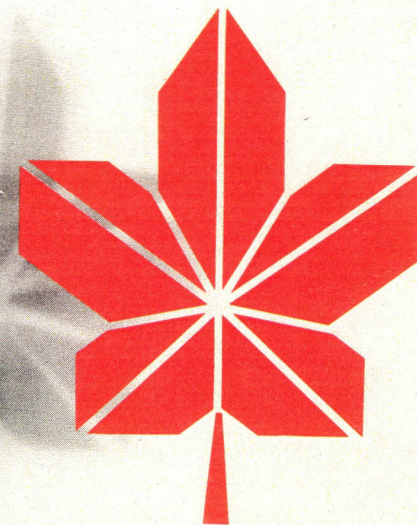
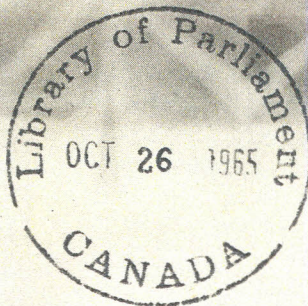


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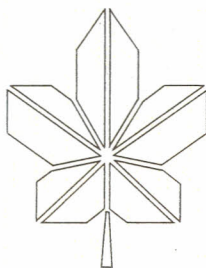
CANADA MOVES FORWARD



ACHIEVEMENT, 1964

11862

**1964
WAS ONE OF
THE BEST
YEARS IN
CANADA'S
HISTORY**



GNP UP BY 8%₁₀

EXPORTS UP
BY 20%₁₀

**THESE ARE
THE FACTS:**

... The Gross National Product—the general yardstick of the country's economic well-being—rose by 8% over 1963, in real terms by 6%. This is the largest increase since 1956.

... Exports were up by an estimated 20% over 1963; manufactured goods led the way with a record breaking 40% increase.

BETTER THAN
THE 50'S BOOM

RETAIL TRADE
EXPANDING

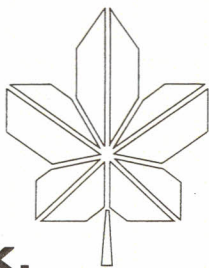
MORE HOMES

... Almost all industries operated at or near full capacity. For the first 11 months total industrial production was up 9% over the same period in 1963, outpacing even the increases recorded in the great boom of the mid-1950's. In the six years of the previous government, the average annual increase was only 3%.

... Retail trade increased by 7% over last year.

... Housing starts were up 10%, continuing the 1963 surge which saw home building activity increase by 14% over 1962.

**MORE
CANADIANS
ARE AT WORK,
PRODUCING MORE,
EARNING MORE,
BUYING MORE:**



WAGES UP

... Total income from wages in the first 11 months of 1964 was 8.8% higher than in 1963.

MORE JOBS

... On the average, total employment in 1964 was 3.6% higher than in 1963, and unemployment was 12.9% lower.

**JOB PROGRESS
BEST SINCE 1956**

... Average employment was higher by 231,000 — the largest increase since World War II. The percentage gain was the highest since 1956.

**UNEMPLOYMENT
LOWEST SINCE 1957**

... The rate of unemployment dropped to 4.7%, the lowest since '57—despite a near record expansion in the labour force.

**IN AGRICULTURE,
1964 WAS A YEAR
OF RECORD
PRODUCTION.
SALES, EXPORTS,
INCOMES:**

... Wheat exports in the 1963-64 season—at 594 million bushels—were not only the highest ever but were 50% as high again as the previous record, set in 1928-29.

DAIRY INDUSTRY

... "The industry", says the president of the National Dairy Council, "is enjoying the strongest sales position in many years."

**CHEESE
PRODUCTION UP**

... Cheese production reached a 15-year high and the U.S. quota on Canadian cheese was increased by 20%.

