- A national housing programme designed to make home-ownership possible for every Canadian family.
- A vigorous, enlightened trade policy designed to widen markets for Canada's surplus production involving a two-price system for the sale of farm products, barter deals, and acceptance of the currency of other countries.
- Low interest loans for small businesses and farmers.
- Federal financial assistance for construction of all arterial highways.
- A new foreign policy, broader than military power alone, which would be based on the distribution of our surplus farm products and output of our factories to the less favoured nations of the world
- A national security policy based on defence, not aggression and the elimination of inefficiency and waste.
- Bring about much-needed reforms in The Senate.
- Keep government out of private business.
- SOCIAL CREDIT believes Canada must have a planned and vigorously executed policy to bring people to this country and place them where they are needed.
- Canada's Northland will be developed and made an integral part of our expanding nation by a SOCIAL CREDIT government.
- Superannuation benefits for wage earners to be transferable.

Soc. Credit of Canada 1957 Election Policy —

MAKE CANADA A GREAT NATION

SOLON E. LOW
National Social Credit Leader

We in Canada have the resources and the people to transform our country into one of the great nations on earth, given a sound and efficient administration. A SOCIAL CREDIT government, in an atmosphere of freedom and free enterprise, will dedicate itself to bring this about.

Canadians today want a modern administration at Ottawa that will return the governing of the country to the people. No longer will they be subjected to rule by a handful of bureaucratic administrators and politicians.

ERNEST G. HANSELL
President, Social Credit Association of Canada

HON. R. W. BONNER, Q.C.
Chairman National Organization Committee

Efficiency, vision and courage as broad as our vast country are today's needs in the administration of the affairs of Canada. The SOCIAL CREDIT MOVEMENT sincerely believes it can provide such a government for Canada, and to this end has prepared a national policy which will bring our country and our people to new heights of prosperity and well-being.

EXPANSION WITH THE NATIONAL SOCIAL CREDIT MOVEMENT

Canada stands on the threshold of greatness. The riches of our forests, our farms, our fisheries; the vast wealth of potential water power and petroleum resources we possess are about to be utilized in a vast new development programme.

But this greatness will not be fully achieved until the affairs of our nation are guided by a strong, new, government of action in Ottawa.

In the national government we must have vision where we now have indecision; we must have dynamic leadership where we now have uncertainty; we must have confidence where we now have confusion.

The unhappy spectacle of departmental bureaucrats bickering over major policy matters must give way to leadership for the direct benefit of the people.

The sorry record of the past few years must be replaced by a new era that will:

- Improve our standard of living.
- Safeguard our security.
- Protect the individual freedom of every citizen.
- Provide a better deal for the farmer.
- Protect the national health.
- Encourage new industries.
- Expand employment opportunities.
- Extend transportation facilities and guarantee fair freight rates to all regions.
- Assist in the development of our natural resources under a free enterprise system.
- Solve the problem of distribution and minimize disturbing business cycles.

Realization of these ideals is the basis upon which this, our federal programme will be carried out. SOCIAL CREDIT is genuine free enterprise, but opposed to national monopolies. SOCIAL CREDIT is in favour of social reform but is opposed to state socialism.

FAIR PRICES FOR FARMERS

Social Credit believes that the farmer deserves a fair price for his product, just as much as the working man deserves a fair wage for his production.

There is no reason why the farmer should be forced to take depressed prices set in a world-wide market for products which he grows for Canadian consumption, any more than the working man should get wages comparable to those in foreign countries with low living standards.

Social Credit will establish a two-price system for farm production and at the same time will see to it that surplus farm products are sold to countries requiring them, and as one means to this end will accept currency of the importing countries in payment.

Social Credit believes that the acceptance of foreign currencies would be of tremendous value in international trade and would tend to break down some of the barriers that are binding our world into tight militaristic and antagonistic knots.

CANADA'S TIGHT MONEY FIASCO . . .

Canada's development is being stifled by an Ottawa-inspired policy that has created greater troubles than those it sought to cure.

On the assumption that this country was confronted by a serious threat of inflation, the national administration introduced through the Bank of Canada rigid credit restrictions.

Inflation results from a shortage, but there is no shortage of goods in Canada today. In fact, inventories in the past year have increased by 12 per cent.

