

This record proves that
LIBERAL ACTION POLICIES

get

Results

FOR TOMORROW'S
OPPORTUNITIES

VOTE LIBERAL

J.O. Cour Liberal Candidate
Russell



ARTHURS-JONES TORONTO, ONT.

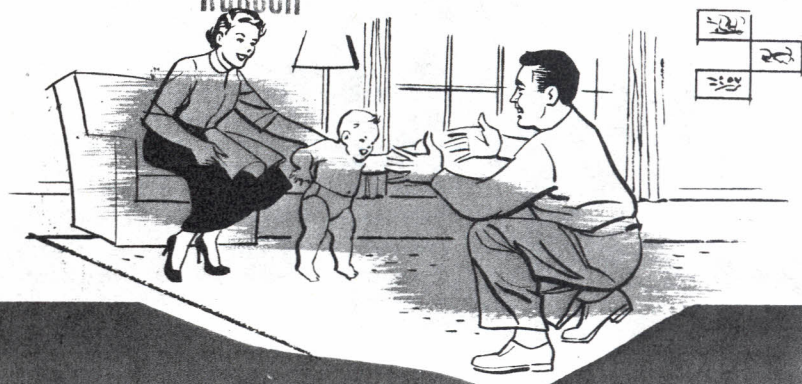
J.O. Cour Liberal Candidate
Russell

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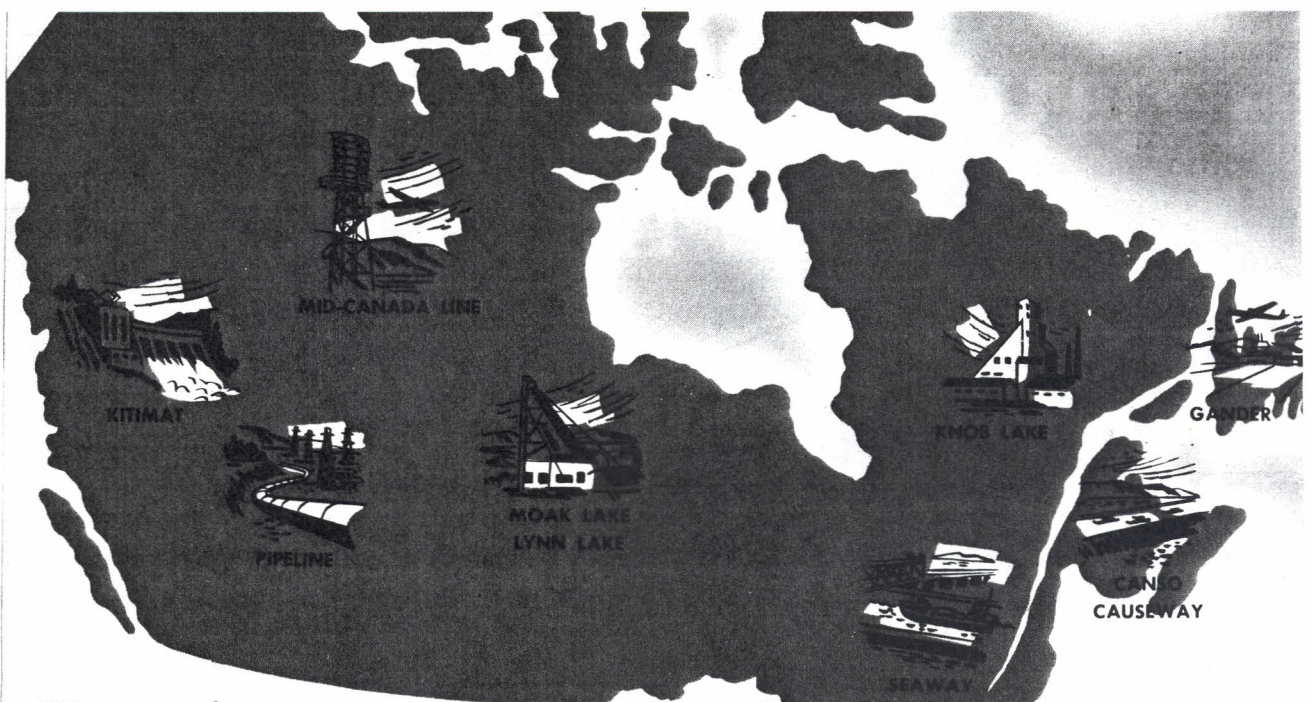
LIBERAL
ACTION
POLICIES
CREATE

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more jobs and more opportunities

...the record proves it!



