

LIBERAL

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Roberts has much more to offer

Ed Roberts has made an enormous contribution to Newfoundland and Labrador for a man who only celebrated his 35th birthday Sept. 1.

And he has much more to offer.

Since 1966, Ed Roberts has represented White Bay North District. Now, Ed Roberts is seeking election as the Liberal Member for the new Strait of Belle Isle District. In each of his previous elections, Ed has received an overwhelming mandate from the electors: Always more than 80 per cent of votes cast. Contest after contest has proven Ed Roberts to be a winner.

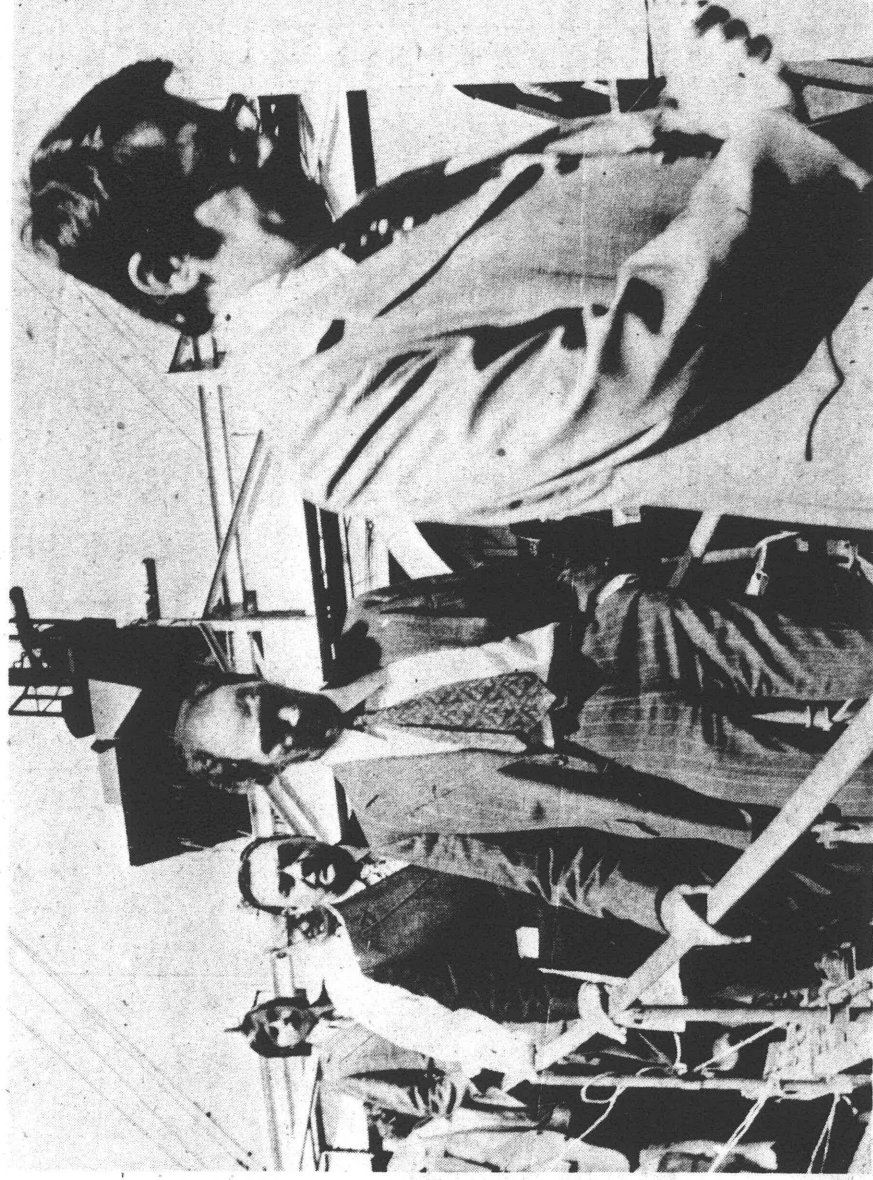
As a senior staff aide to former premier, Hon. J. R. Smallwood, and, before him, to Newfoundland's Federal Cabinet Minister, Jack Pickersgill, Ed Roberts gained valuable first-hand political experience.

After his first election in White Bay North in 1966, Ed Roberts became the Premier's Parliamentary Assistant. After serving for a year as Minister of Public Welfare, he was Minister of Health from 1969 to 1972.

