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**WEATHER FORECAST:**  
A brighter tomorrow  
for  
New Brunswick

# P.C. NEWS

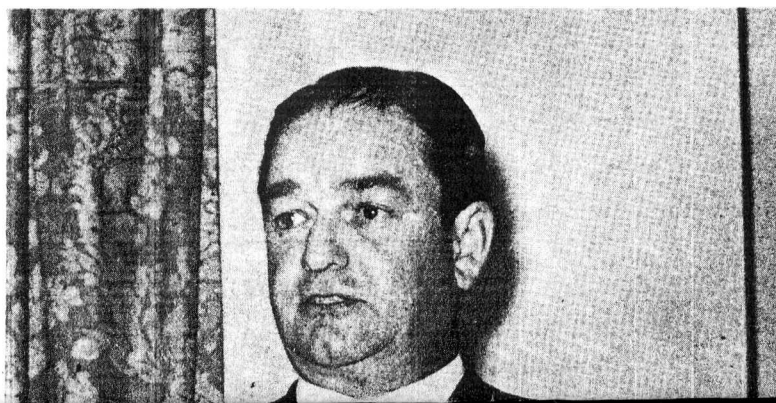
The  
VanHorne Team  
cares about YOU!

• BLUEPRINT FOR A PROSPEROUS NEW BRUNSWICK •

# GO NEW BRUNSWICK!

**Let's stop being  
losers...**

• **LOST:** Much of the fun and laughter in the  
lives of our children, too many of



Party Leader  
J. C. VanHorne  
announces  
Progress Plan

J. C. VanHorne, Leader of the Pro-  
gressive Conservative Party, pledges  
to restore responsible Government to

whom spend too many hours daily travelling to and from school in buses.

- **LOST:** Millions of dollars of farm income through the Government's failure to harvest energetically the benefits of the Agricultural Redevelopment Act (ARDA).
- **LOST:** Over two million dollars for a floating dock to service a fertilizer plant which broke its moorings and now sits useless.
- **LOST:** 35,000 of our people who have gone elsewhere to build their futures because the Government has not provided opportunities for them in New Brunswick.
- **LOST:** Millions of dollars in tourist revenue because the Liberal Government has neither developed nor made accessible the natural beauties of New Brunswick.
- **LOST:** Too many lives on our inadequate and dangerous highways. New Brunswick has the highest per capita highway fatality rate in all of Canada.
- **LOST:** Too many opportunities to attract new industries to New Brunswick. The average income in this Province is just two-thirds of that in other Provinces.
- **LOST:** Local government by almost half the people of New Brunswick who, since January 1, 1967, have had no say in the level of government which directly affects their day-to-day living.



## VanHorne says . . .

*"The reaction we get from Ottawa is that the Province of New Brunswick has not taken advantage of the mass of Legislation which has been passed to assist Provinces like ours."*

*"We want to restore honest Government to New Brunswick."*

*"No bridge in New Brunswick will be subject to a toll charge."*

*"We will have the Trans-Canada Highway completed by the end of next year instead of sometime in 1970 as now projected."*

*"As long as lack of money denies young people the opportunities to develop their God-given talents,*

*we are remiss in our educational system."*

*"New Brunswick is the only place on the North American Continent where the rights to our natural beauties and fishing areas are auctioned off every year to the highest bidder."*

*"There hasn't been one industrial scheme announced by this Liberal Government which has got off the ground."*

*"There are accommodations for only 29 trailers in the only National Park in New Brunswick. Do you call that attracting tourists?"*

the Legislative Assembly of the Province of New Brunswick.

"All the people of this Province must have, as a matter of right, a voice in their affairs through modern, realistic and effective Government at all levels," he says. "The people must be fully informed about all Government business. Government business is their business."