From coast to coast the Canadian story is

ACTION and GROWTH

Canadians have reason to be proud of their accomplishments during the last few years. The unprecedented activity in national projects is striking evidence of the unbounded confidence of Canadians. And is testimony to the favorable climate for expansion created by Liberal action policies, boldly administered.

LIBERAL ACTION POLICIES HAVE HELPED CREATE 314,000 NEW JOBS SINCE 1953!

In 1953, Prime Minister St. Laurent said "The maintenance of full employment is just as much a Liberal objective today as it has been since the war".

Since 1953, the business expansion, plus the job creating national development projects have resulted in a tremendous increase in the number of Canadians employed. *There are 314,000 more people working in industry and services in Canada than in 1953 — and 914,000 more than in 1948 when Mr. St. Laurent became Prime Minister.*

AMAZING INDUSTRIAL EXPANSION — The value of the output of Canadian factories has nearly doubled in eight years. More goods than ever are being processed in Canadian plants . . . one out of every four persons working in Canada is now employed in manufacturing, and one out of every three dollars of national income is earned in Canada's industrial establishments.

CANADA'S EXPANSION PAYS YEARLY BENEFITS — The Gordon Commission has painted a bright and glowing picture of Canada in 1980, but it is not necessary for Canadians to wait until 1980 to experience and enjoy the benefits of that expansion. Month after month, year after year, as Canada's destiny unfolds, Canadians will live better, enjoy more of this world's goods, have more leisure, have better health care, better educational facilities for their children and see more and greater opportunities develop.

LIBERAL LEADERSHIP HAS BEEN PROVED SUCCESSFUL — Prime Minister St. Laurent gives major credit for Canada's amazing record to the Canadian people themselves, but adds:

we do feel that the policies of the Liberal government have helped to make these achievements possible.

Liberal policies and Liberal leadership have created an economic climate which has encouraged and supported Canada's growth.

Highlights of the St. Laurent 8 year record

- 914,000 NEW JOBS
- Industrial Production up 90%
- Electric Power Output up 74%
- Exports up 56%
- 2200 New Plants Opened
- Capital Investment up 137%
- Total investment in eight years, over \$42 billion
- Motor Car Production Tripled
- Nearly a Million New Homes
- Personal Expenditures More than Doubled

**for continued
expansion
Vote LIBERAL**

Make Sure CANADA'S PROGRESS CONTINUES

Women have played a big part in Canada's progress. Their interest in Canada's future is greater now than ever. They can look forward to sharing in the benefits of an expanding economy. As wives and mothers, they can be happy over the prospects for their children, which were never brighter than they are now.

**VOTE FOR
TOMORROW'S
OPPORTUNITIES**

**VOTE
LIBERAL**

Compliments of
George J. McIlraith



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have
confidence
in
St. Laurent

"Next to the safety of the nation, the freedom and the welfare of the individual and the family should be the great concern of government"

- Rt. Hon. Louis St. Laure

The women of Canada believe in
and support what the Liberal Party
stands for, as they have consistently
proved by their votes

What are the "sales features" of this
program, that appeal so strongly to
the Canadian woman's keen sense
of values — and to her aspirations
for herself and her loved ones?

Here are some of them . . .

STRONG AND ACTIVE SUPPORT TO CAUSE OF PEACE

. . . Our continuing progress is possible only in a world at peace. And the St. Laurent government works unceasingly towards this goal — by its constructive efforts in the United Nations; by sharing, through NATO, in the common defence of the North Atlantic nations and our own continent.

