

ALBERTA SOCIAL CREDIT PLATFORM



**A DEMOCRATIC PLATFORM
ADVOCATING THE PRINCIPLES
OF TRUE DEMOCRACY**



**Our Past Record Proves Our Determination
To Press Forward In the Fight
For Monetary Reform and
Economic Security**



**O God our Help in ages past,
Our Hope for years to come,
Our Shelter from the stormy blast
And our Eternal Home.**

**THE PEOPLE SHOULD DEMAND
RESULTS: THEN STICK TOGETHER
UNTIL THEY GET THEM**

THE ALBERTA SOCIAL CREDIT PLATFORM

1. WAR POLICY AND CANADIAN UNITY.

(a) We stand pledged in support of Canadian Unity in all matters of National Interest and maintain that the strongest form of unity can only be secured in the British way, i.e., by giving the provinces the greatest possible amount of self-governing autonomy consistent with the rights of the other provinces and with the external affairs of the Dominion.

(b) We favor the wholehearted and most effective co-operation with the other provinces to make Canada a vital force in support of Great Britain and her Allies to complete successfully the present war designed to overthrow our great British principles and we urge the greatest possible equalization of sacrifice in so doing.

2. TRUE DEMOCRACY

(a) We maintain that true representative government must be directed and guided by the will of the people, either outlined in an election platform or later formulated by petition or general request.

(b) We believe that in general the present desires of the people of Alberta are—

i. The highest standard of living consistent with the great productive power that our natural wealth will warrant.

ii. Freedom from the bondage of economic restriction and the fear of unemployment, through the issuance of greater purchasing power.

iii. Security which will provide for old age and prevent unnecessary poverty.

iv. Deliverance as far as possible from crushing taxation and overburdening interest charges.

v. Just prices and fair wages.

The Will of the People Must Prevail.

3. HEALTH AND PUBLIC WELFARE

A. We pledge ourselves to continue to enlarge our program of State Health Services as fast as finances will permit:

(a) Extension of Health Education Services;

(b) Extension of Health Unit Services, to coincide with enlarged School Divisions until we reach the ultimate goal of State Health Insurance.

B. It is our intention to continue to enlarge our District Nursing Services; to carry on our building program at the institutions until adequate room is provided and nurses and attendants are placed on an eight-hour day; to carry on our program of after-care and training of Poliomyelitis sufferers; and to construct and maintain a modern sanatorium in the northern part of the Province.

C. We pledge ourselves to carry on and extend our program as rapidly as possible for:

(a) The eradication of Social Diseases;

(b) The control of Rocky Mountain Spotted Fever and Sylvatic Plague;

(c) The prevention of Communicable Diseases;

(d) The prevention and control of Tuberculosis by increased diagnostic services;

(e) The work of our Mental Hygiene Clinics.

D. We propose to organize:

(a) A Provincial Cancer Clinic Service, to provide free radium and X-ray treatment of cancer for those with limited means;

(b) A division of Industrial Hygiene, to deal with health problems in industry.

E. We propose to continue our efforts to induce the Dominion Government to lower the pension age and to increase the amount of old age pensions paid without recourse to extra taxation or borrowing.

F. As long as we are forced to carry on under the present system of raising money by taxation, we shall continue to administer relief according to the limit of our financial ability.

G. We shall put forth every effort and exert our whole energy to have the economic system adjusted so as to raise the standard of living of all our people.

4. EDUCATION.

(a) We purpose to complete the organization of the larger units, and still further improve the educational facilities of the Province, in order that the necessary equipment and supplies needed in education may be provided to all our school children.

(b) We further propose that the Senior Governments shall assume a greater portion of the costs of education through increased grants to be allotted on a more modern and scientific basis, to the end that no talented or brilliant student shall, on account of financial difficulties, be deprived of the opportunity to secure the best possible training.

(c) We favor an early extension of Medical and Nursing services to the school children of the Province, through the larger units.

(d) We shall continue to advocate an increasingly aggressive and progressive policy in the training and occupational establishment of our young people and adults.

**Until the People Demand What They Want
They Can Expect No Change.**

5. THE BASIC INDUSTRY—AGRICULTURE.

A. Live Stock Improvement.

1. We will continue and extend our live stock improvement policies to apply to all classes of live stock, poultry, and fur-bearing animals.

2. (a) We shall take further steps with regard to the eradication of tuberculosis in cattle, and shall continue our efforts to establish Tubercular-free Areas throughout the Province.

(b) The prevention and control of animal diseases through the establishment of a Veterinary Laboratory.

B. Crop Improvement.

1. (a) We shall encourage the adoption of a Crop Improvement Policy to increase the yield and improve the quality of field crops.

(b) Encourage forage crop production.

(c) The restoration of grazing lands, the control of weeds and pests.

(d) The utilization of the grey soil areas of the Province.

2. We shall favor farm planning and beautification, tree planting, shelter belts and the control of soil drifting.

C. Agricultural Education.

1. We intend to enlarge our agricultural extension work, demonstrations, junior activities, and women's programs in rural districts, etc.

D. Marketing.

1. We shall encourage and assist with a marketing program for agricultural products, and the protection of live stock producers.

