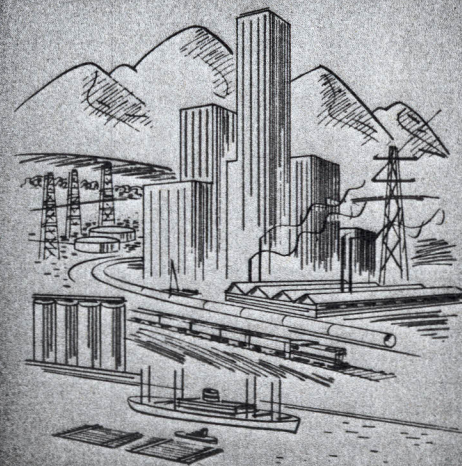


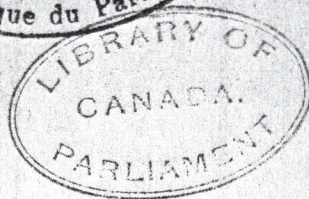
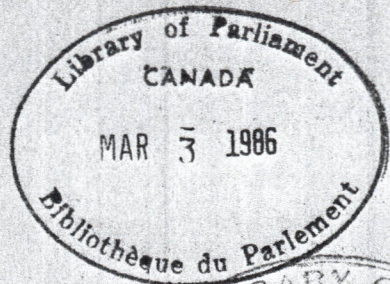


**BETTER
MAKE CANADA A NATION**

IT'S YOUR CANADA



WITH SOCIAL CREDIT



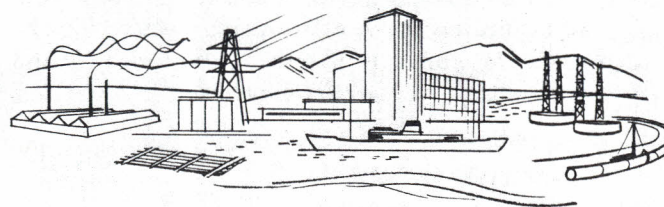
This book is published to bring to the attention of Canadians the importance of major issues facing them in the 1957 federal election.

Great changes must be made in administering the affairs of Canada if our country is to prosper.

The NATIONAL SOCIAL CREDIT MOVEMENT can make these beneficial changes in the administration of our national affairs. Just how this can be done is outlined in the ensuing pages.

Published by
THE NATIONAL SOCIAL CREDIT
CAMPAIGN COMMITTEE
227 Laurier Ave. West, Ottawa, Ont.

SOCIAL CREDIT PLANS FOR A BETTER CANADA



Your **NATIONAL SOCIAL CREDIT MOVEMENT** has a positive programme for Canada—a new vigorous, dynamic policy based on freedom and free enterprise for all.

It calls for rejection of the impractical, stifling idea of "tight money", of excessive taxation, of government meddling and autocratic action.

Social Credit proposes the immediate introduction of these measures:

- An increase in the Old Age Pension payments designed to bring them to \$100 a month.
- A financial policy designed to keep purchasing power in balance with Canada's production.
- Dropping of the present impractical experiments with "tight money".
- A national health plan designed to meet the standards of all provinces.
- An increase in income tax exemptions to meet higher living costs.

- A national housing programme designed to make home-ownership possible for every Canadian family.
- A vigorous, enlightened trade policy designed to widen markets for Canada's surplus production involving a two-price system for the sale of farm products, barter deals, and acceptance of the currency of other countries.
- Low interest loans for small businesses and farmers.
- Federal financial assistance for construction of all arterial highways.
- A new foreign policy, broader than military power alone, which would be based on the distribution of our surplus farm products and output of our factories to the less favoured nations of the world
- A national security policy based on defence, not aggression and the elimination of inefficiency and waste.
- Bring about much-needed reforms in The Senate.
- Keep government out of private business.
- SOCIAL CREDIT believes Canada must have a planned and vigorously executed policy to bring people to this country and place them where they are needed.
- Canada's Northland will be developed and made an integral part of our expanding nation by a SOCIAL CREDIT government.
- Superannuation benefits for wage earners to be transferable.

MAKE CANADA A GREAT NATION



SOLON E. LOW
National Social
Credit Leader

We in Canada have the resources and the people to transform our country into one of the great nations on earth, given a sound and efficient administration. A SOCIAL CREDIT government, in an atmosphere of freedom and free enterprise, will dedicate itself to bring this about.

