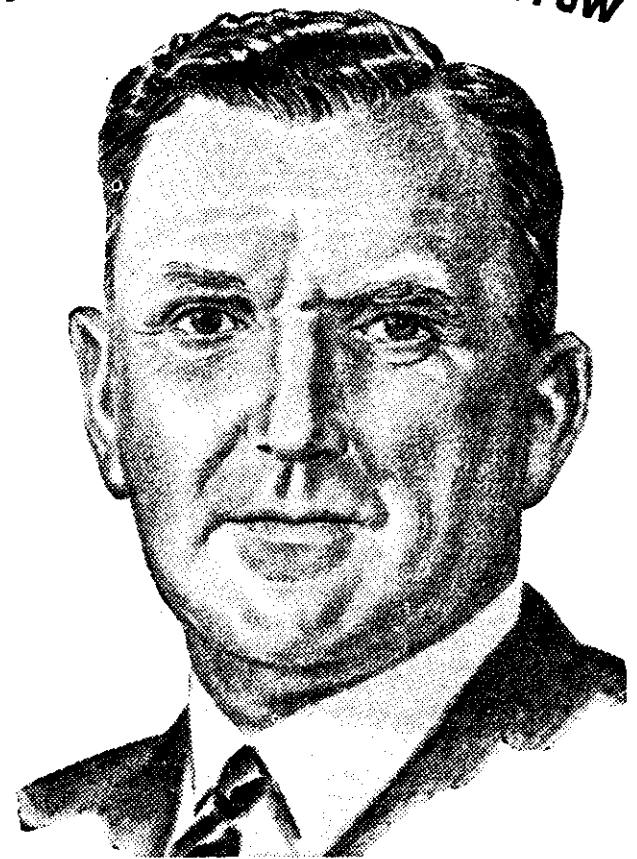


The Man of Today for the New Zealand of Tomorrow



New Leadership for the "New Order"

Mr. S. G. HOLLAND, M.P.
Leader of the National Party

Mr. Holland and the National Party stand for something of vital importance to your future and the progress of our country. They want to unleash the natural ambitions and energies of the people . . . in a great movement to provide homes for the people, to develop our farms, factories, businesses and professions to new heights of prosperity and happiness. They want to cut the strangling cords of regimentation and bureaucracy and to restore to the people the British birthright of freedom.

Mr. Holland is a native-born New Zealander . . . still under 50. Has made his way from the bottom of the ladder . . . has an unblemished record . . . a returned soldier from last war, with a son at this one . . . a family man who understands the problems of the parents . . . practises profit-sharing in manufacturing and primary production . . . a firm believer in freedom, initiative, self-reliance, progress.

Mr. Holland and the National Party are on the side of youth . . . they stand for security, including social security . . . they seek to REMOVE the CAUSES of want rather than alleviate the effects . . . prevention instead of cure. Forward, New Zealand . . . to a new era of Progress, Happiness, Goodwill and Achievement.

Vote NATIONAL and for FREEDOM