The Liberals elected him Party Leader in 1972 and re-elected him in 1974 despite tough opposition from former leader, Hon. J. R. Smallwood. In the meantime, Ed had led the Liberals in two by-election campaigns (Labrador South and Hermitage) and in two federal elections which were successful for the Liberals.

Under Ed Roberts' leadership, the Liberals have moved aggressively forward. Now they are on the threshold of forming the Government, and Ed Roberts becoming Premier.

While Ed Roberts leads an active public life serving his constituents and people from all over Newfoundland and Labrador, he always finds time for his young family. Ed Roberts is married to the former Joan Marshall of St. John's. They have two children, Catherine and Caroline. His private and public lives combine to make Ed Roberts a busy man who enjoys meeting and helping people.



Here's what we'll do for the fishery

Ed Roberts and the Liberal Party believe that the problems of the fishery cannot be solved merely by telegrams and petitions to Ottawa.

Instead, Ed Roberts will take a three-pronged, active approach in co-operation with the Federal Government to overcome present difficulties.

We must ensure we have enough fish to catch, that the fish get caught, and that our fish products get sold.

Here is what Ed Roberts and the Liberals will do:

- (1) — Take the lead to help Canada get control of fish stocks up to 200 miles offshore. We must have the 200-mile limit to ensure that fishermen from Newfoundland and Labrador get all the fish they can catch.
- (2) — Introduce a program to provide new and better fish-handling facilities, community stages, centrally-located fisheries marine service centres and slipways for Northern Newfoundland and Southern Labrador.

- (3) — Revise existing arrangements to make loans for fishermen to acquire boats, equipment and gear easier to get — by setting up a gear bank.
- (4) — Institute an insurance program to protect fishermen against loss of gear in storms and ice.
- (5) — Establish a fresh fish marketing corporation to see to it that fishermen get the highest possible return for their catch and that the fish plants get an adequate supply of fish.
- (6) — Co-operate with the Federal Liberal Government to bring about an income support program for fishermen. Fishermen are entitled to income supplementation working like unemployment insurance.

Ed Roberts and the Liberals. The Party that'll get things done for fishermen and fish plant workers.

Liberals have the answers

Ed Roberts believes that the Liberal Party has answers for the problems of Northern Newfoundland and Southern Labrador.

"Four years of Tory-neglect have hit our District the hardest," Ed says about his new seat of Strait of Belle Isle. "The Tories ignored the Northern Peninsula and Southern Labrador during their four years in office," he says.

"The Liberals have an Action Plan to meet the needs of rural Newfoundland and Labrador. The Liberals will produce where the PCs only promised," Ed Roberts says.

Ed Roberts is the Liberal Candidate in the new District of the Strait of Belle Isle.

Now, Ed is travelling across the Island of Newfoundland and Labrador as Leader of the Liberal Party.

A Message from Ed Roberts

My Dear Friends in Strait of Belle Isle District:

As the Liberal Candidate for the new District of the Strait of Belle Isle, I pledge a total commitment during the next four years to the needs of every town and community, every man, woman and child in the District.

My duties as your Member will be my first concern. My responsibilities as Leader of the Liberal Party and, in a few days, as Premier of the Province, will be considerable.

But I will always have time for the people of the District of Strait of Belle Isle. Many telephone or write to me each day. Always, I will speak to them or reply to them personally.

As your Member, I will dedicate myself to serving you, the residents of Northern Newfoundland and Southern Labrador.

Since 1966, I have served as the Member for the District of White Bay North. While the Liberals were the Government, we made many strides. I want to see us resume the march forward. I want to see development occur everywhere in the new District of Strait of Belle Isle. No community will be ignored by the new Liberal Government, at the expense of another as was the case during the Tory regime.

Development just about stopped in Northern Newfoundland and Southern Labrador during the past four years under the Tories, except where the Federal Government provided money to fund development projects.

I want to change this. You can help, by endorsing my Liberal Action Plan for the Strait of Belle Isle. I ask for your help to enable the new Liberal Government to provide water and sewer systems, paved roads, and better educational services and to boost the economy of Northern Newfoundland and Southern Labrador.

Working together, we can accomplish this task. Together we can change the face of Northern Newfoundland and Southern Labrador.

With every best wish,

Sincerely yours,

(signed Edward Roberts)

Roberts will get economy moving

Ed Roberts wants the economy of the Strait of Belle Isle region to move forward.

