MAGOR ASKS FOR TRADE . . . .

"Solid action in Ottawa for your vote April 8"

LIBERAL LEADER PEARSON OUTLINES PARTY OBJECTIVES

"Liberal objectives are clear", says Liberal Leader Lester B. Pearson.

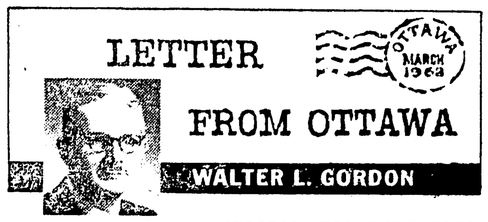
The objectives are:

1. To provide decisive government so that Parliament can do its job;
2. To harness the energies and brains of labor, management, farm groups and government in an expanding economy that will create the jobs and job-security that all Canadians must have;
3. When this has been accomplished to make sure that all Canadians share fairly the benefits of economic growth.

We Liberals ask for this great responsibility, knowing that the job to be done is an enormous and difficult challenge.

We Liberals ask you to join with us on election day so that a decisive Liberal government can get down to business, and achieve these objectives.

In this spirit I ask you to vote for your Liberal candidate on Monday, April 8.



A PROGRAM FOR MORE JOBS

Dear Friends:

The great challenge in the next few years is the need to provide jobs for those who haven't got them now and for the hundreds of thousands of students who will be graduating from our schools and universities.

There is no easy solution to this problem. Higher tariffs are not the answer. Free trade is not the answer. What is required is a hard-headed pragmatic approach, industry by industry. This in brief outline is the Liberal Party's program:

1. — First of all we must strengthen and encourage secondary manufacturing industry in Canada. A Department of Industry will be established at Ottawa to work out, industry by industry, ways of producing more goods in Canada either for export or the domestic market. It will do this with the help of management and the trade unions concerned.

2. — Our problems must be examined and dealt with regionally as well as nationally. If a Liberal Government is elected this will be done through a federal agency for area development. This agency will be responsible for seeing that special consideration is given in all plans for economic expansion to those parts of the country that are in trouble.

3. — A new Liberal Government will establish a Municipal Development and Loan Fund. With the approval of the provinces concerned, its purpose will be to provide the municipalities with funds at moderate rates of interest so that they may get ahead with needed public works and services. This is greatly preferable to keeping people on relief. And in the long run, it probably will not cost as much.

4. — Fourthly, there is the problem of providing capital for new developments and for the expansion of existing plants. Where this can be done by private sources in the usual way, it will be so much the better. But when this proves to be impossible for one reason or another, then an alternative must be found. For this purpose, a National Development Corporation will be created by a new Liberal Government which will assist in the expansion of all kinds of productive industry.

5. — New discoveries and new technology can greatly benefit the human race but such development means that some industries become obsolescent. As a result, some people lose their jobs. Many others become fearful because their jobs may be less secure than they once were. After the war, tremendous efforts were made to train and re-train people for jobs in civilian life. The same thing is needed now.

6. — Finally, a new Liberal Government will work with other countries of the free world — including our friends in Britain and in the United States — in seeking ways to expand trade. This is essential for a great trading nation like ours in which one out of every five Canadians is dependent on exports for his job.

These are six points in a comprehensive program for the expansion of Canadian industry and the provision of more jobs. One more ingredient should be added to make this program effective. And that is a government that knows where it is going; is prepared to make decisions and has enough drive and energy to press its policies through to a conclusion. A Liberal Government with Mr. Pearson at its head will be that kind of government.

Yours sincerely

W L Gordon

Regina Leader Post says . . .

"Mr. Pearson is following the honest course of not trying to bribe the electorate with promises to spend vast sums of their own money. It takes courage, when the highest elective office is within his grasp, to follow that course. That he has the fortitude to do so is evidence he possesses qualities of courageous leadership which the nation sorely needs."

A VOICE FOR SKEENA

Liberal candidate John F. Magor, 48, offers a strong reputation in his campaign to represent Skeena riding in Ottawa. He is a graduate of Columbia University and holds a Master of Science degree in journalism. He was a free-lance writer in London, Eng., and Washington, D.C., and was parliamentary press correspondent in Ottawa for British United Press. Mr. Magor served in the last war as flight lieutenant and was a public relations officer with the Canadian Pacific Railway. He is publisher of the Prince Rupert Daily News and Cowichan Leader at Duncan.

Mark Your Ballot
John F. MAGOR | X

What the Liberal Government will do

JOB SECURITY AND TRADE

The Canadian economy must expand to provide the 250,000 new jobs that Canada will need each year. A decisive Liberal government will make sure that this is done.

1. We will set up a federal Department of Industry, responsible for working out, industry by industry, the practical things that can be done to promote new Canadian production. Consulting with management and trade unions, it will establish government policies to encourage the establishment of new plants and expansion of existing ones. There will be special tax incentives, grants and loans, to increase exports and to establish new plants where the need for more jobs is acute.
2. We will set up a National Development Corporation. Through it, public and private capital will finance new industries in Canada. Together they will provide capital to increase Canadian production and to reverse the trend to absentee ownership of Canadian industries.
3. We will work with other countries of the free world to expand trade.

DECENT PENSIONS

The objective of the Liberal Party is to establish a national contributory pension plan in addition to the existing federal pension. It will not be financed from taxes but from contributions, of a small percentage of earnings, from all employers and employees and from self-employed people if they choose to join.

Both the contributions required and the pensions available under the plan will build up over a 10-year period. This transition period will enable existing pension schemes to be fitted smoothly with the new plan, without loss of rights in them. Pension benefits will be made fully portable when people change their jobs.

