

## Prairie Manifesto Project

Jared Wesley  
PhD Candidate  
Department of Political Science  
705 Social Sciences Building  
University of Calgary  
2500 University Drive NW  
Calgary, Alberta T2N 1N4  
phone: 1.403.220.4184  
fax: 1.403.282.4773  
email: jjwesley@ucalgary.ca

Province: ☐ Alberta ☐ Saskatchewan ☒ Manitoba

Party: LIB Election Year: 1962

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 DT.  
☐ Newspaper ☐ Advertisement  
☐ Other: \_\_\_\_\_

Date Collected: 2006 / 08 / 18  
YYYY MM DD

Source: MB-PARC (P4885-f.8)

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

Candidates  
Hand Book.

- Provincial  
Election Dec. 14 / 62

Dear Candidate,

Congratulations on your nomination. We here at headquarters are very pleased to have you part of the team, and hope to be of as much assistance to you as possible.

We think the campaign has got off to a good start. The Tories caught themselves by surprise, but we had recognised the possibility of an election and were ready to go.

Your first task is to appoint a Strong campaign manager. Get him quickly so that you can get out and meet the people.

Our Public Relations people have prepared the enclosed candidates handbook for you. I strongly urge you to use the information it contains. It can be extremely valuable, if you make use of it.

The Tories are off to a shaky start and they know it. They are running scared and we can keep them that way! With People Working.

You'll hear from me again. Lets hear from you on how we can help.

Go to it and Good Luck.



John Lamont,  
Campaign Chairman.

## THE LIBERAL PARTY OF MANITOBA

### THE REAL ISSUES OF THE 1962 PROVINCIAL ELECTION CAMPAIGN

#### 1. Economic Development

Conservatives will talk a lot during the campaign about economic development. This is no issue at all between the parties. All the parties are for economic development. The Liberal Party will always be conscious of the need for more jobs, more industrial expansion and business opportunities and more dynamic marketing of farm products. We recognize the important role provincial governments can play in achieving these ends if there is real leadership.

We are the Party that set up the Department of Industry and Commerce in Manitoba. Under the leadership of the Manitoba Liberal Government immense strides forward were made in Industrial development, of which the giant nickel plant at Thompson and the canning plant at Portage la Prairie are only two examples.

Economic development is not an issue in this election.

#### 2. Development of Human Resources

An area of prime responsibility for the provincial government is the development of our human resources. Only if this responsibility is faced - and it has not been faced - can all our people have the kind of life they should have. As long as people are forced to live in inadequate houses, both in the city and the country; as long as our young people are deprived of opportunities in

education through lack of means; as long as men and women are out of work for lack of job training, we Liberals will not rest content.

Economic development is undoubtedly important; it must continue. But in the matter of priorities, development of our human resources must come first.

The development of human resources does not necessarily involve the expenditure of large sums of money. The main responsibility of government is to provide leadership; to organize the resources of the community to develop the abilities and opportunities of our people.

### 3. Metropolitan Winnipeg Government

In the Greater Winnipeg area, by far the most important issue is that of Metropolitan Government.

Metropolitan Government was imposed on the Greater Winnipeg municipalities by the Manitoba Conservatives without regard to the wishes of the people concerned and without the kind of support that could have helped to make it work.

Investigations and royal commissions should not be allowed to obscure the fact that Metro is not working and that the Conservatives are to blame for it.

The Liberal Party will take action to reform Metro to make it work in cooperation with area municipalities.

### 4. The Tax Load on Homes and Farms

The load of taxes on homes and farms is an issue that affects all of Manitoba.

In 1959, the Conservatives promised expansion in all kinds of services, in education, roads and many others. They pledged to do all these things without increasing taxes.

Municipalities have been saddled with too much of the cost. As these services have been expanded, the taxes have gone up out of all proportion to the ability of the homeowner and farmer to pay.

As the economy of Manitoba grows and its income from all sources increases, we can shift more and more of the burden of taxes off land and onto provincial revenues. This is the only responsible way to relieve the present burden on homeowners and farmers.

#### 5. Manitoba Farms

Provincial government by itself cannot solve the problems affecting the markets for our farm products. This also requires vigorous leadership from Ottawa.

But the provincial government can do much to ensure that the family farm is a better place to live and work. This can be done by providing leadership in areas within provincial competence, such as farm credit and crop insurance. It is this leadership which is now lacking that the Liberal Party will provide.