"The march of progress begun in Liberal years was halted during four years of Tory neglect of our District," says Ed Roberts.

The Liberals have an Action Plan to increase employment, stabilize existing industrial and resource activity, and to promote the area's potential for many new small businesses.

Ed Roberts and the new Liberal Government will take these measures to promote economic growth in Northern Newfoundland and Southern Labrador:

- (1) — Ensure that electrical energy from the Lower Churchill development is used to benefit, first, the people of Labrador and Northern Newfoundland. The Liberal Party will make sure this hydro power is used to promote economic development in this region. As well, converter stations will be built in Northern Newfoundland and Southern Labrador to harness the power from the transmission line crossing the Straits for household use in our region. This will replace the existing diesel generators.
- (2) — Introduce financial incentives and a new forestry management policy to ensure the woods industry in Northern New-



foundland and Southern Labrador stabilizes and grows to provide better yearly wages for loggers and mill employees.

(3) — Take steps to see to it that the towns and communities of Northern Newfoundland and Southern Labrador get the greatest possible benefits from exploration and development activities for oil and gas. Oil companies may choose a centrally-located port in the region to serve as a major supply and service center and the Liberals will take steps to ensure that jobs and spin-off business contracts go first to area residents.

(4) — We will encourage the development of many local resource-based industries, including farm products, berries and crafts.

(5) — We will work with local organizations and entrepreneurs to promote development of the area's tourist potential. The sports fishing, hunting and historic assets will be actively promoted by the Liberal Government, at the same time insuring that jobs go first to local residents.

Ed Roberts and the Liberals. They'll move our economy forward.

Youth leads the

way for Liberals

Ed Roberts is the Leader of the Liberal Party of Newfoundland and Labrador and Opposition Leader in the House of Assembly.

Although he's the youngest Party Leader in Canada, his long and varied political career has seen him gain more political and administrative experience than most Party Leaders acquire in a lifetime.

Ed Roberts is thirty-five. He has been Leader of the Liberal Party of Newfoundland and Labrador for three years. He has been in the House of Assembly for more than eight years, representing the constituency of White Bay North.

As Liberal Party Leader, Ed Roberts has led the Party through its darkest hour and has guided it to a dramatic re-birth. When he became Leader in 1972, the Party was out of office for the first time in its history. Following the General Election of March, 1972, Ed and eight other Liberals formed the Opposition and have provided since then the most effective Opposition ever seen in the Newfoundland House of Assembly.

Electorally, Ed Roberts and his colleagues have led the Party to a dramatic resurgence of support. The process began in October 1972 — just six months after the election defeat of March — when, under the leadership of Ed Roberts, the Newfoundland and Labrador Liberals campaigned mightily on behalf of the Liberal Party of Canada. Two Liberal MPs — Bill Rompkey and David Rooney — joined Don Jamieson at Ottawa and after the repeat triumph of 1974, George Baker became the fourth.

But the triumph of the Liberals under Ed Roberts' leadership during the Opposition years came in November 1973, in Hermitage. There, in a hard-fought, all-out campaign against the entire Tory Government and Party, the Liberal candidate, Roger Simmons, was returned with an overwhelming

majority, reversing the results of the previous election.

Ed Roberts faced his most difficult political challenge in the Fall of 1974, when the Liberal Party of Newfoundland and Labrador under his leadership held its regular Leadership Review. Three men challenged Ed Roberts for the Leadership, and among them was his predecessor as Leader, the Hon. J. R. Smallwood — the Father of Confederation and for twenty-three years Premier and Leader of the Liberal Party of Newfoundland and Labrador. After an intense campaign, the Party voted by a clear-cut majority to retain Roberts as Leader. Political observers throughout Canada hailed the event as a dramatic and clear-cut confirmation of Ed Roberts' activities as Leader.

Ed Roberts first entered elective politics in 1966, when he was returned as the Liberal Member for White Bay North. He was re-elected in 1971, and again in 1972. He has never received less than eighty percent of the votes cast in an election in his District.

Shortly after he became a Member of the House of Assembly, Ed Roberts was appointed Parliamentary Assistant to the Premier. In July of 1968, he became Minister of Public Welfare. Less than a year later, he was appointed Minister of Health. He remained as Minister of Health until the Smallwood Administration left office in January 1972.