The national government, overlooking this fact, has applied restrictive measures which:

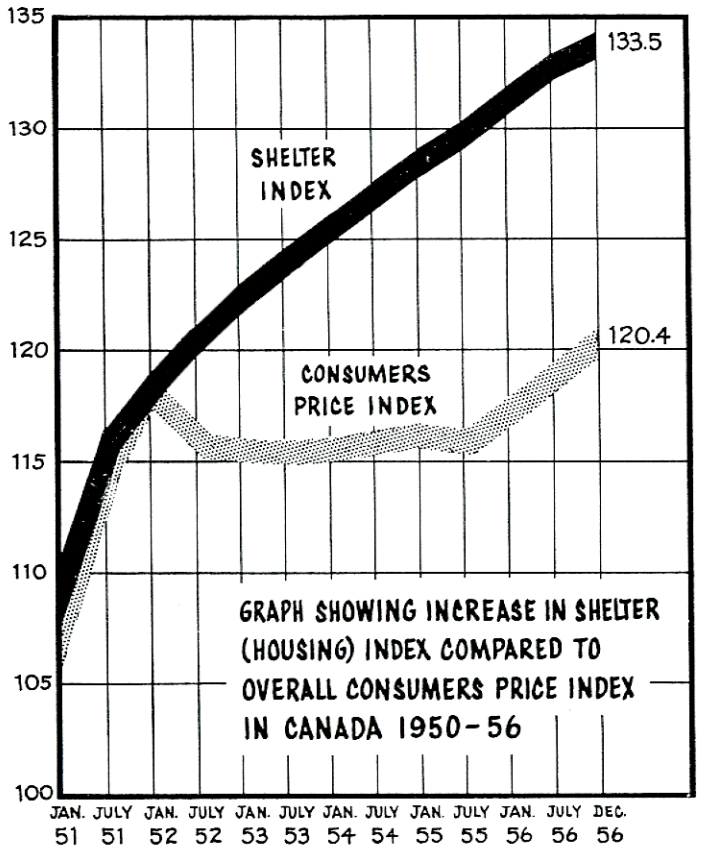
(1) Seriously curtailed housing;

(2) Raised the premium on the Canadian dollar, thereby creating difficulties for Canadian exporters, including farmers and Canadian manufacturers, who must compete with goods imported at a lower price;

(3) Forced municipalities to pay exorbitant interest rates for essential construction, including schools, hospitals, sewerage, water systems and other public works.

(4) Seriously, and in some cases disastrously handicapped the small business man, who is unable to obtain loans for working capital or for expansion.

(5) Has increased inflationary tendencies.



Despite repeated warnings from outstanding Canadian business men and leading economists, the federal government has persisted in this policy until there is a real danger of a critical break in the country's industrial expansion programme.

The Social Credit Movement advocates the immediate removal of credit restrictions and the expediting of a programme to provide the manpower which is vital to the development of our country.

Here is Canada's Chance!

SOCIAL CREDIT OFFERS THE KEY TO BETTER GOVERNMENT

SOCIAL CREDIT offers a fresh approach to the affairs of government, in which reason, logic and experience are combined to provide the very best form of administration for Canada.

With such an administration, the following measures could be immediately enacted:

$100-A-MONTH PENSION . . . SOCIAL CREDIT will make available an Old Age Pension of $100 a month. This can be achieved at once by increasing the basic federal pension to $60, with an additional $40 for those in need, made up of equal contributions from Ottawa and the provinces.

A HOME FOR EVERY FAMILY . . . Believing that home ownership is a major factor in building a nation, SOCIAL CREDIT will encourage home owners by instituting a new national housing program—low-interest, long-term loans; income tax exemption on interest payments; the establishment of a Department of Housing to encourage home-building.

RELIEF FROM "TIGHT MONEY" . . . The present federal administration's experiments in controlling finance must be replaced with a sound monetary policy which will remove the restrictions now throttling the economy of our nation. The so-called "tight money" policy is seriously endangering the whole economy of our country and the livelihood of the farmer and the small business man—two of the mainstays of our nation.

INCOME TAX EXEMPTIONS . . . With the steep climb in living costs, steps must be taken to alleviate the increasing burden of taxation, particularly for the average family man. One such step would be to increase basic exemption by 50 per cent, this being compensation for the decreased value of today's dollar.

A NATIONAL HEALTH PLAN . . . The promise of a national health insurance plan has been held as political bait before the voters of Canada for the past 12 years. A National SOCIAL CREDIT government would make such a plan available immediately to all provinces desiring it.

NEW AID TO FARMERS . . . Parity prices and the sale of Canada's surplus farm products to needy nations of the world and acceptance of their currency for these purchases would benefit Canada's farmers, strengthen our trade position and help to create more international goodwill. Our surplus food is a liability today. It could become a tremendous asset by establishing friendly feelings in other countries.

The Housing Crisis

HOMES—A NATIONAL NEED . . . . . .

SOCIAL CREDIT believes that every Canadian deserves the opportunity to own a home of his own.

