

Centre for Nfld Studies

There will be a new Government in Newfoundland  
after October 28.

A new party will be in office.

A new party, with new people, new ideas,  
new approaches to the problems of our changing times,  
new vigor, and new strength.

The victory that this new political force will  
win on election day will climax three years of planning,  
organization, expansion, and hard work on the part  
of thousands of Newfoundlanders.

A new era for Newfoundland and Labrador.

It will be a dream come true.

And a promise made good.

This is the story of that dream, that promise  
and the man who made it, that new party,  
and that new era.

# A new Party. A new era.

## The story.

The story could be traced back as far as 1949, when Joseph Roberts Smallwood—the legendary “Joey” of National Convention days—saw his crusade to bring Newfoundland into the Canadian Confederation crowned with success. He had changed the course of Newfoundland and Canadian history. He had become the most famous political leader Newfoundland had ever known. He formed and led the Liberal Party in the new Province, and began an unprecedented 22-year administration as Liberal Premier.

But this particular story began more recently. In June of 1968.

On the 25th day of that month, the Newfoundland people elected six Conservatives and only one Liberal to the House of Commons in Ottawa. It was the first time since Confederation that the Liberals had lost a Federal election—or any election—in Newfoundland.

It was a crushing blow to a mighty party.

But then, it was a difficult time politically. There were economic reverses. Life was tougher than it had been at any time since 1949. Across the Canadian nation, and indeed around the world, there were signs of unrest economically and politically. New generations of young people were starting to participate in politics, and the vote for change or the vote for protest was becoming a serious factor in any election campaign.

What was good in the past was not good enough for the future.

The Liberal Party in Newfoundland and Labrador had two choices after June 25, 1968. They could have dismissed the defeat as a flash-in-the-pan, a temporary set-back, a political freak, and carried on as they had for the previous 19 years. Or they could have faced facts, taken a hard look at the changing social, political, and economic situation at home and abroad, and engaged in serious self-analysis to determine how they should adapt to meet the needs of the Newfoundland people in the future.

They chose the latter course.

It was not an easy thing to do. It is difficult for a strong force, that had known only victory, to admit that it had lost a battle. But it was vital to the future of the Party, and to the Newfoundland people, that any faults should be discovered and remedied. It was vital that the Party listen intently to the people, and that the people participate in the creation of a new Party and a new Province.

But the Liberals were ready and able to meet this challenge.

Premier Smallwood told the news media: “The tide has gone out for the Liberal Party”.

But he added: “There is one thing about the tide. It always comes back.”

Then he pledged himself and his fellow Liberals to the task of building a new Party; the kind of political party that Newfoundland and Labrador had never seen. A party of tens of thousands of participating members involving themselves politically in the affairs of the Province through an extensive network of district associations. A party with new faces, with young blood, with ideas and energy and talent to serve the Newfoundland people in a complex, demanding world.

This objective became his constant companion.

He was aided by other Liberals with the same conviction.

They were determined to re-organize the entire Party structure, to rejuvenate the Party. Literally, to build a new Party.

The new faces and the new ideas began to appear. Some of them very quietly, some of them very much in the background. But they were there, and their presence became a strong force in the shaping of Party policy.

However, the drive toward organization, democratization, and public participation brought some casualties.

Progress of this kind usually brings dissent. When people become involved, they become affected emotionally. When opinions are expressed freely and openly, a difference of these opinions must be expected. This is a good sign of a healthy Party.

Premier Smallwood, whose plan was to rebuild the Party and then retire in favor of new leadership and their new methods, could not leave until the Party was united in purpose and principle.

That question was to be decided on November 1, 1969.

The Premier had called the first Liberal Party Leadership Convention for that date, and he decided to contest the election when it became clear that dissident forces were endangering the Party. Over 1,700 Liberals attended the Convention—the greatest in Newfoundland political history—and 1,070 of them voted for “Joey” Smallwood to carry on as Leader so that the job of building the strong new Liberal Party could continue.

It was an incredible political victory for an amazing politician. The news was flashed across the nation how “Joey”, the man who was the only living Father of Confederation, the man who had remained Premier of Newfoundland and Labrador for 20 years, had overcome the political set-back of 1968 and the dissension of 1969 to be re-elected chief of his newly-reorganized Liberal Party. Indeed the tide had come in.