As Minister of Health, Ed Roberts presided over one of the largest Departments of the Government. His term of office was marked by the decision to proceed with the Health Sciences Centre and new General Hospital at St. John's, a project for which Ed Roberts successfully sought \$30-million in special assistance from the Government of Canada. He also developed and began to implement a multi-million dollar building program which saw the erection of the new

hospital in Corner Brook, the hospital in Twillingate and the hospital in Carbonear. Legislatively, Ed Roberts sponsored the Hospitals Act and the Mental Health Act, legislation generally agreed to have put Newfoundland among the most advanced and progressive areas of North America in these fields. He also developed and introduced a program under which the Government assisted groups throughout the Province to provide ambulances, and initiated a significant expansion of the program to provide dental health care to children.

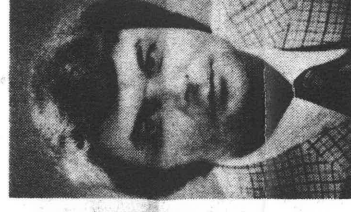
During his period as a Minister, Ed Roberts was regarded by impartial observers as one of the major figures in the Cabinet. He took a leading role in the negotiations of the deal by which the hundred thousand barrel-a-day refinery was built at Come By Chance, and is generally credited with having won significant concessions which greatly benefited the Province of Newfoundland. Ed Roberts was one of the group of five men who signed the construction and financing contracts for this refinery in behalf of the Government of the Province.

A native of St. John's, Ed Roberts received his early schooling in Newfoundland and in Ontario. At the University of Toronto, he earned his Bachelor of Arts Degree in 1960 and pursued post-graduate studies in history before attending the University of Toronto Law School. He received his Law Degree in 1964 and was called to the Bar of Newfoundland in 1965. In 1964, following his graduation from The University of Toronto Law School, Ed Roberts was appointed Executive Assistant to the Hon. J. R. Smallwood, Premier of Newfoundland. He held that position until the Summer of 1966, when he successfully sought election in White Bay North.

Ed Roberts is married to the former Joan Marshall of St. John's.



BILL ROMPKEY



FRED ROWE, JR.

