LEADERSHIP that is firm in principle; Leadership on the side of the average man; Leadership dedicated to helping the weak and oppressed, ranged against the self-interests of the powerful.

After 22 years of Liberal rule, John Diefenbaker restored the Government of Canada to the people. His policies are devoted to the interests of the average man; his program means fair shares in the nation's growth and prosperity for all parts of Canada. His purpose is one Canada, united, free and independent.

John Diefenbaker brought a new era of Social Justice and Human Betterment to the Canadian people, putting an end to the Liberal "six-buck" mentality which, in an era of uncontrolled inflation, meant distress and suffering to tens of thousands of Old Age Pensioners, Veterans, Disabled Persons and their families.

Until John Diefenbaker restored Parliament as the free voice of the nation, "divine right" Liberals rode rough-shod over Canada's parliamentary traditions and powerful bureaucrats flaunted the rights of the people.

Until John Diefenbaker brought a new deal to Agriculture, the Canadian farmer was denied markets for his produce, while his income fell below subsistence levels. Mountains of unsold wheat once loomed over the Canadian economy; today, Canada is the largest wheat for cash nation in the world.

The dead hand of defeatism was removed from Canada's Trade and Commerce Department. In 1961, Canada sold more goods abroad than she imported for the first time in nine years... an overall change of nearly $900 Million.

The Diefenbaker Government gave Canadians title to their own natural resources. After years of Liberal neglect and default, the people of Canada are today rightfully sharing in the wealth of their own inheritance.

The Government of John Diefenbaker gave the Atlantic Provinces new measures of equality and opportunity. While leading Liberal centralists recommended the expulsion of "surplus" Maritimers from their native provinces, and advised cutting off further aid to the coal industry, John Diefenbaker *acted* on the just claims of the Atlantic area for a fair deal.

Canada's Prime Minister spoke out for the captive nations of the world, enslaved by Communist colonialism; upheld principle in the Commonwealth by standing firmly against racial discrimination; gave Canada's Indian population the full franchise... a basic right long denied them. His has been the consistent voice speaking for those who must be voiceless because of tyranny, discrimination and prejudice.

John Diefenbaker has the continuing trust of the Canadian people; his courage, principle, wisdom and compassion are the qualities of leadership Canada needs to achieve her national destiny.

The man for all Canada

INSERTED BY THE PROGRESSIVE CONSERVATIVE PARTY OF CANADA

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