It was a feat that likely will never be equalled.

The name of Smallwood was carved forever in a special niche in history.

But the big job still remained to be done.

The organization work in the Party had to be completed.

Mr. Smallwood had said: “A leader must devote his energy, his skill, his experience; he must use that strength to reunite, and to reconcile.”

And the next Provincial election had to be won.

As he said in that moment of victory on November 1, 1969:

“My purpose is to get the Liberal Party ready, the Liberal Government ready, eager and prepared—for two years from now...”

Then the promise would be fulfilled; and the dream come true.

The Party is now ready.

During the past two years, the Liberal Party organization has grown to embrace people of every walk of life in every community of Newfoundland and Labrador. People who voted Liberal victoriously for the past 22 years are excited about the new strength of their Party. And young people who have never voted before are becoming actively involved in Party policy making and political activity.

Never before in Newfoundland history has there been such sweeping changes in the personnel, policies, and practices of a political party. And these changes were all brought about by the Party itself!

Nobody is more pleased and proud of this program than J. R. Smallwood himself.

Naturally, he is saddened to see some very dear friends, and some comrades-in-arms from the battle for Confederation, pass from the political scene. And he would not be human if he did not regret his own inevitable retirement from active politics but he has allowed for this in the Constitution of the new party. Even with the uncanny health and physical stamina he enjoys in his 71st year, he has said he envies the young men who are just starting out in the exciting and challenging world of Newfoundland politics.

But his first love is his Province and his Party. And the new organization which has been created is one of his greatest triumphs. Now he is sure that the future of Newfoundland and Labrador is in good hands, and that the new Liberals will continue the march of progress that he started 22 years ago.

So, “Joey” has entered the greatest campaign of his career since Confederation. In some respects, his greatest campaign ever.

He has weathered the results of the Federal election of 1968. He has overcome the attempts to divide the Liberal Party. He has stood up against the bitterness and most violent opposition ever launched against a Newfoundland Premier.

Opponents have been prepared to hurt Newfoundland and Labrador if it meant they could hurt Smallwood in the process. It will never be known just how much our Province has lost as the result of unwarranted attacks, criticism, threats, and rumours designed to destroy projects under negotiation in the international business community. The fact that Newfoundland's credit and image abroad remains in excellent shape after the propaganda campaign waged by Smallwood's enemies is a tribute to the Premier and his Liberal administration.

The question is, if these people were willing to hurt the Province just to embarrass Premier Smallwood for their own political advantage, how far will they go to defeat him?

They are involved in their bitterest campaign of all, because it is their last chance to beat the legendary “Joey.” They will be pulling out all the stops. No holds barred. Now or never.

But “Joey” is still stronger than they are.

He was stronger in 1949, and 1951, and 1956, and 1959, and 1962, and 1966. And 1969.

He is stronger because he is still close to the people of Newfoundland and Labrador. He has done more for the people of this Province than all the other Newfoundland political leaders in history combined. He admits his mistakes; but he shares his success with the people.

The people know Smallwood. They know what he has accomplished. They know his strength of purpose, his extraordinary talent, his ability to walk in the councils of the mighty or the gardens of the humble.

They know his weaknesses, too, and his human failings.

And they respect him for all this.

They know he is the man who must win this election with his new Liberal team, for Newfoundland's sake.

Because a Liberal victory on October 28 will mean that this great new team of talented Newfoundlanders will be able to go to work on the job of building a Province of prosperity, progress, and opportunity in the Liberal tradition that will guarantee the future of generations to come.

The principles of Liberalism are at stake, and loyal Liberals everywhere are uniting to see that 22 years of progress are not destroyed by hatred, abuse, cynicism, and negativism.

This is why the new Liberal Party, with tens of thousands of workers, will be fighting day and night over the next few weeks in this great campaign.

It will be a campaign unequalled in our history. An unbeatable union of experience and youth as Liberals from the pre-Confederation days join with young families and students to ensure a great Liberal victory and to inspire confidence in our Province's future.

It will be a glorious climax to Joey Smallwood's unbelievable career.

It will be an opportunity for the cream of Newfoundland's political life—the new Liberals—to take command and set the Provincial ship of state on a bold new course.

It will be the greatest victory ever for the Liberal Party.

