

AB-SC-67

Prairie Manifesto Project

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Province: ☒ Alberta ☐ Saskatchewan ☐ Manitoba

Party: SC Election Year: 1967

AA = Alberta Alliance
CON = Conservative Party
LP = Liberal-Progressive Party
PC = Progressive Conservative Party
SKP = Saskatchewan Party
UFM = United Farmers of Manitoba

CCF = Cooperative Commonwealth Federation
LIB = Liberal Party
NDP = New Democratic Party
SC = Social Credit
UFA = United Farmers of Alberta
WCC = Western Canadian Concept

Type of Document: ☒ Platform ☐ Constitution
☐ Speech ☐ Brochure / Leaflet
☐ Newspaper ☐ Advertisement
☐ Other: _____

Date Collected: 2006 / 07 / 18
YYYY MM DD

Source: Glenbow (M-)

AB = Alberta
SK = Saskatchewan
MB = Manitoba

UofA = University of Alberta
UofC = University of Calgary
UofR = University of Regina
UofS = University of Saskatchewan
UofM = University of Manitoba
BU = Brandon University

PARC = Provincial Archives
LEG = Legislative Library
SPC = Special Collections
ULIB = University Library

Your Future Has New "Horizons Unlimited" With Social Credit



**OVER THE YEARS YOUR SOCIAL CREDIT
GOVERNMENT HAS MADE ALBERTA THE
LEADING PROVINCE IN CANADA.**

YOUR PREMIER'S MESSAGE

With the beginning of Canada's second century, Alberta enters a new era in her development.

It will be a period of concentration on human needs, as well as material and physical progress.

We in Alberta have done well. Through cooperative effort, we have guided our province along the road from poverty to prosperity. And we did it with a "pay-as-you-go" policy.

We have worked hard in the tapping of our vast natural resources for the benefit of all, in the development of agriculture so that we now enjoy one of the highest yields in the world, in the building and refining of our cities which are among the most modern and in establishment of transportation — road, rail and air — which link all areas of our vast province.

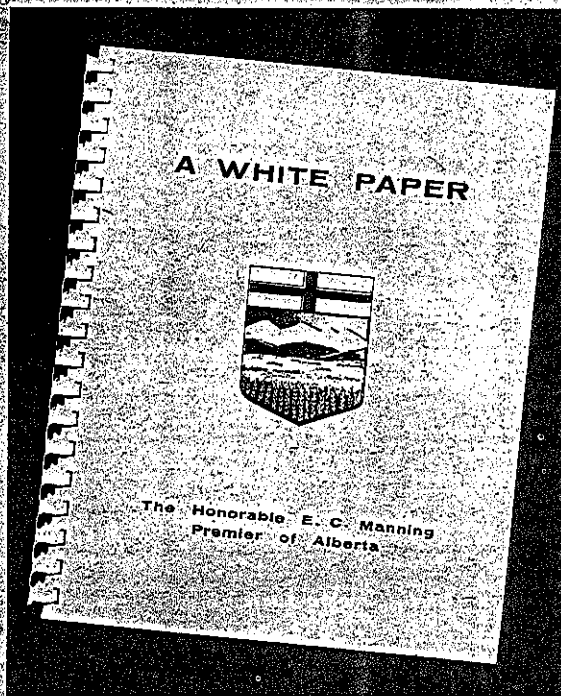
These are our accomplishments on which, of course, we must and will continue to build.

But we look now toward a new day, as we face the challenge before us — to establish the role of human beings in the new technological age in which machines will do more and more of the work, leaving people with increasing leisure time. The time has come to place greater emphasis on the human component, both in the processes of industry and also in the programs and policies of government with respect to the total development of all resources, both human and physical.

It is on this wide-ranging theme that your government based its White Paper introduced at the last session of the Legislature. This most significant document is an attempt to set out guidelines for our new policies and programs, and to bring about the re-orientation of thinking necessary in this era now upon us.

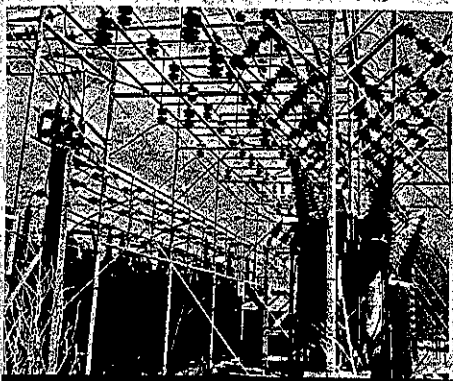
If we combine our physical wealth with a concentrated effort to develop our vast human resources to the full, our new horizons in Alberta are, indeed, unlimited.

