

**JOHNSON
HUMPHREY**

**FOR THE
USA**

The stakes
are too high
for you to
stay at home.

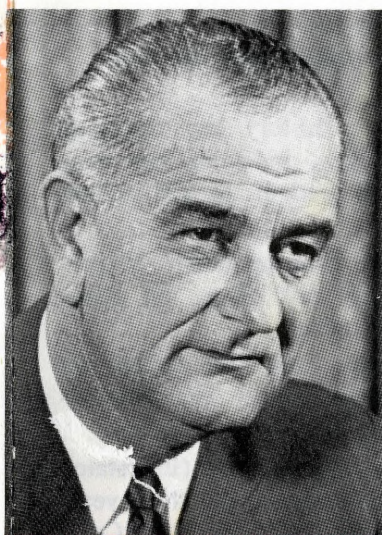


**Vote Democratic
on November 3**

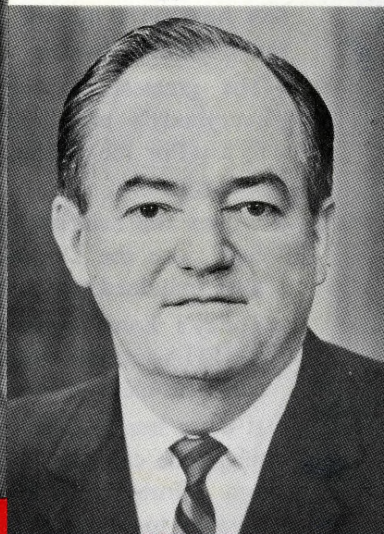
Democratic National Committee
1730 K St., N.W.
Washington, D. C. 20006



**More for
her money**



JOHNSON



HUMPHREY

FOR THE USA



The American housewife—the major American consumer—cannot help but feel confused, and too often unheard, as she seeks the best value for the hard-earned dollar she spends.

This Government is pledged to come to her aid with new legislation and new administrative actions.

PRESIDENT LYNDON B. JOHNSON

February 5, 1964

The Democrats, in unprecedented action, have given the family shopper a "Bill of Rights":

- the right to safety
- the right to be informed
- the right to choose
- the right to be heard

She has more money to spend and can buy more for her money.

- The greatest tax cut in history has increased everybody's take-home pay, including her family's. (For the Nation, it amounts to \$25 million a day.)
- Wages and salaries have gone up nearly 20 percent since the Democrats took office, but prices have remained relatively stable.
- Today's home-buyer pays only 5¼ percent on an FHA-insured mortgage. Before the Republicans left office it was as high as 5¾ percent.
- It costs less to make a long distance (interstate) telephone call after 9 p.m. than it did three years ago. Efforts by the Federal Communications Commission to obtain this reduction is resulting in a \$30 million-a-year savings to the public.
- The Federal Power Commission has ordered interstate natural gas pipelines to refund half a billion dollars in unjustified rate hikes that went into effect before the Democrats took office. Also, gas rates have been reduced by \$130 million a year, and electric rates are being cut.

She can buy with more confidence

- New laws have been passed to prevent tragedies from untested drugs like thalidomide which, outside the U. S., was responsible for many infants being born dead or malformed.
- Dangerous pesticides can no longer be sold until they are fully tested.

She has a stronger voice in government

- President Johnson has:
- Appointed a new Special Assistant for Consumer Affairs.
- Established a President's Committee on Consumer Interests.

Both are leading an intensified campaign, working side by side with enlightened business leadership, to make sure that she is getting her money's worth and is protected from unfair practices.

Never before has the housewife so often had the final word in the halls of Congress or the halls of government.

Looking Ahead

President Johnson has called for:

- Stronger laws to protect buyers from unsafe foods and cosmetics and worthless medical devices.
- "Truth-in-packaging" laws that will make it possible to tell at a glance what is in the package, how much there is of it, how much it costs, and whether the "large economy size" is really a bargain.
- "Truth-in-lending" laws that will enable shoppers to know exactly how much interest they are paying for installment buying.
- An improved housing and community development program that will make towns more attractive places in which to live—that will provide a decent home in a decent neighborhood for every family.
- A new Commission on Food Marketing is investigating what happens to the price of food between the time it leaves the farm and appears on retail market counters.

VOTE DEMOCRATIC ON NOVEMBER 3.

THE STAKES ARE TOO HIGH FOR YOU TO STAY HOME.