Rompkey, Rowe

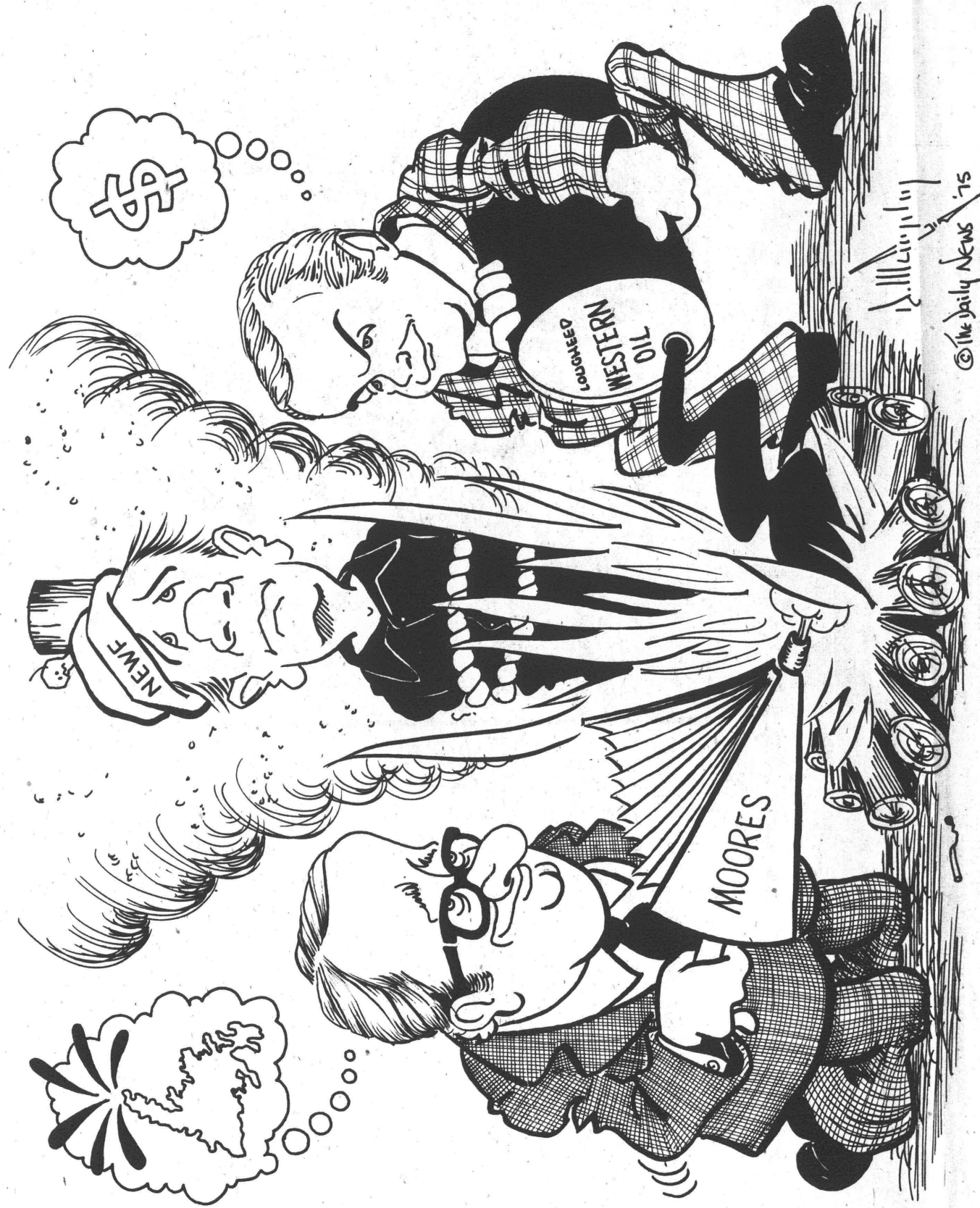
back Roberts

Bill Rompkey, MP for Grand Falls-White Bay-Labrador, has thrown his full support behind Liberal Leader, Ed Roberts. Ed Roberts is the Liberal Candidate in the new District of the Strait of Belle Isle. Bill Rompkey represents much of the area in both Southern Labrador and Northern Newfoundland in the House of Commons at Ottawa, which Mr. Roberts wants to represent in the House of Assembly at St. John's.

At the same time, Fred Rowe, Jr., who was the Liberal MHA for St. Barbe North until the election was called, is also backing Ed Roberts. Fred Rowe's old district was absorbed totally under the Tory Redistribution Law into the new District of Strait of Belle Isle. Fred Rowe is the Liberal Candidate in a Trinity Bay seat this time out.

Bill Rompkey says he looks forward to working hand-in-hand with Ed Roberts during the next four years. He believes that with Ed Roberts as Premier and as the Member for the Straits seat, the two Liberal Governments of Newfoundland and Labrador, and of Canada, can bring progressive changes to the region.

Ed Roberts has represented the former District of White Bay North, for the past nine years. This District, too, was absorbed under Redistribution into the new District of Strait of Belle Isle.



WITH THE PERMISSION OF THE DAILY NEWS

Dollar-a-gallon days are here

Drivers are shuddering and shaking more often than their cars as they pull up to gas pumps across Newfoundland these days. The price of gas is enough to make everyone's blood boil, or radiator bubble over, for that matter.

Newfoundland drivers are getting hit hardest of all. Mainland drivers are paying nearly a quarter less a gallon.

Drivers in Newfoundland and Labrador have been short-changed again. This time, it's the Tory Government. Their misguided actions have given Newfoundland consumers of gas and oil the highest prices in the country.

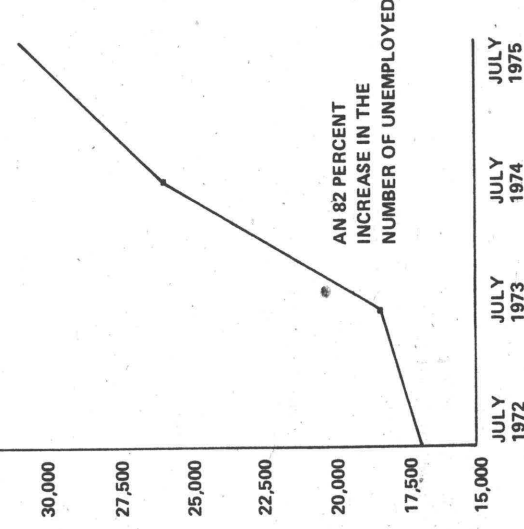
The Liberals will halt further price increases. Ed Roberts says the Liberal Government will act without delay to control oil, gas and electricity prices. The Liberals will require these companies to have their prices regulated by a Government Board.

That should put the clamps on unjustified price increases for oil, gas and electricity. It'll take control from the giant companies and put it back where it belongs, in the hands of the people of Newfoundland.

