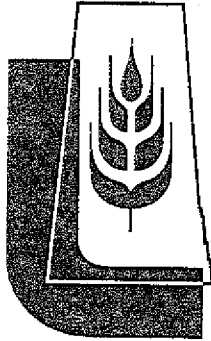


Ralph Goodale, Leader



# THE LIBERAL PARTY OF SASKATCHEWAN



## Regina

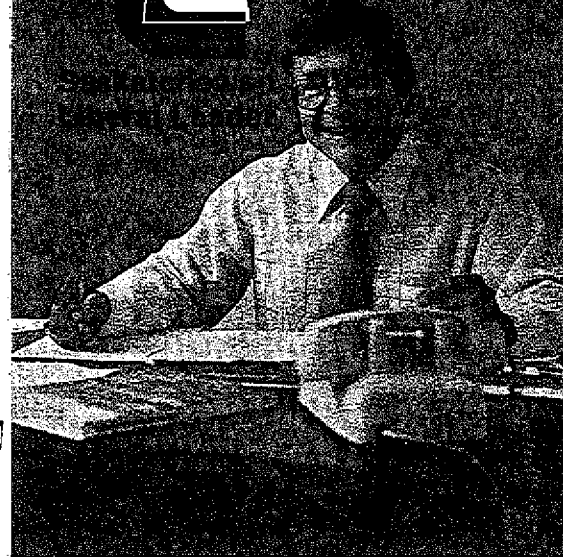
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# Ralph Goodale



A NEW LEADER ♦ ♦ ♦ ♦ ♦



## Ralph Goodale:

- Born in 1949 and raised on the family farm, which he helped to operate, near Wilcox.
- Graduated from high school at Milestone winning the Governor-General's Medal.
- Received a Bachelor of Arts Degree with Great Distinction from the University of Saskatchewan, Regina, and named the most outstanding graduate.
- Received a Law Degree with Distinction from the College of Law, Saskatoon, again being named the most outstanding graduate.
- Before entering public life,

practiced law with a well-known southern Saskatchewan firm, and worked with the Canadian Broadcasting Corporation as a radio and television news and public affairs editor and commentator.

- Served as a Special Advisor in the National Department of Justice.
- Elected as a Member of Parliament for the Constituency of Assiniboia — one of the youngest M.P.'s in Canadian history.
- Earned a solid reputation for hard work and dedication to the interests of Western Canada during his five years in the House of Commons.
- Elected by his fellow M.P.'s (of all Parties) as Vice-Chairman of the House of Commons Standing Committee on Agriculture and The Committee on Building the Northern Gas Pipeline.
- Named Parliamentary Sec-

retary to the President of the Privy Council and Government House Leader; appointed Deputy Government Whip and Chairman of the Government's Prairie Caucus; served as Parliamentary Secretary to the Minister of Transport.

- Impressed Saskatchewan people with an effective candidacy in the recent provincial by-election in Estevan, increasing Liberal support by 140%.
- **Bright; forthright; loyal; extremely hard-working. Ralph Goodale — an excellent leader of exceptional ability.**



## DISSATISFACTION, RESTLESSNESS UNDER THE N.D.P.:

Power has not worn well on the N.D.P. in Saskatchewan these past ten years. They're tired, almost bored with themselves. Each day they grow more aloof, more arrogant, more out of touch with the hopes and aspirations of average Saskatchewan people.

The priorities of the N.D.P. have gone askew. Their so-called "new deal for people" of a decade ago has been abandoned. The "people" issues — like education, health services, social problems, agriculture, the environment, concern for the elderly — have all lost their priority while the N.D.P. presume "all is well" in these areas. But people know that's just not true.

The N.D.P. are obsessed with the money, the power, the machinery of government — government for its own sake. The result for people is scant attention paid to things that really matter, and a numbing web of controls and restrictions on virtually every aspect of Saskatchewan life.

### PROVINCIAL P.C.'s

#### NO DECENT ALTERNATIVE:

With the Opposition role all their own since 1978 — a glorious opportunity to prove themselves — the Tories have proven nothing so much as to be a major disappointment to Saskatchewan people.

Inept, divided, incessantly negative. With problems of leadership and a lack of purposeful direction. The Conservatives are not seen as effective challengers of the N.D.P. or as a better choice for government.

There's a vacuum in Saskatchewan's public life. So long as it persists, the N.D.P. will win by default. Liberals seek to end that default situation.

## Provincial News Media reporting positively on Ralph Goodale's Leadership!

*"Ralph Goodale, projecting a vigorous image as the Party's new Leader (has) zeroed in on at least two weak spots of the ruling NDP — a certain aura of state capitalism that surrounds Saskatchewan's Crown Corporations and unrest in the province over some social services, particularly health care — while making some telling points about inadequacies in the Opposition PC ranks."*

— Saskatoon Star-Phoenix  
17/6/81

*"Goodale gives the Liberals the sort of commitment they need — he brings an instant profile to the position of Leader, something that a transformed professor like Grant Devine has never been able to achieve for the Progressive Conservatives."*

— Regina Leader Post  
15/6/81

*"Goodale's easy manner, his personal warmth and a sharp sense of the political jugular — witness his attack on the NDP obsession with money over people on his leadership election night — will serve him well."*

— Moose Jaw Times-Herald  
19/6/81

*"To Goodale's credit is youthful vigor and the popularity acquired in federal and provincial elections. The signs are that he is a capable individual who will serve well as Leader."*

— Saskatoon Star-Phoenix  
12/6/81

*"Goodale knows how to apply pressure where it counts in Ottawa and is respected as a credible spokesman for western needs."*

— Saskatoon Star-Phoenix  
13/6/81

## RALPH GOODALE ON Liberalism:

Liberals have something positive and constructive to offer to Saskatchewan.

As we rebuild our strength across the province, ours will be an open Party. A Party of reason and moderation. A Party closely in touch with average Saskatchewan people.

Liberals respect and have confidence in the integrity and abilities of individuals. We recognize the legitimate role in our society that government should play, but are not obsessed with the notion that government needs to dominate everything.

Liberals will demonstrate that you can be humanitarian and have a keen social conscience without being a socialist. And you can have faith in private initiative and enterprise without being a right-wing extremist.

We seek to prove ourselves as people with good ideas to make things better in our province. We are not mindlessly and negatively out to beat a government, but to be a government — the best choice for Saskatchewan people.

You are invited to join in the work. We want your help. We need your support. I hope we'll hear from you.



A NEW BEGINNING!