

## WE CAN WIN WITH JOHN

JOHN is a natural winner. His personal magnetism carried him to four successive victories in his own federal ridings of Lake Centre and Prince Albert. In his last election he turned an adverse majority of 9,000 into a P-C win of 3,001.

JOHN DIEFENBAKER appeals to all voters. He has proved conclusively that many who formerly voted for other parties will rally behind him in this election. Already many prominent people in other parties have come out publicly for him.

JOHN is a brilliant leader. Time and again he has put renewed vigor into the Official Opposition by his able generalship and debating skill.

JOHN is nationally known. He has achieved stature and esteem as a great Canadian. He is readily identified in the public mind with many great domestic causes which he has championed. He is also recognized as an expert on foreign affairs through his work at the United Nations, NATO and elsewhere.

JOHN is a man of high principles. The Canadian people know him as a man who has always put principles before political expediency. At no time in our history has it been more important to restore decency and democracy to public office in Ottawa.

JOHN has the common touch. This has been demonstrated over and over again since he was elected Leader. Everywhere he goes ordinary men and women seek him out to shake his hand. He has the warm confidence of thousands of members of labour unions.



## JOHN DIEFENBAKER

NATIONAL LEADER  
PROGRESSIVE CONSERVATIVE PARTY  
OF CANADA



# JOHN DIEFENBAKER HAS A HABIT OF WINNING ELECTIONS

A fourth generation Canadian on both sides of his family, John Diefenbaker has close ties with many parts of Canada. His great-grandfather Diefenbaker came to "Muddy York" (now Toronto) in the early part of the last century, and his son became famous as a wagon-maker there and in Western Ontario. His mother's people (she was Mary Florence Bannerman) were originally Red River settlers (now Winnipeg).

John's father moved west after teaching school in Grey, Ontario and York Counties. Later he taught the famous "Plains Road School Class" of 28 pupils, four of whom later became Progressive Conservative M.P.s (George Tustin, Robert MacGregor, the late Joseph Harris and John Diefenbaker). The Bannermans moved east and settled in Gwillimbury Township, Simcoe County, Ontario.

John himself was born in Normanby Township, Grey County, Ontario, moving west at the age of 8. While still a school teacher, his father took a pioneer homestead 60 miles northwest of Saskatoon when the prairie was still covered with buffalo bones, trails and wallows.

In those days he knew what it was to break land on the virgin prairie and haul a first crop of prairie wheat to the elevators. When his father moved to Saskatoon, John sold papers and worked as part-time farmer, school teacher and book salesman to finance his way through high school and university.

He topped his university career at the University of Saskatoon with a B.A., M.A. and L.L.B. There was a wartime interruption when he went overseas and was invalided home. He hung out his first shingle at Wakaw, Saskatchewan, north of Saskatoon and almost overnight became a successful lawyer.

In 1940 he won Lake Centre by 280 votes, increasing his majority to 1,009 and 3,432 in 1945 and 1949. His constituency was wiped out

by redistribution in 1952. He chose to run in Prince Albert where the anti-Conservative majority was almost 9,000.

When Progressive Conservatives say that "what happened in Prince Albert" can happen in many ridings all across Canada with John Diefenbaker as Leader, they refer to the amazing fact that he was able to rally the support of hundreds of workers and thousands of voters who had previously been supporters of other parties.

In his sixteen years in the House of Commons, John Diefenbaker's triumphs have been many and varied. In his first speech he advocated the enactment of a Canadian Citizenship Act and his pioneer efforts were widely acknowledged years later when the Act became law.

One of his great speeches against order-in-council government resulted in the withdrawal of the Emergency Powers Act in 1945. He was given official recognition for his advocacy of the present Veterans Rehabilitation Act.

John Diefenbaker's long and eminent association with the principles of Parliamentary democracy are a matter of history. In addition to his work in the House of Commons and on the public platform he was, in 1942, the Chairman of the first meeting of the Parliamentary Association in Ottawa with members of the U.S. Congress.

He was Canadian delegate to the Parliamentary Conferences in Bermuda in 1946 and Australia-New Zealand in 1950. He was also chief adviser to the P-C members of the Canadian delegation to the Charter Conference of the United Nations in San Francisco (1945), and Canadian delegate to the Parliamentary NATO Conference in 1955.

As P-C foreign affairs expert he has travelled widely in Europe and elsewhere and lectured by special invitation on "Freedom" at the University of Jerusalem in 1954.

## KEEP A DATE WITH DIEFENBAKER AND DEMOCRACY