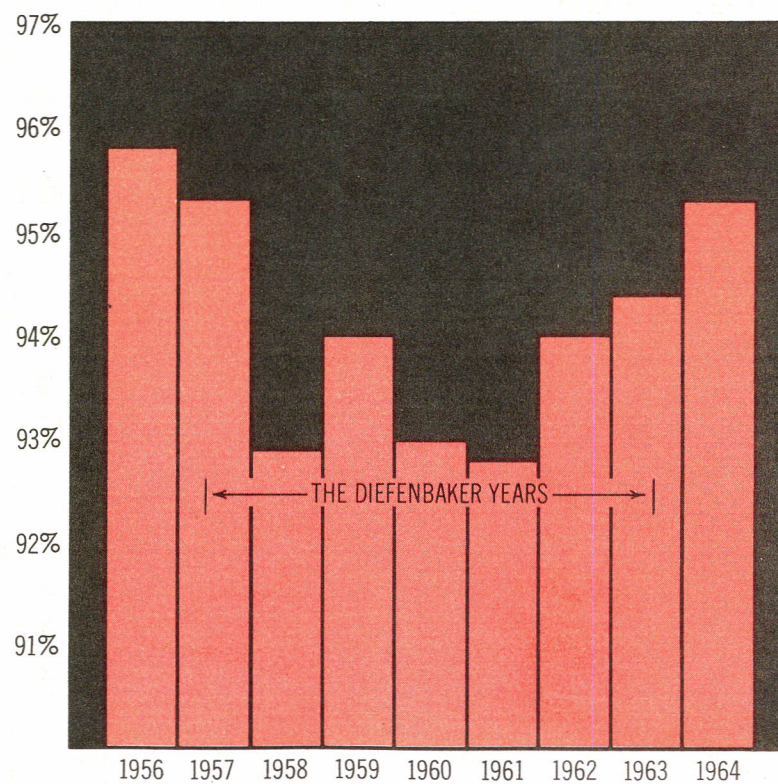
**RECORD FARM
INCOME**

... Preliminary figures for 1964 show a farm income of \$3.5 billion, up 10% from the 1963 high of \$3.2 billion.

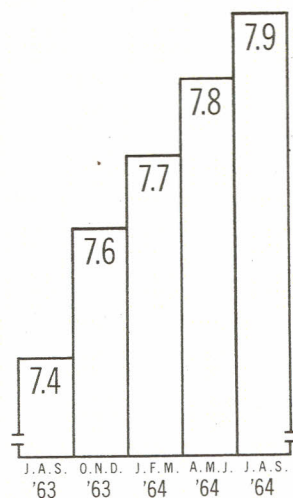
**NET INCOME
UP 19%**

... Realized net income—what the farmer gets after deducting operating costs and depreciation—was up by 19%.

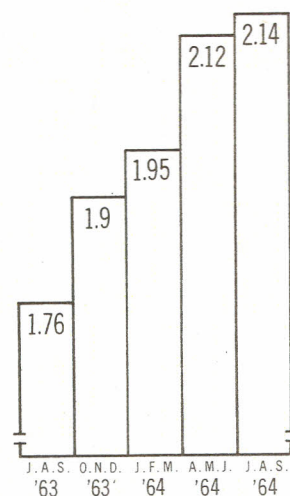
**PERCENTAGE
OF THE LABOUR
FORCE EMPLOYED
1956-64**



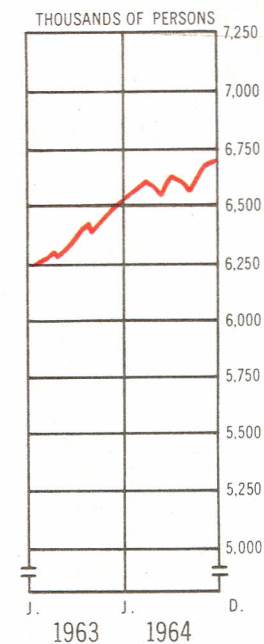
THE PROSPEROUS YEARS



PEOPLE HAVE MORE MONEY TO SPEND
(In billions of dollars)
Source: D.B.S.



MORE EXPORTS THAN EVER
(In billions of dollars)
Source: D.B.S.



MORE JOBS THAN EVER
(D.B.S. seasonally adjusted chart)

WHAT THE GOVERNMENT HAS DONE

All this didn't just happen by chance. Action and initiative by the new Liberal government helped produce the climate for record economic growth and employment.

The sequence of large budget deficits has been broken. Confidence in monetary and business conditions has been renewed.

The government introduced new lending programs to encourage expansion. These included a multi-million dollar loan fund for municipal projects, a \$100 million fund for Atlantic Provinces development, easier NHA mortgage loans and lower down-payments, increased credit for farmers and a new loan program for farm machinery partnerships.

Tax incentives brought new industries into slow-growth areas, special programs helped increase production of cars and parts, and a \$500 bonus for winter-built houses gave new impetus to winter construction and employment.

At the same time, long-term policies were devised to help sustain economic growth. The Department of Industry was set up to encourage and help Canadian industries. The Economic Council was established to plan long-range economic growth and advise on appropriate policies and priorities. A new 5-year program for bringing new life to areas of rural poverty and stagnation was worked out with the provinces.

