

## Prairie Manifesto Project

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Province:  Alberta  Saskatchewan  Manitoba

Party: SC

Election Year: 1975

AA = Alberta Alliance  
CON = Conservative Party  
LP = Liberal-Progressive Party  
PC = Progressive Conservative Party  
SKP = Saskatchewan Party  
UFM = United Farmers of Manitoba

CCF = Cooperative Commonwealth Federation  
LIB = Liberal Party  
NDP = New Democratic Party  
SC = Social Credit  
UFA = United Farmers of Alberta  
WCC = Western Canadian Concept

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AB = Alberta  
SK = Saskatchewan  
MB = Manitoba

UofA = University of Alberta  
UofC = University of Calgary  
UofR = University of Regina  
UofS = University of Saskatchewan  
UofM = University of Manitoba  
BU = Brandon University

PARC = Provincial Archives  
LEG = Legislative Library  
SPC = Special Collections  
ULIB = University Library

## SOCIAL CREDIT ELECTION PLATFORM ----- 1975

The Social Credit Election Platform is not confined to any single election issue, but takes into consideration a number of areas of vital importance to Albertans ....

### PROVINCIAL-MUNICIPAL PARTNERSHIP

Social Credit proposes adoption of a plan to integrate Provincial and Municipal budgeting procedures. It would co-ordinate Provincial-Municipal planning and financing, making Municipal Governments true partners with the Province in revenue-sharing. It would entail establishment of a Provincial-Municipal co-ordinating Council with representation from the major Municipal Associations and the Cabinet. A "Budget Co-ordinating Authority" would deal with anticipated revenues, cost-trends and innovations in economic management.

Local governments would be given freedom to institute programs and services beyond those agreed to in co-ordination with other Mayors and Councils. It will give Municipalities true autonomy.

### TREASURY BRANCH CREDIT EXPANSION

The Social Credit Party proposes that all Albertans can have immediate and long-term benefits from depleting resource-revenues through the use of Credit Expansion under the Social Credit-instituted Treasury Branches.

In general terms, the plan would provide that part of the Province's extra revenues can be used to supply loan-capital for Albertans at interest rates ranging from 5 to 8 percent. This could supply most, if not all requirements of Albertans for loans covering housing, education, farm, small business and industry loans, and a multitude of the other financial requirements of our citizens.

All Government loans--through the Treasury Branches--would be made only under sound banking and credit practices. Money is available for this plan now, and Treasury Branches are ideally suited to implement the program.

### INDIVIDUAL INCENTIVE

Private competitive enterprise is the only economic system compatible with Social Credit principles. Incentives for energetic, willing and eager people will provide opportunity for economic security.

## RESPECT FOR THE LEGISLATURE

The Legislature is the "highest Court in the Province", and has been blatantly ignored by the Conservative Government in Alberta.

Examples include:

- (a) New programs not approved by the Legislature, paid for by Public funds. Over 300-million dollars in Special Warrants in the past year.
- (b) Regulations passed, denying the spirit and intent of existing legislation. (The Financial Administration Act . . . . P-W-A Purchase.)
- (c) Absolute control over a large part of Alberta grabbed by the Cabinet. (Northeast Alberta Regional Commission Act.) A denial of Democracy!!
- (d) A miscalculation of some 20-percent in the 1974-75 Budget.

There must be an end to "Government by Cabinet". PUBLIC LAWS MUST BE MADE IN PUBLIC !!!

## RESPONSIBLE SPENDING

Social Credit stresses that responsible spending of Public Money rests in assuring that all special needs are met. All persons--especially Senior Citizens and the Handicapped, hardest hit by inflation--will have adequate provision made for them.

Budget forecasting must be improved to present an accurate projection to the Legislature and the public. Government spending must reflect a pay-as-you-go policy, and definite immediate action must be taken to control and reduce inflation. People must be made aware of the direct relationship between inflation, Government Spending and Productivity.

The acceleration of Government spending in the past three years is completely out of proportion to increased productivity. Some Government Programs have seriously dislocated parts of the Alberta economy. Example: The Beef Industry.

LAW AND ORDER

All people must commit themselves to respect for LAW AND ORDER. This need is clearly demonstrated by the increase in Crime and Lawlessness.

A review and up-dating of Court Procedures, Rehabilitation Programs and Law Enforcement is essential. A Legal Aid Agency, Unified Family Court and regional offices for the Ombudsman are just part of the required remedial actions.

ENERGY RESOURCES

Alberta's Energy Resources are "providential" and we have a moral responsibility to maintain a charitable attitude in our favoured position in the Energy Field.