BUILDING FOR THE FUTURE . . . With the world at peace, what wonderful prospects lie ahead! Today the Canadian housewife can buy *half as much again*, in actual goods and services, as she could eight short years ago. Yet the Gordon Commission sees the Canadian standard of living rising, within the next 25 years, a *further two-thirds* above our already record level.



LIBERALS CONCERNED WITH FAMILY WELFARE

The Liberals believe that this present and future prosperity is the heritage of every Canadian. Prime Minister Louis St. Laurent states our party's social goal in these words:

"If our society is to endure, if our way of life is to be brought closer and closer to our heart's desire, we must keep coming back in all our thinking to the *individual human being and his welfare*".

LIBERAL RECORD OF SOCIAL LEGISLATION . . . *Family Allowances—Veterans' Welfare—Old Age Security—National Health Plan—all have been the work of Liberal administrations.*

The Liberal government today spends 27 cents of every tax dollar on social security benefits.

HOSPITAL INSURANCE

And now another great social advance, nation-wide hospital insurance awaits only the agreement of the provinces to get under way. Hon. Paul Martin recently said: "no measure enacted over the past two decades will have more far-reaching effects for the people of Canada".

MORE THAN A MILLION NEW HOMES . . . With the assistance of the National Housing Act over a million new homes have been built since the war. Today one Canadian family in four is living in a new, modern post-war home.

MORE OF THE GOOD THINGS . . . Greater spending power has, among other things, enabled Canadian housewives to provide more nourishing and attractive meals. Families are now consuming more meat, poultry, fish, eggs, milk, cheese, fruit and vegetables.

At the same time, more Canadian women are enjoying the full advantages of new TV sets, washing machines, automatic dish-washers, electric refrigerators, deep-freezes, automobiles and other conveniences.

EQUAL PAY FOR EQUAL WORK . . . The Liberal Government recognizes the rights of women in business and in 1956 passed legislation, providing for equal pay for equal work by women in the Civil Service.

In 1954, the Women's Bureau was established in the Department of Labour with a woman as Director to work on projects to improve the position of women in Canada's working force.



"Good Value"

Vote Liberal

THE LIBERAL PROGRAM SPELLS . . .

HOSPITAL INSURANCE

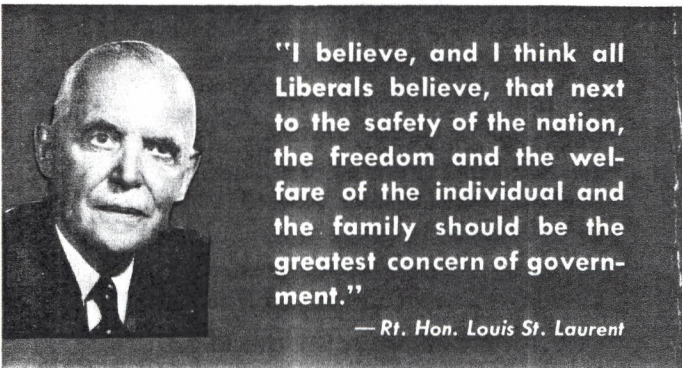
\$200 Million now Offered to the Provinces to Help with the Costs of Hospital Care

The Liberal government in Ottawa has placed before the provinces a national plan for a system of hospital insurance. This federal hospital insurance plan is ready to become effective as soon as it is accepted by six provinces containing at least half the population of our country.

The foundation for Canada's hospital insurance plan was first laid in 1948 when the National Health Program was put into effect by the Liberal government in Ottawa. Since that time the Ottawa government has made grants totalling \$188 million to help the provinces prepare for hospital insurance. These federal grants have helped to build 800 new hospitals, or hospital extensions, with 64,000 beds, and to make other required improvements in our country's health services. It is also under this program that Salk vaccine has been provided for 2,000,000 Canadian children.



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— Rt. Hon. Louis St. Laurent

If you like the Liberal stand on Social Security,

Vote Liberal
...and be sure!