And most important of all, it will be a victory for the people of Newfoundland and Labrador. A triumph over the threat of a reign of hardship conceived in bitterness.

A new look for Liberalism.

A new opportunity and a new challenge for the Liberal Party.

A new era for Newfoundlanders.

# Meet your Liberal candidates



**WILLIAM P. SAUNDERS**  
Bay de Verde

Born in Carbonear in 1912, William Saunders has worked as manager of Saunders Cooperage business there and manager of Harvey and Company in the same town. He was Mayor of Carbonear and is a member of the Masonic Order, the R.B.P., Kiwanis, Boys' Club, Air Cadets and further serves the town and surrounding area as a member of the Board of Directors of the Carbonear Community Red Cross Hospital.



**HON. JOSEPH R. SMALLWOOD** Placentia East

Premier of Newfoundland and Labrador since he spearheaded the campaign which brought her into Confederation, Joseph Smallwood is a native of Gambo, Bonavista Bay where he was born in December of 1900. He was educated in St. John's and in New York City and he started work as a printer's apprentice in 1915. As a journalist he covered many of the notable events in Newfoundland's recent history and he got a taste of political activity in the United States when he campaigned for Senator Robert M. LaFollette in 1924. Back in his native Newfoundland, Joseph Smallwood organized and reorganized labour unions and fought many battles for hard-working Newfoundlanders such as the railway sectionmen. He resumed his editorial interests about this time and wrote for many publications including the St. John's "Daily Globe" of which he was editor. He wrote books on Newfoundland and on Sir William Coaker and founded the Corner Brook weekly "Humber Herald" which eventually merged with the Western Star. His first taste of Newfoundland politics was in 1932 when, under Sir Richard Squires, he unsuccessfully contested the Bonavista South seat. He organized the Fishermen's Co-operative Union and some years later launched the now-famous Newfoundland radio program "The Barrelman". He was in Montreal in December of 1945 when he learned that a National Convention was to be held in Newfoundland to decide and recommend on a future form of government for Newfoundland. Smallwood at once decided to press for Newfoundland's Confederation with Canada and he started a series of letters to the editor of a St. John's newspaper to promote just that. His fight to have the confederation suggestion placed on the National Convention's ballot paper was not an easy one and he finally appealed over radio to have the addition made to the ballot. He received 50,000 signatures from Newfoundlanders supporting this plan and he formed the Newfoundland Confederate Association in 1948 to back up the proposal. He forwarded the petition to the British Government and a favourable decision was made in London. On the second National Convention ballot, the Confederation proposal won. He was a member of the delegation which went to Ottawa to discuss the terms of Newfoundland's confederation with Canada and on April 1, 1949, Joseph Smallwood became Interim Premier of the new province. He has led the Liberal Party to victory in every provincial election in Newfoundland and Labrador since that date and he has worked tirelessly to promote industry for the province, anxious to supplement her scant basic industries, wrested for so many generations from the sea and the land. Premier Smallwood is married to the former Clara Oates of Carbonear and they have two sons and a daughter. His home is "Newfoundland House", Roache's Line, Conception Bay.



**STEPHEN A. NEARY**  
Bell Island

A native of Bell Island, which he represents in the Newfoundland Legislature, Newfoundland's Social Services and Rehabilitation Minister, Steve Neary was born there in 1925. For his civic-minded work, Mr. Neary received the Canadian Centennial Medal and noteworthy among his accomplishments is his organizing work for the Dr. Walter Templeman Memorial Hospital.



**PAUL S. THOMS**  
Bonavista North

A native of Middle Brook (Gambo), Paul Thoms served in the Royal Canadian Air Force and subsequently became a qualified land surveyor, holding a license in Newfoundland. His surveying work has taken him into many parts of the Bonavista North district. He is a member of the Local Improvement District of Dark Cove—Middle Brook—Gambo and a Past-President of the Gambo Branch of the Red Cross.



**ROSS BARBOUR**  
Bonavista South

Born in Newtown, Bonavista Bay, Ross Barbour has represented the Bonavista South district in the Legislature since 1959. He works tirelessly for his district and has been honored on many occasions by the people there. He is a member of the M.C.L.I., Honorary President of three service clubs in his district and has been honored by the State of Louisiana.