Farm credit should be expanded to aid the development of livestock and provide funds for land improvement projects. There are valuable markets for Manitoba livestock which many farmers cannot enter through lack of adequate credit. We Liberals believe this situation should

not be allowed to continue.

One of the ways farmers can protect themselves against the disasters of nature is by crop insurance. The Manitoba Conservatives have again knuckled under to Ottawa and are doing almost nothing about crop insurance.

The Liberals believe the time for excuses is past. Vigorous action to implement a province wide voluntary crop insurance scheme is required. It is not good enough to blame Ottawa for the failure to implement a crop insurance scheme as the Manitoba Conservative Minister of Agriculture has done.

Manitoba Conservatives cannot persuade Federal Conservatives to live up to their promises on crop insurance. This is another case of knuckling under to Ottawa.

The Federal Liberal Party has given a clear and unequivocal commitment to support provincial crop insurance schemes. The Liberal Party would implement such a voluntary scheme throughout Manitoba.

#### 6. A Square Deal for Labour

The Tory record on Labour is one of confusion and indecision. Legislation has been passed and then not put into force. Labour unions have been declared to be legal entities, and then because the Tories did not understand their own legislation, the question was handed to the courts. Now that the courts have decided it seems the only clear thing is that rank and file union members would be personally responsible to pay judgments in suits against Unions.

The key to good labour management relations is government leadership to ensure cooperation in all areas of mutual interest. Because Manitoba Conservatives cannot understand this simple principle, labour management relations in Manitoba today are worse than they have been in decades.

As one of the interested parties labour is entitled to know where it stands.

Liberals believe that the question of unions as legal entities should be handed back to the Legislature so that those most directly affected have a chance to state their case. Then and only then should legal entity legislation be passed, and with the same safeguards for members of unions as limited liability companies now enjoy.

There is no evidence that government supervision of strike votes is essential. People are not made more responsible by taking responsibility away from them.

The vital principle is the right of every union member to vote in secret. Nearly every union in Manitoba has a provision in its constitution for secret strike votes. The thing to do is make sure that all unions follow this practice, and enforce it.

The Labour Department has the clear responsibility to foster better labour management relations. This involves cooperation, which cannot be legislated. It also involves taking the lead to ensure that the parties to disputes have a better understanding of each other's



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problems, rather than standing back and letting labour and management fight it out. The Liberal Party believes that the Labour Department should be reformed to ensure that government plays its proper role in this area.



## FARM POLICY

The real solution to the problems of Manitoba farmers lies in the results of the initiative of those farmers themselves, their organizations, the Wheat Board and all the others whose interest it is to expand foreign markets for Canada's agricultural products.

The prime fact which Mr. Roblin's Overseas Trade Mission cannot obscure is that with the development of the European Common Market the traditional markets for Manitoba farm products are becoming severely restricted. It is time the farmers of Manitoba were made to realize that the Conservatives, both federally and provincially, have failed to recognize the meaning of developments in Europe, which is that our agricultural exports to Europe will continue to shrink unless something is done.

Manitoba's latest trade mission to Europe visited factories and business offices in several countries. Glowing reports of the results of these visits have filled the newspapers. Yet there has not been one word about any effort to secure wider agricultural markets. The reason is easy to find. Nothing was done about agriculture.

Sales of grain to China, Poland and other countries behind the Iron Curtain are advantageous as long as they last. But the real basis for prosperity for our agricultural export economy lies mainly in continued and expanding sales to our friends in Europe, Britain and Japan. These are the markets that are no longer expanding.

Manitoba Liberals have stressed the importance of these markets time and again, and have pointed repeatedly to the necessity of real emphasis by Government on increasing sales of our farm products to our friends overseas. It is true that the prime responsibility for trade and commerce lies with the Federal Government, but there is much that a Provincial Government can do in this area. There is a lot that the Manitoba Conservatives could have done if they had wanted to. They could have made strong and vigorous representations to their friends in Ottawa to ensure that Canada's attitude towards Britain's entry into the Common Market was constructive rather than carping. They could have insisted that the Trade Department at Ottawa make real efforts to concentrate on the expansion of our agricultural markets in Europe and Japan.

Realizing that they would be caught out for having done nothing, the Manitoba Conservatives have been scrambling for something to say about agriculture since the election was called for December 14. They now talk about increasing the

production of livestock without specifying how this is to be done. We Liberals say that they have had since 1958 to do something about increasing livestock production. Why has this been left to election time? Conservatives say they know about the problems of farmers. If they do, why hasn't something been done about livestock?

