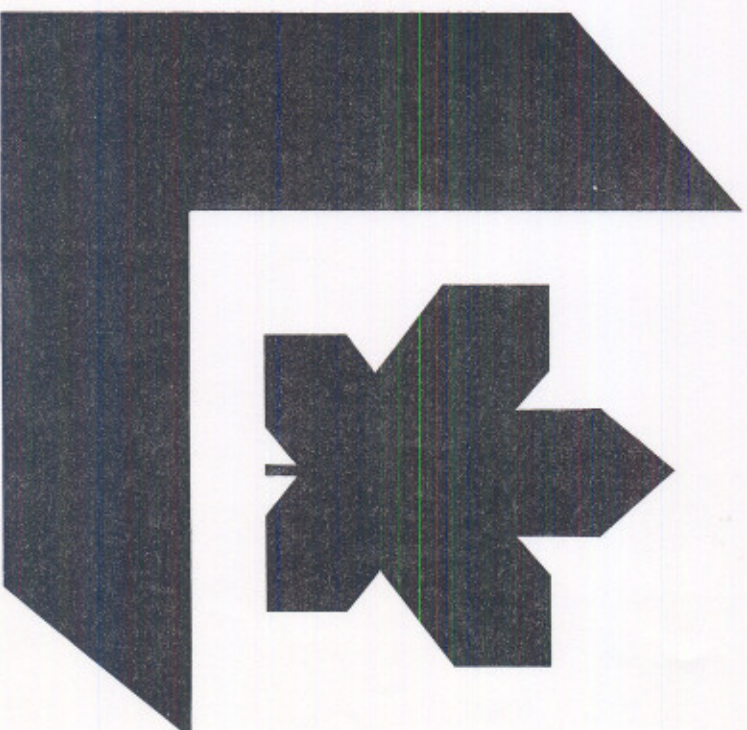


**Liberal**



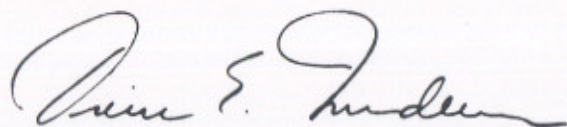
**With you  
for Canada**

Feb 1974





## A message for you ...



Before you vote, we want you to consider whether our policies make sense for Canada.

Our policies are directed at using Canada's talents — a well-educated public, a wealth of natural resources, millions of acres of productive land and an economy that consistently performs better than that of any other country.

We think we can put it all together, not by clamping controls on a dynamic society, but by doing dozens of things that will move us forward.

Most of the policies we introduced in the last couple of years and those we are putting forward in this campaign have been aimed at helping Canadians where it counts most — in the family budget.

We are concerned with providing Canadians a secure supply of reasonably priced:

## Food, Housing & Clothing

### FOOD

We import a lot of food, and when it comes to items like oranges and coffee this will never change. But in Canada we have good farmers and we have policies to help them to be better farmers, to produce more essential foods at lower cost to you. Most of these policies were introduced before the Opposition closed Parliament but I want to list them again.

Our agricultural policies are designed to achieve greater stability for farm incomes, easier financing for farmers, improved markets for their products, increased production and fair freight rates.

We will increase cash advances on Prairie grains to \$15,000, guarantee the two-price wheat system, defer final payment for the 1973-74 crop year to 1975. And we will time final payments to better enable farmers to plan their operations.

Our Western Grain Stabilization Plan — a voluntary fund — will protect the incomes of Prairie grain farmers from drops in market prices and from rising production costs.



The Canadian Wheat Board, under the Liberal Government, will continue as the cornerstone of Prairie grain marketing.

To protect farmers producing crops other than grain we will amend the Agriculture Stabilization Act to reflect changing production costs.

To encourage young farmers to buy land, we will change the Farm Credit Act to allow for more lenient and flexible loan requirements.

Our new crop storage program will pay the costs of storage up to 160 million bushels a year, providing increased storage for corn, oats, wheat, and barley throughout Canada.

Our feed grain policy will give all farmers direct access to Western grains.

We will increase our access to foreign markets for Canadian farm products.

Our fishermen have an increasingly important role in supplying food for Canada and in the world. We will continue to encourage and assist in the development of a Canadian fishing fleet to harvest the resources available to this country.

High priority will be given to programs aimed at assessing, harvesting, processing and marketing under-utilized species of fish.

We propose an income stabilization plan for fishermen to ensure a reasonable average level of earnings.



## HOUSING

We've been producing lots of housing. In fact, the number of new dwellings is running ahead of the number of new families.

Our housing policies which I announced in the middle of the campaign will reshape the housing market in Canada.

If builders want government financing they will have to produce housing at a price you can afford. They will get government loans only if they produce houses or condominiums that will sell at prices below the going rate.