Canadians today want a modern administration at Ottawa that will return the governing of the country to the people. No longer will they be subjected to rule by a handful of bureaucratic administrators and politicians.



ERNEST G. HANSELL
President, Social Credit
Association of Canada

Efficiency, vision and courage as broad as our vast country are today's needs in the administration of the affairs of Canada. The SOCIAL CREDIT MOVEMENT sincerely believes it can provide such a government for Canada, and to this end has prepared a national policy which will bring our country and our people to new heights of prosperity and well-being.



HON. R. W. BONNER, Q.C.
Chairman National
Organization Committee

EXPANSION WITH THE NATIONAL SOCIAL CREDIT MOVEMENT

Canada stands on the threshold of greatness. The riches of our forests, our farms, our fisheries; the vast wealth of potential water power and petroleum resources we possess are about to be utilized in a vast new development programme.

But this greatness will not be fully achieved until the affairs of our nation are guided by a strong, new, government of action in Ottawa.

In the national government we must have vision where we now have indecision; we must have dynamic leadership where we now have uncertainty; we must have confidence where we now have confusion.

The unhappy spectacle of departmental bureaucrats bickering over major policy matters must give way to leadership for the direct benefit of the people.

The sorry record of the past few years must be replaced by a new era that will:

- Improve our standard of living.
- Safeguard our security.
- Protect the individual freedom of every citizen.
- Provide a better deal for the farmer.
- Protect the national health.
- Encourage new industries.
- Expand employment opportunities.
- Extend transportation facilities and guarantee fair freight rates to all regions.
- Assist in the development of our natural resources under a free enterprise system.
- Solve the problem of distribution and minimize disturbing business cycles.

Realization of these ideals is the basis upon which this, our federal programme will be carried out. SOCIAL CREDIT is genuine free enterprise, but opposed to national monopolies. SOCIAL CREDIT is in favour of social reform but is opposed to state socialism.

FAIR PRICES FOR FARMERS

Social Credit believes that the farmer deserves a fair price for his product, just as much as the working man deserves a fair wage for his production.

There is no reason why the farmer should be forced to take depressed prices set in a world-wide market for products which he grows for Canadian consumption, any more than the working man should get wages comparable to those in foreign countries with low living standards.

Social Credit will establish a two-price system for farm production and at the same time will see to it that surplus farm products are sold to countries requiring them, and as one means to this end will accept currency of the importing countries in payment.

Social Credit believes that the acceptance of foreign currencies would be of tremendous value in international trade and would tend to break down some of the barriers that are binding our world into tight militaristic and antagonistic knots.

Here is Canada's Chance!

SOCIAL CREDIT OFFERS THE KEY TO BETTER GOVERNMENT

SOCIAL CREDIT offers a fresh approach to the affairs of government, in which reason, logic and experience are combined to provide the very best form of administration for Canada.

With such an administration, the following measures could be immediately enacted:

\$100-A-MONTH PENSION . . . SOCIAL CREDIT will make available an Old Age Pension of \$100 a month. This can be achieved at once by increasing the basic federal pension to \$60, with an additional \$40 for those in need, made up of equal contributions from Ottawa and the provinces.

A HOME FOR EVERY FAMILY . . . Believing that home ownership is a major factor in building a nation, SOCIAL CREDIT will encourage home owners by instituting a new national housing program—low-interest, long-term loans; income tax exemption on interest payments; the establishment of a Department of Housing to encourage home-building.

RELIEF FROM "TIGHT MONEY" . . . The present federal administration's experiments in controlling finance must be replaced with a sound monetary policy which will remove the restrictions now throttling the economy of our nation. The so-called "tight money" policy is seriously endangering the

whole economy of our country and the livelihood of the farmer and the small business man—two of the mainstays of our nation.

INCOME TAX EXEMPTIONS . . . With the steep climb in living costs, steps must be taken to alleviate the increasing burden of taxation, particularly for the average family man. One such step would be to increase basic exemption by 50 per cent, this being compensation for the decreased value of today's dollar.

A NATIONAL HEALTH PLAN . . . The promise of a national health insurance plan has been held as political bait before the voters of Canada for the past 12 years. A National SOCIAL CREDIT government would make such a plan available immediately to all provinces desiring it.