The Liberal position in this matter is practical and realistic. The way to encourage livestock production in Manitoba to meet the growing demands for our cattle, is for Government to provide leadership by expanding farm credit to make it possible for farmers who do not have the money to borrow it on reasonable terms to build up their herds.

In 1959 the Conservatives promised Manitoba farmers a comprehensive crop insurance scheme. To date only a few "test" areas have been set up. Possibly they think the farmers believe the reason the scheme has gone no further is because it is still being tested. But the Minister of Agriculture let the cat out of the bag last year when he said the reason nothing could be done about crop insurance is because the Conservatives at Ottawa won't provide the support it requires. This comes from a Minister in a Government whose leader said last June that John Diefenbaker was the best friend Western Canada ever had.

We Liberals believe that farmers are entitled to have a source of protection against the disasters of nature which they can purchase at reasonable cost. We favour a Province-wide voluntary crop insurance scheme and would press for adequate Federal support to make it work. As long as the Conservatives are in office in Ottawa we cannot hide the fact that this may be difficult to accomplish. However, the Federal Liberal Party has stated categorically that it supports the principle of Provincial crop insurance schemes and will do what is necessary to make them work.



**PRESIDENT**  
JOHN LAMONT  
941 Somerset Bldg.  
Phone WH 2-5555

**VICE-PRESIDENT**  
WALTER GRIFFIN  
Teulon, Manitoba  
Phone 301 r 6

**SECRETARY**  
MARK SMERCHANSKI  
2147 Portage Avenue  
Phone VE 7-1383

**TREASURER**  
PAUL GOLD  
300 C.P.R. Building  
Phone WH 3-4525

# LIBERAL PARTY OF MANITOBA

**LEADER**  
GIL MOLGAT, M.L.A.  
250 Legislative Bldg.  
Phone WH 6-7406  
WH 6-7414

**HEADQUARTERS**  
**OFFICE:**  
2 McKeag Building  
1311 Portage Avenue  
Phone SP 5-0367

The following resume contains the Liberal Party of Manitoba's policy on matters pertaining to provincial affairs.

At the leadership convention in April, 1961, policy statements were adopted after extensive discussion and debate. These statements constitute the party's platform. They have now been settled democratically by delegates from all over the province.

During the campaign, Liberal Leader Gil Molgat will be highlighting the issues of major concern to the electorate and will expand the Liberal party's approach in the light of developments since the leadership convention.

One main theme that runs through all the policy statements in the platform is that the Liberal party is the Party of Responsible Progress.

There is in the statements no catalogue of promises to rival those made by other parties. They set out the party's aspiration to work toward a society in which everyone may have the means freely to develop his own personality, but there is no attempt to bribe voters with their own money.

Proposals adopted for slum clearance, urban and rural renewal, the extension of municipal sewer and water systems, portable pensions, probation officers and farm credit legislation to protect the family farm all reflect the party's concern for the

the development of human resources;- a main theme of the Liberal party's 1962 campaign.

At the same time, there is a recognition that spending which raises tax burdens out of proportion to the value received by citizens defeats its own purposes.

In particular, the party is concerned with the tax burden on real property of the cost of secondary and technical education.

Coupled with its program of human resources development, the Liberal policy statements reflect a determination to keep partisanship from interfering with the common welfare. Proposals for long-term planning of highway construction, the appointment of a Citizen's Defender, redistribution by judicial commission and the appointment of an independent and permanent Speaker of the Legislature are planks in the platform that show how the party feels about non-partisanship.

These planks will be presented to the electorate during the campaign, along with issues like Metro which have become urgent in the public mind.

## FISCAL POLICY

Nothing is more important in promoting growth and raising living standards than the pursuit of a sensible policy of spending and taxation. Failure to spend on needed programmes can hold the province back and make it difficult for Manitoba citizens to work more effectively and live better. But spending which raises tax burdens out of proportion to the value received by the citizens defeats its own purposes. What counts is the effectiveness which the provincial government uses the taxpayer's dollars entrusted to its care. It should always be necessary for the government to establish a case for its ability to spend the next dollar better than the taxpayer can spend it himself. But if such a case is made the government should proceed without hesitation to do what is necessary

The Liberal party of Manitoba believes the well-being of the citizens of this province will be best sustained in a growing economy that assures, by its very nature, full employment, increased incomes, the best use of Manitoba's huge resources and a high standard of useful social services. In such a growing economy, the level of tax revenue necessary to support adequate provincial services will be a steadily diminishing burden on the tax payer.

