

### Diefenbaker Following Tougher Campaign Line

By ALAN DONNELLY  
Canadian Press Staff Writer  
OTTAWA (CP) — Harder punches are being thrown as the federal election campaign nears its climax and John Diefenbaker shows a willingness to trade blow for blow.

The Progressive Conservative leader followed a tougher line during his two-week Western Canada campaign. He is continuing it during the wind-up of his tour in the east.

There was sharp personal criticism in Mr. Diefenbaker's reply to two lines of attack taken by Prime Minister St. Laurent involving federal-provincial fiscal relations and family allowances.

In the light of Premier Frost's backing of the federal Conservatives, Mr. St. Laurent has suggested Ontario would get preferred treatment over other provinces in any new tax-sharing agreement under a Conservative federal government.

Mr. Diefenbaker said that was "one of the biggest prevarications in Canada's political history." He pledged equal terms for all provinces, with none receiving less than it now does in tax-remittance payments from Ottawa.

**"LIBERALS SCARED"**

The Liberals were "running scared," Mr. Diefenbaker said. Mr. St. Laurent had "launched a program of irresponsibility" in fear that his re-election chances "have been Frost-bitten."

Mr. Diefenbaker's second counter-attack began after Mr. St. Laurent had said Conservatives opposed introduction of family allowances 13 years ago and asked: "Do you think that any Canadian party can win through an election with a program designed to repeal the Family Allowances Act?"

Mr. Diefenbaker replied that the statement was "either frivolous or false or both." The prime minister "knows better than that."

He pledged the conservative party to maintain all social security measures "at a high standard" and said pensions would be increased to match the cost of living and to keep pace with national productivity.

Mr. Diefenbaker has reiterated that the Liberal leader's glove-off tactics were an admission that the Conservative party is a strong threat to continuation of 22 years of Liberal government.

**CONFIDENT OF OUTCOME**

The 61-year-old Saskatchewan lawyer, in his first campaign as leader, has been expressing optimism as the campaign progresses.

He has spoken repeatedly of a "tremendous upsurge" of Conservative support. At Saskatoon May 27 he said he had never been so hopeful and added: "That's a maximum of understatement."

Much of his optimism is based on the sizes of audiences he has been drawing. He had 3,800 in Victoria on a rainy night and 6,000 two nights later at Vancouver where half the crowd jammed the street outside the hall listening to loudspeakers.

More recently in two small Quebec towns he drew 1,000 and 2,800 on the Ascension Day holiday.

As the campaign progresses he has been dwelling more strongly on the age of the prime minister.

**REFERS TO QUARTET**

At Midland, Ont., he linked for the first time the pending \$6 increase in the old age pension with a pointed reference to the fact that four cabinet ministers are eligible to receive it: Mr. St. Laurent, 75, Trade Minister Howe, 71, Agriculture Minister Gardiner, 73, and Revenue Minister McCann, 70.

Each of the four had said \$6

was enough, he said, and that was why all other pensioners were getting no greater increase.

This theme has cropped up in nearly every speech since and he invariably draws a chorus.

Mr. Diefenbaker has been waging one of the most vigorous campaigns of any party leader in recent years. During a strenuous schedule of speeches and travel he keeps up his strength with frequent cat-naps and drinks of milk.

He told reporters recently: "I never felt better in my life. I seem to be gaining in energy."

**COST OF PROGRAM**

The question of federal-provincial tax relations has recurred in his speeches. He has promised a larger share of tax revenues to the provinces and denied Mr. St. Laurent's claim that this would require higher taxes.

Various Liberal cabinet ministers have put price tags on the cost of carrying out Conservative promises, ranging from \$1,000,000,000 to \$2,000,000,000. Mr. Diefenbaker's reply has been that those figures are based on compilations of unofficial proposals made by private Conservative MPs and that the party platform of current expenditures would not cost more than \$300,000,000 a year to carry out.

He has counter-attacked on the question of election promises, pointing to a series of pledges and hints made by the Liberal leader. Mr. St. Laurent had begun his campaign on a "no promises" platform but had become "the most promising prime minister in history."

Mr. Diefenbaker has been making promises too, on top or pledges to cut taxes, increase pensions and give provinces a new tax deal.

His farm policy is a major one: "Flexible" price supports to assure farmers a fair relationship between their returns and operating costs; extension across Canada of the conservation policies of the Prairie Farm Rehabilitation Administration; strict application of existing anti-dumping tariffs on imports of United States foodstuffs.