The highlights of the VanHorne Team platform are:

- Increase the number of school districts to eliminate the long bus rides endured by many children now.
- Give parents a voice in their children's educations by the election of school trustees in each district.
- Enact a Charter of Students' Rights to ensure young people higher educations with Government assistance.
- Build a medical school in New Brunswick and provide financial assistance for students of Medicine, Nursing and Dentistry.
- Complete the Trans-Canada Highway with alternative Trans-Canada routes from St. Leonard to Campbellton to Moncton and from Sussex to St. Stephen.
- Build new and improve old trunk and rural roads and integrate a road system with U.S. Highways.
- Take fuller and more energetic advantage of the provisions of the Agricultural Rehabilitation and Development Act (ARDA) to benefit farmers and fishermen.
- Increase crop insurance coverage and provide easier credit for farmers.
- Negotiate with the Federal Government for increased equalization and adjustment grants of \$100 million per year.
- Create a Council of Economic and Industrial Planning composed of experts to attract and locate new industries.
- Supplement Federal pensions to provide a minimum pension of \$125.00 per month for widowed mothers, the disabled, the blind, invalids, and citizens over 65 who now qualify for the new Federal supplementary Old Age pension.
- Raise the pay of, and provide bargaining rights and procedures for Civil Servants.

# Vote Progressive Conservative on Oct. 23

# A BLUEPRINT FOR

The objectives set forth here were arrived at democratically by the Progressive Conservative Party of the Province of New Brunswick

## An invitation to the party that cares about you

We present in outline, the program of the Party of the People, for the clearly expressed aim of securing "Government of the people, by the people and for the people." It blue-prints a new tomorrow for New Brunswickers, built on greater opportunity for all and security, social and economic justice, where the future means promise and the good life for each individual.

Our Party is committed to the supreme value of the human individual, and dedicated to liberty, free enterprise, local government and the duty to encourage and assist all our citizens to help themselves, whatever their occupation or pursuit; and to provide realistic and ample social security and welfare to those who need help, regardless of the reason. Our program is a blue-print for greater opportunity for all our people.

We believe that fundamental in our philosophy is the obligation to guarantee, defend and protect the rights of our people, and that all the people of this Province must have, as a matter of right, voice in their affairs through modern, realistic, and effective local government. Almost one-half of the people of New Brunswick, since January 1, 1967 have no local government. In many areas they have no say in even the most fundamental rights, such as the right to keep a school or send a child to a convenient nearby school, rather than see that child unnecessarily travel hours each day under dangerous and adverse conditions to a distant school. We also believe that the rights of all people, including children, must be guaranteed by a Bill of Rights.

We stand for free enterprise and believe the government has no rights in business. Our duty is to help private job creating business . . . not take it over.

The Legislative Assembly of this Province is scarcely a Parliament and its practices are inconsistent with parliamentary procedure. It is mockery of everything a Commonwealth Parliament should be. Ghost-written speeches will give way to open debate. The Legislative sessions have been twisted into an advertising campaign by the present government, for their sole partisan benefit . . . often without regard to urgent government business, sometimes cutting off debate by their special brand of closure. They have made the Legislature the tool of their advertising agencies. It is no longer a forum for the free expressions of the elected Members of the people. We insist that the rights and dignity of Parliament be restored, as basic to democracy. We will restore Parliament in New Brunswick by urgently needed reform.

Basic also in our program is the right of the people to know the facts and the truth effecting all deals and dealings involving this government. Hence we undertake to make full and complete disclosure of the financial affairs of this Province to the people immediately on assuming office; and to appoint a Royal Commission to receive and obtain evidence, sum-



Present industries will have security, and the climate created wherein they can prosper and develop and feel at home in New Brunswick. Full employment must be a reality.

We pledge a crash program of slum clearance with the Province taking the initiative and the responsibility to encourage private business to do the job, and to do it all over the Province and quickly.

In *Mining* we will vastly accelerate development, processing, prospecting, working and marketing services. Job security will be guaranteed miners, and action taken to ensure full employment. Prospectors will be assisted.

In our new *Lands and Forests* Department, we undertake to co-operate with companies, to guarantee limits to encourage wood-using industries, and undertake the most modern program of forest management and reforestation that is obtainable.

Our government and the new Minister of Federal Relations will be clearly charged with a *new approach* to secure an additional \$100 million from Ottawa per year, and to utilize immediately the present available grants, moneys for ARDA, etc. . . . all designed to permit this Province to catch up with the rest of Canada.