A Liberal Government would undertake capital outlays and expenditures sufficient to create the physical base required by a growing economy. It would invest in and develop the human resources required by a growing province having regard particularly, to higher education, technical training, health, rehabilitation and welfare. We recognize that a higher percentage of the growth potential of Manitoba would be achieved by private and cooperative investment in job-creating industry

and, through appropriate legislation, would provide the climate and assistance necessary to attract investment capital. We would press the Federal Government for an adequate share of national revenues.

## AGRICULTURE

Agriculture in Manitoba is operating with difficulty under conditions of increasing efficiency and productivity, hampered by rising costs and declining prices.

We endorse the Federal Liberals proposal for the establishment of a World Food Bank through which surplus Canadian farm products could make a contribution to the economic development of the under privileged people of the world.

The Liberal Party of Manitoba continues to insist that there should be no tampering with the Crows Nest freight rate structure.

Our party is convinced the economic family farm unit is the most desirable type of farm enterprise.

Furthermore, the Liberal Party of Manitoba will

1. Co-operate fully with the Federal Government in a rural rehabilitation and development program.
2. Provide a complete set of land use maps for all provincial regions.
3. Sponsor research studies to define market potentials for each region of the province.
4. Reorganize the Extension Service of the Department of Agriculture with a view to promoting production of specialized non-surplus agricultural products.
5. Determine the type of marketing, processing and merchandising best suited to our type of agriculture.
6. Provide vocational training in rural areas.
7. Revise farm credit legislation so that it would supplement rather than parallel federal farm credit and insure that intermediate and short term credit facilities are adequate.

8. Develop and expand the crop insurance program and insist on more assistance from the Federal Government.
9. Establish a Department to give the cooperative movement the same type of assistance now being given to private industry.
10. Revise provincial and municipal taxation to lighten the burden on real property of the cost of secondary and technical education.





## ADMINISTRATION OF JUSTICE AND ELECTORAL REFORM

The Liberal Party pledges it will keep the Department of the Attorney General under constant review to insure there is an experienced and able full-time Staff of Crown-Attorneys and Court Officials made available to protect the public in both rural and urban areas to administer the law justly and efficiently.

The prisons under provincial jurisdiction must be operated with discipline and humanity, and particular attention paid to rehabilitation. The Liberal Party favors an extension of the probation system and pledges to place Probation Officers in every part of the province so that, where possible, first offenders and others may be placed under probation rather than incarcerated.

Accused persons not able to secure bail pending trial, should not be required to spend long periods in the same jail conditions as convicted persons. Every effort will be made by a Liberal Government to expedite the administration of the justice by increasing stenographic and other court staffs and instituting night courts.

The Party favors registration of conditional sale agreements covering automobiles, machines and other chattels of more than small value, with a central registry for automobiles and other mobile effects.

The Party favors legislation to require conditional sale vendors, mortgages and lien note holders to state on their contracts, the effective and actual rate of interest per year so purchasers and borrowers will know what they are paying and what they are signing.

The Liberal Party has pioneered in electoral reform by taking redistribution out of politics and placing it in the hands of an independent

alleviating the effects of local unemployment.

It is wrong to have able bodied men drawing welfare payments when they are willing and able to work effectively on projects such as resources development, urban renewal and slum clearance. The Liberal Party of Manitoba pledges that it will work with the federal government in support of policies designed to bring about full employment and reduce unemployment.

To meet technological changes, a provincial government must provide leadership in establishing and extending apprenticeship programs and the retraining of workers displaced by automation. Nor should the training of those who have only limited education be forgotten, particularly during periods of unemployment.

## CONTROL OF GOVERNMENT

### CIVIL RIGHTS

Liberals believe a man can have security and still retain his liberty. In practical terms, this means the individual is superior to the state and the state is fully answerable to the individual.