Social Credit believes in Provincial Control of development and management of Energy Resources. Royalty-rates must be negotiated to assure attraction of risk-capital. Development of resources must be by Private Enterprise in the best interests of our citizens. We will secure for Alberta, the highest justifiable return, with due regard for World Prices, coupled with the needs and economic circumstances of buyers in Canada and elsewhere.

Albertans will have an opportunity to participate directly in equity-ownership of Resource Development, without Government ownership !!

AGRICULTURE

Our Agricultural economy will operate most efficiently when it "stands on its own". Government should assist only in research, technical advice, marketing assistance to farmers and farmer-organizations, and meeting emergencies and catastrophies.

The "Family Farm" is the preferred unit of Agricultural Production.

It should be noted that the Platform Headings are not necessarily listed in order of importance. Social Credit feels all these areas--and others--deserve the attention of Voters on Election Day.

POLICY STATEMENTS

Final Draft

## 1. THE ROLE OF GOVERNMENT

Government powers should be limited to developing free and creative individuals. That means protecting the lives, liberties and property of people. It implies a police force, a judicial system, and only those laws which are designed to protect people in health and happiness, free from fraud and exploitation.

### New Direction:

1. Reduce bureaucracy.
2. Get and keep government out of production and distribution systems which can be handled as well or better by private individuals or associations of individuals.
3. Decentralize government by granting autonomy to the locally-elected bodies that can handle the task.
4. Do away with special privileges by restoring to the Legislature decision-making of matters affecting the people of Alberta.

### Actions Proposed:

1. Reduce the size of the bureaucratic system by non-replacement, except where absolutely essential, of persons who leave government employment. For example, this government has added more than 5,000 employees since it took office in 1971.
2. No special privileges to individuals or groups. For example, political appointments. (Hobbs and Millican).
3. An orderly program of eliminating existing laws that intrude unnecessarily into the lives of people, businesses or local governments. For example, The Northeast Alberta Regional Commission Act.
4. A planned orderly program of divesting government of direct ownership, whenever possible, in production and distribution systems. For example, Interprovincial Pipe and Steel Co., Pacific Western Airlines, and so on.
5. Return of decision-making authority to the elected local bodies that can make the decision and which are closest to the matter requiring decision. For example, hospital boards and school boards.

## 2. HUMAN DEVELOPMENT

The Social Credit Party supports the principle of equality of opportunity, of treatment and status for all individuals.

### New Direction:

1. To the greatest degree possible, individuals should have the opportunity to develop according to their personal interest, ability and potential, and become free and creative persons.
2. It is in the interest of every Albertan to develop and make full use of the skills and abilities of its people. The community, the employer and all citizens must have the opportunity to exercise their responsibility to see that this is done.
3. The Social Credit Party believes all individuals should have the right and responsibility to seek employment of their choice where possible.

### Actions Proposed:

1. The Social Credit Government would recommend to the Federal Government that a joint conference on Labor Legislation in Canada be called to prepare for the ratification of matters such as equal remuneration for workers for work of equal value.
2. That employment practices for all employees including those of the government of Alberta prohibit the discrimination on the grounds of sex and marital status.
3. That the Public Service Pension Act and the Local Authorities Pension Plan under the jurisdiction of the Public Service Pension Board be amended so that:
  - a. There will be no differences in the provisions on the basis of sex
  - b. The surviving spouse of a contributor will be paid a supplementary death benefit.
4. A Social Credit Government would amend its laws so that a wife who is financially able to do so may be held to support her husband and children in the same way that the husband may now be held to support his wife and children.
5. That there be in co-operation with Native people the establishment or expansion of Friendship Centres directed and staffed by people of Indian, Metis or Eskimo ancestry to provide needed services.
6. The province adopt text books that portray individuals in diversified roles and occupations. For example, show farmers, businessmen, homemakers, different kinds of work men/women do, rather than men always in offices; women always at home.
7. The development of policies and practices that will result in an increase in the number of persons undertaking educational upgrading programs and training for more highly skilled occupations.
8. In co-operation with the Federal Government the programs be established to meet the special educational needs of immigrants and to make these needs and programs known to voluntary workers in the community as well as assisting them in the implementation of such programs.

### 3. SOCIAL UNITS

To embrace and give recognition, support and prestige to those units of society best suited to cultivate the attitudes, ideals, loyalties and behaviour patterns which are so vital to the continuance of a progressive nation motivated and regulated by the initiative and good conscience of its citizens.