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Increased Social Security Benefits

1971
1972
1973
1974

The Liberal Government in Ottawa is Providing an Additional \$133 Million a Year in Higher Monthly Payments to Canadians Receiving Social Security Benefits



FAMILY ALLOWAN



OLD AGE SECURI



OLD AGE ASSISTAN
AND ALLOWANCI
FOR THE BLIND



VETERANS' BENEF

Every Major Welfare Measure Has Been Introduced by a **Liberal Government**

INCREASED BENEFITS IN NEW BUDGET

To provide Canadian families and individuals with the greatest possible degree of social protection against personal misfortune and reduced earning ability has always been a principal aim of the Liberal party.

Liberal governments in Ottawa have put into effect every major Canadian measure in the field of health and welfare. As a result of Liberal policies, Canadians benefit from a national social security program that is unsurpassed by any country in the world.

This year federal expenditures in social security will total \$1,500,000,000.

In a further effort to provide the greatest possible social protection to our people, the Liberal government in this year's budget increased social security benefits by the rate of \$133 million in a full year. This means increased monthly payments to Canadians receiving family allowances, old age security, old age assistance, blindness allowances, disability allowances, and veterans' benefits.

Here are some facts about the Liberal social security program:

Family Allowances—More than 5,400,000 children in 2,275,000 families receive monthly

allowances totalling \$35,750,000 a month. (See increases in panel at right).

Old Age Security—More than 775,000 Canadians 70 years of age or over benefit from this Liberal social measure. Monthly payments will be increased to \$46 starting July 1st. Total distributed—over \$31 million every month.

Old Age Assistance—Over 95,000 Canadians, aged 65-69, who are in need, receive monthly assistance totalling \$21 million a year from the federal government and an equal amount from the provinces.

In addition it was a Liberal government in Ottawa that introduced and is now carrying out these other important social security and welfare measures:

Allowances for the Blind

Unemployment Insurance

Veterans' Charter

National Health Program

Allowances for the Disabled

Unemployment Assistance

SOCIAL SECURITY INCREASES

The Liberal government at Ottawa in this year's budget provided increases at the rate of an additional \$133 million in a full year for higher monthly payments to Canadians receiving social security benefits.

For several of the following programs income ceilings and other limitations were substantially relaxed:—

Family Allowances

An additional \$42 million will be provided to increase monthly payments from \$5 to \$6 for children under six years of age . . . and from \$7 to \$8 for children in the 10-12 age group.

Old Age Security

Monthly payments increased from \$40 to \$46, starting July 1st. These increases in the social payments to our senior citizens will amount to an extra \$60 million a year, making the total annual cost \$432 million.

Veterans' Benefits

Total disability pensions are increased to \$150 a month . . . if married to \$200.

Widows' pensions are increased to \$115 a month.

Veterans' allowances . . . the married rate is increased to \$120 a month. These increases in veterans' benefits will cost an additional \$25 million a year.

Old Age Assistance

Monthly payments increased from \$40 to \$46.

Allowances for the Blind

Monthly payments increased from \$40 to \$46.

Disability Allowances

Monthly payments increased from \$40 to \$46.

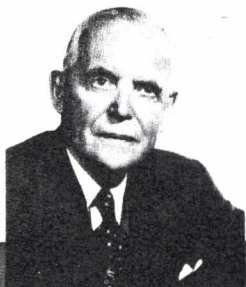
Vote for the party that really believes in social legislation...

Vote Liberal

PROMOTING A BETTER LIFE FOR ALL OUR PEOPLE...

The record shows that the Liberal Party works to promote a better life for all our people . . . to create a climate in which the labour movement can flourish . . . to provide more and better jobs every year . . . to provide the greatest measure of family security against personal misfortunes . . . and to increase the earnings and incomes of all our people.

It has always been the same in Canada . . . when the Liberals are in Ottawa Canadians have a higher standard of living. That's why so many vote for Liberal candidates.



"The maintenance of full employment is just as much a Liberal objective today as it has been ever since the war.

"What we mean by full employment is that there should be a high enough level of employment so that no one who wants to work and is able to work will have to go very long without gainful employment."