Some other promises made on his western tour: Support of the South Saskatchewan River power-irrigation proposal; joint federal-provincial financing of power projects, including Columbia River development in British Columbia; equalization of rail freight rates "within reasonable limits" to counter high rates in the west; a federal-provincial program of road-building into Northern Canada.

**Advertising Executive Dies**

TORONTO (CP)—Harry Saul, 67, dean of Canadian advertising men who for more than 40 years was a newspaper advertising executive in Saskatoon, Regina, Winnipeg and Toronto, died Monday.

National advertising manager for the Thomson Newspapers for the last 2½ years, he became ill a year ago although he was able to resume his job for a period last fall.

Born in Birmingham, England, he came to Canada in 1908 at the age of 18. After several years with the Winnipeg Free Press, he went to Brandon, Man., as manager of The Sun.

He then joined the old Regina Leader, now The Leader-Post, before leaving the newspaper business for a short time to farm near

### Says Newsprint Industry Helps The Newspapers

North Battleford, Sask. He returned to The Leader toward the end of the First World War and then went to Saskatoon to liquidate the old Phoenix.

Returning to The Leader in the 1920s, he became advertising manager, a position he held until he returned to Winnipeg in 1937 as advertising manager for The Free Press.

He was director of advertising for The Free Press and the weekly Prairie Farmer until 1954 when he joined the Thomson group in Toronto.

**HELD NATIONAL POSTS**

Mr. Saul helped set up many of the advertising policies which now are standard practice on newspapers across Canada.

At various times he held executive positions on a number of national newspaper and advertising organizations.

A former director of the Canadian Daily Newspapers Association, he served as chairman of its policy committee for a number of years.

He was also former director of the National Advertising Executives Association.

In 1947 he was a member of a trade mission composed of seven Canadian newspaper advertising representatives who toured Britain to acquaint manufacturers with the possibilities of Canada as a market for their products.

When he retired from The Free Press, after several periods of ill health, he was honored at Banff Alta., at the convention of the Western Daily Newspaper Advertising Managers Association, and later at a testimonial dinner in Winnipeg attended by newspaper and advertising men from all parts of Canada.

Mr. Saul was a Mason and a member of the United Church.

He is survived by his wife and one son, James.

### 15 West German Troops Drowned

MUNICH (Reuters) — Fifteen West German airborne troops were drowned Monday trying to march across the fast-flowing Iller River southwest of here.

Army area headquarters here said that two bodies had been recovered and that the remaining 13 men must be presumed dead.

It was the worst disaster yet for the new West German forces.

Army sources said four other men who tried to cross the river in marching formation were slightly injured.

A non-commissioned officer in charge of 28 men gave them the choice of wading across the river, about four feet deep at that point, or crossing by a nearby bridge. One man went across the bridge.

**New Way Relieves Arthritic, Rheumatic Pain Without Pills**

Greaseless, odorless cream penetrates deep, speeds flow of fresh, rich blood into sore areas, helps drive away pain-causing pressure.

Toronto, Ont. (Special)—Science has now developed an odorless, greaseless cream that acts in a new way to bring hours and hours of relief from pains of arthritis and rheumatism—without the need of taking pills and other medicines that may upset the system.

Rubbed gently into painful areas, this cream penetrates so deep it actually vanishes into the skin. It speeds the flow of fresh, rich blood

into sore muscles, joints. Actually helps drive away pain-causing pressure and congestion.

Used by doctors in England, France and the U.S.A., this remarkable cream is now available without prescription at drug stores everywhere. Ask for InfrarUB. Only \$1.39 a large tube. InfrarUB guaranteed to give comforting relief from arthritis-rheumatism pains at your money back. \*Reg. T.M.

the rest tried to cross the river. Eight of them, including the NCO, reached the other bank unhurt.

# THE PREMIER VS. LIBERAL CANDIDATES

It is a well known fact that this province is on the verge of, if not already in, bankruptcy.

The cause of this serious situation is the refusal of the Federal Government to recognize our fiscal needs and the neglect of our Federal Liberal representatives to press our claims and insist on fair and just treatment under the tax-sharing agreements.