#### New Direction:

1. The family is by far the most important of all such social units.
2. Other social units include religious congregations, community clubs, service clubs, boy scouts and girl guides, and the many voluntary groups dedicated to helping the young, the unfortunate, the underprivileged, the lonely and the frustrated to become happily oriented in our community.

#### Proposed Action:

1. Policies and projects to provide opportunities so that family incomes are adequate for wholesome family life.
2. Facilities for family outings, picnics, camping, boating.
3. Family life motivators - trained to reach into family life and to help it become harmonious and enriched.
4. Training programs for leaders in scouting, etc.
5. Free books, pamphlets, brochures filled with games, activities, stories, entertaining suggestions for families and social units.
6. Endorse volunteer organizations working in family counselling and assistance such as Uncles-and-Aunts-at-Large.
7. Establish minimum standards for professional social workers.



#### 4. INFLATION AND CONSUMER PROTECTION

Governments have a duty to combat inflation by:

1. Adopting "pay-as-you-go" policies in their own management.
2. Actions that prevent and alleviate:
  - a. Inflationary bottlenecks in labor and material supplies,
  - b. Inflationary aspects of social services,
  - c. Inflationary reactions of labor and industry,
  - d. Inflationary government spending.
3. Relating increases in government expenditures to increases in overall productivity of the economy.

#### New Direction:

1. A Provincial Government budget that is increased in direct proportion to the increased productivity of the economy.
2. Reverse the inflation psychology which expects that prices will continue to rise at accelerating rates.
3. Increase skilled labor and reduce unskilled labor.
4. Methods must be implemented to prevent price-gouging.
5. Monopolies or near monopolies are excluded. Those that exist must be either controlled and regulated or dispersed.

#### Proposed Actions:

1. Increased expenditures over the previous year, by the Provincial Government should not exceed the projected rate of increased productivity for the ensuing year.
2. Examination of all government programs and services with a view to eliminating those not absolutely necessary.
3. Reform budgeting procedures to enable various departments of government to realize how their expenditures affect other departments.
4. Price-gouging of consumers should be researched, publicized and corrective measures implemented.

## 5. INDUSTRIAL DEVELOPMENT

The Social Credit aim is to establish and maintain an economic climate in which individual enterprise and the enterprise of associations of individuals will be aided and encouraged to develop diversified, secondary and tertiary industries within our province.

### New Direction:

1. Such a climate requires that research, communications, transportation, feasibility studies, marketing and advertising, and financing receive government encouragement, not necessarily by public funds, and that taxing policies do not discourage individuals from using their initiative, energy, management skills and organizational abilities to the fullest.
2. At the same time the government will see that our ecology and environment do not suffer from avoidable pollution and misuse.
3. The industrial development is geared to support the development of free and creative individuals.

### Proposed Actions:

1. Encourage orderly development of diversified secondary and tertiary industries in Alberta.
2. Provide research assistance for small Alberta companies.
3. Development should be through the private sector, using Alberta funds first, Canadian funds second and then foreign capital.
4. Growth and development should be balanced and consistent with reasonable preservation of ecological and environmental matters.
5. Recognition and preservation of the sanctity of contract in legislation and practice.
6. Equitable transportation and freight rates for all Albertans and Alberta products.
7. Upgrading and expanding transportation and communication facilities to meet demand.
8. Assist Alberta producers, manufacturers and processors to develop a marketing capability for their products in Canada and abroad.
9. Establish and maintain a stable social and economic climate to encourage private investment not government ownership.

## 6. GOVERNMENT WITHIN THE CONSTITUTION

To be a strong member of Canada but with certain powers and duties clearly defined as between various levels of government.

### New Direction:

1. The Constitution of Canada as set out in the British North America Act shows that the founders had a profound understanding of the advantages and disadvantages of our democratic system. The authorities and responsibilities assigned to provinces were well-planned and in general avoided duplication of authority on matters properly and purely regional in concern.
2. In turn the provinces provided constitutions for municipalities and local governments with powers, duties, and options in keeping with the very basic idea that decisions should be made as close as possible to those whose affairs are to be affected.
3. Social Credit policy is that decision-making should be made by that level of government nearest to the problems and that the local governments must be given autonomy backed by the revenue collecting authority which is essential and that some of the overall provincial and federal revenues must be available equitably to the respective governments on an unconditional basis. Social Credit favors strict adherence to the Constitution complemented by forthright negotiations between various levels of government to co-ordinate government actions toward better achievement of the general good.