RT. HON. LOUIS ST. LAURENT

Vote Liberal

Compliments of
George J. McIlraith



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CANADA'S LABOUR MOVEMENT IS MAKING

record progress

LIBERAL LABOUR POLICIES ARE
HELPING CANADIAN WORKER
GET A BIGGER SHARE
OF OUR NATIONAL INCOME



Canadian Labour makes its BIGGEST GAINS when a Liberal Government is in Ottawa

To create a climate in which the labour movement could flourish and Canadian workers could achieve a higher standard of living has always been a principal aim of Liberal administrations in Ottawa.

The Liberal Party firmly believes that collective bargaining through unions of the workers own choice is the only way in which the dignity of the individual worker can be maintained in a modern industrial society... and the only way in which Canada's workers can be assured of a fair share of the fruits of their labour and of our country's great resources.

GROWTH IN UNION MEMBERSHIP... With a friendly Liberal administration in Ottawa union membership in Canada has grown from 360,000 in 1940 to over 1,350,000 in 1957.

ALWAYS A GOOD FRIEND OF LABOUR... The Liberal Party has always been a good friend of labour. In 1900 a Liberal government established the federal Department of Labour... the first Deputy Minister of Labour was Mackenzie King, who later became Leader of the Liberal Party and Prime Minister of Canada.

Other Liberal labour legislation before the first world war included: prohibition of work on Sundays; provisions for investigation and conciliation of industrial disputes; minimum wage laws for women and young workers; introduction of the collective liability principle

in workmen's compensations; "fair wage" provisions in all public works and government contracts; establishment of public employment offices.

The record also shows much other Liberal legislation which has helped Canadian labour to achieve many of its most cherished goals.

UNEMPLOYMENT INSURANCE... Passed by a Liberal government in 1940 unemployment insurance provides a substantial measure of protection for Canadian workers and their families. While helping Canadian families over layoffs and in between jobs this Liberal legislation also helps to create a stable economy and keeps other workers on their jobs.

NATIONAL EMPLOYMENT SERVICE... The National Employment Service keeps close watch on the over-all employment situation through surveys of Canadian employers... advises workers where jobs can most easily be found... makes special efforts to counter winter unemployment... advances transportation costs, on behalf of employers, to workers going to distant jobs... and in four years has placed 75,000 handicapped persons in jobs.

FAMILY SECURITY... This year's federal budget provides for increases in many of the benefits paid out through the Liberal social security program which seeks to provide the greatest possible protection for Canadian families against personal misfortunes and reduced in-

comes. Family Allowances, Old Age Security, Old Age Assistance, Disability Allowances, Allowances for the Blind — these are *all* Liberal provisions for family security. The hospital insurance plan of the Liberal administration is a further advance in providing social protection to Canadian families.

HIGHER WEEKLY EARNINGS... Canadian workers, under Liberal administrations, have enjoyed substantial increases in earnings. Here's the record in industry:

Average weekly earnings in 1939 were \$22.79		
1946	"	\$32.24
1949	"	\$42.96
1953	"	\$57.30
1956	"	\$66.69

With allowance made for price increases, the Bureau of Statistics figures show that the average worker in manufacturing plants with his 1956 pay could buy 26% more goods than his wages would buy in 1946.

MORE JOBS - BETTER JOB OPPORTUNITIES... More Canadians are gainfully employed today than ever before. In 1956 there were over 200,000 new jobs in Canada. Here's the record:

Year	People with jobs (including agriculture)	% of total population each year
1945	4,441,000	36.78%
1950	4,997,000	36.44%
1955	5,388,000	34.47%
1956	5,674,000	35.29%

**CANADA'S WORKING PEOPLE
ARE BUYING MORE GOODS
AND SERVICES TO-DAY
THAN EVER BEFORE!**

The Liberal Record shows **Record Gains** for Canadian Labour **Vote Liberal**

Liberal Record of Social Legislation


Liberal Governments in Ottawa have put into effect every major Canadian measure in the field of health and welfare including —

- FAMILY ALLOWANCES
- OLD AGE SECURITY
- OLD AGE ASSISTANCE
- ALLOWANCES FOR THE BLIND
- UNEMPLOYMENT INSURANCE
- ALLOWANCES FOR THE DISABLED
- NATIONAL HEALTH PROGRAM
- UNEMPLOYMENT ASSISTANCE

...and now another great Liberal social advance...
Federal legislation for a nation-wide system of hospital insurance has been proclaimed.



