTIST MEETING IN TAMPA.



SENATOR CARLTON.



SENATOR CARLTON.



SENATOR CARLTON.



SENATOR CARLTON.

BILL BAGGS Carlton Keeps A Promise

SENATOR CARLTON HAS KEPT HIS PROMISE TO BRING ABOUT A REFORM IN THE GOVERNMENT.



SENATOR CARLTON.



SENATOR CARLTON.

Violence No Mix Answer, Carlton Says

SENATOR CARLTON HAS SAID THAT VIOLENCE IS NOT THE ANSWER TO THE PROBLEM OF LAW ENFORCEMENT.



SENATOR CARLTON.

Economy, But Not Foolhardiness

SENATOR CARLTON HAS SAID THAT ECONOMY IS NECESSARY BUT NOT FOOLHARDINESS.

Carlton Tells Of Young Men's Role In World

SENATOR CARLTON HAS TOLD OF THE ROLE OF YOUNG MEN IN THE WORLD.



SENATOR CARLTON.

Carlton Urges Unselfishness In Officials

SENATOR CARLTON HAS URGED UNSELFISHNESS IN GOVERNMENT OFFICIALS.



SENATOR CARLTON.

Sen. Carlton Puts Emphasis On Giving

SENATOR CARLTON HAS PUT AN EMPHASIS ON GIVING.



SENATOR CARLTON.

State JC's Honor Five Young Men

THE STATE JUVENILE COURT HAS HONORED FIVE YOUNG MEN.



SENATOR CARLTON.

Carlton Gets Historic Sendoff For Campaign

SENATOR CARLTON HAS BEEN GIVEN A HISTORIC SENDOFF FOR HIS CAMPAIGN.

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SENATOR CARLTON.



An unusual man . . . a respected man



There are those who cannot understand Doyle Carlton.

He's a strange kind of Senator. He represents 4 small counties, yet he risks falling into disfavor with his supporters by voting with larger counties. And then he'll turn right around and vote with the small counties on another issue. Those who seek ulterior motives are at a loss to understand. Those who know Doyle Carlton have no difficulty understanding. His voting — despite all outward appearances — is probably the most consistent in the Senate. Doyle Carlton advances legislation, fights for it, votes for it . . . if it will benefit all of Florida, either directly or indirectly.

Among most of his colleagues, this integrity is recognized and appreciated. That is why he is well-liked and highly regarded by legislators from both sides of the fence, from small counties, from large counties, from north Florida, west Florida, central Florida and south Florida, from the populous cities, from the sparse villages.

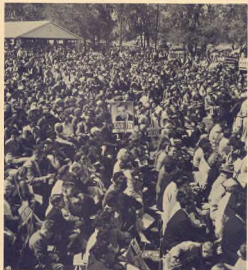
Doyle Carlton is indisputably the man who puts Florida first, special interests last — and always has!

"I speak the same language in West Florida as in South Florida . . . I don't want to be in the position of having to weigh everything I do or say in relation to whether it wins or loses votes. I want to concern myself only with whether the issue is right or wrong."



"HISTORIC SEND-OFF GIVEN CANDIDATE"

(Orlando Sentinel)



The Florida press reports Doyle Carlton Day, Wauchula, March 5, 1960



"There was no peace in this usually sleepy town in the Peace River Valley yesterday . . . It was the best-attended kickoff rally in the history of Florida politics and by a wide margin." (Orlando Sentinel)

"A crowd estimated at 12,000 yesterday heard State Sen. Doyle E. Carlton open his campaign for governor. It drew supporters from all parts of the state, who came by bus, auto and small planes." (St. Petersburg Times)

"State highway patrolmen gave the crowd estimate and veteran political writers agreed it was one of the biggest turnouts in Florida's history." (Fort Lauderdale News)

"Delegates from almost every county in the state showed up. A motorcade numbering more than 100 cars came from Tampa. Other large motorcades arrived from Miami, Jacksonville, Gainesville and Orlando." (AP - Tampa Tribune)

"The 37-year-old candidate and his wife Mildred, mingled with the sun-drenched crowd for more than two hours, shaking hands with thousands." (AP - Florida Times Union)

"Florida hasn't seen such a political rally in years. The crowd came from cities and from the farms - by plane, bus, auto and wagon." (Miami Herald)

PLATFORM

We pledge first to the people of Florida that we will provide them with the finest government possible.