To provide this opportunity, it is our plan to establish at Ottawa a **Department of Housing** that would:

(1) Immediately expand the housing programme.

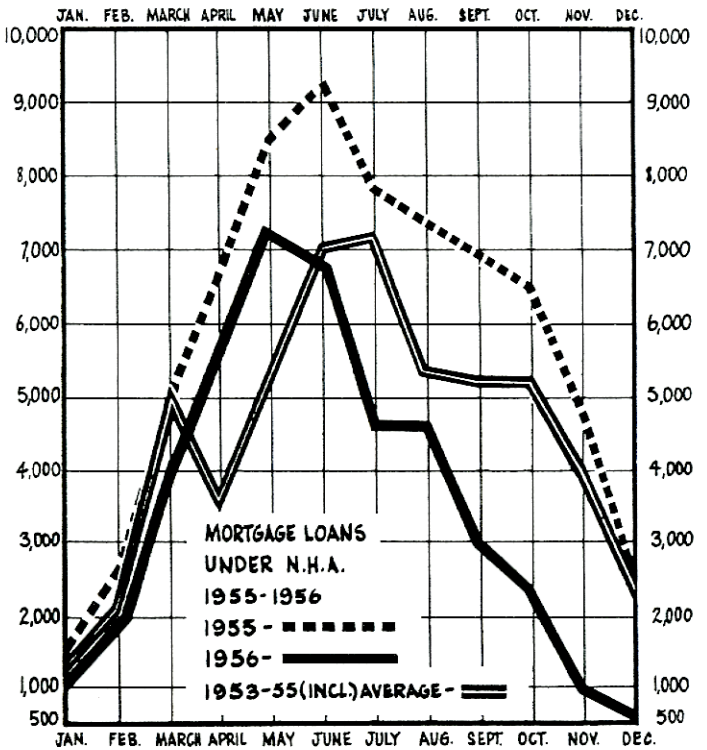
(2) Provide low-interest-rate, long-term loans for private homes, thus reducing monthly payments to the lowest possible amount;

(3) Include as an income tax exemption interest charges on basic mortgage money for those who are buying their own homes.

SOCIAL CREDIT believes that a home for everyone is a national need. The tight money policy introduced by the national government last year has completely strangled the housing programme.

Ottawa statistics reveal that private home construction in Canada during the past eight years has fallen far short of normal family growth requirements, and that the cost of homes has risen above the means of too many of our people.

Because of the lack of funds available for mortgages, the number of new dwellings being started this year has been reduced to less than 50 per cent of the figure for the same period in 1956. At the same time, with national housing loans down 80 per cent, it is obvious that the home-building programme will be curtailed to a much greater degree in the immediate future.



"Tight Money" Hits NHA Housing Loans

The Ottawa government must accept full responsibility today for:

(1) Limiting the present housing construction programme and thereby crippling the largest industry in the country;

(2) Denying homes to families who need them;

(3) Allowing the cost of housing to increase to a point where lower and medium income groups can no longer afford to build or buy a house.

The need for new housing in Canada is critical. Only SOCIAL CREDIT has a positive solution.

MONOPOLIES ENCOURAGE GOVERNMENT INEFFICIENCY . . . .

The Social Credit Movement is opposed to ownership by the National Government of business or industry.

Social Credit believes that the initiative and incentive created by competition between private companies or private individuals is the successful method of developing the untapped wealth of this nation.

The record of corporations operated by the Government of Canada has been largely a record of waste, inefficiency, incompetency and lack of development.

During a state of national emergency such as existed during the past war, there was an excuse for some state interference, but the Social Credit movement has fought vigorously since then to eliminate this control and monopolistic tendencies which inevitably follow.

Although Social Credit feels that Trans-Canada Airlines and the Canadian Broadcasting Commission might have been necessary in the past, they are today flagrant examples of continuing monopolies foisted on the people by an arrogant government which, in its indifference to the feelings and needs of Canadians, has cut off competition completely.

Social Credit believes that the time has come for competition whether it be in television, radio, or in air services across our nation.

Competition is the life blood of our system; it is the main spur to progress. Trans-Canada Airlines and the Canadian Broadcasting Corporation are only two examples of the many growing bureaucratic trends of Ottawa which is today trying to legislate everything from our culture to our economic affairs.

Two different managers under identical conditions,

operating identical plants would not produce identical profits. One man's ability, ingenuity and initiative would bring success to the operation, while the lack of these qualities in another would result in failure only.

Governments have not yet discovered a satisfactory method of disposing of inefficient management: too often this excuse has been used in making political changes, and opposition parties are invariably suspicious of any such moves. The freedom of action available to a private board of directors is not found in Government.