The seriousness of our situation was bluntly stated by Premier A. W. Matheson at the last session of the Provincial Legislature as follows:

"It would be no good for all the members of this Assembly, headed by the Speaker, to go to Ottawa; our financial position has been made known in the Capital and it is up to our representatives . . . . I do not mean our Senators . . . . to press for Island rights . . . . I am convinced that we will get no more at the present time. Last year the Premiers spent a whole day with the Minister of Finance and the answer was No. I do not think that anything could be gained if every member of this House were to go and sit on Ottawa's doorstep. It must come from our Federal Members".

## BUT

Our Federal Liberal candidates don't agree with Premier Matheson's statement and claim that this province is being very well looked after by the Federal Government.

Mr. Cecil A. Miller, in a radio address over CFCY on April 20th last, stated as follows:

"The financial settlement given our province is most generous".

Mr. Neil A. Matheson has also strongly defended the Federal Government and highly praised it for its "Generous" treatment of this province under the tax-sharing agreement.

If that is the attitude of the Liberal candidates, what hope is there for this province if a Liberal Government should be returned to power?

## A PROGRESSIVE CONSERVATIVE GOVERNMENT IS PLEDGED TO

Immediately convene a Dominion-Provincial conference to bring about a settlement of all financial arrangements between the Federal and Provincial Governments.

Provide for a more equitable share of tax yields for the provinces and municipalities.

For our province's good—for your own good elect a Diefenbaker Government

VOTE FOR

MacLEAN and MacQUARRIE

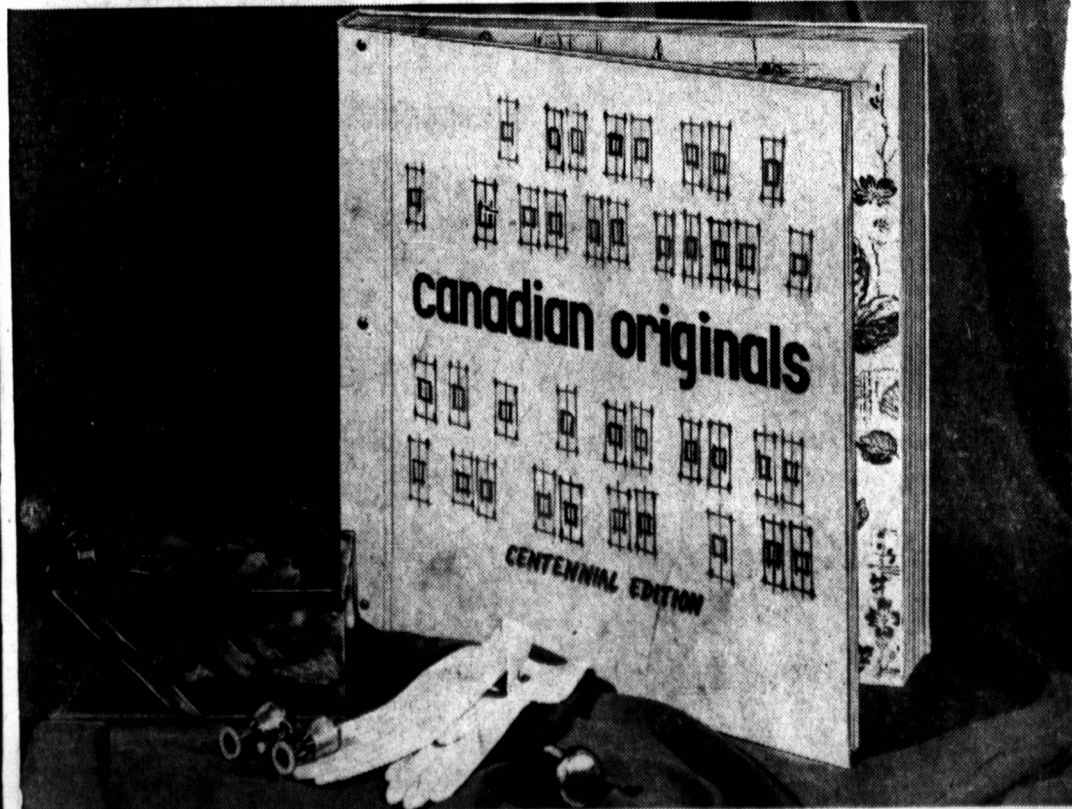


J. ANGUS MacLEAN



WEATH MacQUARRIE

Inserted by the Queens County Progressive Conservative Association



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