E. C. Manning

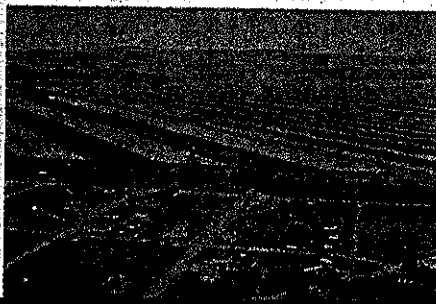


and open
community participation programs

ALBERTA GETS THINGS DONE IN A BIG WAY WITH PROGRESS AND PROSPERITY FOR EVERYONE



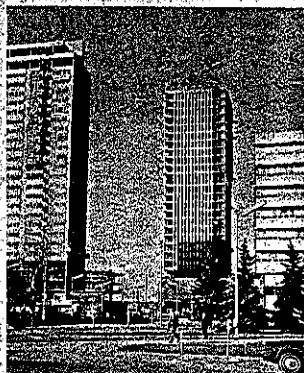
45% Increase in electric power generation for home and industry



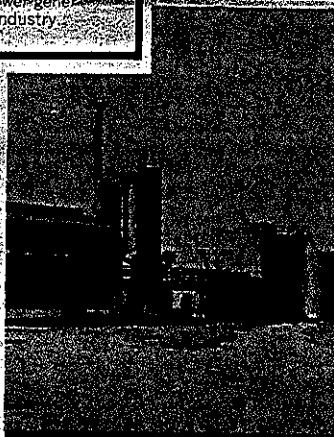
45% Increase in processing and developing agricultural products for in-province consumption



50% Increase in building senior citizens' homes in past 5 years



25% Increase in building construction throughout Alberta



65% Increase in chemical production for export throughout the world



10% Increase in hospital beds this year



20%

Increase in expenditures on new rural and main roads in past 5 years



20% Increase in education budget in one year

ALBERTA IS BUSTING

Alberta, once a quiet rural area with little wealth, is now Canada's fastest growing province.

Her population, now 1,500,000, has increased by 10 per cent in the past six years.

Her cities are booming faster than any others in the country.

Industry, recognizing the tremendous potential and healthy economic climate of this province-on-the-move, is establishing at an unprecedented rate.

Agriculture is producing more of a better quality than ever before.

The boom is more than just good fortune. It's the result of the progressive government.

Alberta's Social Credit administration is known through the country as one combining proven ability with vitality and vision for the future. It is known as one that encourages enterprise, employs resources to the full benefit of all the people and provides health, welfare and educational services second to none.

In Alberta, people realize that Social Credit means progress and prosperity.

IN INDUSTRY . . .

Even though Alberta's accelerating growth seems to astound every other Canadian province, Albertans take it all in stride with an almost blasé attitude.

They ask, "Why all the excitement?" For this phenomenal growth in industry and development of the province is just an extension of what's been happening since the famous Leduc Oil Well came in in 1947.

It can be said that Alberta's rapid economic progress rests mainly on four sound foundations: agriculture; minerals; manufacturing and construction. In the past four years alone, agricultural development and electric power generation have increased by an astounding 45 per cent. The construction industry has taken a leap of 25 per cent, while general manufacturing throughout the province is healthier by 40 per cent. The most astounding of all and the one to keep your eye on is chemical production. This has taken a gigantic 65 per cent increase.

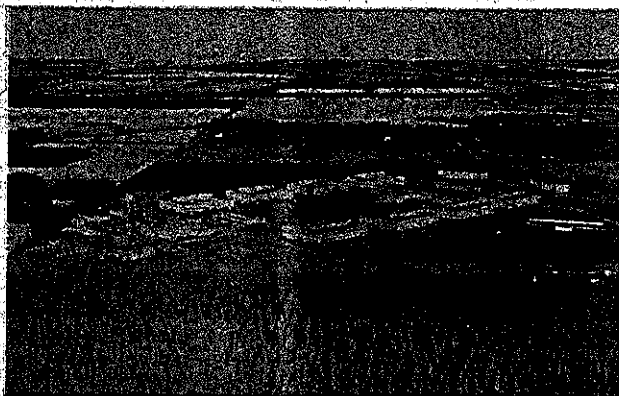
Even with all this progress, Alberta goes farther, it has encouraged and developed Japanese trade relations. Japan has been importing western Canadian coal for several years. Just recently, significant interest has been placed on Alberta's raw materials such as sulphur and crude oil. Right now, keen interest is being shown by the Japanese government toward capital investment in plants in Alberta.