E. Fishing and Hunting.

1. We approve the conservation of upland game birds; the re-stocking of lakes and streams with fish-fry and eggs; and the conservation and protection of wild life.

6. OIL, TIMBER AND OTHER RESOURCES.

A. We shall demand that a careful tabulation of all our resources be maintained by the Government, and that no unfair exploitation of the same shall be allowed by outside financial speculators.

B. We intend that the natural resources of our Province shall be developed in such a way as to preserve for the people their cultural heritage and democratic rights.

C. We shall insist that gas, lumber, etc., the products of our natural resources, shall be supplied to our people at the lowest possible price consistent with actual investment and industrial fairness.

7. INDUSTRY AND INDUSTRIAL CONDITIONS.

(a) We determine to do all in our power to stimulate and encourage local industrialization, to provide local markets for our raw products and employment for our people by:

(1) An aggressive campaign to create public demand for Alberta Made Goods.

(2) Assisting local manufacturers in the purchase of their raw products through the facilities of the Provincial Marketing Board.

(3) A Consumers' Bonus on purchases of Alberta Made Goods.

(b) We intend to strive for a higher standard of living for all workmen through sound progressive labour legislation and in particular—

(1) Progressively to reduce hours of employment and improve working conditions in accordance with the best interests of both employers and employees and with due regard to further industrial development.

(2) To encourage collective bargaining and promote better relationships between employers and employees.

Let Us End Poverty In the Midst of Plenty.

8. PUBLIC WORKS.

A. We shall complete the reorganization of the Public Works Department under the supervision of an expert engineering staff, and shall eliminate all wasteful methods and insure the best possible results in road construction.

B. We guarantee to every section of the Province its fair share of expenditure on road construction and maintenance, commensurate with the revenue collected from the district.

C. We shall vigorously press forward towards better highway and other transportation facilities into the mineral areas of the north.

D. We shall continue to impress on all concerned the comparative economy of constructing and maintaining a highway to Alaska through Alberta and the North West Territories.

9. MARKETING AND CO-OPERATIVE ACTIVITIES.

A. We purpose to continue our efforts to assure greater returns to our primary producers by—

(1) The formulation of practical marketing schemes for the collective marketing of Primary

Products in accordance with the wishes of the producers themselves.

- (2) Reducing the cost of production by providing:
 - (a) Repairs and parts for farm machinery at substantially reduced prices.
 - (b) State Fire Insurance, Hail Insurance and other forms as rapidly as possible.
- (3) Insisting that the Federal Government guarantee a price for grain in excess of the cost of production and consistent with the protection given to Eastern Industrialists.
- (4) Continuing our efforts to secure a reduction of present freight rates. We maintain that the present freight structure is discriminatory and intolerable and should be completely revised by the Federal authorities without further delay.

B. We intend further to encourage and assist the expansion of all forms of sound co-operative enterprises throughout the Province.

United We Stand—Divided We Fall.

10. MUNICIPAL ADMINISTRATION.

(a) We propose to continue to completion the re-organization of municipal administration particularly as to the distribution of responsibility between the municipal units and the government for those social services not yet taken over by the government.

(b) We propose to continue with our program to replace the present iniquitous land tax for school and municipal purposes by a system of taxation based on the well recognized principle of ability to pay.

(c) Until the present land tax has been eliminated, we will continue to protect the farms and homes of the people of the Province from tax sales.

11. DEBT ADJUSTMENT.

We shall continue our vigorous policy of providing an effective basis for settlement of long outstanding obligations, and until this is accomplished, to protect the farms and homes of the people of Alberta.

12. FINANCE AND MONETARY REFORM.

A. We are determined that the debt of the Province must not increase as it did under the previous administration and that the present debt shall be refunded at a rate of interest within the ability of our people to pay.

B. We shall continue our fight to secure for every bona fide citizen increased purchasing power by means of basic dividends sufficient to provide the necessities of life.

C. We propose to continue with vigor to prepare for the post-war period through—

(1) Extension of the Treasury Branches into a credit system that will facilitate the increase of purchasing power and the exchange of goods and services through a scientific expansion of internal credit.

(2) The organization of basic producers of the Province under the Marketing Act and the use of Treasury Branch reserves scientifically to adjust prices of basic products.

D. We stand pledged to assist our citizens in every way possible in home building and home-establishment endeavors.

**If You Agree With Our Policies Be Sure
To Give Us Your Support.**

Support McCULLOCH Against FINANCE **VOTE FOR**

**This
is the
MAN
to
SUPPORT**



**The
WILL
of the
PEOPLE
MUST
PREVAIL**

HENRY McCULLOCH

**For Security, Freedom and Progress
To Give Our Young People a Chance**

REMEMBER:

**"If YOU Let Aberhart Out
The Sheriff Will Walk Right In"**

YOU CAN DEPEND UPON HIM

MARK YOUR BALLOT 1 FOR McCULLOCH

McCULLOCH, Henry

**Be Sure to Vote—and VOTE EARLY
for McCULLOCH**

**Polls Open at 9 a.m. and Close at 6 p.m.
Thursday, March 21st**

VOTE EARLY—AND

Vote "McCulloch" For Results

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