In *Education* we pledge a Bill of Rights for students, with education as a right . . . not to be denied by lack of money. We insist on *humanity* in our school system, and we will listen to parents. Your children will be safe in our hands.

As the 19 school superintendents state, the present school system is "unrealistic and unworkable." As a result, a real crisis exists in education. We will restore the rights of parents and children. Our government will be the servant of the people, not the Master of the people as is the present government.

We pledge a *new deal for youth*, with *Head-Start Programs*, *Job Corps* to guarantee income and training for all young

people leaving school. Sports and physical training will be pushed ahead vigorously.

In *Social Security* we want all widowed mothers, invalids, blind pensioners and old age pensioners at a minimum of \$125 per month and we want the means test, as it now stands, abolished.

Realistic programs to assist retarded children, handicapped children, orphans, unwed mothers, will be launched, and we insist that all people coming under these programs be treated with dignity and humanity. Thousands of people entitled to help cannot get it and, if they succeed at all, are subjected to indignities which are revolting and degrading.

In *Highway Safety and use*, we insist on a modern approach which includes schools to train and retrain drivers and offenders; far more, helpful patrolling and co-operation on the



assuming office; and to appoint a Royal Commission to receive and obtain evidence, summon persons and papers, investigate and report on all affairs of the present government.

We insist on many programs being carried out, some as crash programs to build alternate Trans-Canada routes from St. Stephen to Sussex, from St. Leonard to Campbellton to Moncton, to building the Fundy Trail encompassing Campobello, to complete, renew and pave truck and rural roads, to build roads to resources, bridges to places like Deer Island and Miscout Island and on the Saint John River. We insist on the Chignecto Canal among many other needed capital projects, and developing the power potential of the tides of the Bay of Fundy.

In the field of *tourism* we will open our forests and rivers to New Brunswickers under sound management and conservation practices. Guides will have guaranteed employment. The building of camping and picnic sites, modern sanitation facilities, and a crash clean-up and beautification program are among the musts. We want to develop points of interest, like Fort La Tour in Fundy and the Sugarloaf Mountain, and provide low interest loans to improve, renovate and build first class attractions and accommodations. We want big, attractive displays of folklore and native products at various points in the Province. The promotion of sports year around will be pushed with effectiveness and rapidity.

In *Industry* we insist on pursuing with vigor the greatest promotion and development program to attract, encourage, secure, assist, develop new and existing industries. We will also create a *Council of Economic and Industrial Planning* composed of New Brunswick leaders in Industry, in Planning, in Labour, and other fields to determine areas, resources, kinds, and to fit industry to its potential with special action to attract secondary industries.

## NEW BRUNSWICK PROGRESSIVE CONSERVATIVE PARTY

# The VanHorne team cares about...

### GENERAL DEVELOPMENT . . .

*We will:*

1. Take full advantage of the financial assistance provided by the establishment of the Atlantic Development Board.
2. Develop the power potential at the Chignecto Canal site by harnessing the tides of the Bay of Fundy to provide cheaper power for the people and industry of New Brunswick.
3. Accelerate negotiations with Maine and the Province of Quebec for water storage for power.

4. Accelerate thermal power construction to provide abundant energy for industry.
5. Take the steps needed to build the Chignecto Canal.
6. Implement a massive program of slum clearance with the Government participating directly and encouraging private industry to do the job.
7. Implement the ARDA program on a crash basis all over the Province.
8. Create the office of Ombudsman with the appointee to have a thorough training in Law and broad experience in Civil Rights procedures.
9. Establish the system of free Legal Aid.
10. Provide much greater security, pay and pensions for Civil Servants.

part of our police force. Public schools will teach driving and highway safety. We pledge co-operation with truckers in their ever-increasing problems of road use, insurance, licenses, financing. A highway beautification program will accompany our crash program to build safe and fit roads.

Our program spells a whole new deal in regard to Labour, Justice, Youth, Elections Act, Agriculture, Fishing; much greater participation in Government by Elected Members and public bodies, such as the Jaycees; the creation of the office of Ombudsman; having ladies in Government; Legal Aid; better Security, pay and pensions for Civil Servants. In fact, it spells out a whole new tomorrow for New Brunswick.