The Liberal Party. They'll Get Things Done.

THE TORY UNEMPLOYMENT RECORD

NUMBER OF JOBLESS JULY, 1972 - 17,000
NUMBER OF JOBLESS JULY, 1975 - 31,000

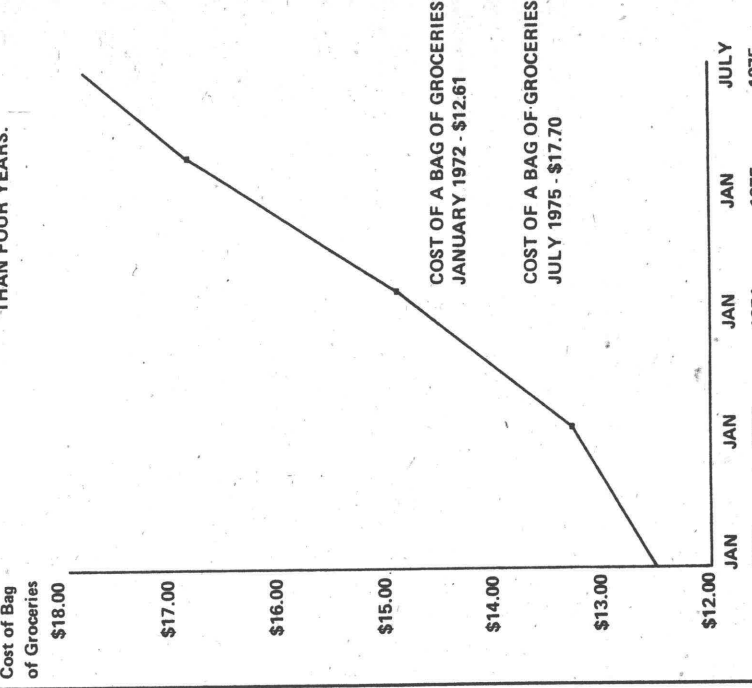


AN 82 PERCENT INCREASE IN THE NUMBER OF UNEMPLOYED

Vote Liberal

THE RISING COST OF LIVING

THE TORY RECORD - A 40 PERCENT INCREASE IN LESS THAN FOUR YEARS.



COST OF A BAG OF GROCERIES JANUARY 1972 - \$12.61

COST OF A BAG OF GROCERIES JULY 1975 - \$17.70

We've had four wasted years

No more dust or potholes



The Northern Peninsula and Southern Labrador have been given the cold shoulder by the Moors Administration when it comes to pavement. Ed Roberts knows well that the past four years have been filled with dust and potholes for many residents.

Through the efforts of Ed Roberts, Don Jamieson, Bill Rompkey and Fred Rowe, the Government of Canada was pressured into spending money on upgrading and paving that part of the Northern Peninsula Highway north of Plum Point.

Some \$5 million is being spent there this summer, and 90 per cent of that comes from the Federal Liberal Government.

But Ed Roberts isn't satisfied. Here is what Ed Roberts and the Liberals will do:

- (1) — Finish paving the Northern Peninsula Highway in three years.
- (2) — Pave every major road in Southern Labrador and Northern Newfoundland.
- (3) — Build roads to communities not now connected by road.
- (4) — Expand plans for the tunnel across the Straits so that passenger and transport traffic can be handled.
- (5) — Meanwhile, improve ferry service across the Strait of Belle Isle.
- (6) — Provide more and better snow-clearing equipment to improve wintertime transportation.
- (7) — Upgrade and pave branch and local roads.
- (8) — Provide up-to-date air services and improve airstrips.

Ed Roberts and the Liberals. The Party that'll get things done.

WITH PERMISSION OF THE DAILY NEWS

Improvements on the way

Ed Roberts knows that one of the greatest needs faced by the residents of communities in Northern Newfoundland and Southern Labrador is a safe, reliable and efficient supply of water.

Better health facilities and improved school facilities are also needed in various parts of the District of Strait of Belle Isle, the largest district in the Province.

Ed Roberts wants to return to Government — this time as Premier — to get to work to bring these services to the region. He says there is a lot of catching up to do, to make-up for time lost during the four years of Tory inaction.

The Liberals are the Party that'll Get Things Done.

