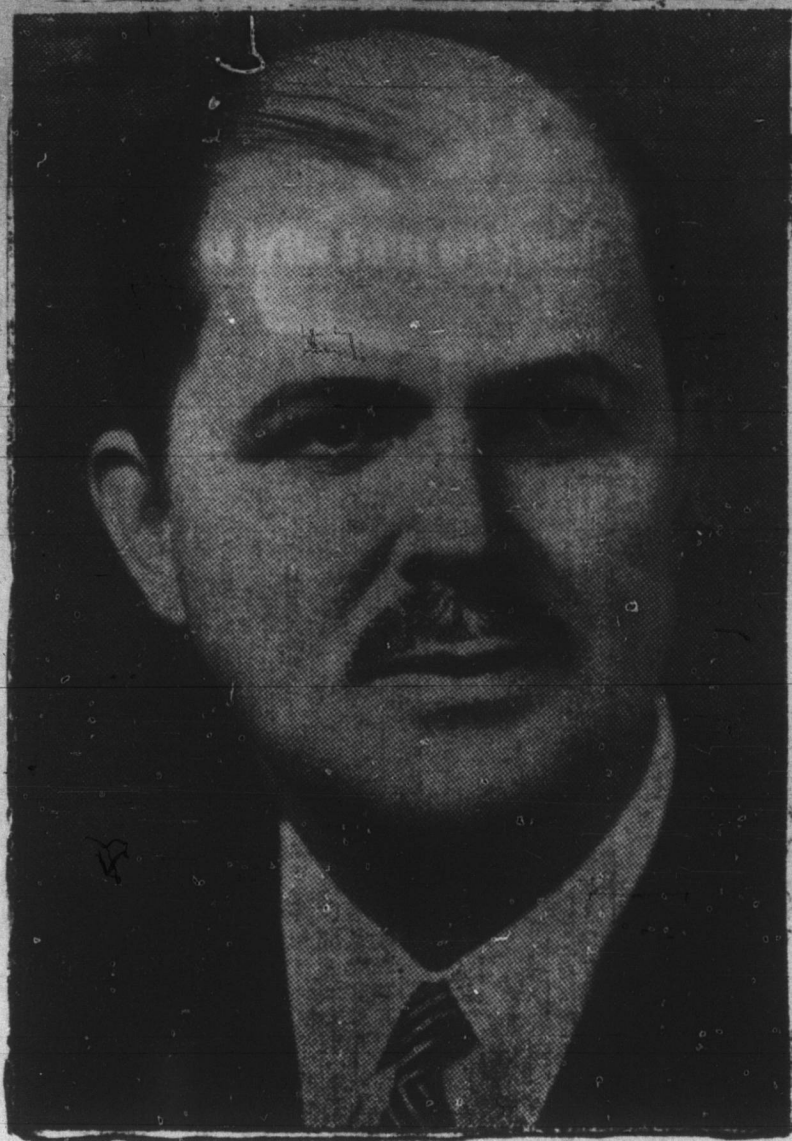


Ralph McDonald

- "Sincere and Fine" —Rocky Mount Evening Telegram.
- "Champion of the Public Schools" —Greensboro Record.
- "Immensely Popular" —Charlotte Observer.
- "Courage and Wisdom" —Raleigh News and Observer.
- "Intelligent, Sincere . . . Alert" —Charlotte News.
- "Adheres to Principles Rather Than Drifting With the Current" —Wilkes News.
- "Consistent Foe of the Sales Tax" —Hickory Daily Record.
- "Frank, Open Manner" —Under the Dome, News and Observer.
- "Deep-Thinking, Well-Informed, Sincere Man" —Elizabeth City Independent.
- "Dr. McDonald Is Standing on Solid Ground" —Statesville Daily.
- "Never in the History of the State Has a Candidate for State Office Gathered More Momentum Under His Own Acceleration" —Greensboro Daily News.
- "The Best Informed Man in North Carolina on State Finances" —Carolina-Virginia Retailer.



FOR Governor

- "He Doesn't Come as One Who Should Do So and So; He Comes as One Who Has Done So and So" —Concord Tribune.
- "In Dr. McDonald the Common People Have a Man Who Has Proven His Interest in Their Well-Being" —Raleigh Union Herald.
- "Even Those Who Differ With Him Respect Him for His Intellectual Honesty and the Courage of His Convictions" —Gastonia Gazette.
- "His Sincerity Never in the Realm of Doubt" —Ranocoph Tribune.
- "He is With the Farm Group—and on the Side of Labor" —ClevelandStar.
- "He is Not the Type of Politician Who Promises One Thing and Does Another" —Winston-Salem Journal and Sentinel.
- "He Fought for the Teachers and the Childhood of the State—the World Loves a Fighter and Dr. McDonald Is That" —Charlotte Observer.
- "Dr. McDonald! Has a Record of Achievement Which Is Reflected in a Greatly Improved Educational System" —Hickory Daily Record.

