

A black and white close-up photograph of a middle-aged man with dark, wavy hair, smiling broadly at the camera. He is wearing a light-colored, possibly striped, shirt. The background is dark and out of focus.

**Fed up with
politics as usual?**

Vote McGovern

This year, the politicians are wrong and the people are right.

Experience in Foreign Policy and National Defense

A bomber pilot in World War II, George McGovern completed 35 combat missions and received the Distinguished Flying Cross. Returning home, he went to college on the GI bill and earned his Doctor's degree in history and government.

McGovern served in Congress from 1957-1961, when President Kennedy named him Director of Food for Peace. There McGovern gained first-hand experience in international economic and political problems.

In 1963, McGovern was the first U.S. Senator to oppose American intervention in Viet Nam. His McGovern-Hatfield Amendment is the key legislative vehicle for ending the war.

McGovern is a leader in the fight to cut wasteful and ineffective foreign aid programs. He wants our allies to carry their fair share of mutual defense. But he also recognizes our obligations to friends such as Israel.

A veteran and a tough administrator himself, McGovern has analyzed the Pentagon's budget and is fighting to cut wasteful and outdated expenditures which do not contribute to national security.

McGovern Says:

Middle-income Americans are getting a bad deal

—and that it's time to junk Nixon's economic theories.

Its time to guarantee a job to every American who wants to work.

He believes the skills of the unemployed can be put to work meeting the nation's needs in housing, education, health care, transportation, communications, and environmental protection.



Stop billions in tax giveaways to special interests.

He's working to close tax loopholes that let giant corporations and millionaires pay lower tax rates than middle-income Americans. McGovern says all Americans should pay their fair share.

Clamp down on climbing food prices.

He says Nixon's policies are unfair. McGovern believes that if we're going to freeze the wages workers earn, then we must put a lid on the prices they pay.

The property tax system is unfair and unjust.

He wants to shift some school expenditures to the Federal level, so that states and localities can cut unreasonable property tax rates now being paid by millions of homeowners.

No American should be forced to choose between his health and his savings.

He supports a program of health insurance for all Americans. And he wants to cut unreasonable prescription drug prices.

He Fights For People

Growing up as the son of a Methodist minister in a rural community, George McGovern developed a sense of commitment to others.

Robert Kennedy called McGovern the Senator "who has the most feeling and does things in the most genuine way."

Senior Citizens

McGovern says no one can live decently on \$70 per month, the Social Security minimum. Nor should family members be forced to pay, as the Relatives Responsibility Act requires. McGovern backs legislation to provide \$277 per month to persons over 62.

Veterans

McGovern went to college on the GI bill. But he believes today's bill is inadequate. He says we must guarantee the costs of college or trade school, job placement, and treatment for drug problems rooted in Viet Nam.

Rights of all Americans

George McGovern has fought for every Civil Rights bill since he became a Senator, and

- supports the Congressional Black Caucus program
- has consistently backed the farm workers
- introduced legislation to increase federal employment opportunities for Spanish-surname Americans
- is fighting to insure the rights of American Indians
- strongly supports the Equal Rights for Women Amendment



Working To Meet Today's Challenges

Crime

McGovern wants to provide our police with the best training and equipment, to streamline our courts, and to insure that our prisons stop crime, not teach it.



Drug Abuse

McGovern supports a massive crackdown on organized crime and hard drug pushers. He favors new programs to treat victims of drug abuse, and to educate potential victims.



Environment

McGovern favors tough action to curb those who are polluting the environment. He has supported all major clean air and clean water bills.

Hunger

McGovern says a nation that can get to the moon can get rid of hunger. He is the leader in the fight for the Food Stamp and School Lunch programs.

This year, it's McGovern.

In January 1971, Senator George McGovern of South Dakota announced his candidacy for President. Neither the press, nor the pollsters, nor the politicians gave him a chance. "McGovern's too decent a man to win" they said.

Then something happened. Shoemakers in Manchester, New Hampshire; dairy farmers in Wausau, Wisconsin; fishermen along the Massachusetts coast; steelworkers in Pittsburgh and Cleveland; merchants in Lima, Ohio—people all over America joined together for George McGovern.

Americans Are Speaking Out.

Against the war. Unemployment. Rising food prices. Unfair property taxes. Government waste. And, especially some politicians. Politicians who give special favors to the special few. Politicians who promise everything to everybody. Politicians who hedge and hesitate and say one thing to one group and something else to another.

...And They're Looking For New Leaders.

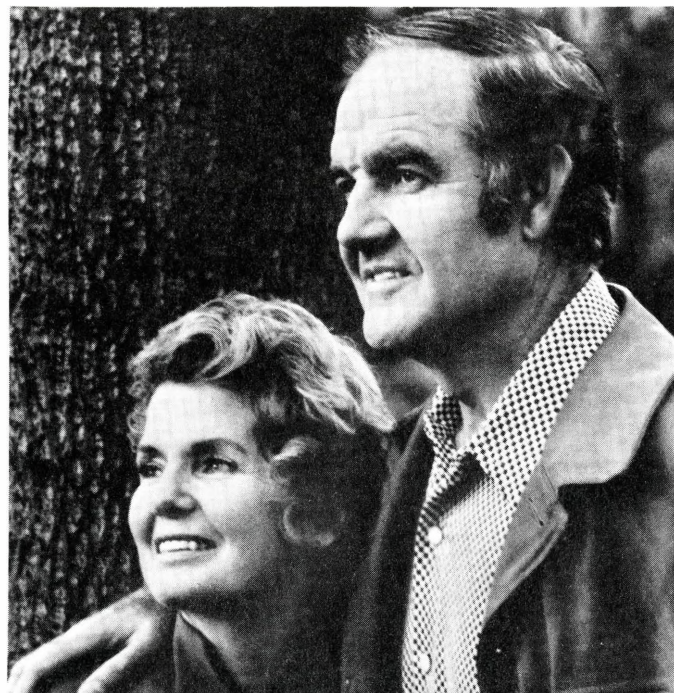
Real leaders. Tough leaders. Willing to put it on the line when it counts. And that's why so many Americans are turning to George McGovern. Because he's a different kind of candidate. He's his own man.

Growing up on the prairie taught him to trust people too much to try and fool them.

Bombing missions in World War II convinced him to work for peace.

Fighting as a Democrat in a Republican State gave him the determination to win.

Serving two terms in the U.S. House, directing President Kennedy's Food for Peace program, and ten years as a Senator prepared him for the Presidency.



Now It's Up To California.

California can make George McGovern President. If you help. If you give your vote, and your time.

Won't you call your local McGovern Headquarters today?

And be sure to fill out the coupon below.

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McGovern For President