The Liberal Party proposes the following:

1. Tabling of all regulations made by Ministers or Orders in Council and their study by a Standing Committee of the Legislature which would report on them to the Legislative Assembly.
2. Establishment of a "Petitions Committee" to which any citizen who feels aggrieved by the operation of any law, can appeal for redress, this Committee to report to the Legislative Assembly.
3. Establishment of an Appellate Tribunal to which any person may apply from an Administrative Board or Tribunal, for redress in a speedy, inexpensive and efficient manner.
4. Appointment of a Citizens Defender, with power to investigate grievances resulting from the activities of any Government Department, Agency, Corporation or Administrator.
5. Establishment of a Committee which would secure information from and look into the efficiency of Departments, Crown Corporations and Government Agencies, such Committee to report to the Legislative Assembly.

## DOMINION-PROVINCIAL RELATIONS

The fiscal relationship between the provinces and the Federal Government has been disturbed to the detriment of Manitoba and other provinces by the most recent Dominion-Provincial proposals. The principle of equalization established under Liberal Governments is being whittled away. The large Corporations of Canada that have their Head Offices in the East, earn a substantial part of their income in the other provinces of Canada. It is only just that equalization grants be based on the Income Tax collections in the wealthiest province. What is now proposed is inequitable and unfair to the majority of the provinces. Instead of Manitoba receiving increasing grants based on the growth of the Canadian Economy, our grants have, for all practical purposes, been frozen at their current levels.

We are critical of the Roblin Government for failing to insist that the principle of the arrangements should be continued, to enable our province to share in the increases in national revenues. Only in this way can the less wealthy provinces provide adequate services for their people without being forced to impose unduly high rates of Provincial Taxation. The Manitoba Liberal Party stands firm on the principle of equalization grants to each province, based on the income of the wealthiest province.

## EDUCATION

The Liberal Party is aware that the existing objectives and standards of high school education no longer meet the needs of many individuals in our expanding society. Our party recognizes that while a much larger proportion of our citizens must be university trained and the level of achievement of our schools substantially improved to prepare this group, an increasingly complex environment demands technical workers with a high degree and variety of skills and that our technical schools and industrial institutions must provide expanded facilities for the training of youth and the retraining of adults.

The Liberal Party intends to revise larger school areas in Manitoba, where required, to give effect to the natural grouping of communities and school populations and to remedy difficulties in transportation, having regard to a fair incidence of taxation for such districts.

Where necessary, it will review and revise the school grant formula to eliminate discrimination between school areas or districts.

## HEALTH & WELFARE



The ideal to work toward is a society where, with the strong helping the weak, everyone will have the means to live in freedom. This means that social security measures should protect self-reliant citizens from being reduced to indigency from illness, unemployment, disablement, bereavement, or other misfortune ... On the other hand, payments should be set with a regard to current wage levels, and must not discourage self-reliance and initiative.

Social security and welfare must be paid for. The amounts of payments must bear some relationship of the ability of the province to sustain them. In practical terms, social security and welfare are both federal and provincial responsibilities, and require the co-operation of both levels of government.

We are concerned about the centralizing tendency of the present provincial government in welfare.

We recommend assistance to depressed areas, preferably through private or co-operative groups, but by government action if necessary.

We recognize the responsibility of government for housing for the aged, in their own communities, if possible.

We recommend the establishment of a school for deaf mutes.

Government welfare programs should make full use of private, religious and philanthropic organizations.

Existing laws to assist deserted wives and children, and unmarried mothers should be reviewed to make them more effective.

We pledge leadership for slum clearance and provision of decent housing. We specifically support the efforts of Winnipeg and other municipal councils for housing improvement.

We are proud of our part in setting up the hospitalization insurance program. It should, however, be periodically reviewed, particularly on the questions of costs and coverage.

We recognize the need for preventive work in juvenile delinquency, and for treatment of alcoholics and drug addicts.

We recognize society's special responsibility to the mentally ill and will do whatever is possible to provide adequate mental health care. This includes smaller, and locally placed hospitals.

We acknowledge a special responsibility to the Indians off reservations and to the Metis. We favor expansion of the work of the Community Development Service set up as a result of the initiative of the Liberal-Progressive administration. New efforts toward self-help and self-government must be made among the Indians and Metis.

## INDUSTRY AND COMMERCE

Liberals believe the function of government in the fields of commerce and industry is not to control or direct these, but to provide improved opportunity for their sound expansion. The Liberal government will work imaginatively and hard, to attract new investment capital and to encourage the establishment and diversification of industries and commercial ventures.

There is need for new industry in agricultural centres. To meet this need, a Liberal Government will launch a program to encourage the location of specialized industry in agricultural areas, complimentary to the particular interests of each area.