NEW AID TO FARMERS . . . Parity prices and the sale of Canada's surplus farm products to needy nations of the world and acceptance of their currency for these purchases would benefit Canada's farmers, strengthen our trade position and help to create more international goodwill. Our surplus food is a liability today. It could become a tremendous asset by establishing friendly feelings in other countries.

The Housing Crisis

HOMES—A NATIONAL NEED

SOCIAL CREDIT believes that every Canadian deserves the opportunity to own a home of his own.

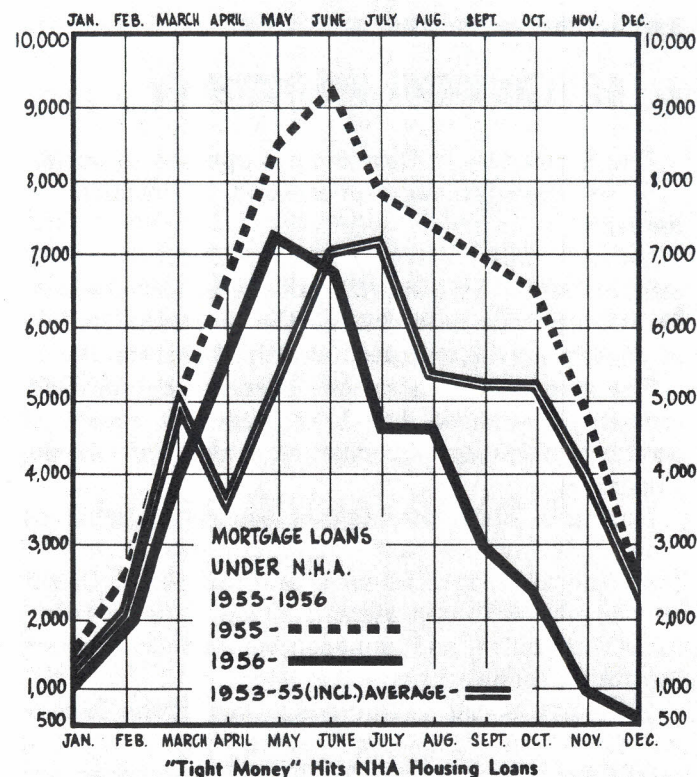
To provide this opportunity, it is our plan to establish at Ottawa a **Department of Housing** that would:

- (1) Immediately expand the housing programme.
- (2) Provide low-interest-rate, long-term loans for private homes, thus reducing monthly payments to the lowest possible amount;
- (3) Include as an income tax exemption interest charges on basic mortgage money for those who are buying their own homes.

SOCIAL CREDIT believes that a home for everyone is a national need. The tight money policy introduced by the national government last year has completely strangled the housing programme.

Ottawa statistics reveal that private home construction in Canada during the past eight years has fallen far short of normal family growth requirements, and that the cost of homes has risen above the means of too many of our people.

Because of the lack of funds available for mortgages, the number of new dwellings being started this year has been reduced to less than 50 per cent of the figure for the same period in 1956. At the same time, with national housing loans down 80 per cent, it is obvious that the home-building programme will be curtailed to a much greater degree in the immediate future.



The Ottawa government must accept full responsibility today for:

- (1) Limiting the present housing construction programme and thereby crippling the largest industry in the country;
- (2) Denying homes to families who need them;
- (3) Allowing the cost of housing to increase to a point where lower and medium income groups can no longer afford to build or buy a house.

The need for new housing in Canada is critical. Only SOCIAL CREDIT has a positive solution.

MONOPOLIES ENCOURAGE GOVERNMENT INEFFICIENCY

The Social Credit Movement is opposed to ownership by the National Government of business or industry.

Social Credit believes that the initiative and incentive created by competition between private companies or private individuals is the successful method of developing the untapped wealth of this nation.

The record of corporations operated by the Government of Canada has been largely a record of waste, inefficiency, incompetency and lack of development.

During a state of national emergency such as existed during the past war, there was an excuse for some state interference, but the Social Credit movement has fought vigorously since then to eliminate this control and monopolistic tendencies which inevitably follow.

Although Social Credit feels that Trans-Canada Airlines and the Canadian Broadcasting Commission might have been necessary in the past, they are today flagrant examples of continuing monopolies foisted on the people by an arrogant government which, in its indifference to the feelings and needs of Canadians, has cut off competition completely.

Social Credit believes that the time has come for competition whether it be in television, radio, or in air services across our nation.

