

Re-Elect GAYLORD NELSON

AND GIVE HIM A DEMOCRATIC LEGISLATURE
TO END THE OBSTRUCTIONISM THAT . . .

- Forced delays causing the longest legislative session in Wisconsin's history.
- Killed such important Nelson proposals as conservation reorganization, billboard regulation, marketing help for farmers, withholding for easier tax payments, stronger human rights laws, small business protection, more help for needy college students.

Gov. Nelson is at home on the farm. He got emergency feed aids for Wisconsin farmers, fought for higher dairy supports, gave all-out support to cooperatives. Nelson plans to renew his fight for self-help marketing programs to raise farm income.



Make Wisconsin *The LEADER* Among The States

**KEEP GOVERNOR NELSON
WORKING FOR YOU!**

GAYLORD NELSON FOR—

- ★ A revitalized conservation program geared to the outdoor enjoyment of all.
- ★ Continued streamlining of state government to get maximum economy and efficiency.
- ★ Complete revision to base taxes squarely on ability to pay, with no loopholes for special interests.
- ★ Full development of the economic and recreational potential of northern Wisconsin.
- ★ Action to meet the real needs of the less fortunate in our society.
- ★ Maximum education for every qualified youth.
- ★ Authority for farmers to help themselves through better marketing programs.
- ★ A program for elder citizens that makes full use of their abilities, as well as caring for their disabilities.
- ★ Real planning to meet tomorrow's problems—in highways, urban congestion, water pollution and outdoor recreation.

Authorized and paid for by the Citizens for Nelson committee, Richard Cates, sec'y, 111 W. Main St., Madison, Wisconsin.



WISCONSIN
HISTORICAL
SOCIETY

JOIN

GOVERNOR

GAYLORD

NELSON

In his Campaign to





Workers at a plant gate recall the Nelson administration won higher unemployment compensation. They support Nelson's campaign for anti-monopoly laws, added protection for the consumer, the withholding system to make taxes easier to pay.



Parents know that Governor Gaylord Nelson won the largest increase for school aids in Wisconsin's history. Young people are keenly interested in his scholarship and loan program for all qualified college students who need help.

Gaylord Nelson and his wife, Carrie Lee, have two frisky children, Gaylord, Jr., better known as "Happy," who is 7, and 4-year-old daughter, "Tia."



The state's first Governor born and raised in northern Wisconsin, Nelson still likes to fish on a rare free day. He started the new program for public access to lakes, won big increases for parks, forests, fish management and wetlands. His first goal for 1961—reorganize the Conservation Commission.



Older citizens remember what Nelson did to raise county hospital standards, get \$43 more a month for the totally disabled, provide state supervision of medical plans, and ban job discrimination because of age.

National legislation that affects Wisconsin citizens in any way gets close attention and action from Gov. Gaylord Nelson. Here

he is on a recent trip to Washington with Congressmen Reuss, Flynn, Johnson, Zablocki, Kastenmeier, and Senator Proxmire.