Second, we limit our proposals for governmental progress to those which, under the powers granted the Governor in the Florida constitution, are both worthy of attainment and attainable.

I choose the term "we" because this campaign is much more than the physical and intellectual efforts of one man.

It is the campaign of men and women from all sections of Florida whose desires for governmental integrity and efficiency parallel mine.

In a governmental program dedicated to the welfare of the people of Florida, we propose this platform leading to the fulfillment of our state's expanding future, starting with respect to each subject the problem, the goal and the solution.



INTEGRITY IN GOVERNMENT

The problem is to maintain and to improve Florida's moral climate in government.

The goal is to advance for the people of Florida a government of unimpeachable integrity.

The solution is to appoint to public office persons of the highest personal morality and public responsibility; to remove promptly from office any official who fails to maintain the standard of conduct expected by the people of Florida; to oppose the extension of any form of legalized grafting; to uphold the state's civil service; and to insist that administrative officials in our state government execute the law as a public trust and not as a private domain for personal exploitation.

FAIR LEGISLATIVE REPRESENTATION

The problem is to obtain reappointment of the Florida legislators.

The goal is to achieve fair representation for the state's more populous areas.

The solution is through the adoption of a new constitutional formula to replace the antiquated provisions under which reappointment must presently be achieved. Reappointment under the present formula would accomplish little toward our goal for it would provide an outlet whatsoever to our ten largest counties where over seventy per cent of our population lives. We must obtain passage by the legislature and ratification by the people of a constitutional amendment which will afford true relief. A spirit of understanding and team work in the legislature must be created through the personal efforts of a Governor who is familiar with the inner workings of that body. We must strive for unity—unity through leadership, not surrender. The new formula should provide a minimum of 105 House members and not more than 44 Senators. It must utilize the ten new House seats then created so as to extend additional representation for the state's larger counties and the new Senate seats to affect redistributing of the Senate so as to make the state's senatorial districts more equal in population. Such reappointments would be made upon the basis of the 1999 Federal census and the amendment should make it the continuing obligation of the legislature to reappoint under such

new census. There should be no language in the amendment which would create uncertainty as to the standards for future reappointment.

CONSTITUTIONAL REVISION

The problem is that Florida's constitution, adopted in 1885, has, with its more than one hundred amendments, become an unwieldy, ambiguous, patch-work document.

The goal is to incorporate the basic, time-tested principles of our present constitution, with needed reforms, into a new and orderly constitution under which our progressive state can more easily operate.

The solution lies first in the attainment of legislative reappointment, for new legislative representation will give more accurate voice to the people. Legislative committees and interested citizens' study groups have already developed many worthy recommendations for incorporation in this new document. Such effort will be further encouraged. Once legislative reappointment has been achieved, I shall call for an all-out effort to develop the new constitution.

HIGHWAY SAFETY

The problem is that thousands of persons are brutally maimed or killed on Florida's highways each year because of ignorance and carelessness.

The goal is to make respect for life and safety a part of every driver's obligation.

The solution is to assure widespread enforcement of the highway safety laws, to extend driver education for our high school students, to confirm the realization that a license to drive is not a license to kill, that it's a privilege, not a right . . . and to respect the recommendations of the Legislative Council's Committee on Highway Safety, and those of other concerned and qualified bodies.

ROADS—WHEN AND WHERE THEY ARE NEEDED

The problem is to accelerate the development of our road system without imposing additional tax burdens.

The goal is to provide Florida with a modern, complete and beautified system of highways, streets and bridges, properly engineered and designed to further the State's economy.