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"I believe, and I think all Liberals believe, that next to the safety of the nation, the freedom and the welfare of the individual and the family should be the greatest concern of government."

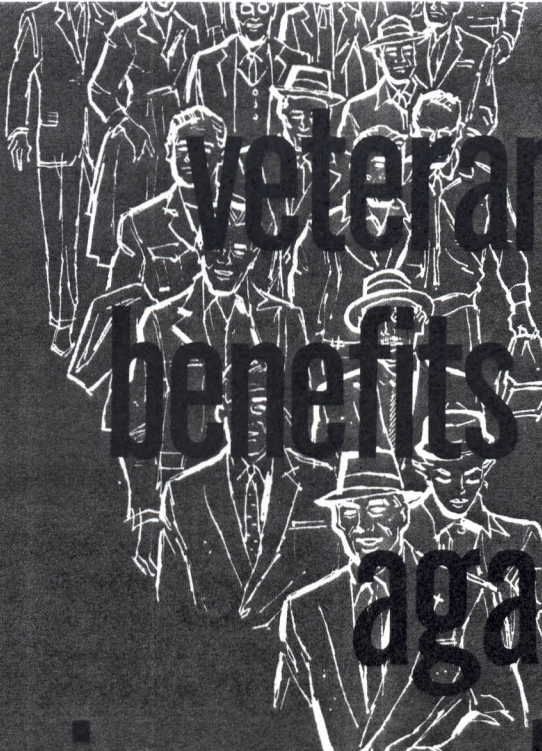
— Rt. Hon. Louis St. Laurent

Vote Liberal



ARTHURS-JONES TORONTO, ONT.

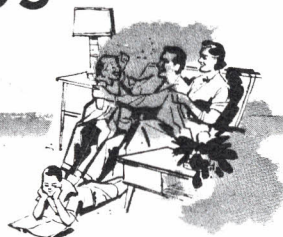
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veterans benefits again increased

Canada's Expenditures on
behalf of Veterans and
their families exceeds
\$250 millions annually

Here's how assistance and services to Veterans have been extended under the **VETERANS CHARTER** since 1953



WAR VETERANS ALLOWANCES have been increased *twice* in the past four years. In 1955, monthly payments to single recipients were increased from \$50 to \$60, to married recipients from \$80 to \$108; and in 1957 to \$120 for married recipients.

Income ceilings for both single and married recipients have also been raised twice and are now \$80 per month for single persons and \$135 per month for those who are married.

PENSIONS were increased this year from \$125 to \$150 a month for single veterans, and from \$170 to \$200 for married pensioners. Widows' pensions were raised from \$100 to \$115 a month. Helplessness Allowance increased from \$1400 to \$1800 annually.

Today about 193,000 veterans and their dependants are receiving pensions totalling nearly \$129 millions annually; and over 55,000 older veterans and their dependants receive allowances of over \$42 millions per year, an increase of \$13 millions since the 1955 amendments came into effect.

The St. Laurent Government is constantly revising and improving its veterans legislation to provide adequately for the needs of Canadian veterans and their dependants, and for the dependants of those who have died as a result of service.

**From April, 1953 to March, 1957
EXPENDITURES UNDER THE VETERANS
CHARTER TOTALLED ABOUT \$1,064,000,000**

RECENT LIBERAL LEGISLATION FURTHER STRENGTHENS THE MOST ADVANCED VETERANS PROGRAM IN THE WORLD

Opportunities for higher education extended to children of those who have died as a result of war service.

Re-establishment credits available to children of any veteran who dies before credits expended. Time limit for use of re-establishment credits also increased from 10 to 15 years.

Purchase of Veterans Insurance provided for under War Service Grants Act.

Helplessness allowances made payable to pensioners receiving out-patient treatment through D.V.A.

Veterans of the Korean Operations enabled to obtain Veterans benefits.

Financial assistance for urban home construction and farm improvement introduced into the Veterans Land Act.