Since the introduction of the diesel locomotive and rapid advancement of teaching techniques, has meant curtailment of servicing and terminal facilities in many Manitoba centers, a Liberal government would assist in the location of new industry in such areas, utilizing wherever possible, obsolete railway plants such as repair shops, roundhouses and station buildings.

For our very important tourist industry, a Liberal Government would undertake an expanded program of roadside parks, campsites and road improvement and intensify the program of promoting Manitoba as a holiday and resort area.

With local truck lines rapidly replacing railway branch lines in many parts of the province, the transportation needs of Manitoba must be reassessed. Specifically, the new areas to the north and east need more and better transportation facilities - air, rail and road - and the needs of the older areas to the south should be thoroughly re-examined.



## LABOUR

The Liberals pledge to keep the Labour Relations Act constantly under review so that the right to belong to a union and be represented in collective bargaining is preserved for the workers of Manitoba.

The Liberal Party believes the best conditions for the workers are brought about by free collective bargaining. It recognizes, however, that there must be minimum standards of wages and working conditions. The aim of minimum wage and standards legislation should be to ensure that those who engage in work for others can live decently and without want of the basic necessities of life. The minimum wage for females should be the same as the minimum wage for males.

The Liberal Party of Manitoba will continue to seek out and introduce programs designed to relieve workers of the hardships brought on by unemployment, illness, disability and old age. Where such programs fall under federal jurisdiction, we pledge to co-operate fully with the federal government. Liberals will work toward the implementation of portable pension plans, by the early vesting of benefits. If an employee changes jobs, he should retain the advantages of the pension contributions previously made by him and by his employer. In effect, the pension should follow the man.

We will keep the Workmens Compensation Act under review so that benefits to disabled workers may be realistic in relation to their earnings and to prevailing economic conditions.

The Liberal Party of Manitoba recognizes that the prime responsibility of maintaining full employment and reducing unemployment lies with the Federal Government but we affirm that the provincial government too, should accept responsibility for stimulating the local economy and

judicial commission and pledges to adhere to this principle. The Liberal Party also favors the appointment of an independent and permanent Speaker of the Legislature.

The Liberal Party favors lowering the voting age to 18 years.



## MUNICIPAL AFFAIRS

A Liberal Government would encourage and assist Manitoba's municipalities, cities and towns to organize and pay for all essential services such as sewer and water systems, bridges and subways, urban renewal developments and healthy housing for the needy. Having created the system of grants to municipalities, a Manitoba Liberal Government would undertake a revision of the current tax structure with a view to enlightening the burden of provincial and municipal taxation on the land and property, of the cost of secondary and technical education.

Firmly convinced that local governments' responsibility and authority over matters under their control should be strengthened, Liberals favor a policy of unconditional grants to local governments, and freedom of decision as to the use of grants for such things as new buildings, new services, higher wages or local tax relief.

## NATURAL RESOURCES

In keeping with the Liberal belief that development and utilization of our Natural Resources must be achieved by investments of private capital and new industry promoted on such a basis, we pledge to probe constantly for new ways to encourage the location of manufacturing and production enterprises, particularly those which can best utilize the resources of our accessible yet still undeveloped areas, and our largely untapped North land.

In the field of forestry, a Liberal Government will adopt policies to encourage industries utilizing secondary forest products such as bark, chips and sawdust for the manufacture of building boards and like products. The Liberal Party would also encourage the location and expansion of paper manufacturing enterprises in Northern Manitoba, to create more jobs for people in the area. We would introduce policies to stimulate the search for new uses for rough lumber and Manitoban lumber products.

In the field of fisheries, the Liberals are anxious to find means of increasing the numbers of fish available in inland lakes, and look to a development of fish hatcheries, lake restoration and a restocking program. Also introduced would be policies to encourage fishermen to cultivate fish in their own pools and make them available on a rental basis, with further assistance in the development of markets through Government action.

As for mineral resources, a Liberal Government would undertake a detailed geological survey to enable more effective prospecting of favorable mineral areas and would assist prospectors with assay evaluation of their preliminary prospecting.

In view of our enormous dependence on Manitoba's waterways as a source of power and energy, we would continue the development of prime hydro electric power resources to meet the needs of an expanding provincial economy. We would strive too, however, to develop sound policies for the conservation and most effective use of this vital resource throughout all of Manitoba and to include such essentials as control and conservation dams on the Souris, Pembina and Assiniboine Rivers and their tributaries, to assure an adequate supply of water for the towns, villages and farm lands of Southwestern and Southeastern Manitoba.