**WALTER HODDER**  
Burgeo and Lapoile

For thirty years Mr. Hodder was a teacher and principal of schools in various Newfoundland communities. He started his teaching career at Margaree and Fox Roost. He takes a great interest in community affairs and was for a term, mayor of Channel—Port aux Basques. He held a commission in the Canadian Armed Forces for twelve years and has been a Member of the House of Assembly for nine years.



**DON HOLLETT**  
Burin

As a young man, Don Hollett took responsibility and helped to serve his native town of Burin. He was only 21 years of age when he was elected councillor. He has worked with the firm of Hollett Sons and with a local radio station as sales manager. He is Chairman of the Joint Councils of the Burin Peninsula and was until recently Mayor of Burin. Mr. Hollett is a member of the Lions Club and a Past Secretary of the Masonic Lodge.



**GEORGE W. CLARKE**  
Carbonear

Since 1963, George Clarke has served in the House of Assembly as Speaker. He was first elected to the Legislature in 1956 representing Carbonear. A lawyer by profession and a native of Carbonear, he has worked as a teacher and magistrate and was attached to the Meteorological Service with the R.C.A.F. during the Second World War. He is a Director and Past-Chairman of the Notre Dame Bay Hospital Inc., and a member of the United Church of Canada.



**JOHN A. NOLAN**  
Ferryland

Newfoundland's minister of Supply and Services and Economic Development is well-known as a popular broadcaster. His career has brought him before the public via CJON Radio and Television and he now serves the Province in a dual Ministerial capacity. John Nolan was born in St. John's and educated at Holy Cross School, Liffedale and Our Lady of Mercy. He was first elected to the House of Assembly in 1966. He is a member of the Newfoundland Historical Society and his hobbies include fishing.



**CAPTAIN EARL WINSOR**  
Fogo

Earl Winsor is a native of Wesleyville and the holder of a Master Mariner's Certificate. He has spent much time along the Labrador coast in coasting vessels and sealing ships and during the Second World War he served as a wireless operator with the Merchant Navy. He was first elected to the Newfoundland Legislature in 1956. He was for a time Minister of Labrador Affairs and is now the Province's Minister of Fisheries. He is a member of the Masonic Order and the Orange Association.



**HUBERT W. KITCHEN**  
Harbour Grace

Newfoundland's Minister of Education and Youth was born in Buchans of Harbour Grace parents—his father served the Conception Bay town as mayor. Dr. Kitchen was educated at Millertown, Grand Falls, Memorial University, at McGill in Montreal and at the University of Alberta. He has taught in several schools around the province and he was Associate Professor in the Department of Education Administration at MUN before his appointment to the Provincial Cabinet.



**JOHN W. MAHONEY**  
Harbour Main (dual riding)

Educated in Conception Harbour and in St. John's, Mr. Mahoney, who is now Newfoundland's Minister of Justice, is a lawyer by profession, having been called to the Bar of Newfoundland in 1951. He is a member of the Benevolent Irish Society, an executive member of the Knights of Columbus and he was first elected to the Legislature in 1966 when he contested the dual district of Harbour Main.



**RALPH FAGAN**  
Harbour Main (dual riding)

A member of the Local Improvement District of Conception Bay South, Mr. Fagan is a native son of Kelligrews. By profession he is a lawyer, being attached to a prominent St. John's law firm. In 1965 he was named a Queen's Counsel. He is a member of the MUN Board of Regents and Chairman of the Conception Bay South Integrated School Board. A member of the Masonic Order, he is married to the former Cynthia Dawe and they have a family of five.



**HAROLD PIERCEY**  
Hermitage

Born at Pass Island in 1935, Harold Piercey entered the teaching profession, a career which he still pursues. He is a member of the Local Improvement Board of Milltown, Head Bay d'Espoir and has served with the P.T.A. and other organizations. A community-minded person, Mr. Piercey has been a councillor and has worked with several different fraternal organizations. He is married, the father of three children and his home is in Milltown.



**ROY LEGGE**  
Labrador West

For the past seven years, Roy Legge, who is now Minister of Labour, has been associated with Labrador. Born at Howley in 1939, he started work with the National Employment Service in Corner Brook. He is well versed in industrial relations and prior to his appointment to the Cabinet he was Administration Manager at Churchill Falls. He is a member of several organizations, including the board of managers of the Captain William Jackman Memorial Hospital in Labrador City.



