A black and white portrait of a man, likely a political figure, looking slightly to the right. The image is grainy and has a high-contrast, vintage feel. The man's face is partially visible, showing his eyes, nose, and mouth. The background is dark and textured.

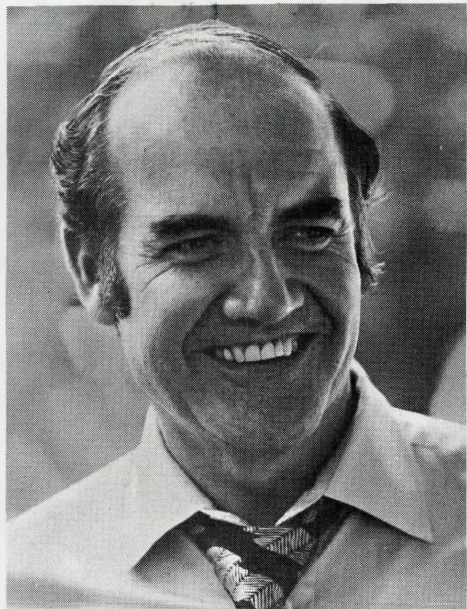
McGOVERN

DEMOCRAT

FOR THE PEOPLE



This year people, not dollars, will elect a President



George McGovern will win his long, uphill struggle for the presidency. He will win because most Americans have had it with Richard Nixon and his unkept promises to the people.

Four years ago Nixon said he had a "secret" plan to end the war in Vietnam within six months. But today, 20,000 American deaths and tens of billions of dollars later, the killing and the bombing continue. And our POWs are still behind bars.

Four years ago Nixon said he would "overhaul the federal revenue system" to insure that taxes were borne equally by all Americans. But today, the average wage-earner has to work four months a year to pay all his taxes, while millionaires and giant corporations pay little or nothing to the federal government. In 1970—a Nixon year—112 persons with incomes

over \$200,000 a year paid no federal taxes. And U. S. Steel, with profits of \$154 million, also got off scot free. To make it worse, the Nixon administration has another "secret" plan to impose a multi-billion-dollar sales tax on consumers.

Four years ago Nixon said he would "never lead this country down the road" to wage and price controls. But today, we have a ceiling on wages, while prices and profits run wild. Nixon holds pay increases for working people down to a level that doesn't even match the rate of inflation. But he looks the other way when the President of Dow Chemical takes a 121% salary increase to \$497,534 a year.



Four years ago Nixon said he would reduce the welfare and unemployment rolls. But today, there are 15 million Americans on welfare—6 million more than when Nixon took office. That's an all-time high. And today, there are 5½ million Americans out of work—2 million more than when Nixon took office. And 300,000 of them are Vietnam veterans.

Promises, promises, promises — all of them broken

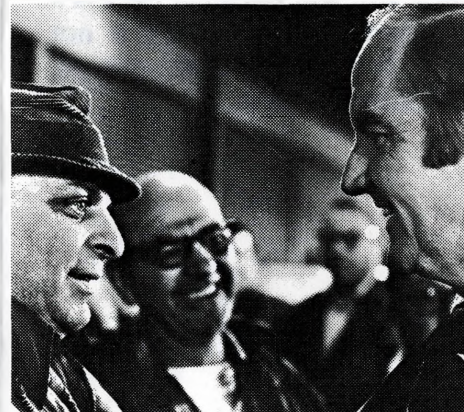
Nixon said he would reduce crime. But his own Director of the FBI admits that major crime is up 33% in just three years. And Nixon's own associates set a strange example of respect for law with the ITT payoff, the Watergate raid, the wheat scandal and Nixon's secret \$10 million slush fund.



Nixon said he would clean up the environment. It's dirtier than ever. He said he would do more for the elderly. And most of them live at a near-poverty level. He said he would "bring us together." We've never been farther apart.

Call it anger. Call it frustration. Call it disgust.

The people are fed up with Nixon. And that's why they're turning by the millions to George McGovern, who will restore integrity to government and the government to the people.



No "secret" plans

McGovern tells exactly what he would do

George McGovern has given his absolute commitment to end all American involvement in Vietnam within ninety days of taking office. He has said: "We can never hope to free our POWs until we stop waging war against those who hold them prisoner. We can never hope to rebuild our own society until we stop bombing Vietnam into rubble."

Tax justice for all

McGovern will compel big business and the wealthy to pay their fair share of taxes by closing loopholes that now cost the Treasury \$22 billion a year. But no

American whose income is from wages or salary would pay one penny more in taxes. McGovern has said: "It is cruel and unjust to increase taxes on the wage-earner while the man who earns \$100,000 a year from tax-exempt bonds pays no income tax at all."

Rolling back high prices

McGovern is determined to put an end to Nixon's "soak the worker" system of wage and price controls that holds paychecks down but adds more than \$400 a year to the average family's grocery bill. He has said: "I will replace Nixon's inflationary system of controls with a system of guidelines that will discriminate against neither the consumer nor the producer. Fair prices and fair profits are not inconsistent."



Toward full employment

McGovern would generate over 5 million jobs over the next three years by awarding government contracts in the civilian sector for new schools and hospitals, rapid transit systems, environmental control and other projects. The funding will come from savings of \$30 billion in defense costs as we reconvert from a wartime to a peacetime economy. He would also invest \$6 billion a year to create a million public service jobs, substantially reducing the welfare rolls. McGovern has said:

"There is only one answer to unemployment—a job for every American who can work. Nixon's cynical policy of unemploying people to hold back inflation has been a tragic failure. We now have the worst combination of inflation and unemployment in 18 years—and the trend will continue until we put an end to Nixonomics."

A President for the people

George McGovern's first concern has always been with those who suffer most from the economic and social injustices in our society. He supports legislation to guarantee \$150 a month in Social Security to all Americans over the age of 62, and to widen the scope of Medicare to include out-of-hospital prescription drugs.

McGovern would return to communities one third of the cost of local education, to improve our schools and to help relieve homeowners of the back-breaking burden of property taxes.

McGovern insists that we must do more for our returning Vietnam veterans, including full tuition for a college or trade school

education and adequate allowances to support them during their studies.

McGovern would fight for equal rights for women; greater justice and opportunity for the minorities, and a return to traditional bargaining rights for union members.

But there's a tough fight ahead of us

The people know it won't be easy to defeat Nixon. They know he has been skillful in hiding his failures in Vietnam and at home behind prime-time TV spectacles from Peking and Moscow.

They know that the millionaires and the giant corporations are giving Nixon—legally or illegally—all the money he wants for past and future favors.

They know that in 1972, as in 1968, he will run away from debates and let others speak for him.

But despite all this, the people and George McGovern will win.

They will win because America wants a President who keeps his promises—a President who has the courage to speak for himself.

They will win because Nixon's millions of dollars will be no match for the millions of voters who will stand up on election day and shout "No!" to Nixon's policies of failure and deceit.

They will win because 1972 is a year when the presidency is not for sale. It's the year of the people.

McGovern's year.



McGovern/Shriver

... for the people!

