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[C.C.F. Provincial, 1944.]

**WHAT IS IT  
WHO IS IT**



**WHAT  
WILL IT DO**

# Introduction

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Using the advertising technique which has frightened millions of people with "pink toothbrush", "dishpan hands", "B.O." and "a breath that even your best friend won't tell you about", the great financial and business interests of Canada have launched a nation-wide scare campaign against the C.C.F.

They are using every possible avenue of publicity to misrepresent the C.C.F. and its policies.

To counteract some of this poisonous propaganda by giving you the truth about the C.C.F., this little booklet is being put in your hands. It asks and answers questions about the C.C.F. and its policies.

Statements made by opponents of the C.C.F. which are contrary to what is in this booklet may be branded as false propaganda of the enemies of this people's political movement.

We cannot impress upon you too strongly the fact that only C.C.F. spokesmen are competent to say what the C.C.F. program is. You wouldn't expect Hitler to tell the truth about the United Nations. How then can you expect its enemies to tell the truth about the C.C.F.?

# A C.C.F. Quiz

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## What is the C.C.F.?

The letters C.C.F. stand for "Co-operative Commonwealth Federation"—that is, a federation of Canadians who believe in the principles of a **Co-operative Commonwealth**. It is a great nation-wide people's political movement which already has 81 members in parliament and legislatures and is the official opposition in three provinces. The C.C.F. offers the first opportunity in Canadian history for the election of people's governments throughout Canada.

## Who is the C.C.F.?

In every province in Canada the C.C.F. is composed of people of every walk of life who believe that Canadians through political action should establish democratic citizenship-control over the means by which the people of the nation live.

An example of the composition of the C.C.F. in Saskatchewan is given by its 1943 provincial convention. There were 346 delegates, the majority of whom were farmers or farmers' wives. The urban delegates came from nearly every walk of life, including industrial workers, business people, teachers, etc.

The Provincial Council of the C.C.F. is another good cross-section of the movement. It is composed of 24 farmers, 12 women, 4 teachers, 2 clergymen, 2 stenographers, 3 merchants, 2 lawyers, 1 plasterer, 2 newspaper men.

## How is the C.C.F. Governed?

By the membership.

Members of locals elect their own officers and their delegates to constituency and provincial conventions.

Each constituency convention elects the constituency officers and executive.

Provincial conventions elect the provincial officers and Executive and the Provincial Leader.

National conventions are made up of delegates from federal constituencies. The national convention elects the national officers and the National Leader.