### Proposed Actions:

1. In all matters of mutual interest and concern to use the negotiation approach with the Federal Government rather than the confrontation approach.
2. Strive toward a clear constitution that states unequivocally the duties, powers and jurisdictions of the Federal Government and the Provincial Governments.
3. A Social Credit Government would discourage the proliferation of more federal-provincial cost-sharing programs.
4. Alberta should take all steps possible to opt out of all existing federal-provincial cost-sharing programs. Alberta must be assured that those federal monies allocated to the respective programs be given to the province as an unconditional grant or that the federal government grant tax credits of those amounts to Alberta.

## 7. TAXATION

To have people recognize that they must expect to contribute through taxation for the costs of the many services provided by government.

### New Direction:

1. In the event that taxes generate more funds than necessary to pay for the designated services, the surplus should be returned to the people in the form of reduced taxes.
2. Simplify tax administration structures to reduce cost of enforcement and make them more understandable.

### Proposed Actions:

The following criteria will be adopted for the taxation of Albertans:

1. The taxes shall be simple and understandable.
2. The taxes shall be capable of considerable yield and not a nuisance tax.
3. The taxes shall be easily calculated and collected.
4. The taxes shall be closely related to ability to pay.
5. The tax shall not be so progressive or reach limits which discourage initiative, business risk-taking or arouse the enmity of entrepreneurs.
6. In its application the tax yield should automatically adjust to inflation or deflation.
7. The tax should be conducive to computerization so that a service demanded or proposed can be quickly reduced to costs - convertible to tax ratio.
8. The tax should be as low as possible and suitably related to user benefits.

## 8. ELECTIONS

To adopt a system which will assure each candidate a reasonable opportunity to make voters aware of his qualifications and the platform which he espouses.

### Proposed Actions:

1. Donations to political parties deductible from provincial income tax.
2. Union dues shall not be used for support of political parties.
3. An equitable distribution of radio and television time (reference is to time of day as well as total time allocated) to all registered political parties.

## 9. THE STATUS OF WOMEN

To provide equal opportunity for women and men to develop their maximum potential and become free and creative individuals.

### New Direction:

1. Women should have the opportunity to decide whether they will take employment outside the home.
2. The government's responsibility is to make this choice available to all without incurring heavy penalties.
3. Women vary widely in their abilities, attitudes and drives. Each should have the opportunity to develop these abilities to the maximum degree.

### Proposed Actions:

1. Women should receive equal pay for equal work.
2. Maternity leaves should be permitted without jeopardizing employment.
3. Women should be asked to serve on commissions, advisory committees, task forces and so on.
4. Pension plans should not treat women less advantageously than men.
5. Women should be involved as participants in making decisions about matters such as scheduling content and production of television and radio programs.
6. There should be women judges in provincial courts.
7. Establishment of a unified family court in Alberta.

## 10. URBAN BENEFITS

To structure municipal and other local governments and to modify those structures as necessary to meet changing needs.

### New Direction:

1. Delegate to the local government those functions for which it is best suited and make it autonomous in the fields assigned to it and the responsibilities entailed.
2. Prepare to co-operate fully in those areas where responsibilities are shared or complementary.
3. Devise a formula for sharing provincial revenues equitably and for supporting urban credit to the extent necessary to meet critical demands for capital.
4. In general, municipal services react principally to the benefit of the residents and the industrial and commercial establishments of the respective municipality and should be paid for insofar as they are restricted to residents of the local jurisdiction by those residents.

### Proposed Actions:

Arrangements between municipal and provincial governments on matters such as:

1. Housing and urban renewal
2. Ring roads and trans-city highways.
3. Law enforcement.
4. Health and Social Welfare.
5. Transportation and communication terminals.
6. Urban-Provincial-Federal programs.
7. Annexations.
8. Assessment procedures.
9. Co-ordination of services.

## 11. ENERGY - Oil, Gas, Coal and Water

Energy Resources should be used to maintain or improve our way of life. Since they are a depleting commodity, they must be managed with care and wisdom.