And to further help Canadians own their own homes, we have said this: If you are the first-time buyer of a new house, you will receive \$500 — a fair way of off-setting the 11% building tax. ...If you have a low or medium family income we will subsidize your mortgage payments on a newly-purchased home up to \$50 a month.

Our Registered Home Ownership Savings Plan will enable you to deduct \$1,000 annually from your taxable income — to a maximum \$10,000 — and set it aside for the purchase of your first home.

We will continue the policy of not increasing rents on all federally-controlled accommodation for our senior citizens.

## CLOTHING

Clothing is a major item in the family budget. Again, we import a lot, but we have been giving financial assistance to our textile and footwear industries to help them produce good, inexpensive clothing for Canadians.

In the budget which the Opposition defeated we proposed the removal of the sales tax on adult clothing — we had already exempted children's clothing and footwear — and we will bring you this relief as soon as possible after July 8th.

When we are talking about food, housing and clothing we need to talk about our new transportation policy because this is the way we will deliver the goods at less cost.

# Transportation

We are going to rebuild and reshape Canada's transportation system for today's and tomorrow's needs with a revolutionary set of policies and programs.

We are going to reduce bottlenecks by upgrading our railways, strengthening roadbeds, double-tracking and, eventually, going electric.

We're going to double our exports in the next several years and we must deliver our goods to world markets on time.

Our total grain transportation system will be revamped.

Regional inequalities in freight rates will be abolished.

Rail access to Canadian ports will be improved. Better use will be made of existing facilities and port capacities will be increased.

A Liberal Government will create a Canadian Passenger Transportation Corporation to ensure an efficient high quality rail and bus service in Canada.

We will create a network of bus lines across Canada tailored to the needs of the passenger.

Look for high-speed passenger rail service. Our first priority will be service between population centres such as Quebec City and Windsor.

## URBAN TRANSIT DEVELOPMENT

We will help develop urban transportation systems which will contribute to the kind of city growth people want.

Financial assistance will be given to new suburban commuter transit systems which will contribute to good urban development.

Financial support will be available to encourage Canadian design and engineering of top quality transit vehicles, systems, machinery and equipment.

New air routes will be introduced by a Liberal Government and flight frequencies will be increased to improve service in and between regions.

Air service to remote areas will be increased. Regional and third-level carriers will receive greater financing, engineering and management assistance.

Canada's national highways system will be strengthened and measures will be introduced to facilitate a more efficient and profitable operation for our truckers.

All of these transportation measures will be keyed to increasing the free flow of people and goods in the face of rapidly changing social and economic conditions.



## Industry and Resources

Welcome more self-reliant as a country. Our new Foreign Invention Agency will make sure that foreign firms will not be abnormally profitable if it is of significant benefit to Canada. For foreign firms to have to show that Canada will gain their technology before they can buy out a Canadian firm.

At the moment, we are taking a new imaginative program called "resources".

Have earned much of our money selling our resources in the past. Now we want to process them into a more manufacturing means more jobs in Canada, more industry in Canada. We want to send our goods out of the country only to have to pay to buy imported plastics and chemicals.

Working with other countries to have tariffs reduced so that our goods have better access to foreign markets.

## and the Marketplace

A government will ensure that all Canadians are dealt with fairly in the marketplace.

We will look hard on those who mislead the public with their advertising. We will force full disclosure of the effectiveness of such things as mortgages, charge accounts and credit will establish a loan insurance plan to help steadily increase wage earners establish credit. We will move against price gougers and others who prey on those least able to protect themselves.

Long, pyramid and referral selling will be brought under strict control.

Our new Wage Act will protect wage earners if their employers go

## Social Security

Our goal is to assist and protect those Canadians who are least able to support themselves.

We will provide a guaranteed income for those whose income is insufficient because they are unable to work, such as the mentally and physically handicapped and single parents who must remain at home on account of children. It could also be extended to those who choose early retirement.

We will provide relief to those who need it most by continuing to reduce income taxes for low-income families.

We will introduce a new income supplement program to assist those workers who are earning less than a minimum standard — to encourage them to keep on working rather than go on assistance.

We will introduce legislation to provide allowances where needed for the husbands and wives of old-age security recipients. It will apply to people between the age of 60 and 65.

Benefits under Liberal programs such as Family Allowances, old-age and Canada Pension Plans are now automatically increased in line with the cost of living.

## As Canadians...

We need a government in Ottawa that will represent all of us.

Our daily lives are affected by many things — food, housing, income, the level of social security, the cost of transportation.

Differences between the provinces have to be resolved. We are doing this with the energy problem — resolving differences between producers and consumers so that all Canadians will share in the benefits of our resources.

We are acting in these areas for the benefit of every Canadian.

We have the resources. We have the people. We can develop a society where every Canadian has a fair and equal chance.

But it won't happen by itself. Leadership is required.

We have the program. We have the leadership.

Think about it — and us — on July 8th.

Campbell Printing  
880 Wellington  
Ottawa, Ontario