## PUBLIC WORKS

When Liberals recommend major public works project, they do so to promote development of the all important human resources of the province. Each project is judged in the light of what it will do practically, to improve the well-being of Manitobans.

Slum clearance and urban renewal must therefore be regarded as matters of first priority for the Liberal Party. When people are forced to live in substandard dwellings, their potential is sadly restricted and vital human resources are left to deteriorate. As a result, much of what is now spent on health and education is wasted.

Liberals recognize the problem of adequate housing is not restricted to our larger cities. Our Party favors assistance to municipalities by improvement of residential areas and the installation of waterworks and sewage system in the form of grants, technical help and inspection carried out through the agency of a Renewal Authority.

Our Party pledges itself to a policy of fostering recreational and cultural activity in every part of Manitoba. We will establish a provincial Council of Arts and Recreation responsible for the encouragement of Centres throughout Manitoba. These should be planned and constructed over a period of years, by mutually agreed to priorities based on need. They should include facilities for the presentation of and participation in the theatrical and musical arts, Museums and Art Galleries.

The problem of transportation facilities in Greater Winnipeg and other growing urban areas will also receive the attention of the Liberal Party. A Liberal Government will cooperate with municipal authorities to prepare and present long range formulae for its solution. The Perimeter Road of Greater Winnipeg laid out by the Liberal Progressive Government

was one of the first major undertakings of this nature.

The Liberal Party maintains a well designed, comprehensive and forward looking program for road construction is essential. It is wrong for a Political Party to become involved in detailed specific promises (or threats) about roads. A program must serve all people regardless, by improving access and thus promoting education, recreation, the development of resources and the economic well-being of Manitoba. It must never be a program designed only to help a Party remain in power.

## ISSUES

### WHO CHOOSES THE ISSUES

The first question about the issues for the election is not "What will the issues be?" The first question is "Who is going to choose the issues?"

On any particular issue, there is rarely much doubt about which party has the better case. Our opponents have some good points, which it is a waste of time to attack.

The party that is likely to win the election is the party that succeeds in establishing its issues - the ones that are of interest to the people.

### TIMING AND CONCENTRATION

The problem is to make our issues dominant. How do we do it? Fundamentally, by timing and by concentration.

The first is obvious. It is a great help to get in early with our issues. The more our issues are well established in the public mind, the harder it is for opponents to get theirs accepted.

The value of concentration needs more emphasis. There is a terrible temptation to try to cover the water-front. But the only issues that matter are those important enough to **influence** the way they vote.



Other issues don't matter in election campaigning,  
however good the case we can make.

In the heat of an election campaign, this is easy to forget. But if it is a point that people do not care about, our "successful" argument will not hurt our opponent.

#### VOTES NOT ARGUMENTS

We are out to win votes, not arguments. People who are close to politics see internal weaknesses. But how government operates, who does what, are matters of very little interest in most of the 57 constituencies of Manitoba.

Our case against the government isn't how it works. Our case is that it doesn't get the right things done, that its omissions have ill effects for the people.

The test of any issue's importance is the number of people - especially, the number of people not tied by party loyalties - to whom it comes home, who will feel that it really does make a difference.

#### THE IMPORTANT ISSUES

So much for avoiding unimportant issues. What about the important issues that reflect to our opponents' advantage? We should look for the short, simple comments that will make these issues seem unimportant, by comparison with the good issues on which we are campaigning.

In short, campaigning means winning votes, not arguments. Much argument will underline the opponent's advantage.

NEVER BE NEGATIVE

The next point is one that cannot be stressed enough - avoid being negative.

We saw what happened in the June Federal Election. The main issue in that election was the Government's record. We said that the issue was going to be. But we didn't follow through. We didn't say what we would do, clearly enough,

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### NDP AND SOCIAL CREDIT

The question will be asked: How do we deal with the NDP and Social Credit?

The appeal of these two minor parties is this: People feel that things are not right with the country; they want a program of action; but they do not see clear differences between us and the Tories; the public impression of what both of us stand for is blurred; Liberals and Tories are, the minor parties say, just the "ins" and the "outs".

The effective way to undermine the minor parties' appeal is to go to the root of it. Concentrate on showing the differences between the Tories and us - the real differences, not the stereotyped clashes of "ins" and "outs". That is to say, we must put forward a positive action program, action of which people will feel "Yes, that really would make a difference compared with the way things are now."