The solution which we advocate is a constitutional amendment to permit the issuance of revenue certificates against the anticipated income from one cent of the state's four cent "pitney" gasoline tax fund. This program would not involve any pledge of the general credit of the State. Money raised through this program would permit the construction acceleration of our eleven bonded sales of interstate highways and afford a hushed development of a system of primary state roads. We strongly favor a program to alleviate the pressing financial burden of the individual counties in the acquisition of highway rights-of-way and urban road needs. Through an administration, every effort will be extended to assure the ultimate completion of the Sunshine State Parkway from Fort Pierce to Ocala. I pledge myself that all road projects will be built in accordance with need.

PUBLIC EDUCATION

The problem is to keep the development of our public school system, community colleges and universities abreast with our increasing needs both for facilities and quality.

The goal is to never relax in providing an educational system which will enable every student to develop his full potential, to eliminate the necessity of double sessions; and to attract and retain on a career basis the finest talent possible.

The solution lies in guaranteeing executive action and legislative concern to enhance the caliber of teaching, to assure the availability of classrooms and the persistence of educational vision; to stimulate bold planning and willing implementation at both the state and the county level.

We must reexamine legislation to provide necessary state aid on a permanent, uninterrupted basis to build schools and to make educational work attractive as a career.

We now have over 50,000 students in our institutions of higher learning. By 1975 over 150,000 will be seeking admission. This demand must be met. We must face frankly

the critical need for adequate salaries for college teachers in order to avoid losing these key people and to attract better persons to our college system.

I pledge my continued determination to keep our schools open!

STATE INSTITUTIONS

The **PROBLEM** is that the members of needy and afflicted citizens requiring care, rehabilitation and prevention are far outstripping the available service facilities and personnel.

The **GOAL** is to assure hope and opportunity to these handicapped persons by more closely measuring up to our proper responsibilities.

The **SOLUTION** must first be found in increasing public awareness of these human requirements. We must perceive certain specific actions: the establishment of out-patient clinics for victims of mental illness; the establishment of means for guiding the adjustment of psychotic children; the advancement of a general program for improved prison methods, especially in the area of rehabilitation; the support of necessary welfare and while avoiding socialistic overindulgence; and the providing of essential financing for the Florida State School for the Deaf and the Blind, the Seaside Training Center for mentally retarded children, the Industrial Schools for boys and girls, and all other state institutions and hospitals.

AGRICULTURE

The **PROBLEM** is to implement the growth of Florida's agricultural community.

The **GOAL** is to stabilize and further develop agriculture's major contribution to Florida's economy.

The **SOLUTION** lies in continuing to appoint respected leaders of such industry in the various state boards and commissions dealing with the phases of agriculture; to make possible agricultural research through adequate appropriations for the Extension Service and the various experiment stations; to increase state cooperation with the United States Department of Agriculture in such worthwhile programs as insecticide control and the prevention of broodstocks through vaccination; to seek legislation to aid proper quality control; and to continually promote the expansion of markets for Florida agricultural products.

DEVELOPMENT OF FLORIDA'S BUSINESS AND INDUSTRIAL ECONOMY

The **PROBLEM** is to bring to full maturity a program to advance the development of Florida's business and industrial economy.

The **GOAL** is to achieve for all sections of Florida a balanced economy, brought about by adding industry.

The **SOLUTION** lies in selective determination of industries that could prosper well in

Florida, cataloguing the qualifications of our communities to benefit these industries and aggressively soliciting their establishment or relocation in our state. Such a program can be carried on through the Florida Development Commission and funds should be provided for these purposes. To make our efforts to attract more industry successful, we need to repeal the increased intangible tax and to provide technical college facilities for post-graduate, engineering, studies concentrated in the location of our locating electronic centers. To round out a full program for industrial and business development, we should activate a trade promotional program with many of the Latin American countries.

TOURISM

The **PROBLEM** is that we are running the risk of failing to respect the tremendously increased tourist promotion competition from the Caribbean area.

The **GOAL** is to increase the year-round flow of Florida visitors and secure the continuance of tourist prosperity.

The **SOLUTION** will be found through an increased tourist promotion program, administered through a new state agency or a distinct division of the Florida Development Commission. Funds must be provided to develop our state parks, boating facilities and other public recreational areas; and through development of our historic and scenic attractions by a program for the preservation and restoration of historic sites, such as St. Augustine, the nation's oldest city.