My friends, there is no other course open to us than to catch up with the rest of this country, and only this course will provide opportunity, freedom and security for all people in New Brunswick.

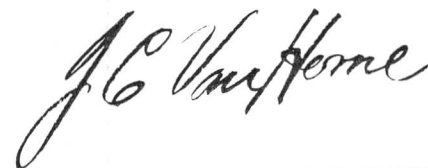
The present government has set itself up as the master of the people. It has lost touch with the people in their determination to install a system of super-centralization and dictatorship.

We invite each and every one to join us now. To all those who are dedicated to the cause, I ask you to work harder than ever. Let's make sure every poll is organized to the hilt . . . that our program is known and understood by all the people . . . and all people of goodwill are invited to join our crusade and made welcome in our Party.

This is the Party of the People. This is your Party. This is the Party of free men and women, who want to remain free . . . marching to victory . . . The Victory of the People.

Welcome to the Party of the People.

Sincerely,



J. C. VANHORNE

### NEW DEPARTMENTS AND MINISTRIES . . .

*The creation of separate Ministries and Departments for:*

1. Highways (separate from Public Works).
2. Finance and Economics (replacing the Department of Finance).
3. Industrial Development (separate from Finance and Economics).
4. Public Works (Government property, schools, hospitals, etc.).
5. Tourism (a complete new Department).
6. Mines (separate from Lands and Forests).

# A NEW TOMORROW

7. Lands and Forests (replacing Department of Natural Resources).
8. Federal-Provincial Relations.
9. Rural Development (to co-ordinate the activities of ARDA and all programs of rural development).
10. Housing (slum clearance, low rental housing, etc.).

## HIGHWAYS . . .

### *We Will:*

1. Create a new Ministry and Department of Highways.
2. Complete the Trans-Canada Highway on a crash program and build alternate Trans-Canada routes from St. Leonard to Campbellton to Moncton and Sussex to St. Stephen.
3. Build new main trunk and rural roads and repair and restore old roads.
4. Build the Fundy Trail on a co-operative basis with the Federal and Nova Scotia Governments.
5. Implement an integrated road system with U.S. Highways.
6. Take full advantage of the Roads to Resources program with the aid of the Federal Government.
7. Build bridges across the Saint John River to replace the unsatisfactory ferry service.
8. Beautify areas immediately adjacent to highways.

## HIGHWAY SAFETY . . .

### *We Will:*

1. Inaugurate a complete system of driver training and highway safety in our schools.
2. Abolish the Ten-Point System.
3. Promote greater co-operation between drivers and highway police patrols.
4. Create a Highway Safety Council with schools in various centres to train and retrain drivers and help reduce

3. Establish standards and provide inspection services for public accommodation.
4. Promote Summer and Winter resorts and sports which will attract tourists.
5. Advertise the excellence of our native foods, fish products and manufactured goods by all means, including permanent displays at various points of interest.
6. Develop and encourage Tourism in all its aspects to provide a rich source of income for the people of New Brunswick.
7. Open our rivers and forests to the people on a system of sound management and with advanced conservation practices.
8. Guarantee employment to guides and those employed on the rivers.

## INDUSTRY . . .

### *We Will:*

1. Create a Council of Economic and Industrial Planning composed of leaders in Labour, Industry and Planning to evaluate, plan and ascertain which type and specific kind of industry will operate successfully in each locality of the Province.
2. Extend the services and facilities of The Council of Economic and Industrial Planning to industries already established in New Brunswick.
3. Take the means to persuade primary and secondary industries to locate in the Province of New Brunswick with the assurance of the full co-operation of the Government.
4. Assist small businesses through loans, marketing studies and consultation services.
5. Co-operate with other Maritime Provinces in having the Atlantic Region classified as a designated area in order to

## FINANCE AND ECONOMICS . . .

### *We Will:*

1. Establish the Ministry and Department of Finance and Economics to replace the Ministry and Department of Finance and invest in it wider powers to accelerate the economic development of the Province of New Brunswick.
2. Make a strong and determined effort to obtain additional revenue from Ottawa which will enable us to reduce the burden on our lower income groups of the Liberal six per cent sales tax.
3. Convene a Provincial-Municipal Conference to explore ways and means of eliminating the Liberal tax on real property and business premises and to provide an alternative tax structure which will stimulate the economy of the Province of New Brunswick.