**JOHN WHALEN**  
Lewisporte

Born in Caplin Cove, Trinity, John Whalen has lived in many small Newfoundland communities. He is the son of the late Pastor Joseph Whalen and Mrs. Whalen and he is by profession, a teacher. From teaching he went to the Newfoundland Legislature as Assistant Editor of Debates. He became Executive Assistant to Premier Smallwood and he is a member of several organizations. He was born in 1944.



**PATRICK J. CANNING**  
Placentia West

Since Newfoundland first became a province of Canada, Mr. Canning has represented the Placentia West district in the House of Assembly. Born at Merasheen, he was educated there and in St. John's. During the Second World War he served with the Royal Navy and later entered business on the Burin Peninsula. He is a Past President of the Newfoundland and Labrador Truckers' Association and is a member of the K. of C., Laurier Club and Royal Canadian Legion, St. John's Branch.



**WILLIAM CALLAHAN**  
Port au Port

A native of St. John's, Mr. Callahan received part of his education in Corner Brook and it was there that he started work as a reporter-photographer. He worked with CJON Radio and Television in St. John's and later moved back to the Western Star as managing editor. He was elected to the House of Assembly for Port au Port district in 1966 and is currently the Minister of Mines, Agriculture and Resources.



**GUS OLDFORD**  
Fortune

A teacher, welfare officer and magistrate, Gus Oldford has served Newfoundland in many different communities. He was born at Burnside in 1925 and has taught at such places as Bonne Bay, Port aux Basques and Trinity Bay. For thirteen years he has been a magistrate and his current post is Grand Falls. Mr. Oldford is a member of the Anglican Synod, a Past Master of Lodge Harbour Grace, 476 and a member of the Loyal Orange Society.



**DOUG SHEPPARD**  
Gander

Following a period as a teacher, Doug Sheppard entered business life and has become a successful and civic-minded resident of Gander. He has been active on the town council and most recently served as mayor; in addition he has been director of the Gander Chamber of Commerce and a vice-chairman of the Gander Development Association. He was born at Indian Islands, Fogo District; is a member of the Lions Club, Columbus Club and the Newfoundland Airport Club.



**FREDERICK W. ROWE**  
Grand Falls

Minister of Finance and President of the Council, Dr. Fred Rowe has held many important portfolios in the Newfoundland Government since he was first elected to the House in 1952. A native of Lewisporte, Dr. Rowe has many writing accomplishments and has held some significant positions on government-sponsored committees, such as the Come Home Year committee. He has written extensively on Newfoundland education and he has served with some important Canadian groups.



**HAROLD E. STARKES**  
Green Bay

A native of Nipper's Harbour, Harold Starkes lived for 35 years in that part of the Green Bay district. Well-known in business circles, he devoted much time and effort to charitable organizations and clubs. He has served on town councils, and among the enterprises with which he has been connected was the Northern Trading Company. He was born in 1917, the son of Mr. and Mrs. R. G. Starkes and he was first elected to the House of Assembly in 1962. He is currently Newfoundland's Minister of Highways.



**GEORGE WARREN**  
Humber East

Newfoundland's Minister of Public Works started his career as a Cost Accountant and Internal Auditor at Bowaters. He was office manager for Steers in Corner Brook before he joined the Department of Public Works as Assistant Deputy Minister. In 1963 he was named Deputy Minister. A native of Gooseberry Island, Bonavista Bay, he is a member of the Masonic Lodge, a Past Grand Master of the Grand Lodge, and he has served with Cancer Societies.



**NOEL F. MURPHY**  
Humber West

A Minister Without Portfolio in the Newfoundland Government, Dr. Noel Murphy is a well-known doctor and a successful west coast businessman. For two terms he was Mayor of Corner Brook and the current term in which he is serving, is by acclamation. He was born in St. John's, educated there and in England and during the war served with the R.A.F. Before entering private medical practice, he was Medical Officer at the Bonne Bay Cottage Hospital.



**MELVIN WOODWARD**  
Labrador North

Newfoundland's newly-appointed Minister of Labrador Affairs is a successful young businessman who has worked and lived for the past fourteen years in Labrador. He was born at Boat Harbour, St. Barbe North and he is a Past-President of the Labrador North Chamber of Commerce and was the first chairman of the Labrador Youth Camp. A member of the Select Vestry of the Anglican Church, he is married and the father of three children.