Christian Gentleman

SAFE - SANE - SOBER

Ralph McDonald is just the kind of man North Carolina needs as its Governor during this critical period. He knows North Carolina, he knows State finances as well as any man in the State; he knows the needs and the problems of the State first hand. Above all, he is an honest man, with an honest program, and the courage to carry it out.

Twice before, the Democratic Party has nominated the candidate who has been defeated before in hard race. Craig was defeated in a close race with Kitchin; the next time Craig was nominated without opposition. Gardner was first defeated in a close race with Morrison; the next time Gardner was nominated without opposition. Thousands of Democrats who fought McDonald when he ran in 1936 are helping to elect him Governor this time.

Ralph McDonald's connection with the life of North Carolina goes back to the days before the Revolutionary War. He now lives within a short distance of the old homestead in Rockingham County which was granted to his great, great grandfather.

Ralph McDonald is 41 years old, mature and experienced, but young enough to give the State a vigorous leadership.

One of the most dramatic stories of our day in North Carolina is the courageous fight of Ralph McDonald, politically and physically. Without money, without political organization, and relatively unknown, McDonald electrified the State with a campaign for Governor in 1936. Narrowly defeated, he built a large personal following by his sheer honesty and strength of character and by the constructiveness of his program. Defeated under very trying circumstances, he could have sulked in his tent and done great damage to the Party and State. But not Ralph McDonald! He took his stand unhesitatingly for the Party and its nominee, stumping the State with more speeches in more counties than any other defeated candidate in the history of the Party.

Rising from his narrow defeat in 1936, Ralph McDonald has increased his influence in the life of the State. Many of his policies one by one have been adopted wholly or in part. He has been in every County, not once but many times. He is as well known today as his distinguished opponent was in 1936.

McDonald's efforts for the Democratic ticket in the Fall election of 1936 were so strenuous that his health was impaired. Given only a chance to come through with his life, Ralph McDonald fought a long battle with indomitable courage; was restored to full health and vigor. Today he is sound and strong, the picture of health. An humble Christian, Ralph McDonald accords his complete recovery to the wonders of an ever advancing medical profession and to the mercy and goodness of God.

"WELCOME TO A VICTOR"

(The News & Observer—February 27, 1939)

One politician's victory that will be the cause of unanimous gratification in North Carolina is the triumph of Ralph McDonald over the tuberculosis which so seriously threatened not only his usefulness but even his life. "His release from the sanitarium where he has been a patient returns to North Carolina life a man and a mind needed and welcome at this time. Since he lost in that famous primary, in which he stirred the State politically as it had not been stirred in a generation, his loyal campaign for his victorious opponent, the democratic nominee and the present Governor, and his gallant and triumphant fight against the disease which followed the general election campaign, have won for him the deepened affection of his friends and the admiration of his political opponent. Ralph McDonald is welcome back to the active life of North Carolina. It will be a better State for his participating in it."

Ralph McDonald knows first hand the sacrifices and hardships of this war. Two members of his family have given their lives in the present conflict, a brother-in-law in the United States Army Air Forces, and a first cousin in the United States Navy. McDonald's sympathy and understanding of the problems of adjustment on the part of the returning soldiers and their families will be positive and complete.

One of Ralph McDonald's greatest contributions has been to our public schools. He has helped initiate every forward step, helped organize drives, sponsored improvement, and has been a leader in every movement for the childhood and teachers of the State since 1934.

Ralph McDonald is running for Governor on a constructive program for all the people. He has the ability, the courage, and the honesty to carry out his program. He stands today for THE SAME FUNDAMENTAL PRINCIPALS OF STATE GOVERNMENT HE HAS ADVOCATED SINCE 1933.

The Democrats of North Carolina will accord him a tremendous majority on May 27

NORTH CAROLINA'S FINANCIAL CONDITION

For several years the State has been collecting much more taxes from the people than the entire expenses of the State Government.

For example, for the year 1942-43, the last fiscal year: State taxes collected were \$102,000,000. All State expenses were only 70,000,000. Excess revenues for one year \$32,000,000. The extra money has been piling up year by year in the State Treasury.

By July 1, 1945, the accumulated surplus will be more than \$130,000,000, as follows: \$80,000,000 in the General Fund, \$50,000,000 in the Highway Fund, less than \$1,000,000 in the Agriculture Fund.

A year ago Ralph McDonald proposed that the General Fund debt be paid entirely with surplus funds on hand. The soundness of McDonald's financial program is indicated by the fact that after the debt-payment plan was studied carefully it was approved by the State Treasurer, and it was recently included as a part of the Democratic Party platform.

Offset of the General Fund Debt will require approximately \$50,000,000 of the surplus, but it will save \$5,000,000 a year in interest and principal.

After the debt is provided for as proposed, there will be at least \$85,000,000 each year coming in from present taxes over and above the amount of all present expenses.

The sales tax brings in less than \$20,000,000 a year (last year it was \$17,500,000).