The effective criticism. They have something for every voter, regardless of cost. If they were being honest and responsible they would not make half the promises they do.

### THE POSITIVE LIBERAL ISSUES

On every count, the need is to make the issues as fully as possible our positive issues: What we would do. Liberal action.

We should emphasize a limited number of clear and

definite actions we would take. That is the only way to persuade the voter.

You will be asked many times throughout the campaign: What are the Liberals going to do about the policies they insist are the real issues? This will be your opportunity to get across our issues, in a positive way to the voter, every time you speak, every time you knock on a door. By contrasting the Tory record with what we plan to do, you can strive to make their issues seem unimportant and make ours the real issues of the campaign.

What are these dominant issues. A statement of these issues appears elsewhere in this handbook. Study them carefully.

Within this campaign there must, of course, be local variations. While the details can change the spirit must not. It will make a full impression on the public only if it is consistent, - across the Province and in time, right up to polling day.

## MEDIA

### SOME SUGGESTIONS TO THE CANDIDATE WITH REGARD TO MEDIA ADS AND POSTERS:

The two things you want to stress in all ads and posters are the name LIBERAL and your name. Remember, on voting day, only your NAME appears on the ballot. Another thing is to use large print and few words. People today have become "scanners". They don't want to read a long tract. You can put across your message in speeches in public, on radio or on TV. The important thing about ads and posters is to keep both your name and that of the Liberal party before the public.

NEWS: Keep a constant flow of news releases and pictures going to your local radio, TV and newspapers. Be certain that they are invited to all public gatherings. You stand a much better chance of getting your statements aired when reported at a meeting than with straight news releases. In your relations with all news people be friendly and co-operative. They can be of immense help. They can also cause a lot of harm if improperly handled.

TV AND RADIO: In both radio and TV appearances preparation is essential. There is nothing more dull than watching or listening to a man that obviously isn't certain of what he is saying. Make your speeches short, clear and concise. Use lots of short verbs and forget the superlative adjectives. Never, never talk down to an audience. On TV especially,

unless you happen to be one of those gifted people called a "TV personality", the secrets are rehearsal and appearance. Make sure a QUALIFIED person advises you if you're thinking of TV. Always appear in a plain suit and white or solid color shirt. Know the people on the show. Know the script. Preplan movement with the producer. wear makeup if necessary. DON'T be distracted by movement in the studio. Don't TELL the producer, ASK him. Don't indulge in distracting habits (keep your hands still). Don't touch studio equipment. In essence, be sincere, be yourself, and be friendly. TV time should be in the evening, radio morning.

## ISSUES

### WHO CHOOSES THE ISSUES

The first question about the issues for the election is not "What will the issues be?" The first question is "Who is going to choose the issues?"

On any particular issue, there is rarely much doubt about which party has the better case. Our opponents have some good points, which it is a waste of time to attack.

The party that is likely to win the election is the party that succeeds in establishing its issues - the ones that are of interest to the people.

### TIMING AND CONCENTRATION

The problem is to make our issues dominant. How do we do it? Fundamentally, by timing and by concentration.

The first is obvious. It is a great help to get in early with our issues. The more our issues are well established in the public mind, the harder it is for opponents to get theirs accepted.

The value of concentration needs more emphasis. There is a terrible temptation to try to cover the water-front. But the only issues that matter are those important enough to influence the way they vote.



Other issues don't matter in election campaigning,  
however good the case we can make.

In the heat of an election campaign, this is easy to forget. But if it is a point that people do not care about, our "successful" argument will not hurt our opponent.

#### VOTES NOT ARGUMENTS

We are out to win votes, not arguments. People who are close to politics see internal weaknesses. But how government operates, who does what, are matters of very little interest in most of the 57 constituencies of Manitoba.

Our case against the government isn't how it works. Our case is that it doesn't get the right things done, that its omissions have ill effects for the people.

The test of any issue's importance is the number of people - especially, the number of people not tied by party loyalties - to whom it comes home, who will feel that it really does make a difference.

#### THE IMPORTANT ISSUES

So much for avoiding unimportant issues. What about the important issues that reflect to our opponents' advantage? We should look for the short, simple comments that will make these issues seem unimportant, by comparison with the good issues on which we are campaigning.

In short, campaigning means winning votes, not arguments. Much argument will underline the opponent's advantage.



NEVER BE NEGATIVE

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