To facilitate development of the vast mineral and forest wealth in the northern foothills area between Hinton and Grande Prairie, the Alberta government entered into an agreement with Canadian National Railways to build the Alberta Resources Railway. The new line, first phase of which will be completed this year, will provide Northwestern Alberta with ready access to the CNR main line and from there to Pacific and Great Lakes ports.

IN WELFARE . . .

Alberta is a province that believes in helping people help themselves. The government has been generous to those who need assistance in the way of public welfare. This year's budget for welfare is \$56½ million, up from \$51 million last year and \$31 million in 1962-63.

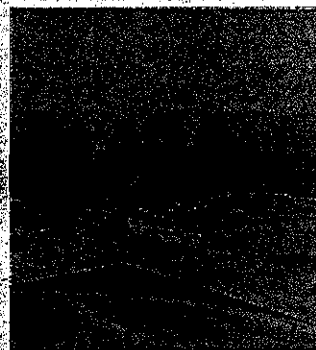
As well as providing for those in need, Alberta is the first province in Canada to establish a preventive social services program. Municipalities receive 80 per cent reimbursement for programs launched to prevent family breakage and other circumstances that lead to citizens becoming welfare recipients.



Deer Home - Red Deer



Seebe Dam



Pulp Mill at Hinton

IN AGRICULTURE . . .

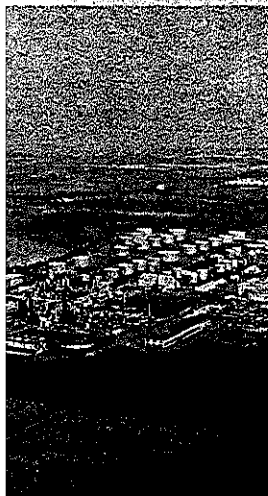
In Alberta, the computer works for the farmer! It's all part of the Department of Agriculture's total farm management service. With the computer, Alberta farmers are able to keep records of their operations and summaries of farm accounts. The Agriculture Department analyses these records on an individual and group basis. This enables farmers to pinpoint strength or weakness in their farm operations and plan for improvements in the future. So far, participation in this program has been commended by farm owners as an improvement in overall income of as much as \$50,000 in just a few years' time.

IN MINES and MINERALS

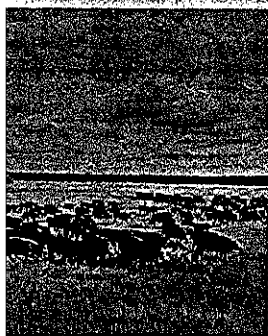
Careful management of Alberta's natural resources insuring benefit for all the people and at the same time encouraging exploration and development has resulted in fabulous new discoveries and tremendous increase in output.

Among the exciting developments have been the Rainbow Valley Oil Field, and the Athabasca Tar Sands.

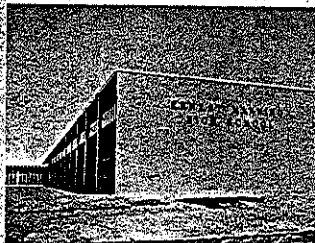
OUT ALL OVER . . .



Oil Refinery - Edmonton



on the Range in Southern Alberta



Ernest Manning High School - Calgary



Microwave Tower - Calgary

IN HEALTH . . .

Impressive accomplishments and exciting plans make Alberta a leader in health services.

The Health Department this year is the second largest spender in the province. Alberta will spend \$168,872,850 this year on health services, an increase of \$15,800,000 over 1966.

New hospital facilities have been constructed in cities and towns throughout the province. One of these, Foothills Hospital in Calgary, opened in 1965, was the biggest single hospital project in North America.

Alberta has the nation's only universally subsidized nursing home program. It's province-wide and offers professional care in modern facilities to anyone who needs it.

This service has been added to the already subsidized active and auxiliary hospital care program.

Construction is well underway on a \$5 million cancer hospital in Edmonton.

There are now 9,558 active hospital beds in the province, 2,267 auxiliary hospital beds and 3,663 nursing home beds. Some 1,200 active hospital beds and 600 nursing home beds are being added this year.

The province introduced one of Canada's first medical care plans which offers comprehensive service at reasonable cost to all citizens — a program arrived at in harmony with the doctors who must provide the care. Other provinces have patterned themselves after Alberta's program.

Further streamlining adding more services and providing increased assistance to lower income groups is to be introduced this summer.

