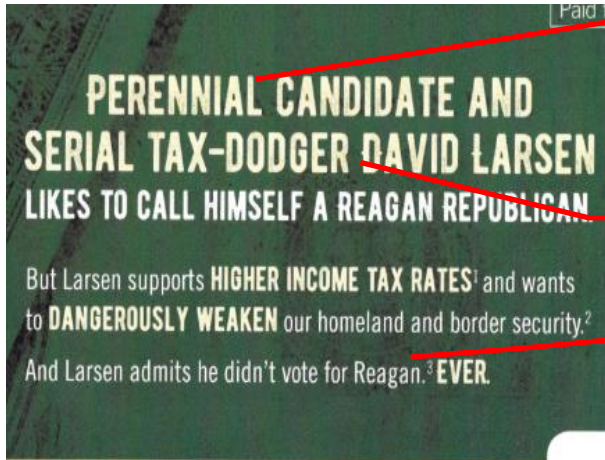


The Face of Desperation



Recent internal polling data says that Leonard Lance will lose this primary because the voters of the 7th District have had enough of his lies and betrayal. So how does he react? You guessed it...with a tar brush full of slander in radio ads and libel in campaign mailers. Here is why this tactic will not work.



Lance is confusing perennial with persistent. David Larsen is a PERSISTENT candidate working tirelessly to unseat a PERPETUAL incumbent who has betrayed the Reagan Legacy and spent the better part of the past 6 years misrepresenting himself to the citizens of this district."

A "tax dodger" is someone who refuses to pay the taxes he owes. David Larsen has always paid his taxes. Lance is engaging in slander and libel.

David Larsen IS a Reagan Republican who has been endorsed by none other than Michael Reagan. He believes in smaller government, lower taxes and the power of the free market. Lance's 25-year legislative record proves that he's the Carter/Mondale candidate.

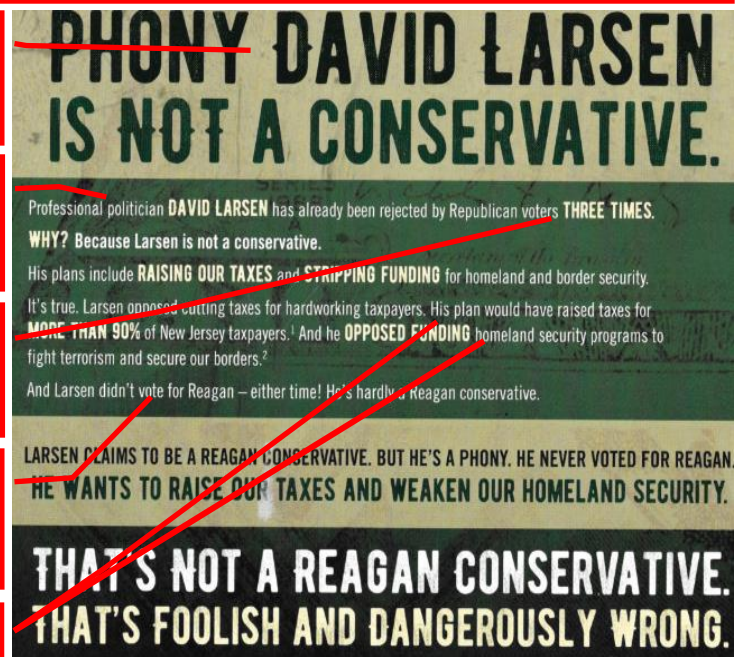
Larsen was endorsed by Michael Reagan. The Conservative Review ranks Lance at 46% and gives him an "F" grade for his liberal voting pattern and phony conservatism.

David Larsen is a successful businessman. A "professional politician" is someone who turns political office into a lucrative career – someone like... 25-year, 4-term incumbent Leonard Lance.

Actually, Lance got himself re-elected to Congress three times because he managed to hoodwink enough voters into believing he is a "principled conservative."

Another lie by Leonard Lance Because the NYS voting data base did not exist until January 2007 and does not contain voting records from 30 yrs ago .
"David Larsen never said he didn't vote for Reagan."