HELPING PEOPLE

The Liberal government led by L. B. Pearson has used better economic growth as the sound basis on which to do more for people.

IMPROVED OPPORTUNITIES FOR YOUNG PEOPLE

More opportunities have been created for Canada's youth to get the education they need in today's world through Federal-Provincial programs providing:

... Allowances of \$10 a month for 16- and 17-year olds who remain at school.

... Government-guaranteed loan programs for university students and others seeking post-high school training.

IMPROVED SECURITY FOR OLDER PEOPLE

Older people were given more security with the \$10-a-month increases in old age pensions and assistance to \$75.

Starting in 1966, the \$75-a-month pension will be paid to persons aged 69 and over; the following year to persons aged 68, and so on until 1970, when the full \$75 will be available to everyone aged 65 and over.

War veterans and widows have received a 10% increase in disability and other allowances.

THE CANADA PENSION PLAN

The introduction of the Canada Pension Plan will bring a fundamental improvement in the sense of security of the average Canadian family. It will provide for all workers (employees and self-employed) pensions that are portable everywhere, that will keep pace with increased earnings, and that will maintain their real value despite cost-of-living changes. It provides protection, of right, for workers who become disabled and for widows and orphans if the family bread-winner dies.

A GREATER CANADA

MAKING CONFEDERATION WORK

New steps in national unity have been taken. Far-sighted government policies have averted the crisis that threatened confederation. Ottawa and the provinces have found new ways of working together in a common interest. The provinces are getting more revenues on a fairer basis and are in a better position to improve education and other services. Problems and projects which had been stalled for years are being tackled—and solved—in a spirit of cooperation. For the first time, a joint federal-provincial assessment of future needs is being made through the tax structure committee.

COUNTING AGAIN IN THE WORLD

Relations with other countries, including our U.S. neighbour, have improved. Defence commitments to Norad and Nato have been met. Under the leadership of P.M.

Pearson and External Affairs Minister Martin, Canada's prestige has been restored. Canada has taken sensible initiatives for peace-keeping and for dealing with problems such as Cyprus. The result is that Canada's voice is again counting in the councils of the world and we are playing our part in increasing trade, to the mutual benefit of ourselves and other people.

GETTING THINGS DONE

These major achievements have been supported by many others. Despite its minority position, and the resulting opportunities for filibustering by the opposition parties in Parliament, the Pearson government has honoured its pledge to get things done.

THE RECORD:

NATIONAL LABOUR STANDARDS—Legislation for a national labour code has been introduced. It establishes for workers under federal jurisdiction a minimum

wage of \$1.25 an hour, a standard 8-hour day and 40 hour week, 2 weeks' vacation with pay annually and paid statutory holidays.

PREPARING FOR AUTOMATION—Increased federal assistance for technical training facilities.

OUR CONSTITUTION—Complete provincial agreement on a formula for giving Canada custody and control of its own constitution.

VOTING EQUALITY—Appointment of independent commissions to redraw Canada's electoral map and restore the equality of each man's vote.

OUR OWN FLAG—Canada now has a distinctively Canadian flag, approved by a two-to-one vote in the House of Commons, with the majority including members representing all parties.

DEFENCE THAT MAKES SENSE—Integration of the three services—an accomplishment in which Canada leads the world—and complete reorganization of the defence department. This saves millions of dollars, which are

being used to obtain effective, up-to-date equipment suited to a realistic defence policy for Canada.

PEACE ON THE GREAT LAKES—Establishment of a public trusteeship over Maritime unions, ending harassment of Canadian shipping and helping the unions to gain democratic control of their own affairs.

A 12-MILE LIMIT—Extension of the 3-mile limit to 12 miles to protect the rights and livelihood of Canadian fishermen.

JOB AND CHEAPER POWER FOR THE WEST COAST—Completion of the Columbia River Treaty, ending years of federal-provincial bickering and launching a great power project.

FACING THE FUTURE

These achievements of twenty months of Liberal government come together in one that is most important of all. Canadians are looking to the future with more confidence. The country is regaining a sense of national purpose, of determination to build a new Canada, united and strong, with faith in its future.

There is much more to do. In this spirit the Liberal government, which has already fulfilled a great part of its four-year program, is determined to press on steadily with the further measures which will continue economic progress, create more jobs, provide more opportunities and better security for Canadians, and help our country towards greater achievements.



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