People will soon be able to choose when, between the ages of 65 and 70, they wish to start drawing their pensions.

Total pension benefits, including the existing federal pension, for those with about average ($360 a month) earnings will amount to:

$180 a month for a couple at age 65

$135 a month for a single person at age 65

OR ALTERNATIVELY

$250 a month for a couple at age 70

$185 a month for a single person at age 70.

CARING FOR HEALTH

The objective of the Liberal Party is to establish, in co-operation with the provinces a medical care plan for all Canadians.

The plan will enable everyone to get health care at the time it is needed, without fear of crippling medical bills. There will be no restrictive conditions. The patient will be free to choose his doctor on a fee-for-service basis.

The medical care plan will cover costs of doctors' and diagnostic services, in the office, home or hospital, by general practitioners, surgeons and specialists. The federal plan will pay for all these services to children up to the time they leave school, and for people over the age of 65. For other Canadians, the plan will cover doctors' bills above $25 per person a year (or a somewhat higher figure for those with large incomes).

A Liberal government would co-operate with the provinces and the doctors. The Liberal plan will be put to a federal-provincial conference and thoroughly discussed with the medical profession and other interested organizations.

PLANS FOR NATIVES

- **Set up an unbiased, independent Indian Claims Commission to bring about fair and just settlement of all outstanding Indian land claims.**
- **Review through the Indian Claims Commission the income tax status of Indian fishermen.**
- **Improve native Indian education opportunities and community facilities on reserves.**
- **Extend first class citizenship rights and full equality to Canada's Indians without loss of aboriginal, hereditary and usufructory rights.**

OPPORTUNITIES FOR YOUTH

The Liberal Party has four specific objectives to encourage our young people to equip themselves with more training for better jobs.

1. Provid expert, full-scale, assistance to operate wide-ranging services for job training, at the request of the provinces. The new organization to direct this programme will work with the National Economic Council to forecast future job opportunities in the light of automation, trade changes or other reasons. It will work with industry to set up training courses so that workers can get better skills before, not after, unemployment strikes. Workers will get financial help while training.
2. Establish Canada Scholarships for university education. Independently administered, this plan will provide scholarships of $1000 a year for four years of study to able students who need assistance to go to university. Scholarships will be open to all and will be awarded on merit.
3. Set up a student loan fund. All qualified university students can borrow, if necessary, for educational needs.
4. Extend family allowances beyond the age of sixteen, for boys and girls who remain students.

LABOUR AND THE LIBERAL PARTY

Full employment, economic growth, social security, free collective bargaining: these are the foundations of a productive and vigorous economy that benefits all Canadians. The Liberal record in all four areas is good.

Liberal objectives for the future are designed to ensure a square deal for labour:

- restore the unemployment insurance fund. Designed for short-term unemployment, the fund has been depleted because long-term unemployment has become chronic. Liberal policies of economic expansion will restore the fund and return it to its proper function.
- institute a federal labour code including a minimum wage of $1.25 an hour, maximum work week of 40 hours, two weeks vacation and seven statutory holidays
- extend collective bargaining rights to civil servants

Press experts predict Canadian Liberal sweep

Lubor J. Zink, Toronto Telegram

Many people may detest the need to vote Liberal in order to give Pearson a chance to restore Canada's place as a responsible member of the alliance of free nations. But they listen with attention to his courageous — and often perhaps uncomfortable — arguments for an end to our isolationistic self-delusions. They listen and ponder and compare.

I have a hunch that a large percentage of the silent listeners will come to the conclusion that Pearson is their only choice, even though they may not like the Liberal party.

If I am right, the needs of the country will override the partisan considerations on April 8.

The Financial Post says . . .

"The emerging fact of political life is that the minority parties have a vested interest in chaos. It is totally to their advantage to see the business of Parliament again become a matter of unstable minorities and uneasy alliances."

"If this nation is to recover from its political bankruptcy and regain the respect of responsible people everywhere, it is clear that we cannot now afford the politicians who, by employing the phoney issue, still trade on emotionalism and play upon parochialism and expect to profit by returning to another splintered Parliament."

The Financial Times says . . .

"The Liberals . . . . are the only possible government. The course of wisdom, therefore, is to make it clear both at home and abroad that Mr. Pearson will be Prime Minister . . . . and that Canadians will give him all the support necessary to put our mismanaged affairs in order."

The Calgary Herald says . . .

"The Liberal Party, it is now perfectly clear, is the only one to have a defence policy worthy of Canada.

"Canadians who value this nation's security and integrity therefore have no other alternative but to accord the Liberals a strong mandate in the April 8 election. . .

"That there are other big issues in Canada today goes without saying. That Mr. Diefenbaker's government has failed dismally in its attempts to grapple with these other issues as well as the one of defence should be obvious to everyone. . . .

"It is time we had someone capable of measuring up to the job's stern responsibilities."

A VOICE FOR CANADA

Liberal Leader Lester B. Pearson says: "Our foreign and our defence policies will be carried out in a way that will gain respect for Canada in the world. The Liberal record in the past will be a guarantee of our desire, our determination and I believe of our capacity, to make Canada's voice strong and clear in the councils of the world, at the United Nations and elsewhere. Nor will that voice ever be raised for any other purpose than to promote peace and preserve freedom. Do not be misled by the false charge that our party has taken or will take decisions on defence and foreign policy that will hinder us in any way from pursuing with energy, sincerity and persistence the part that Canada must play in the search for enduring peace and security. I give you my pledge on this."

Magor For Me In '63

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