### New Direction:

Alberta's heritage of energy resources must be regarded as providential, and that there is a moral responsibility to maintain a charitable attitude in our monopolistic position in the energy field. A Social Credit Government would adopt a policy embracing these resolves:

1. To maintain complete control of the development of our resources.
2. To give priority to meeting the needs first of Albertans; second, of Canadians; and then others, in planning long-term reserves and sales policies.
3. To regulate development of our natural resources by Private Enterprise in the best interests of Albertans with due regard to conservation, environmental and ecological wisdom, sociological policies and related secondary economic developments.
4. To assure to Alberta, the highest prices which can be justified, with due consideration to world prices, costs of alternate forms of energy, the needs and economic circumstances of purchasers and users in Canada and abroad, and our duty as world citizens.
5. The creation of a continuing income account to assure to future Albertans their share of the benefits to be provided from the sale and use of our non-renewable energy resources.
6. Royalty rates should be negotiated such that risk capital would be encouraged but with adequate terms for renegotiation of royalty rates at such intervals as to assure maximum benefit to Albertans from improvements in technology and/or increased prices of oil.
7. An opportunity for Albertans to participate directly in the equity ownership of resource development projects without government ownership.

### Proposed Actions:

1. Every effort is to be directed toward establishing and maintaining good relations between the Alberta Government and the other Provincial Governments and the Federal Government.
2. Alberta must retain ownership and control of her natural resources.
3. The development of natural resources must be orderly and carefully planned.
4. Environmental protection must be balanced with resource development.
5. Alberta is willing, under a Social Credit Government, to share its resources with other Canadians and other nations for a fair return.
6. Alberta is willing to be flexible and to adjust to changing conditions and will consult with the affected parties when change is required.



7. Exploration and development of our resources will be through a healthy private sector, under adequate guidance and control.
8. Legislation and administration of resource development will be as simple as possible to make for ease of understanding by all concerned.
9. The social needs of people involved directly in the development program will be provided for in the development of new resources.
10. The best technology available will be used, wherever possible, in the development of our resources.
11. Research will be encouraged to improve the recovery of known reserves and the exploring for unknown reserves.
12. The establishment and maintenance of an economic climate, that will encourage investment and development of secondary industry in Alberta will be fostered.
13. The development of our natural resources in a manner that will encourage the establishment and development of secondary industry in Alberta will be fostered.
14. Contracts will be treated with respect and will not be changed unilaterally. When changes are necessary, existing contracts will be opened only upon the mutual consent of both parties.
15. A mechanism that will facilitate the negotiation of contentious points between the Provincial Governments and the Federal Governments will be created.
16. Gas reserves for 30 years supply for Alberta and Canada.
17. The establishment of an aggressive program to:
  - a. Increase Alberta and Canadian investment.
  - b. Progressively increase Alberta and Canadian content in engineering design, construction, equipment, materials, staffing and applied research.
  - c. Progressively more processing of raw materials and their derivatives in Alberta.
18. With the assurance of the maintenance of environmental and ecological balance, the development of the MacKenzie Valley pipeline route through Alberta be encouraged. Particularly since such a pipeline will provide some assurances for access to Artic gas and oil by Albertans should they be needed to supplement Alberta's resources.
19. Set up basin authorities to manage the multi-purpose development of water resources.
20. Co-ordination of the administration of water resources for greater management efficiency and the benefit of all users.
21. Establishment of a research centre or other mechanism to determine the use of coal as an energy source. Particular emphasis should be directed towards extraction, production and use of coal as an alternate energy source.
22. A goal be set for the establishment of as many additional tar sands plants to go on stream as possible. Corporations or consortiums interested should not be asked to queue in line according to date of application but should be permitted to go ahead on the strength of their proposal.

23. Negotiations with service industries to establish themselves near the Fort McMurray or other service centre near tar sands mining and processing plants to provide the necessary personnel and facilities required to repair and service the processing plants.
24. In co-operation with industry, provide funds for research into new methods of mining the tar sands in more efficient ways and the disposition of by-products to maximize ecological balance and control.
25. Steps should be taken to expand processing facilities of synthetic crude to their end product.

## 12. HOUSING

Adequate housing for family units is a must and private ownership of one's place of residence is an adjunct to good citizenship. Government's role should be to see that there is available to the family respectable accommodation at a cost in keeping with the family income.

### New Direction:

1. Our goal is to make possible decent, safe and sound home ownership for all who desire it.
2. Lending institutions to make available to Albertans at reasonable interest rates a certain portion of the lending pool of the institution.
3. Invite labor unions and material suppliers as well as architects and builders to take part in low-cost construction projects.
4. Encouragement and support for experimentation with new methods of construction, materials and design for house construction.
5. Private home ownership is preferred to public housing.

