



## Your SOCIAL CREDIT Candidate



### HON. LUCIEN MAYNARD

St. Albert Constituency

Hon. Lucien Maynard, Attorney General for Alberta, has served the people of the province with distinction since 1935. Brilliant in debate, an able administrator, he stands fearlessly for true democracy and the cause of freedom with security for all. His achievements in the field of debt legislation will be remembered by the thousands whose homes and farms were saved to them during the depression.

Mr. Maynard was born in Montreal 44 years ago. He received his early education at the Jesuit College in Edmonton. He obtained his B.A. degree from Laval University, Quebec, and his LL.B. from the University of Alberta.

Elect Alberta's Attorney-General in the St. Albert Constituency. You owe it to the rest of the province.

### MARK YOUR BALLOT CORRECTLY

Place the Figure 1 after the name of

HON. LUCIEN MAYNARD

Your SOCIAL CREDIT CANDIDATE

MAYNARD, Lucien  
Social Credit

1

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# WE'VE COME A LONG WAY TOGETHER SINCE 1935

From the verge of bankruptcy to her present enviable position, Alberta's record of progress under her SOCIAL CREDIT Government stands unequalled in Canada and the best is yet to come.

## THE FACTS SPEAK FOR THEMSELVES

Every citizen and community in Alberta has benefited directly or indirectly from:

1. The administration of our natural resources under a program that has secured development, prevented monopoly and obtained a generous share of the returns for the people as a whole.
2. Progressive agricultural policies which have helped farmers to help themselves in improving, diversifying and stabilizing Alberta's basic industry.
3. The expanded program of government subsidized public health and welfare services which Alberta's progress has made possible
4. The Government's "Share the Wealth" policy under which over \$29,500,000 a year is now being paid in grants to municipalities and school districts and millions more loaned at low rates of interest to help build schools and finance necessary municipal projects.
5. The Government's policy of using all revenue from oil royalties and the sale of oil leases to build highways and district roads, hospitals and sanatoriums and other necessary public institutions.
6. The refunding and reduction of the provincial debt which has saved Alberta taxpayers millions of dollars through reduced interest charges.
7. Clean, honest, progressive government in which the people's welfare and interests are put ahead of all other considerations.

## These Things Are Worth Fighting For!

DON'T BE MISLED BY FALSE PROPAGANDA  
**VOTE SOCIAL CREDIT**

and let's go on together to the still bigger  
and better things the future holds in store

See inside for the "Program of Progress" your Social  
Credit Government proposes for the next five years.

# Here Are The Highlights

## *of what your Social Credit Government has done, is doing and proposes to do in the interests of Alberta and all its people*

1. A comprehensive program of practical co-operation with those engaged in Alberta's First Industry with particular attention to the needs and problems of farm people.

—Government expenditures for agricultural services today are **four and one half times** what they were in 1935.

- (a) The Alberta Government's farm program includes:

- (1) **Field crop and livestock policies** which help to provide a steady farm income.

- (2) **More District Agriculturists and Home Economists** to help farm people initiate a balanced farming program which results in more profitable farming and better living.

- (3) **Better veterinary services** — more Bangs Restricted Areas. Expansion of Pure Bred Sire Areas.

- (4) **More grass and trees** — fewer weeds—grants for seed cleaning plants.

- (5) **More irrigated areas** — better prepared.

- (6) Continued war on rats and other pests.

- (b) **Recognition of the importance of youth** in the future of agriculture by:

- (1) An expanded Junior Club program.

- (2) Greater use of Schools of Agriculture and Home Economics.

2. A new form of government assistance to bring the cost of rural electrification in settled areas within the financial reach of more Alberta farmers.

A new revolving fund will be established to:

- (a) Provide funds to Rural Electrification Associations at a rate of interest not exceeding  $3\frac{1}{2}\%$ .

- (b) Provide for the repayment of the borrowings over a period of ten years.