## COMMENT:

1. The Progressive Conservative Party believes that the property tax should not be used to finance Education.
2. The Progressive Conservative Party knows that the \$1.50 per \$100 of assessment on private property and the \$3.00 per \$100 of assessment on business premises will increase under a Liberal administration.
3. We believe that the Liberal tax rate on property for local services will increase until property owners, tenants and businesses will stagger under the burden.
4. We believe that the new Liberal tax structure poses a very real and very dangerous threat to the economy of the Province of New Brunswick.

## PUBLIC WORKS . . .

### *We Will:*

1. Establish a Ministry and Department of Public Works to

- centres to train and retrain drivers and help reduce highway fatalities which are the highest per capita in Canada.
5. Take quickly the steps necessary to make our roads safe.

## EDUCATION . . .

### *We Will:*

1. Increase the number of school districts to eliminate the long bus rides which many students now endure.
2. Give parents a voice in the education of their children by establishing a system of electing school trustees in each area.
3. Provide financial assistance for students seeking a higher education.
4. Establish an annual Provincial Conference on Education during which present and future problems will be examined.
5. Take full advantage of the Federal program for establishing vocational and technical schools.
6. Provide training centres for handicapped children.
7. Introduce a Charter of Students' Rights to ensure that our young people can acquire an education in whatever fields they choose and not be denied their opportunities because of the lack of money.
8. Provide more facilities for the training of student teachers and institute programs to make our veteran teachers aware of the latest advances and developments in their very important profession.
9. Settle the financial plight of our universities.

## AGRICULTURE . . .

### *We Will:*

1. Remain constantly aware that approximately half of the people of the Province of New Brunswick earn their living by farming.
2. Take full and more energetic advantage of the provisions of The Agricultural Rehabilitation and Development Act (ARDA) to modernize and develop our farms and to aid our farmers to raise their levels of income throughout the entire Province.
3. Explore and develop national and international markets for our agricultural produce with particular emphasis on the vital potato crop.
4. Use all facilities at the Government's command to reduce rail costs for transporting agricultural products to Canadian and foreign markets.
5. Expand crop insurance coverage so that the farmer is protected against all misfortunes.
6. Provide more convenient credit terms for farmers for all reasonable purposes, at low interest rates.
7. Study and improve present marketing systems for dairy and milk products to increase milk production, manufacturing and processing.
8. Establish a bureau of agricultural experts who will be available locally to advise farmers on crops, methods and markets.
9. Encourage new product development, fresh and processed.
10. Consult closely with potato growers in the area of processing to exploit new markets for their product.

## TOURISM AND RECREATION . . .

### *We Will:*

1. Establish a new Ministry of Tourism and Recreation.
2. Develop Provincial parks with modern facilities for campers.

quality for aid under the Federal Industrial Incentive legislation.

## LABOUR . . .

### *We Will:*

1. Appoint Labour representatives to the Council of Economic and Development Planning.
2. Expand facilities for adult education to enable workers to find better jobs.
3. Establish a code of equal pay and equal opportunity for women with greatly increased minimum hourly wages.
4. Take full advantage of the Job Training Program provided by Federal legislation.
5. Establish an Employment Council to make known current employment opportunities and predict future employment trends.
6. Provide bargaining rights and procedures for Government employees.

## HEALTH . . .

### *We Will:*

1. Establish a medical school in the Province of New Brunswick.
2. Provide financial assistance for students of Medicine, Dentistry and Nursing.
3. Build accommodations for the care of the chronically ill, the aged and the incurables.
4. Extend mental health unit care to all General Hospitals.
5. Improve and expand immediately the efficient operation of the medical program for needy New Brunswickers.
6. Provide facilities for the care and rehabilitation of alcoholics.
7. Implement Medicare on August 1, 1968.