Competition is the life blood of our system; it is the main spur to progress. Trans-Canada Airlines and the Canadian Broadcasting Corporation are only two examples of the many growing bureaucratic trends of Ottawa which is today trying to legislate everything from our culture to our economic affairs.

Two different managers under identical conditions,

operating identical plants would not produce identical profits. One man's ability, ingenuity and initiative would bring success to the operation, while the lack of these qualities in another would result in failure only.

Governments have not yet discovered a satisfactory method of disposing of inefficient management: too often this excuse has been used in making political changes, and opposition parties are invariably suspicious of any such moves. The freedom of action available to a private board of directors is not found in Government.

HEALTH INSURANCE FOR ALL

At the present time, there is no national health insurance programme, although the Federal Government has promised to institute such a plan when "majority of the provinces representing half of the Canadian population agree to participate".

Social Credit believes that this programme should be implemented at once in those provinces that ask for it.

It is obvious that the National Government must have the funds available to meet the Federal share of such a health insurance programme. But Ottawa continues to hold this money until its conditions are met.

Some provinces already provide hospital insurance plans without Federal aid; others are planning to introduce such schemes shortly.

There is no legal or moral justification for the withholding by the Federal Administration of funds that are available for health insurance.

SOUND, STABLE, PROVEN POLICIES



HON. E. C. MANNING

Alberta has become one of Canada's most prosperous and progressive provinces with a **SOCIAL CREDIT** administration. In fact, the experience of the province is indicative of the stability and the soundness of **SOCIAL CREDIT**.

We are confident Canada as a whole can enjoy equal prosperity with this realistic form of administration applied to national affairs.—Premier E. C. Manning of Alberta.

We believe in a government of vision, courage and enterprise that dedicates itself to the betterment of the people. With a **SOCIAL CREDIT** administration British Columbia has enjoyed the greatest expansion in its history. Our citizens have the most generous health and social plans in Canada; tax assistance is being provided to home-owners, and provincial debts are being wiped out.—Premier W. A. C. Bennett of British Columbia.



HON. W. A. C. BENNETT

Selective Immigration

CANADA NEEDS MORE PEOPLE

Immigration is one of the most important departments in the National Government today.

The active development of our natural resources—the creation of greater secondary industries—the whole future of the economic development that has made Canada a prosperous and growing Nation—all are dependent on a sound and active programme of selective immigration.

Social Credit believes that Canada must have a planned and vigorously executed policy for bringing people to this country and locating them where they are needed. **This policy, properly handled, will create more and better employment for all. New families mean new homes, and greater markets for our farms and our factories. As the population increases we are able to manufacture, in Canada, goods that are now imported.**

Examine the record of the present National Administration on immigration. Eighteen months ago leading economists and industrialists warned of a serious labour shortage in Canada in 1956. Despite this warning the number of immigrants brought to Canada last year was no greater than the average for the five previous years.

The labour shortage developed as predicted—wages and costs started rising—and the Government, fearful of inflation, introduced the “tight money” policy. “Tight money” clamped down on the Nation's largest industry, residential construction, creating housing shortages, increasing housing costs, and throwing thousands of workers, in the industry and among its suppliers, out of work.

Today we face the unbelievable experience of having people unemployed because of a shortage of population.

Potentialities Forgotten

NORTHWARD LIES OUR FUTURE

One of Canada's greatest assets—its northland—will be fully developed and made an integral part of our expanding nation by a Social Credit government.

The riches and potentialities of our north were recognized by Canada's two great statesmen: Sir Wilfrid Laurier and Sir John A. Macdonald. But since then the north has lain almost forgotten while politicians directed their energies unthinkingly to other sections and to less urgent problems.

Social Credit recognizes that the north is a vital part of Canada—an area rich in natural resources. It is also an area which our modern transportation and living facilities have made habitable and capable of supporting thriving communities and cities.

Social Credit believes that the time is long past when the Yukon, the Northwest Territories, and other sections, are to be treated as mere outposts. They have come into their own, just as Canada's founders said they would, but they have yet to be recognized by the short-sighted politicians of today.

The treasures that lie northward are too numerous to mention in full; there are minerals of almost every type and of incalculable amounts; there is a huge resource of hydro power, probably one of the world's last great reservoirs; and in the western sections lies an immense sedimentary basin stretching to the Arctic Ocean that may contain one of the

really rich deposits of oil and gas on the continent.