CONSERVATION OF NATURAL RESOURCES

The **PROBLEM** is that residential and industrial bores and sprawling growth threaten exploitation of our natural resources.

The **GOAL** is to maintain and conserve the resources and beauties of Florida in a manner which will assist, and not deter our growth.

The **SOLUTION** is to insure the continuance of protective programs by appointment of persons of the highest ability and interest to the various boards of conservation; to encourage and promote long-range community planning and zoning; to secure strengthened anti-pollution laws; to strengthen controls over the development of our coastal areas; to survey and protect our major watershed areas; and to increase the program of acquiring or leasing lands for public hunting and fishing.

LABOR RELATIONS

The **PROBLEM** is not to relax or relinquish the state government's role in protecting the basic rights of both labor and management.

The **GOAL** is to achieve the most harmonious labor relations possible as a vital cog in Florida's economic picture.

The **SOLUTION** is to give impartial administration to all state agencies which deal with

labor problems; to seek common points of agreement on such questions as unemployment benefits and workmen's compensation; and to weigh all proposed legislation in this field on the basis of public interest rather than personal interest of either management or labor.

RACE RELATIONS

The **PROBLEM** is to dispel the attitudes and avoid the pitfalls which sponsor destructive racial tensions.

The **GOAL** is to create a statewide atmosphere in which all elements of our society can individually prosper with opportunities for self-respect and advancement.

The **SOLUTION** lies in assuring the individual countries of their right to locally administrative applicable laws, and to assure the state level responsibility of providing such laws; to neither relinquish the time proven procedures of benefit to all peoples - nor to permit any extremes to run rampant; and, certainly, not to inhibit our great future by becoming mired in pettiness and hatred.

ECONOMY IN GOVERNMENT

The **PROBLEM** is to avoid the false and dangerous concept that ARBITRARY economy is TRUE economy.

The **GOAL** is to establish an intelligent state economy program that returns maximum benefits through wise administration.

The **SOLUTION** is to give strong administration to the state producing commissions; to pursue ways of consolidating state tax collecting facilities; to use a businessman's approach in obtaining waste; and to work in every field on the theory that true economy is not only the elimination of waste but also the wise, efficient outlay of funds for real needs.

TAXATION AND PUBLIC FINANCE

The **PROBLEM** is to provide the increased governmental services required by our growth, while at the same time avoiding the crippling of our economy with undue tax burdens.

The **GOAL** is to achieve the lowest basis for distributing the cost of supporting governmental operation and services.

The **SOLUTION** is to devote every effort to meet our problems through existing sources of revenue. We believe the carefully supervised practice of economy and governmental integrity and the strong economic growth which this platform advocates will be a great boost in this direction. Should, however, circumstances develop wherein essential services can no longer be supported by current means, we shall be grateful in developing sources to produce needed revenue on the most equitable basis by the recommendations of the state Comptroller's Office and by the forthcoming report of the interim committee of the legislature which has studied this problem for over two years.

Let's Elect

DOYLE E.

CARLTON
J.R.
GOVERNOR

POSTAL PATRON LOCAL

BULK RATE
U. S. POSTAGE
PAID



Permit No. 4
Ocala, Florida

Friends of Senator Doyle E. Carlton, Jr. are invited to visit his headquarters, 9 North Main Street, Ocala. Phone MARion 9-5656.

CARLTON CARES... DO YOU?

Becoming fully informed about candidates for public office is an essential, although often neglected, voter's responsibility. It is especially important at the present time because the approaching election is an extremely significant one. It will help to determine in which direction Florida will go during the coming decade. Will these be years of growth, of prosperity, of prestige for our state? Will your Governor be a man of proven ability, stable, moral, courageous, imaginative? Will he bring dignity and honor to Florida? Your vote can supply the answer to these questions.