**JOE HARVEY**  
Labrador South

A Bell Islander, Joe Harvey is with the Extension Department of Memorial University where he prepares films on community life. He has filmed events in Newfoundland communities and in many along the Labrador Coast. In the summer of 1970 he carried out a communication study for the federal government, involving Labrador coastal settlements. He was for a time, President of the Wabush Liberal Association. Married to the former Sonya Neary of Bell Island he is the father of two children.



**JAMES J. HUSSEY**  
Port de Grave

Born in 1917 of Port de Grave parents, James Hussey received his education there and during his career he has worked with the Newfoundland Railway, from where he moved on to pursue other objectives, subsequently establishing the construction firm known in Newfoundland today as J. J. Hussey Limited. He is a member of the Masonic Order, The L.O.A. and of the Board of Trade. He has always been active in church and community affairs.



**JAMES R. CHALKER**  
St. Barbe North

Current Minister of Provincial Affairs, James R. Chalker has been a Member of the House of Assembly since Newfoundland became a province in 1949. He was educated in St. John's and in Ontario and he was in private business before entering politics. He has held several portfolios in the government and was Minister of Public Works prior to his latest appointment. He is a member of the Masonic Order and of the Laurier Club.



**TREVOR A. BENNETT**  
St. Barbe South

A native of Daniel's Harbour, Newfoundland, Trevor Bennett has had a colorful and successful career. He is the son of Mr. and Mrs. Angus Bennett and his mother is very well known along Newfoundland's west coast as 'Nurse Bennett'. He owns and operates the Benfield Motel at Daniel's Harbour and has interests in other business enterprises. He is a member of the Northern Regional Development Association and has served on school boards and community councils.



**JERRY HORAN**  
St. George's

A native of St. John's and one of a family of 22 children, Mr. Horan took up the study of the priesthood after high school. Subsequently leaving these studies, he took a course in magisterial work and his most recent appointment was that of magistrate at St. George's. He also finds time to be an advisor to young people in the district. He is married to the former Peggy Makinson of Buchans and they have a family of three girls and a boy.



**LEONARD LEVITZ**  
St. John's Centre

A St. John's man, Leonard Levitz was educated at Bishop Feild College and Memorial University and after attending the Nova Scotia Technical College he entered business for himself. He is a member of several organizations as much of his time is devoted to associations which tackle problems of mental health. A sports enthusiast, he is a Past-President of the Feildian Athletic Association.



**BRENDAN KELLY**  
St. John's East

A successful insurance man, Brendan Kelly also finds time to work for insurance organizations and charitable associations. Born in 1929 in St. John's, he was educated at St. Bonaventure's College and married the former Mary T. Nolan. They have a fine family of nine. Mr. Kelly has been President of the Jaycees, President of the Patrician PTA and he is a third degree member of the Knights of Columbus. He is also a charter member of the newly-formed Basilica Parish Council.



**HOWARD YOUNG**  
St. John's East Extern

Well-known in St. John's sport circles, Howard ("Howie") Young was for several years a member of the Feildian Athletic Association. By profession he is a pharmacist, having studied at Memorial University through the Pharmaceutical Association. He is currently Dale Carnegie sponsor in the province. He is Honorary Life President of the St. John's Goodwill Centre and he has worked with both the Boy Scout Movement and with Parent - Teacher Associations.



**GORDON LIDSTONE**  
St. John's North

A former mayor of the town of Mount Pearl and currently a councillor, Gordon Lidstone takes an active participation in community affairs. He is chairman of his town's Minor Hockey League and a member of the Mount Pearl Arena Fund. He first studied for the Pentecostal Ministry and then entered business life, working first with Harris and Hiscock and then with Simpsons Sears. Mr. Lidstone and his wife, the former Jean Snelgrove, have three children.



**FRANK J. GALGAY**  
St. John's South

Although his first choice of profession is teaching, Frank Galgay is also an accomplished journalist having edited and written for many well-known publications. He has taught in several schools and most recently, Holy Cross in St. John's. He has worked for the Newfoundland Teachers' Association and he is a member of the Canadian and Newfoundland Teachers' Federations. Mr. Galgay holds M.Ed. and B.A. degrees and is now working on his Ph.D.