## SOCIAL SECURITY AND WELFARE . . .

### *We Will:*

1. Act on the means test with a view to making it less restrictive and more consistent with human dignity and abolishing it entirely as it applies to Provincially-administered funds.
2. Supplement the Federal pensions to provide a minimum monthly pension of \$125 for:
  - (a) Widowed mothers, the disabled, the blind and invalids.
  - (b) Citizens over 65 who now qualify for the new Federal supplementary old age pension.

## FEDERAL-PROVINCIAL RELATIONS . . .

### *We Will:*

1. Establish a separate Ministry and Department of Federal-Provincial Relations.
2. Negotiate with the Federal Government for increased equalization and adjustment grants of \$100 million per year in order to develop the wealth of the Province of New Brunswick and halt the exodus of so many of our productive citizens who are going elsewhere to build their futures.
3. Co-operate closely with other Provinces in the development of the Atlantic Region.
4. Use our resources and energies to help the people of the Province of New Brunswick gain economic parity with other Canadians whose per capita income is now one-third greater than ours.

and maintenance of Government property.

2. Charge the Department with the responsibility of ensuring that all Government buildings are being used to the best advantage of the people of the Province of New Brunswick.
3. Make the Department responsible for the building and maintenance of all Government buildings such as schools and hospitals.

## LANDS AND FORESTS . . .

### *We Will:*

1. Create a new Ministry and Department of Lands and Forests.
2. Aid small jobbers by reducing rates and making stumpage available on Crown and leased lands.
3. Institute conferences for the wood-using industries of the Province to ensure adequate supplies and explore means of expansion.
4. Step up reforestation and forest management with emphasis on Crown lands.
5. Guarantee farmers who cut pulp wood on their own lands the same basic price per cord paid in the Province of Quebec.

## FISHERIES . . .

### *We Will:*

1. Assist the fishing industry through education and research in the fields of packing, processing, marketing and transportation.
2. Promote the establishment of new processing and packaging plants in consultation with the industry.
3. Build marine railways and haul-outs.
4. Aid research into the economic use of the industry's wastage.
5. Establish an enlarged program of Fisherman's Aid to embrace all areas of insurance and compensation.
6. Apply the ARDA program energetically to ensure that fishermen will benefit to the fullest extent.

## MINES . . .

### *We Will:*

1. Establish a separate Ministry and Department of Mines.
2. Undertake a feasibility study to determine the best methods of continuing coal mining in New Brunswick, especially in the Minto-Chipman area.
3. Encourage industry which will use coal to locate in New Brunswick.
4. Persuade mining companies to develop their properties now and provide incentives for the smelting of ore in New Brunswick.
5. Aid prospectors to explore our undiscovered mineral wealth, by financial and other assistance.

## YOUTH . . .

### *We Will:*

1. Institute a Province-wide sports program and provide special facilities for athletes of outstanding ability.
2. Introduce a physical education program in all schools.
3. Organize a Job Corps program to provide training for young people who are searching for employment in the field of skilled labour.
4. Provide a Head Start or Kindergarten program for children between the ages of four and six.

***You know*** there's a lot wrong in New Brunswick. (Industrial development is just pathetic. We're losing good people by the thousands. Our standard of living isn't nearly what it ought to be. And education—well, you know the trouble we have with education.)

***You know*** Charlie VanHorne is ready, willing, and able to do something about it. He cares. He's one of us and he cares. So vote for the VanHorne Progressive Conservative team on October 23. Let's get things rolling



OCTOBER 23. Let's get things rolling.

*and* will you do just one thing more? Will you lend a hand to Charlie before the election? Join the VanHorne team. If we all do our bit, we can clean up this mess.

***Thanks***

for signing up. Every helping hand and every dollar makes a big difference. Mail the coupon, and your contribution, for which we will return a receipt, to:

Progressive Conservative Headquarters,  
Fredericton, N.B.

***Yes,***

I'd like to help clean up the mess. Sign me on as a member of the people's party, the Progressive Conservative Party of New Brunswick. I enclose a donation of \$\_\_\_\_\_ and I'll lend a hand every way I can.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_