Doyle Carlton will serve you well in the Governor's Mansion. He is the man who cares... for Florida... for good government... for YOU. Spread the words, "CARLTON CARES!" among your friends. Support Carlton, vote for him. And help to pass the word among all Floridians.



Each copy of this brochure costs just 2¢, but the cost of distribution is considerably higher. Your contributions—small or large—will go a long way toward assuring Florida of good, sound government. If you cannot make a financial contribution, please fill out this coupon and mail it today anyway. Thank you!

DOYLE E. CARLTON, JR.
CARLTON FOR GOVERNOR HEADQUARTERS
P. O. BOX 1353
ORLANDO, FLORIDA

Dear Doyle:

You can depend on receiving _____ votes from my family. And to help with your campaign expenses, I am enclosing \$_____

Name _____

Street _____

City _____ Zone _____ Florida

I am placing a checkmark (✓) here _____ to indicate that I would like to work actively for you. Please send me the name and address of your local campaign chairman.

BIRTH OF A SLOGAN

In every political campaign, slogans are inevitably considered and inevitably suggested. Because there are generally nothing more than high-sounding, smooth-flowing, little-meaning plays on words, Doyle Carlton, Jr. entered this race without a slogan. Such recommendations as "According to Hoyle, it's Doyle" and "Carlton's the one — for none" only strengthened the conviction that this would be a sloganless campaign for the man from Watchdog.

Then someone — and no one seems to know exactly who it was, or when — altered these two words: CARLTON CARES. It caught on. And rightly so. There's no more direct way to so completely express the character, the swiftness, the strength of Doyle Carlton. For he does care — about Florida, its people, its future, its prosperity. It will be his honor through the 1960 gubernatorial campaign and the administrative years that follow: CARLTON CARES!



from the woods
and cow paths . . .
into public life



In 1952, Doyle E. Carlton left for Tallahassee to serve as Senator, faced with the possibility that his first term would be his last.

For he was entering politics the only way that Doyle Carlton could: to dedicate himself to doing the things that he felt were right, to vote in keeping with his conscience, to introduce and support legislation that would benefit all Floridians — without any concern for sectional or special interests. If this meant political suicide, then let the criticism fall where it may. It was going to be a short political life but it was going to be a good and meaningful one!

The voters of Carlton's district determined that his would not be a short political career. They re-elected him for the following term — without opposition. And now this rancher from Wuchula is seeking the Governorship with exactly the same credo that carried him to the State Senate eight years ago. He will do the things that are most beneficial to most Floridians — whether it is "good politics" or not.

What kind of man is this strange breed of politician?

Doyle Carlton is a big man physically. A powerful man. Yet there is a gentleness about him; in his voice, in his eyes, in the compassion he shows for others. But, as he speaks of the things that are important to Florida and to himself, he reveals a reservoir of strength, a durable determination, a tireless vigor, a rock-like stability . . . and a forward-looking vision and imagination.

He is the rare blend of man who is a forceful leader despite his apparent humility, who is equally at home working among his cattle or addressing the Senate, who is deeply respected by his political opponents, who is extremely capable without being overbearing.

This is Doyle E. Carlton, Jr., Candidate for Governor of Florida.

"There's no room in Florida for sectional favoritism. We've got to think in terms of what's good for all of Florida . . . not just certain sections or certain counties."

*"There's a lot of growth ahead for Florida.
I'm confident I can do a real service for the state."*





It all began on the Fourth of July, 1922...

... when Doyle Carlton was born to Nell and Doyle E. Carlton, Sr. (who served as Florida's Governor from 1929 to 1933). Like the four generations of Florida Carltons before him, Doyle Jr. was reared close to the land, schooled by nature, learning early of the beauty and the wisdom of the simple, straight-forward life.

In high school, he revealed the talent for leadership that was later to make him an outstanding community leader and then Senator, the warmth and understanding that were to make him a beloved parent and husband; the intelligence and industry that were to make him a successful businessman.

At the University of Florida, Doyle Carlton captained the Basketball Team and won respect for his hard brand of playing... vigorous, determined, clean. His college education interrupted by 32 months of service in the Army Air Force, Carlton returned to his first love - ranching and farming at Wauchula. But he did not return alone. With him was his lovely bride - his childhood sweetheart since they met in the sixth grade, the former Mildred Woodbery - whom he had married toward the end of his military service.