Without the sales tax, there will still be \$15,000,000 to use for raising necessary appropriations.

* Round Millions Show.

THE McDONALD PROGRAM for a GREATER NORTH CAROLINA

1. All-out support of the War and Peace efforts.
2. Full provision for returning service men and women.
3. Positive measures to increase farm income.
4. Educational opportunities on the highest possible level.
5. Improved health and hospitalization facilities.
6. Promotion of human welfare for all citizens.
7. Improvement and expansion of State Institutions.
8. Protection and development of natural resources.
9. Industrial expansion.
10. A major post-war road building program.
11. An adequate pay scale for state employees, especially in the lower brackets.
12. Promotion of aviation.
13. Full post-war employment.
14. Better representation for farmers and women on all state boards.
15. Honest and capable state appointive officials.
16. Firm promotion of temperance and sobriety.
17. Honest accounting and auditing of all state funds.
18. Payment of entire General Fund debt with surplus funds.
19. Freezing of a \$20,000,000 reserve fund.
20. Fulfillment of the Sales Tax Pledge that is: Repeal the Sales Tax without resorting to a State Land Tax.
21. Reduction of the personal income tax within reasonable limits.
22. Opposition to any state tax on land.
23. A safely balanced state budget.
24. Fair treatment to capital and labor alike, with the public welfare always the first interest.

Mrs. Annie Bickett Ashcraft, Monroe, N. C., sister of the former Governor Bickett, says:

"I am supporting Dr. Ralph McDonald because I believe in moral Government and moral leaders."

Mrs. J. Frank Spruill, Lexington, N. C., prominent leader in Church and women's organization activities, says:

"I believe in the candidacy of Dr. McDonald because he has proved himself a Christian gentleman and I have confidence that the State could be entrusted to his sane, sober judgment—because working as I do with the youth of my community, I am eager to see as Governor a man who will, with sound, progressive policies, offer greater opportunities to our boys in service when they return to the hamlets and cities of our State."

Mrs. John S. Forrest, President of Hendersonville Woman's Club, Hendersonville, N. C., says:

"I am supporting Dr. Ralph McDonald for Governor because of his interest in schools and child welfare, and because of his ability for constructive organization."

Mrs. Mayon Parker, Secretary, Farm Bureau Women of North Carolina and prominent P. F. A. leader:

"Ralph McDonald is the man who can best serve North Carolina and her forward looking people in the critical period ahead. The platform he has adopted contains only those principles for which he has always stood and worked. In the interest of good government the people's candidate can be none other than Dr. Ralph McDonald, thoroughly capable, reliable, and a man all North Carolinians may well be proud to have called Governor."

State Campaign Manager, says:

"We have no occasion to change our regard for our loyalty to this gifted leader, who stands today exactly as he stood in 1936 with respect to all issues affecting the public welfare. There is no point to turning our back on victory when it is in sight."

J. Horton Doughton of Sparta and Statesville, President of the N. C. Hereford Breeder's Association, farmer son of "Farmer Bob," and prominent businessman, says:

"I have been impressed with the fact that those who voted for Ralph McDonald in 1936 are sticking right with him now. There are many, many others for him now, too. I have talked with hundreds of people in our mountain section, and I have not seen a McDonald man yet who has changed. The reason probably is that we all know that he is still the same Ralph McDonald in every way."

Charles G. Rose, Fayetteville, former President of the North Carolina State Bar and of the North Carolina Bar Association, trustee of University of North Carolina and three Presbyterian Colleges, and moderator of the General Assembly of the Presbyterian Church of the United States, says:

"If for no other reason I would support Dr. McDonald because of his loyalty to and support of our party; because practically half of the members of the Democratic party in the State have already evidenced their desire that he be Governor of North Carolina, and because he is a hightoned, sober, Christian gentleman."

Lee Gravely, eminent businessman and tobaccoist of Rocky Mount, former State Senator, and Chairman of the Senate Appropriations Committee, says:

"I believe Ralph McDonald to be a man who will do his utmost to promote the development of our State, the education of our children, and the health and happiness of our people. Because I believe as I do, I shall support him for the Democratic nomination. . . . As a businessman, I think industry, and business have nothing to fear from his administration."

From early childhood Ralph McDonald has been active and devoted church leader. Born into a Presbyterian home, he joined the Methodist Church because his family lived in a town where there was no Presbyterian Church. He has served almost continuously for twenty-five years as Sunday School Superintendent and Bible Class teacher. He served as Superintendent of the Sunnyside Baptist Sunday School in Cumberland County. For several years he was Superintendent of the Centenary Methodist Sunday School in Winston-Salem, his home town. He has been teacher of Men's Bible Classes in Cumberland County, in Winston-Salem, in Chapel Hill, and in Durham.

Ralph McDonald is recognized today as one of the best informed men in the State on taxation and State finances. Time after time his political opponents have argued against his analyses and estimates on State revenue, and in every single instance the final records have proven McDonald to be right.

Join the Swing to McDonald