Deductions from disability pensions eliminated when pensioners receive hospital treatment for pensionable disabilities.

Benefits of Veterans Treatment Regulations broadened to include more Canadian veterans than ever before.

I am sure it is the wish of all Canadians that those who served Canada so well in the past should receive the best that we can afford. I can assure you that it is the policy of the Liberal government to provide every possible facility for each group of veterans consistent with the interest of all veterans generally and the country as a whole.

HON. HUGUES LAPOINTE,
Minister of Veterans Affairs,
Ottawa, March 29, 1955.

For continued protection of the veterans interests ... *Vote Liberal*

Canada's KEY U.N. ROLE IN SUEZ-MIDEAST CRISIS

Canada initiated the move in UN that led to the creation of the special United Nations force to secure and supervise the cease-fire.

More than a thousand men — largest contingent of the international force — were supplied by *Canada*.

Commander of the force is Major-General E. L. M. Burns — a *Canadian*.

Canada is a member of the 7 Nation advisory committee of the UN Assembly set up to assist the Secretary-General in the establishment of the United Nations force.

. . . All striking evidence of Canada's readiness and ability to give effective service to preserve the peace. Striking proof, too, of the confidence and high regard which Canada enjoys as a sincere supporter of UN objectives.



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Since the last war, Canadians have been or are still serving in:

1. The United Nations Military Observer Group in India and Pakistan.
2. The United Nations Truce Supervisions Organization in Palestine.
3. The United Nations Command in Korea.
4. The International Supervisory Commission in Indo-China.



ARTHURS-JONES TORONTO, ONT.

CL-1-57



Vote Liberal

Canada works for PEACE



Canada's international prestige never higher as Liberal Foreign Policies continue to give strong and active expression to the CANADIAN PEOPLE'S WILL FOR PEACE

Here are some of the ways Canada is doing her part in the common effort to achieve international peace and understanding...

- * Canada's support for the Commonwealth, with the United Kingdom as its leader, and now including great Asian nations, remains a first principle of her foreign policy.
- * Canada has taken an important and sometimes leading place as a member of UN ever since she helped to draft the United Nations Charter at San Francisco.
- * Canada has been a partner in NATO from its beginning, when Prime Minister Louis St. Laurent was one of its earliest and strongest sponsors. Canada shares fully in this co-operative effort by the North Atlantic nations for their mutual defence.
- * Canada works in close cooperation with the United States in safeguarding the skies and shores of the North American continent.

* Canada has proved her readiness at all times to join with men and women of goodwill anywhere to solve political and economic problems threatening the peace.



CANADA'S RECORD OF SERVICE AT U.N.

External Affairs Minister Lester B. Pearson served a term as President of the General Assembly of the United Nations. More recently, he was one of the Commission of Three appointed by NATO to study non-military aspects of that organization's work.

Canada with Great Britain, France, the United States and the U.S.S.R. is a member of the UN Sub-committee on Disarmament.

Canada has been a leading contributor to the Colombo Plan of economic aid to South-east Asia; has provided technical experts to direct work in less developed countries; has helped train hundreds of workers from abroad, preparing themselves to assist the development of their home countries.



HELPING TO KEEP NATO STRONG

The 1st Canadian Air Division is stationed in Europe as part of NATO air defence. Its 12 squadrons are equipped with Canadian-built, improved versions of the Sabre, and with CF-100's.

A Brigade of the 1st Canadian Infantry Division is based in Germany as part of ground forces.

The Royal Canadian Navy has upwards of thirty-six ships of war ready for NATO assignments in the Atlantic area.

Royal Canadian Air Force has trained some 4,500 pilots and navigators for ten NATO countries.

Canada has provided military assistance to NATO countries valued at \$1.3 billion under the Canadian Mutual Aid Program established in 1950.

The continental defence of North America — a joint undertaking of Canada and the United States — is a further contribution. It includes:

The Pinetree Network — a combined Canada-U.S. warning and interceptor control system.

The Mid-Canada Line, along the 44th parallel and

The Distant Early Warning (DEW) Line, along the Arctic coast.

Vote Liberal

the St. Laurent Government works for

PEACE