**ALMA BADCOCK**  
St. John's West

An active community worker, Mrs. Alma Badcock has been connected with many women's service groups over the years and is also serving as President of the Newfoundland Liberal Ladies. She is now Delegate-at-Large of the Atlantic Provinces Women's Liberal Association. She has also devoted much time to the Parent-Teacher Association at Curtis Academy. A mother of five, she and her husband, Mark Badcock, (formerly of Bay Roberts) make their home at Oxen Pond Road, St. John's.



**MICHAEL J. MAHER**  
St. Mary's

Starting his career as a teacher in his native Freshwater, Placentia Bay, Michael Maher was Editor of Debates and head of the Legislative Library at the House of Assembly. He helped organize a union for civilian employees at the Argentinia Naval Station and has worked for several organizations, among them the Boy Scouts and The Holy Name Society. He was a member of the Freshwater Town Council at the time when he moved to St. John's in 1970.



**URIAH F. STRICKLAND**  
Trinity North

Born at Hants Harbour in Trinity Bay, Captain Strickland started his career in the teaching profession. He became a Master Mariner and is a Member of the Nfld. House of Assembly. In 1971 he was appointed Minister without Portfolio in the Newfoundland Government. He is a member of the Board of Management of the Grace General Hospital and was President of the Newfoundland Branch of the Canadian Bible Society.



**RUPERT W. BARTLETT**  
Trinity South

A senior partner in a St. John's law firm, Mr. Bartlett has had a successful and interesting career. Apart from being director of several Newfoundland businesses, he is a member of the Explorers Club of New York and in 1936-40 he was a member of five Arctic scientific expeditions under the famed Captain Bob Bartlett. In 1963 he was named Q.C., and he is a Master of the Supreme Court of Newfoundland and Treasurer of the Law Society.



**WILLIAM G. ADAMS**  
Twillingate

A man with a notable career in both law and in civic service, William G. Adams has acted as chairman and member of some important Provincial commissions, including the 1966 inquiry into food prices. Born in St. John's in 1923, he maintains a law practice there and in addition, serves on the municipal council. He is a member of several associations, among them, Avalon Lodge No. 776, A.F. & A.M.; he is a former President of the Kinsmen Club and was at one time Chairman of the Minimum Wage Board.



**EDWARD M. ROBERTS**  
White Bay North

Newfoundland's Minister of Health is a young man who was born in St. John's and educated there and in Ontario. He is a lawyer by profession and he was known as an accomplished journalist during his university years. He has been, during his career, Associate Private Secretary to Hon. J. W. Pickersgill and Executive Assistant to Premier Smallwood. He is a member of St. John's Lodge No. 579, A.F. and A.M. and of the Newfoundland and Labrador Press Club. He received his Lib. from University of Toronto.



**WILLIAM N. ROWE**  
White Bay South

A lawyer by profession, William Rowe is currently Newfoundland's minister of Community and Social Development and among other responsibilities, is in charge of DREE. He was born in 1942 and is the youngest Cabinet Minister ever to be named in Canada. He was Rhodes Scholar for Newfoundland and he was awarded an Honors Degree in Law by Oxford University, England, just prior to his entering the 1966 election campaign when he was first elected to the House of Assembly.

# What is a Liberal?

The basic faith of Liberalism is a belief in the worth of man. The basic faith of Newfoundland Liberalism is a belief in the worth of the people who live in this Province of Newfoundland and Labrador.

It may be said that there is nothing in this statement that could not be accepted by any other political party. The point to be remembered is that the Liberal Party is the political party, both in Canada as a nation and in Newfoundland and Labrador as a province, which has placed before the people policies and programmes which provide the best opportunity for each citizen, young or old, to prove that worth.

In Canada as a nation, the Liberal Party has been the party in which the people of Canada have placed their faith during forty of the last forty-six years. This did not just happen by luck. It happened because the Canadian people were convinced that the opportunity to achieve their worth has a greater chance of success under the policies and programmes of the Liberal Party than under those of any other political party.

It is not just by luck that the Liberal Party has been in power for the past twenty-two years in Newfoundland and Labrador. It is because the people of our province, in each of six elections, have recognized that their opportunity to achieve their own worth was greater, not only under the policies and programmes of the Liberal Party, but also under the guidance of those who had the desire and ability to carry them out.