- (c) Reduce the down payment to \$150 per member.

This revolving fund will be a new method of financing in addition to the present system of guaranteed loans.

3. Further orderly development of Alberta's vast natural resources, through individual and competitive enterprise and in the best interests of all citizens.

- (a) The mineral and forest resources to remain the property of the Crown and be developed under lease according to the best known conservation practices.

- (b) People of the Province to continue to be guaranteed a fair share of the returns from the development of our resources and to be able to participate in their development.

—Government revenue from oil in 1948 was \$6,539,988 and in 1951 was \$39,485,267.

—Over one-third of all Government revenue comes from natural resources.

### **Benefits to the people:**

- (1) Debt reduction.

- (2) Greater municipal assistance.

- (3) Increased social services.

- (4) Increased value of Canadian dollar as compared with the U.S. dollar.

- (c) Gas export in the interests of Alberta, after Alberta's present and future needs are fully protected.

—Established reserves increased from four trillion seven hundred billion in 1950 to six trillion eight hundred billion cubic feet in 1951.

—(One trillion equals one hundred million a day for 25 years).

- (d) Orderly and progressive development of our enormous oil sand deposits.

- (e) To complete and make full use of the aerial survey and forest inventory in the protection, conservation and full utilization of our forest resources.

4. A new "Share the Wealth Program of Municipal Assistance" under which all municipalities and school districts will be guaranteed a generous measure of provincial aid in meeting both operating and capital expenditures.

- (a) A new simplified grant formula will be prepared in consultation with municipal authorities providing greater assistance to municipalities to assist them in discharging their responsibilities.
- (b) **The Government will continue to share jointly with municipalities the gasoline tax revenues.**  
—This year, the municipalities' share will amount to over \$6,000,000.
- (c) A new revolving fund will be established from which the Government will purchase as large a portion as possible of municipal and school debentures at interest rates lower than those obtainable on the open market.  
—This year, the Province has purchased twelve and a half million dollars of municipal and hospital debentures at 3½ % interest, eliminating the need for our two major cities to go into the open market. The Government's objective is to keep municipal debt within the Province at low interest rates.
- (b) **The Government will continue to loan money to municipalities at 2% interest for self-liquidating projects.**  
—Alberta municipalities already have obtained \$17,000,000 under this program.
- 5. Continued improvement in our over-all educational program and facilities with the Province assuming a larger share of the costs:**
- (a) **Increased operational grants** under a simplified formula to be worked out in consultation with school authorities.
- (b) **Increased aid for school construction** from a provincial revolving fund at lower interest rates to keep the debenture debt within the Province.
- (c) Increased emphasis on a program of studies stressing the "3 R's."
- (d) Increased facilities for technical and apprenticeship training.
- (e) Establishment of a revolving fund to provide loans to qualified students for University education.
- 6. A progressive introduction of new features into Alberta's comprehensive public health and welfare program to further improve and extend the services provided and bring their benefits within the financial reach of all our people.**

- (a) In the last ten years the annual provincial expenditures for Public Health and Public Welfare services have been increased from \$4,121,730 in the 1942/43 fiscal year to \$21,118,650 in the 1952/53 fiscal year.
- (b) Important new services introduced since 1935 include:
- (1) **Free treatment and hospitalization** of all tuberculosis patients.
  - (2) **Free standard ward hospitalization** for all maternity patients.
  - (3) **Free hospitalization, medical treatment and rehabilitation** for all patients suffering paralysis from poliomyelitis.
  - (4) **Free hospital and medical services** for persons in receipt of old age assistance, persons in receipt of old age security who receive a supplementary allowance, to widows in receipt of mother's allowance or a widow's pension, and to the dependents of these persons.
  - (5) **Payment to municipalities of:**  
—60% of the cost of indigent relief provided to their residents.  
—50% of the cost of providing maintenance for their aged and infirm residents in nursing homes.  
—60% of the cost of disease preventive services (health units).
  - (6) **Free treatment and 90 days' free hospitalization** for all persons under 25 years of age suffering from rheumatoid arthritis.
  - (7) **\$40.00 per month pension** to all widows between 60 and 65 years of age with limited means.
  - (8) **Supplementary pensions up to \$10.00 per month** to all persons in receipt of old age assistance and to persons in receipt of old age security with limited means.
- (c) **New benefits proposed for 1953:**
- (1) **An increase in the allowable income to pensioners** over 70 years of age when determining eligibility for free hospital and medical benefits.
  - (2) **A low cost hospital insurance plan** to cover the cost of extra services for patients while in hospital.