At no point in time did David Larsen EVER propose raising taxes or defunding national security – unlike Lance, whose shameful record is replete with higher taxes, more spending and cynical voting patterns



Leonard Lance is not a Reagan Conservative

It Takes a Small Man to Tell a Big Lie

Recent voter polls indicate that establishment incumbent and Beltway Insider Leonard Lance will lose the primary election by a handy margin on June 7. He is in full desperation mode. How desperate is he?

In a recent campaign flyer and radio ads, Lance called David Larsen a "serial tax dodger." It's an outrageously untrue statement that flies in the face of reality.

David Larsen is a highly respected resident of Tewksbury Township and a successful businessman who founded a construction and home improvement company that helped create and sustain hundreds of jobs, many right here in New Jersey.

Larsen's concern for the welfare of his employees went beyond the call of duty: during the height of the recession several years ago – at a time when the construction industry came to a screeching halt and many people were losing their jobs and homes – he had to choose between laying off employees whose livelihood and families depended on him or making a sacrifice to keep them working.

Because his real estate taxes are substantial and did not have to be paid through a bank, Larsen made a selfless executive decision to put the interests of others over himself: he kept his employees working by making installment payments on his real estate taxes (at an 18% rate of interest).

The debt was quickly eliminated and the township made more money than it would have if the bill had been paid on time. Anyone who has ever been late on a credit card bill or the mortgage understands this. So how did the township of Tewksbury feel about all of this?

In 2013 May or Louis DiMare appointed David Larsen to the Land Use Board, a decision enthusiastically confirmed by the sitting members of the board.

Proof that Lance is a Serial Liar

In a campaign mailer sent to voters, Leonard Lance bragged about how he sponsored two major pieces of legislation aimed at curbing the Executive Branch. There's just one problem: HE DIDN'T SPONSOR EITHER OF THESE BILLS.

LEONARD LANCE LIED TO YOU... AGAIN

Leonard Lance has taken action to stop President Obama and his over-reaching authority for good by sponsoring the "Enforce the Law Act" and the "Faithful Execution of the Law Act," two pieces of legislation that passed the House of Representatives last month. These bills will check the authority of the President and restore accountability to the White House.

The "Enforce the Law Act" (H.R. 4138) was sponsored by Trey Gowdy (SC-04). There were 22 co-sponsors of the bill, which passed the House but died in the Senate. Not only did Lance LIE about sponsoring the bill, but he wasn't even a co-sponsor.

The "Faithful Execution of the Law Act" (H.R. 3973) was sponsored by Republican Ron De Santis (FL-06). There were 37 co-sponsors of the bill, which passed the House but died in the Senate. Not only did Lance LIE about sponsoring the bill, but he couldn't be bothered to even co-sponsor it.

Rep. Leonard Lance...aka Lyin' Lenny



What else has Leonard Lance lied about? We can start with the laughable claim that he's a "principled" conservative:

- After 4 months in Congress, Lance spent so much on pet projects and special interests that in April 2009 he was named Porker of the Month by Citizens Against Government Waste
- This is the same Congressman who voted in favor of 'Cap & Trade and in support of Obama's moratorium on offshore oil drilling.
- Lance voted to enable TARP II and voted in favor of the failed Cash for Clunkers program.
- Lance claims he voted to balance the budget. What is the point when, at the same time, he voted to increase taxes, increase the federal debt ceiling and expand federal programs?
- Sure, he voted to repeal Obamacare – so did every other Republican. But he also voted to fund and implement Obamacare.

*No wonder Lance resorts to lies, slander and libel:
It's the only thing he does well.*

2016 GOP PRIMARY VOTER'S GUIDE



LEONARD LANCE

- 4-term incumbent and 25-year career politician...with a 0% effectiveness rating
- Claims to be a "principled conservative" but his voting record says otherwise
- Consistently votes with the Big Government Establishment – but changes that pattern when election time rolls around
- The Conservative Review ranks Lance at 46% and gives him an "F" grade for his liberal voting pattern and phony conservatism
- So desperate to be re-elected that he resorts to libel and slander



DAVID LARSEN

- Successful businessman and Reagan Conservative
- Opposes Big Government Establishment; favors lower taxes, less spending, smaller government and greater economic freedom
- Intends to caucus with fellow conservatives to enact a renewed Reagan Agenda
- Endorsed by Michael Reagan, Gun Owners of America and others
- A persistent candidate who is determined to restore the American Dream

ONLY YOU CAN STOP POLITICS AS USUAL.