HEALTH INSURANCE FOR ALL

At the present time, there is no national health insurance programme, although the Federal Government has promised to institute such a plan when "majority of the provinces representing half of the Canadian population agree to participate".

Social Credit believes that this programme should be implemented at once in those provinces that ask for it.

It is obvious that the National Government must have the funds available to meet the Federal share of such a health insurance programme. But Ottawa continues to hold this money until its conditions are met.

Some provinces already provide hospital insurance plans without Federal aid; others are planning to introduce such schemes shortly.

There is no legal or moral justification for the withholding by the Federal Administration of funds that are available for health insurance.

SOUND, STABLE, PROVEN POLICIES

HON. E. C. MANNING

Alberta has become one of Canada's most prosperous and progressive provinces with a SOCIAL CREDIT administration. In fact, the experience of the province is indicative of the stability and the soundness of SOCIAL CREDIT.

We are confident Canada as a whole can enjoy equal prosperity with this realistic form of administration applied to national affairs.—Premier E. C. Manning of Alberta.

We believe in a government of vision, courage and enterprise that dedicates itself to the betterment of the people. With a SOCIAL CREDIT administration British Columbia has enjoyed the greatest expansion in its history. Our citizens have the most generous health and social plans in Canada; tax assistance is being provided to home-owners, and provincial debts are being wiped out.—Premier W. A. C. Bennett of British Columbia.

HON. W. A. C. BENNETT

Selective Immigration

CANADA NEEDS MORE PEOPLE

Immigration is one of the most important departments in the National Government today.

The active development of our natural resources—the creation of greater secondary industries—the whole future of the economic development that has made Canada a prosperous and growing Nation—all are dependent on a sound and active programme of selective immigration.

Social Credit believes that Canada must have a planned and vigorously executed policy for bringing people to this country and locating them where they are needed. **This policy, properly handled, will create more and better employment for all. New families mean new homes, and greater markets for our farms and our factories. As the population increases we are able to manufacture, in Canada, goods that are now imported.**

Examine the record of the present National Administration on immigration. Eighteen months ago leading economists and industrialists warned of a serious labour shortage in Canada in 1956. Despite this warning the number of immigrants brought to Canada last year was no greater than the average for the five previous years.

The labour shortage developed as predicted—wages and costs started rising—and the Government, fearful of inflation, introduced the "tight money" policy. "Tight money" clamped down on the Nation's largest industry, residential construction, creating housing shortages, increasing housing costs, and throwing thousands of workers, in the industry and among its suppliers, out of work.

Today we face the unbelievable experience of having people unemployed because of a shortage of population.

Potentialities Forgotten

NORTHWARD LIES OUR FUTURE . . . .

One of Canada's greatest assets—its northland—will be fully developed and made an integral part of our expanding nation by a Social Credit government.

The riches and potentialities of our north were recognized by Canada's two great statesmen: Sir Wilfrid Laurier and Sir John A. Macdonald. But since then the north has lain almost forgotten while politicians directed their energies unthinkingly to other sections and to less urgent problems.

Social Credit recognizes that the north is a vital part of Canada—an area rich in natural resources. It is also an area which our modern transportation and living facilities have made habitable and capable of supporting thriving communities and cities.

Social Credit believes that the time is long past when the Yukon, the Northwest Territories, and other sections, are to be treated as mere outposts. They have come into their own, just as Canada's founders said they would, but they have yet to be recognized by the short-sighted politicians of today.

The treasures that lie northward are too numerous to mention in full; there are minerals of almost every type and of incalculable amounts; there is a huge resource of hydro power, probably one of the world's last great reservoirs; and in the western sections lies an immense sedimentary basin stretching to the Arctic Ocean that may contain one of the

really rich deposits of oil and gas on the continent.

If Canada had nothing else but her northlands, she would be the envy of the world. The resources are there, and the power to develop and produce them is also there. A combination such as this is an unbeatable one.

It is imperative now that rail lines be pushed farther northward, that new airfields be opened up; that the skill and know-how of Canadian technicians and others who wish to join us in this expansion be utilized to the full.

NEW HOPE FOR THE WAGE EARNER

To the five million Canadian men and women who live on salaries or wages this Social Credit programme offers a bright new future.

A Social Credit government will institute legislation to make private superannuation plans interchangeable so that employees can change jobs without endangering their security programmes. Such a plan will also create a new willingness among employers to accept employees regardless of age.

In addition Social Credit advocates:

(1) Immediate income tax reduction.

(2) A new concept in old age security with adequate pensions.

(3) A national health insurance programme that will fulfill the promises of the past twelve years.

(4) A housing programme that will make homes available to all who seek them.

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