Here is what Ed Roberts will do for the Strait of Belle Isle:

- (1) — Introduce a heavily-funded program to help councils, local improvement district groups and water committees to obtain safe water supplies and to provide frost-free water service lines to individual houses. This program will be directed at rural New-

foundland and Labrador. It will help communities in the Strait of Belle Isle District in particular.

- (2) — Provide adequate financial assistance to town and community councils to get on with the job of bringing sewer services to the homes of Northern Newfoundland and Southern Labrador.
- (3) — Improve school facilities and provide teacher housing where needed throughout the District.

- (4) — Help the CJON-CTV Network to provide second channel television service to the region.
- (5) — Offer technical and financial assistance to local groups sponsoring major community services, such as senior citizens homes and ambulances.

- (6) — Provide better medical services and properly-equipped medical centres at central locations.
- (7) — Improve social services throughout the District.

Ed Roberts and the Liberals. They'll bring the services.

Mothers' allowance will be re-instated

It's back to school for the children.

But where do the parents go . . . to the bank? The finance company?

They have to find the money to pay for new clothes, new shoes, books and equipment.

And these days, that's no mean task. The cost of living has sky-rocketed by 40 per cent since the Tories came to office less than four years ago. The cost of children's clothing has gone up with everything else.

Ed Roberts and the Liberals want to do something about that.

The Liberals want to help Newfoundland families combat the cost of living. On September 17 — the day after election day — they will re-instate the Mothers' Allowance. This is the family assistance plan of the Lib-

erals which the Tories axed four years ago.

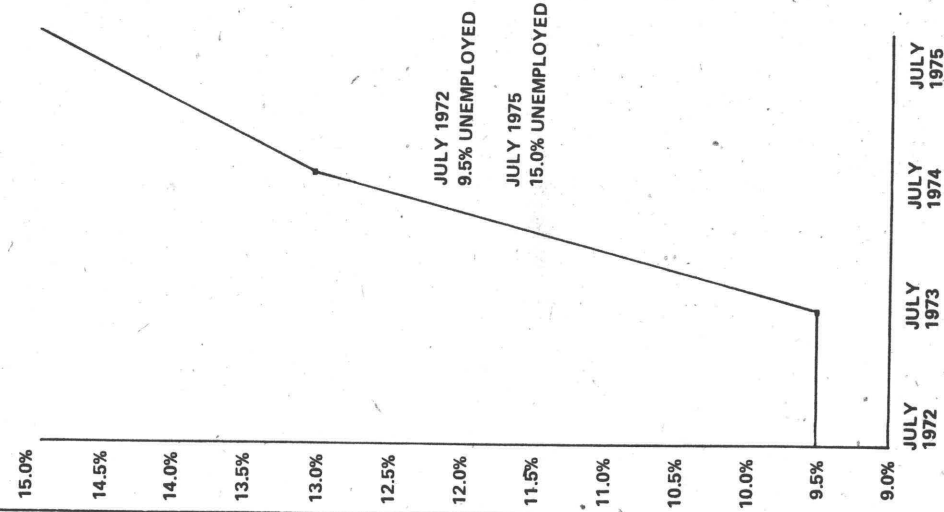
Starting this fall, the Liberals will pay \$30 every year for every child. The mother will get it to help them clothe their children for Back-to-School.

The Liberals' Mothers' Allowance, Ed Roberts says, will bring in \$150 a year for every family with five children, \$210 for the family with seven children.

This Liberal Plan to be re-instated by Ed Roberts is just another example of the kind of People Programs that the Liberals offer.

The elimination of school taxes and school assessments, and the increase of grants to municipalities will also help families across Newfoundland and Labrador to beat the cost of living.

THE TORY UNEMPLOYMENT RECORD



The Tory record:

What ever happened to?

- Fishing Gear Insurance Program
- \$40-Million trawler fleet
- Inshore Gear Assistance Program
- Agricultural Equipment Banks
- Land Use Control Policy
- Lower Drug Prices
- Mobile Medical and Dental Clinics
- Aluminum Smelter
- Birch Veneer — Particle Board Plant
- Second Refinery — Come by Chance
- Labor Standards Legislation
- Expansion of off-shore drilling
- Regional Government Scheme
- Low Rental Housing
- No Fault Insurance
- Labrador Resource Corporation
- Trans-Labrador Highway
- Tourism Master Plan
- Free Ferry Transportation
- And the other

149 PROMISES

THERE'S NO TWO WAYS ABOUT IT — PC'S DON'T KEEP THEIR PROMISES.

LIBERAL

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We'll Get Things Done