BIRTH OF A STATESMAN: Young Doyle's popularity, his heritage of leadership, his versatility... all these become apparent as the boy developed into manhood.

A gentle man...thoughtful,
understanding, calmly efficient...



Mildred and Doyle Carlton bought a modest tract of land - mostly with borrowed money - and set about raising cattle and citrus. In the nine years that followed, they prospered and Doyle developed the sound "horse sense" and businesslike approach that were to later qualify him to serve his state so well. The Carltons own good land, a substantial herd of cattle, and productive citrus

groves. ("Financially, I'd say I'm secure," Carlton modestly states.) But the accomplishment that they are proudest of, by far - and you have but to see the glow in their eyes as they talk of it - is their fine family. Susan, 15, is the attractive junior miss who is so certain that "Daddy will win because he would make such a fine governor". Janie wears the twinkle of the vivacious, fun-loving 9-year-old, the bearing of a lady. Doyle III, 12,



*"My Dad and I talk as father and son will;
I respect him greatly."*



There is a tremendous love and mutual respect between the Carltons. You can see it, feel it, hear it. Their relationship is a happy one, gay, light-hearted. And when there is a family problem, they solve it together . . . the children relying on the understanding and justice of their father, knowing that his solution will be the right one.



loves to hunt, fish and play ball with his dad. The two are constant companions — walking side by side through the woods, shotguns poised, alert for the signs of wild game or . . . at the home-made basketball court alongside the garage, they practice hook shots. The father wraps his arm warmly around the boy's shoulders, grins and says, "Doyle here hates politics. He wants me to stay home and play ball."



... a man who gets fightin' mad at injustice, at pretense,
at bad government ...



"I don't want any deception. I want the people to know exactly where I stand on all issues. They deserve this consideration."



Doyle Carlton's political career began with his election to the State Senate from Highland, Hardee, DeSoto and Glades Counties. The campaign he waged was like the man himself; straightforward, logical, businesslike, shorn of all sham and pretense. He went right out to the voters—in the groves, in the fields, in the barns—and they got to know him as he really is, not through a posed billboard photograph, not from a rehearsed TV performance. He was elected in the first primary, winning four times as many votes as both his opponents in his home county. In 1966, he was re-elected without opposition. This overwhelming endorsement came from Carlton's neighbors, from the people he did business with, from the people who knew him best and respect his high standards as an ethical, alert businessman, as a dedicated, fighting Senator, as a stable, loving family man. He earned their confidence and kept it by the exemplary manner in which he lives.

The two terms that Doyle Carlton served as a State Senator are terms that have won plaudits from all: from his fellow legislators, from the press, from his constituents. And, most important, Senator Doyle Carlton has earned the respect and a peculiar form of semi-loyalty from the very men whom he opposed so strongly on many occasions on the floor of the Senate. In a Governor, this ability to *fuse support and opposition into one effective body is most essential!*

During those two terms, Senator Carlton rose to his feet many times in his deceptively free-and-easy manner, disarming his opponents with his homespun wit and candor . . . to drive home a decisive point, clearly, logically, persuasively. His down-to-earth approach has helped to resolve many a horn-locked issue, has helped to carry through many a sound piece of legislation.

His has been a familiar figure at countless civic programs, lending his efforts, his support—wherever the cause was one that would better the lot of his fellow man . . . at a drive for a Recreation Center for Young Folks, at a citrus mutual's membership rally, at a benefit for the underprivileged.



"I enjoy waging an active, vigorous campaign. It gives me a chance to exchange opinions with the person who matters — the individual citizen."



Legislative decisions start with the pursuit of facts... learning... absorbing...



... the findings are carefully checked; expert opinions dogmatically sought; the total results thoughtfully appraised...



... to produce the ultimate decision that is mindful of the right letter of the law, but is tempered with a deep compassion for the people it will affect... a decision that results in positive, determined action.