### Proposed Actions:

1. Streamline administrative processes for the approval of new housing developments.
2. Encourage greater competition in the housing development industry to see that supply exceeds demand in order to stimulate competitive pricing.
3. Sufficient numbers of serviced lots to exceed the demand for new homes.
4. Gradually shift improvement taxes to land taxes only.
5. Interest charges on mortgages on personal family dwellings be deductible from personal income tax.
6. Small centres should not be discriminated against when making funds available for home construction.
7. Interest on prepayment of taxes to a mortgage company should be credited to the person paying the mortgage.
8. Property tax deductible from provincial personal income tax.
9. Adjust neighboring development restrictions to reduce speculation.
10. Provide low-interest revolving capital fund to municipalities for the extension of sewer and water trunk lines and transportation and service corridors.
11. Encouragement and support of experimentation with new methods of construction, materials and design for house construction.

### 13. AGRICULTURE

To provide the maximum production of food for a reasonable return to the producer, yet at fair cost to the consumer.

#### New Direction:

1. Our agricultural economy will flourish best when it stands on its own. Government should assist only in:
  - a. research,
  - b. technical advice,
  - c. co-operation with agricultural organizations in finding and maintaining markets,
  - d. meeting emergencies and catastrophies.
2. In the interests of maintaining the family farm as a most desirable system for agricultural production and wholesome living, the government must encourage and assist, when necessary, the preservation of the family farm as the preferred unit of agricultural production.

#### Proposed Actions:

1. Upgrading of existing irrigation systems to meet new demands and requirements.
2. Expand existing irrigation systems and establish new ones wherever feasible to provide for increased production.
3. Design programs to encourage private enterprise to bring undeveloped land into agricultural production, bearing in mind ecological and environmental considerations.
4. The effect upon freight rates both on domestic and international marketing of Alberta agricultural products should be considered and adjustments made where they would benefit Alberta agriculture.
5. The Alberta producer should be given whatever protection justifiable against dumping of surpluses on the Alberta agricultural market.
6. To encourage facilities for the processing of such products as rapeseed, alfalfa, vegetable canning, livestock slaughter, and jam and jelly making, with a view to making Alberta a net exporter of processed foods.
7. That research be continued and improved on improving the variety and breeds of plants and animals raised in Alberta as well as methods of production, processing, packaging, storage, etc.
8. Co-ordinate federal and provincial lending programs to maximize efficiency and reduce conflicts between administration and application of funds.
9. In co-operation with other levels of government, assist in the development of new water projects as well as renovating, rebuilding or expanding old ones.

## 14. HEALTH

To take such actions as seem appropriate to assure as far as possible, the good health of Albertans. This involves all aspects of a healthful environment, as well as access to medical attention on the broadest scale possible. It implies government leadership in providing preventive medicine, hospital beds, auxiliary hospitals and nursing homes.

### New Direction:

1. That a voluntary dental care program be instituted as soon as possible.
2. The health care should be as balanced as possible, providing for the treatment of physical and mental disabilities.
3. The administration of health care should be as close to the people as possible. For instance, hospital boards should have as much decision-making authority as possible.
4. Where local residents so desire, nursing homes be built near Senior Citizens' Homes.

### Proposed Actions:

1. An accelerated program of building nursing homes.
2. A voluntary dental care program for elementary school-aged children, organized and operated by the Alberta Health Care Commission, with premiums assessed to each subscriber.
3. A comprehensive, preventive and educational program regarding dental care and eye care throughout the province's school system.
4. An incentive program in rural communities to attract adequately trained health care personnel in sufficient numbers.
5. Increase penalties for parents who abandon their children without providing adequate care.
6. Encouragement and support for medical and related research.

## 15. EDUCATION

The aim of a Social Credit Government must be to make available and popular educational opportunities for all Albertans, which will prepare them for remunerative employment, which will cultivate those concepts essential for good citizenship, which will provide a background, instill appreciation for, and encourage participation in wholesome cultural and recreational fields, and stimulate interest, experimentation and research which are the roots of social and economic progress. This aim should not be interpreted as a commitment to provide unlimited educational opportunity at total government expense to relieve parents and students of the maximum financial independence which circumstance may permit.

### New Direction:

1. In establishing the objectives of education it is necessary to recognize that the responsibility for setting the objectives rests with society as a whole.
2. When establishing the priorities and objectives there is need to foster an awareness and understanding of the system of private, competitive enterprise, and individual incentive.
3. Emphasize the development of basic attributes including self-respect, self-discipline, organized thinking, self-motivation, ability to work with others, ability to express oneself, ability to analyze problems and ability to make decisions.
4. Encourage the maintenance of our Canadian identity in the school curriculum.