Edmonton's reputation as a leading Canadian medical centre will be greatly enhanced by the provincial government with completion over the next 10 years of a \$70 million health science centre on the University of Alberta Campus.

A medical faculty will be established in the next five years at the University of Calgary. New buildings will be constructed on the Foothills Hospital site as part of a medical centre to house the new faculty.

A new mental health centre will also be built in Calgary. Major additions to the present mental hospital facilities at Ponoka and Edmonton are also to be constructed.

The budget for mental health was increased by 20 per cent this year largely to allow major additions to the professional staff.

IN EDUCATION . . .

Spending on education in the province will increase this year by a staggering 20 per cent over 1966-67. The provincial government plans to spend more than \$250 million in this vitally important area — 32.9 per cent of the entire provincial budget.

The Education Department is the biggest spender in the government and rightly so in a province with the largest proportion of young people per capita in Canada. Fifty per cent of our people are under 25.

Alberta, a pioneer in technical education (the Southern Alberta Institute of Technology was one of the first in Canada), expanded its spending in this area from \$6½ million in 1964-65 to \$20 million in 1966-67. New facilities were added to both Northern and Southern Alberta Institutes of Technology. Total enrolment in technological institutes now stands at 7,000.

Universities have expanded dramatically. The existing campuses will each receive operating support of \$2,300 per student in 1967-68 — total payments exceeding \$40 million. Operating and capital expenditures on universities will be \$94 million, up from \$59 million in 1966-67. There are now 18,400 students enrolled in Alberta universities.

The five junior colleges in the province will receive \$5 million from the province in 1967-68.

Alberta students will receive \$2½ million in grants from the provincial government in 1967-68. Alberta, under Social Credit is a leader in education.

IN COMMUNICATIONS . . .

Alberta farmers will soon have one of the world's best rural telephone services. In fact, many of them already do.

Alberta Government Telephones is spending \$10 million a year on laying underground cable through the province, a program bringing four-party phone service to people who have had as many as 18 to 20 parties on one line.

The \$61 million program, which will eliminate thousands of miles of unsightly wires, is scheduled for completion in 1973.

At the same time as the underground cable is laid, AGT crews are converting rural telephones to the dial system. Dial phones are being installed on an average of one town every nine days, at an average cost of \$100,000 for each community. The conversions, started five years ago, are to be completed by 1971.

These major improvements in telephone service to rural areas are part of AGT's massive expansion program through the province that has seen Direct Distance Dialing extended to 80 per cent of telephone subscribers. AGT was among the first systems in Canada to install DDD.

Mobile telephone coverage has been expanded to the point where it is almost impossible to drive out of the range of reception.

All oil and gas exploration development with its great benefit to Albertans has been carried on without cost or risk to taxpayers. Alberta's oil production in 1966 totalled 203,339,433 barrels, valued at \$522,688,279. This compares with 136 million barrels 10 years ago and 45 million barrels in 1951.

During 1966, 756 oil wells were completed, bringing the total in the province at December 31 to 13,162, increasing potential oil production to 1,335,000 barrels daily.

Gas sales in 1966 were 888 billion cubic feet with a value of \$135,464,785. Sulphur production increased from 434,000 long tons a year in 1961 to 1½ million in 1966 with sales value at \$37 million.

Production of propane was 11,388,258 barrels valued at \$15,751,582. Production of butanes was 7,334,110 barrels valued at \$9,700,154.

The new Alberta Resources Railway will help tap huge resources between Grande Prairie and Hinton of rich coke coal and gypsum.

As exploration continues, fostered by progressive and carefully planned policies in the provincial department of mines and minerals, Albertans will reap the benefits of new discoveries. Since 1947, oil and gas alone have brought total revenue of more than \$2 billion.

People Count in Alberta

Alberta is a province that cares about people.

That's why it has Canada's first ombudsman — guardian of the people's rights — Canada's only youth department and one of Canada's most imaginative programs designed to help Indians and Metis help themselves.

That's why the government introduced its far-reaching White Paper on human and economic development and commissioned community opportunity assessment studies in six areas around the province.

That's why the board of industrial relations has worked so successfully with labor and management to give Alberta — one of Canada's most industrialized areas — such an enviable record of labor peace.

The new ombudsman has full powers to go to bat for anyone who finds himself the victim of injustice in the province. His appointment results from the government's concern for the rights of individuals in an increasingly complex society.

The Alberta department of youth, enthusiastically headed by the province's youngest MLA, was established only last year. But already it has launched an impressive array of programs giving young people roles to play in society and teaching them constructive and challenging ways to make use of their increasing leisure time.