If Canada had nothing else but her northlands, she would be the envy of the world. The resources are there, and the power to develop and produce them is also there. A combination such as this is an unbeatable one.

It is imperative now that rail lines be pushed farther northward, that new airfields be opened up; that the skill and know-how of Canadian technicians and others who wish to join us in this expansion be utilized to the full.

NEW HOPE FOR THE WAGE EARNER

To the five million Canadian men and women who live on salaries or wages this Social Credit programme offers a bright new future.

A Social Credit government will institute legislation to make private superannuation plans interchangeable so that employees can change jobs without endangering their security programmes. Such a plan will also create a new willingness among employers to accept employees regardless of age.

In addition Social Credit advocates:

- (1) Immediate income tax reduction.
- (2) A new concept in old age security with adequate pensions.
- (3) A national health insurance programme that will fulfill the promises of the past twelve years.
- (4) A housing programme that will make homes available to all who seek them.

SOCIAL CREDIT OFFERS THIS *Ten-Point Program* FOR YOUR CONSIDERATION

1 FINANCIAL POLICY

A Social Credit government will enact a modern scientific monetary and financial policy to govern most carefully the money supply, and regulate that supply in the interests of ALL the people.

- A central point of that policy will be a directive to a Finance Commission and the Bank of Canada to keep in balance the effective purchasing power in the hands of the people with the value of the wanted goods and services available for sale.
- Social Credit will propose that new money representing the net growth of the Canadian economy should be created by the Bank of Canada for the Treasury, and be paid directly into the hands of Canadian consumers in the form of a periodical national dividend, or through a consumer's discount on retail sales.
- Social Credit will fight and prevent inflation by bringing the chartered banks to operate on a 100% cash reserve, as rapidly as is consistent with safety and stability.
- Social Credit will bring down general interest rates, and will put a ceiling on finance companies' small loans interest.

SOCIAL CREDIT WILL USE ALL LEGITIMATE AND EFFECTIVE WEAPONS TO FIGHT BOTH INFLATION AND DEFLATION.

2 TAXATION

An immediate objective investigation of the entire tax structure and tax practices will be initiated.

- Discriminatory taxes and practices will be abolished. Revision of taxation will be carried out with the purpose of reducing consumer prices.

SOCIAL CREDIT TAX POLICIES WILL STIMULATE PRODUCTION AND CONSUMPTION, SAVINGS AND INVESTMENT, AND EMPLOYMENT.

3 DOMINION-PROVINCIAL RELATIONSHIPS

Social Credit will establish the partnership principle between Federal and Provincial governments.

- Regular conferences will be arranged.
- Increased aid will be provided for education and for individual university scholarships.
- Fiscal and monetary policies will encourage investors and free enterprise.
- A National Fuel and Energy policy will be developed that will be fair to all provinces.

A SOCIAL CREDIT FEDERAL GOVERNMENT WILL SET UP A RESEARCH, STATISTICAL AND ADVISORY COMMISSION TO ASSIST THE PROVINCES IN THE ORDERLY DEVELOPMENT OF THE RESOURCES OF THE COUNTRY.

4 ASSISTANCE TO SMALL BUSINESS

Social Credit will provide much-needed help to small business through sensible taxation revision, and by making available term-credits at reasonable interest rates to enable bulk purchasing in competition with the larger business concerns.

5 EMPLOYMENT

A Social Credit government will so administer the monetary and fiscal policies of Canada as to maintain economic activity at a high level, for only thus is a high level of employment possible.

- It will be our policy to seek and find more acceptable working conditions, with fair take-home pay, under conditions of freedom for the individual.
- Wise, selective tax reduction and public investment will be used to stimulate production and employment.
- **AS ONE MEANS OF ALLEVIATING PRESENT UNEMPLOYMENT WE ADVOCATE AN IMMEDIATE START ON A LARGE-SCALE FEDERAL PROJECT TO BUILD ADEQUATE INTERNAL AND TERMINAL STORAGE FACILITIES THROUGHOUT CANADA TO STORE SAFELY ANY SURPLUSES AND CARRY-OVERS OF AGRICULTURAL PRODUCTION.**
- Social Credit will establish a universal transferable pension plan for workers.

WE RECOGNIZE THAT A HIGH LEVEL OF EMPLOYMENT IS ONE OF THE COMMITMENTS OF AN ECONOMY GEARED TO PLENTY RATHER THAN SCARCITY. SOCIAL CREDIT FISCAL POLICIES WILL PROVIDE FOR THE FULL USE OF CANADIAN MANPOWER.