### Proposed actions:

1. Early childhood services. There is no doubt that there is a limited need for early childhood services (ECS) and that a lot of good can be done to and for a limited number of children in every facet of ECS. It should not be compulsory. Total government tax support should be provided only for the needy type of children, such as handicapped, disadvantaged, slow learning, mentally disturbed, etc. providing these with the type of ECS needed according to the analysis of each case.  
ECS and Day care centres should only be provided in communities where requested and where need can be demonstrated. They should be instituted and inaugurated by the community. They should not be provided by the Provincial Government but subsidized on a formula basis in accordance with the need of the community and the individual. Any child, regardless of need, should have the option of attending any day care or other ECS institution, but priority should be given to the most needy situations and where there is inadequate room or facilities to handle all who apply.
2. A careful balance between funds for elementary, secondary and post-secondary education is required. All sectors of education are important and this importance should be recognized by adequate financial support.
3. Schools should have multiple community use.
4. Student records should remain confidential and open to the student, his parents, and his teachers only.
5. More lay members (non-educators) on curriculum committees.
6. Native people should be accorded voting representation on school boards responsible for educating significant numbers of native children.

EDUCATION --- continued 2

7. Co-ordination with various sectors of the society and the economy to assure a reasonable balance between supply of adequately and suitably trained individuals to meet the needs and employment opportunities of the various sectors of society and the economy.
8. Schools should be built as close to the community served as possible.

## 16. CULTURE AND RECREATION

To permit individuals and groups to retain distinctive characteristics, while at the same time uniting with all other individuals and groups on grounds of common loyalty and interests. This produces a "unity of diversity", and helps to enhance expressions of freedom and creativity on the part of individuals.

### New Direction:

1. Encouragement of greater participation by Albertans and particularly youth in recreational activities.
2. Foster cultural appreciation and encourage individual participation in the performing and expressive arts and humanities.
3. Local initiative by individuals or groups is preferred, and government programs, facilities and services are designed to provide a supportive function.

### Proposed Actions:

1. Cultural and recreational activities and programs should be under local leadership and co-ordination involving individuals and groups such as activity clubs, service clubs, social clubs; and should include instructional, participatory and spectator activities. Government would provide advisory services to voluntary organizations, leadership training for playground, youth group and camping personnel.
2. Encourage the development of a varied recreational program to provide activities in areas such as arts and crafts, drama, music, nature and wildlife, dance, games and sports, athletics, writing, speaking, reading and so on through the development and maintenance of cultural facilities, programs and services.
3. Establish a provincial advisory board on recreation which would recommend priority programs based on current and projected future requirements in recreation.
4. Develop a provincial cultural advisory committee to make recommendations regarding the means whereby Albertans' cultural traditions may be preserved and the cultural needs of its people met.



## 17. TRANSPORTATION

To see that our transportation facilities and management are at the standards necessary to facilitate travel and movement of goods and services in keeping with the needs of our progressively complex economic and social development.

### New Direction:

1. That a master plan for a network of highways throughout the province be prepared and published as soon as possible.
2. That the master plan include a list of priorities relating to the network of highways to be built in the province.
3. Where provincial secondary road systems will seriously disrupt local market road planning, consideration should be given to the views of the local authorities such as municipal districts or county governments in developing new systems.
4. That the master plan for a network of highways throughout the province include a network of hard-surfaced north and south main highways with east and west laterals.
5. That a plan to establish equitable freight rates for Alberta's exports and imports be prepared and supported at all levels with all the means possible to assure equity among provinces.

### Proposed Actions:

1. That the Alberta Government make liberal contributions toward construction and maintenance costs of through-highway streets where highways pass through communities.
2. The municipal-provincial partnership through integrated budgeting will help counties and municipal districts for the improvement and expansion of market roads on a program basis, which would coincide with the proposed railroad abandonment program.
3. That the shoulders be built on all hard surfaced highways on a program basis with priorities indicated by traffic count.
4. That discussions take place between Federal and Provincial Governments to agree on a program of road development in the north east part of Alberta running through the Wood Buffalo Park, keeping in mind the preservation to as great a degree as possible of the natural habitat of Wood Buffalo National Park.
5. Take a strong position with the responsible authorities for an equitable freight rate structure that will be fair to all parts of Canada having due regard to domestic and international market implications.
6. Initiate a study to determine feasibility of new ways of transporting people in large urban centres.
7. Establish a second major North-South route; probably Highway #36.

## 18. LABOR-MANAGEMENT RELATIONS

To facilitate the development of harmonious labor-management relations through a system of settling disputes, determining salaries, wages and working conditions as expeditiously and effectively as possible.