The most extensive program of highway construction and road improvement in Alberta's history is planned for the next five years.

**Our objective:**

A network of main and secondary highways providing all-weather roads to more and more communities.

**This program will provide:**

- (a) An expenditure of over \$100,000,000 on main highway construction.
- (b) Continued substantial grants to local authorities for the construction of adequate local and district roads.
- (c) An expenditure of over \$10,000,000 on new bridges and the addition of more bridge construction crews.

**Improved Standards of Construction:**

- (a) All main highways will be built at least 36 feet in width.
- (b) Railway crossings, sharp curves, and narrow bridges will be eliminated as rapidly as possible.
- (c) Heavier construction will be used throughout.

Every precaution will continue to be taken to secure full value for every dollar spent.

**Sympathetic government attention to the problems of both management and labour with due regard at all times for the rights and interests of the public as a whole.**

**(a) Since 1935:**

- (1) The Government has continued to safeguard the legitimate rights of both employers and employees.
  - (2) The right to organize and bargain collectively has been established.
  - (3) Working conditions have been steadily improved.
  - (4) Industrial peace has been maintained by the settlement of disputes without stoppage of work by means of conciliation, arbitration and mediation.
  - (5) The Government has sponsored joint consultations with Management and Labour to protect the just rights of employees, employers and the public as a whole.
- (b) Regulations and inspections of factories, plants, shops, well drilling rigs, etc., assure safer and healthier working conditions.

**(c) Workmen's Compensation Benefits have been increased:**

- (1) Elimination of the waiting period.
- (2) Percentage increased 75%.
- (3) Allowance for dependent children —\$25 per week.
- (4) All widows receive \$50 per month.
- (5) Wage ceiling increased to \$3,000.

The **SOCIAL CREDIT GOVERNMENT** will continue its efforts to maintain harmonious labour-management relations to obtain increased and uninterrupted production for the benefit of all Alberta citizens.

**9. A comprehensive program of practical measures designed to assist and encourage industrial, economic and cultural development on a province-wide scale.**

- (a) New industry is attracted to Alberta by the development of our resources and the Government's unqualified stand for individual enterprise and a square deal for all.  
—Exclusive of oil development nearly \$100,000,000 was invested in new industry in 1951.  
—Alberta cities are represented on the Alberta Industrial Development Board.
- (b) An extensive program to promote a bigger tourist industry is planned for the future.
- (c) The Government's Cultural Development Branch is giving leadership and financial assistance in the development of libraries, music, art, drama and athletics.

**10. A constant and uncompromising stand for a free democratic way of life in which the rights and responsibilities of each individual citizen are recognized and respected.**

- (a) To this end we affirm our allegiance to the principles of Social Credit and will continue to strive for their application to the limit of our constitutional authority.
- (b) We will continue to do our best to administer your affairs honestly and efficiently and in the best interests of the people and the Province as a whole.  
—What is right is more important than what is expedient.  
—Let our political opponents fool themselves but don't let them fool you.  
—Destructive criticism never solved a problem.

Let us approach our problems constructively and unite our efforts to solve them.

**You have put Alberta in the lead. Let's keep on working together and keep it there.**

**"Do not be breakin' a shin on a stool that's not in your way."**