Members of the Alberta Youth Corps will spend this summer on Indian reserves helping organize recreation programs and teaching kindergarten-age children. Others will work with preschool children in city slums preparing them for the day they will start full-time classes. Others will augment the services of staff in provincial mental hospitals. Medical students, also members of the corps, will travel to isolated northern areas where medical services are scarce.

Trained leaders in recreation will assist local organizations to establish and operate new and exciting community participation programs.



The government's White Paper, the most significant document produced in Alberta in the past 30 years, and the only one of its kind in Canada, is an assessment of all aspects of life in the province. It's designed to help Albertans prepare for the dynamic new era of human achievement which lies ahead in Canada's second century of nationhood. It's an example of Alberta's Social Credit government preparing to meet the needs of the future.

The provincial government has launched specially-designed programs to help the Indian and Metis population to a better life in Alberta. Community development projects have been started in seven areas and will be expanded to seven more this year. Special training centres and programs have been established at Fort McMurray, Grande Cache and Edmonton to provide trades training for Indian and Metis people.

The province's native people are being encouraged to form co-operatives for a variety of activities such as handicraft production and marketing and fur marketing. Co-operatives in lumbering and sawmill operations and in housing have also been established. All of these projects are developed and managed by the native people themselves, government assistance coming in the form of expert advice and loans.

Alberta is a leader in the field of conservation and recreation. In the last few years, 42 provincial parks and 24 historic sites have been established. Two wilderness areas and one wilderness provincial park have been established in regions of western Alberta, covering a total area of 2,417 square miles, as well as two natural areas near major highways. Several other areas have been reserved for this purpose.

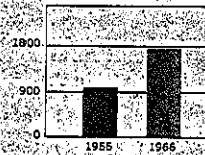
ALBERTA THE TAX HAVEN OF CANADA

By twentieth century standards keeping the tax burden of any province at a strict minimum is a major achievement.

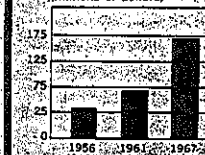
Alberta not only has accomplished this but continues to extend tax relief to wage earners. The Social Credit Government has now established a 75 per cent estate tax rebate. Add this to the fact that Alberta is the only Canadian province without sales tax and you're looking at a virtual tax haven. Alberta also enjoys no tobacco tax, no amusement tax, the lowest motor vehicle license rates and the lowest gas tax of any province.

- Sales taxes in other Canadian provinces range from 4 per cent to 8 per cent. Alberta has no sales tax.
- Gas taxes in other provinces are as high as 19 cents, whereas in Alberta it's only 12 cents.

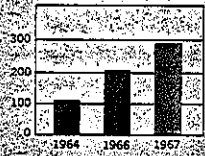
PUBLIC & PRIVATE INVESTMENT IN ALBERTA (millions of dollars)



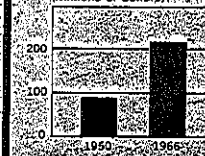
APPROPRIATIONS FOR HEALTH SERVICE (millions of dollars)



EDUCATION BUDGET (millions of dollars)



REVENUE FROM CROWN HELD LAND (millions of dollars)



Northern Alberta growing rapidly

Steel mills stretch to resources to keep Alberta's economy fed

Sulphur market stabilizes

Lethbridge production hits new high

Tourist dollars sweeten already solid economy

University At Lethbridge Is Expected Before 1970

North Oil Sands Development Set

Death Duties Will Be Cut

Area Drills Double

Alberta Construction Industry Revitalizes Training Programs

Alberta agriculture industry has proud heritage of progress





Alberta has a dynamic new
day dawning in progress
and prosperity. You're a
part of it with Social Credit

Adolph O. Fimrite has been a Spirit River Constituency resident all his life. "Al" was born on a farm where he first learned the business of farming. Later, he operated a Co-op Store, managed a Co-op Creamery and now ~~owns a Department Store~~ in Wanham.

Mr. Fimrite has represented his Constituency in the Alberta Legislature since 1952, and was recently appointed Minister without Portfolio and Chairman of the Northern Development Council. His keen interest in northern affairs and his work in this field qualifies him for the tremendous task ahead of the Council. Spirit River citizens can indeed be proud of their native son in this regard.

Mr. and Mrs. Fimrite have two children.

RE-ELECT

TUESDAY, MAY 23rd

ADOLPH O.

FIMRITE X

SPIRIT RIVER

**FOR THE BEST YEARS OF YOUR LIFE
VOTE SOCIAL CREDIT**

(published by the Alberta Social Credit League) (printed by North Hill News Ltd.)