### New Direction:

1. To maximize individual freedom of choice.
2. To find new ways of developing harmonious labor-management relations through arrangements such as profit sharing plans, participation in management and others.

### Proposed Actions:

1. Retirement at a voluntary age, given certain broad guidelines. For example, retirement may be entered after age 60.
2. Participation in various insurance schemes should be on a voluntary basis.
3. Continuing liaison between representatives of Government, Labor and Management with the view to improving labor-management relations.

## 19. SENIOR CITIZENS

Part of our heritage is the contribution our Senior Citizens have made to the economic, cultural and social development of our province. We recognize and respect that contribution since all of us are benefitting directly and indirectly from their efforts.

### New Direction:

1. The needs of our Senior Citizens will be met.
2. Whenever possible, Senior Citizens will be encouraged to look after themselves. Where this is not possible or desirable, they will be provided for adequately and in dignity.
3. Programs designed to encourage local initiative to establish and maintain - for example - drop-in centres, entertainment and recreational activities, will be instituted where necessary and maintained when in operation.

### Proposed Actions:

1. Payments to Senior Citizens, especially those who have no other income will be increased to enable them to meet the increased cost of living due to inflation. (\$235 per month is not sufficient for those who have no other income.)
2. Improved facilities for Senior Citizens:
  - a. More Senior Citizens' Lodges throughout the province to allow accommodation as "close to home" as possible.
  - b. Expansion of Nursing Homes to provide better care and reduce use of some active treatment hospitals for this purpose.

Aims and Objectives  
Alberta Social Credit.

An analysis and review.

## Aims and Objectives

The Aims and Objectives of Alberta Social Credit are:

1.       RIGHTS  
To recognize, protect and uphold the basic inalienable rights of the individual.
  
2.       EQUAL OPPORTUNITY  
To promote equal opportunity regardless of sex, colour, race, religion, life-style or economic class.
  
3.       HUMAN RESOURCES  
To recognize that the supreme asset of a Province is its human resources.
  
4.       SELF-DEVELOPMENT  
To create a cultural, economic, educational and political climate so that each Albertan may develop to the maximum of his or her capability and potential.
  
5.       STANDARD OF LIVING  
To recognize the basic material and social needs and rights of all Canadians and to pursue the objective that "poverty" is neither socially beneficial or morally justified.
  
6.       CANADIANISM  
To promote a unique Canadian identity that secures for Albertans through positive programs control of Industry, Capital, Resources, Labour Unions, and Educational and Financial Institutions where deemed necessary and desirable.
  
7.       THE ENVIRONMENT  
To foster sound principles of ecological and environmental preservation and protection to ensure a high quality of life for this and future generations of Albertans.

Aims and Objectives 2.....

8. HUMANITARIAN CONCERN

To foster, advance and promote the attainment of an humanitarian society within the framework of a realistic free economy.

9. DEMOCRACY

To promote the Canadian system of Parliamentary Democracy of rule of the majority with respect for the rights of the minority.

10. ETHNIC HERITAGE

To appreciate the cultural richness of Canadians and their right to preserve ethnic history and tradition.

11. RELIGION

To acknowledge the importance of moral values, both religious and personal; and to recognize that these give purpose and meaning to the life of the individual.

12. RESPONSIVE GOVERNMENT

To pursue the democratic principle that all Albertans have a right to an equal voice in government decisions that affect them and to promote government that is responsive to the wishes of the electorate and which provides the greatest degree of citizen participation.

13. IDEALS IN POLITICS

To provide an independent democratic organization in which Albertans may study, express and promote ideals, opinions and needs within the framework of these Aims and Objectives to achieve political action and social results.

Aims and Objectives 3.....

14. ECONOMIC REFORM

To seek monetary and economic reform within a free, open and creative and socially responsible economy to achieve an economic system that serves the needs of Albertans, and not they the system.

15. FREEDOM

To assure freedom of thought, speech, assembly, religion political opinion, life-style, descent and privacy, where those rights do not infringe unduly upon the freedom of others.

16. SOCIAL JUSTICE

To promote economic, political and social justice and democracy within all Alberta institutions to the greatest degree possible.

17. PRINCIPLES

To promote and further the philosophy that;

1. The individual is the most important element in society , born with physical, mental and spiritual needs and potentials whose inalienable rights must be respected and preserved.
2. The major function of a democratic government is to secure for its people the results they want from the management of their affairs.
3. Material security alone is meaningless. A citizen is entitled to a quality of life containing the elements of both security & freedom.
4. Whatever is technologically possible and the democratic desire of a people should be made economically possible.