6 SOCIAL SECURITY

A Social Credit government will ensure to aged citizens and to those requiring special assistance through disability or other infirmity, a scale of pensions commensurate with the individuals' need and the ability of the national economy to meet that need. We advocate extension of the Federal-Provincial plan to include mental institutions, T.B. Sanatoria, and hospitalization for the chronically ill.

7 INTERNATIONAL TRADE

International trading should represent the reciprocal and mutually beneficial exchange of goods and services between nations. Social Crediters advocate that Canada should accept the currencies of other countries in payment of any favorable trade balance that she may have with other nations. That currency can then be used for the purchase of goods or investments within that country or other countries as required.

WE WILL MAKE EVERY EFFORT TO INCREASE OVERALL TRADE ON THAT BASIS.

8 AGRICULTURE

In order that farmers may be afforded the opportunity to obtain a fair and just share of Canada's national production, Social Credit advocates special attention to the health of Canada's most important industry.

- Low-cost and long-term credits will be made available to farmers for general farm purposes, and basic cash advances against grain properly stored on farms.
- A two-price system for the sale of farm products will be instituted; at parity prices for those sold on the domestic market, and for those sold abroad the best price obtainable, supported at levels to ensure a return to the farmer of his fair share of the national income.
- The Wheat Board will be continued as the marketing agency for wheat, oats, and barley, with the inclusion of flax and rye.

- Maximum storage for grain will be expanded.
- An all-risk national crop insurance act will be passed.
- There will be federal participation with the provinces to solve farm irrigation, drainage, flood control, erosion, dyking, and reclamation problems.

A SOCIAL CREDIT GOVERNMENT WILL EXPAND MARKETS FOR FARM PRODUCTS AT HOME BY THE EQUATING OF EFFECTIVE PURCHASING POWER WITH THE AGGREGATE OF PRICES OF GOODS AVAILABLE FOR SALE, AND ABROAD BY MAKING SURPLUS PRODUCTS AVAILABLE TO ALL NATIONS THAT ARE NOT ABLE TO OBTAIN THEM THROUGH THE NORMAL CHANNELS OF TRADE, BY ACCEPTANCE OF FOREIGN CURRENCIES, BARTER DEALS, AND IN CASES OF EXTREME DISTRESS, BY GIFT TO NEEDY PEOPLES.

9 HOUSING

A home for every family is our goal. More money will be available for home-building at lower interest rates and smaller down payments.

10 INTERNATIONAL AFFAIRS

Canada is strategically placed to affect positively the destiny of the world. Social Credit will establish Christian democracy, that is, freedom, so emphatically that Canadians, living in security, will prove the superiority of their way of life to Communism—or any other "ism."

We shall strive for the highest standards of morality in all phases of government. We strongly urge that Canada lead in seizing the initiative in all international conferences and negotiations. We must resist every effort to woo our nation into a position of neutrality, and we must recognize the sovereign integrity of all other nations. We believe that Canada's finest contribution to the peace of the world will be made when we demonstrate that the free, honest, unselfish way of life is superior to Communism or Fascism or totalitarianism of any kind.



HERBERT HENRY HENSCHEL
Rosthern Constituency

Mr. Henschel is a farmer and a pioneer resident of the Town of Rosthern since coming with his parents from North Dakota in 1903.

He has served the Rosthern Community and the District with the Imperial Bank of Canada for two years, then as a general merchant in Rosthern for twenty-one years, under the name of Henschel and Company.

He sold the merchantile business in 1931 to engage extensively in farming in the Rosthern and Aylsham districts. During this time he has specialized in growing registered and commercial Seed Grains and in the production of registered Hereford breeding stock.

Herbert Henschel is a family man with five sons and six daughters, and actively participates in community efforts, sports and public life. He served on the Rosthern Town Council for nineteen years—eleven as councillor and the last eight years as Mayor.

MARK YOUR BALLOT WITH AN X

HENSCHEL, HERBERT H.

X

Vote Right —

Vote **SOCIAL CREDIT**

Published by the Social Credit Association of Canada.
Lithographed by The Hamly Press Ltd., Edmonton



JL
198
1957
S6
**CANADA
NEEDS**

*Social
Credit*

FIGHT STAGNATION

the
SOCIAL CREDIT WAY!