Some say that there is no difference between the Liberals and the Tories. One can understand the New Democratic Party making such a statement for, if such were true, then they would have but one political opponent to overcome. One can also understand the Tories saying so for in doing so they are attempting to associate themselves with the long and creditable history of Liberal improvement and reform.

But there is a difference. It may not be in terms of a clear political philosophy but it certainly is an identifiable attitude to the basic issues that arise in the process of Government.

On the statute books of Canada today there is not one major piece of social legislation that was not put there by a Liberal Government. In the Province of Newfoundland, there is not one major development either before or after Confederation, that was not initiated and completed by a Liberal Government. Down through our long political history, there is a clear strand of progress and reform that is identified with the Liberal Party and with no other major party. Of course there's a difference and that difference is shown, over and over again, in the attitude of liberally minded people toward those things which matter.

One could make a long list of things which matter and the list might be different for different areas of our Province. But some apply to all parts. Examine medical services, medicare and education. Compare these with what existed twenty years ago and one gets some idea of the progress being made. Compare the opportunities for medical attention and university education of today with those of twenty years ago. They are not perfect, of course, and when the demands of the present are met, new demands will take their place and the Liberal attitude will change to meet these new demands in a growing and developing Province. One of the characteristics of liberally minded people is that they can adopt those things which were good in the past and use them to



ANDREW C. CROSBIE, General Campaign Chairman

move forward in a world of change. Liberals are not people who think that what was good enough twenty years ago is good enough for today. Nor are they radical enough to move into the future without respect for the lessons of the past. The Liberal Party stands between the Conservative attitude of holding on to the past and the socialist attitude of making changes regardless of the past.

The Liberal Party of today varies greatly with that of one hundred years ago. Some may call this inconsistency. Not so. It is the real evidence that liberally minded people have the ability to promote ideas which are acceptable to those who wish to meet the needs of a rapidly changing Province.

Our young people of today have many ideas unheard of a generation ago. They will need a vehicle whereby they can carry forward and translate these ideas into policies which will make for the general good and improvement of our way of life. The translation of these ideas, if political history proves anything, will find no better vehicle than the Liberal Party which, in the years which are immediately ahead, will achieve a rapid advancement in the industrialization of our Province and the living standards of our people.

In Liberalism for the 70's there will be no need to hew a new party. What will be needed is to show Liberalism in its true light and to maintain a position in accordance with the changing times in which we live and in accordance with our past traditions.

The needs of the 70's for all our people, both young and old, will be met by the Liberal Party in a manner more satisfactory and more durable than by any other major party, for Liberalism is a freeing force and those who wish to advance its doctrines must be prepared to consider, first and foremost, the common people and their right to an enjoyment of their heritage—health services, opportunities for education at all levels, employment in old and new fields of activity and the benefits of the social services which our times demand.

The 60's and 50's, the 40's and all the decades which have gone before brought their challenges. The 70's will be no different. The challenges will be there. Liberals are people who are qualified and capable, willing and able, to adapt to meet these challenges for the benefit of the ordinary man. Everywhere and at all times there are abuses to be reformed, new horizons to be opened and new forces to be developed. One of the great characteristics of Liberalism is that it has been able to attract to its ranks, people who were able to raise their sights above the horizons of their time. Their times have criticized them but the years have proved their wisdom and their foresight. Liberals have not been the dropouts because problems could not be solved over night. They have not fled from the political scene because the responsibilities were heavy and the challenges great. They have not plotted revolutions in a wild attempt to cure everything in a hurry. But they have been the people who, in spite of the steepness of the hills, have tried to reform and improve a little at a time.

This is not always the most glamorous course. It does not promise quick results. It is neither rash in its judgement nor impetuous in its action. The accumulative effect over the years, however, has reformed and improved the lot of the common man and given to him the time to exercise the greatest of democratic rights—the right of choice.

# Who are the Liberals?

This will be the greatest campaign in history for the Liberal Party in Newfoundland.

Never in our 100 years of party politics has there been such an organization of enthusiastic, vigorous supporters.

A veritable army of active Liberals in every corner of the Province.

A force of 48,000 card-carrying Party members.

Over 5,000 campaign workers.

Canvassers, drivers, poll captains, committee workers, people on telephone duty and people handling correspondence—all enthusiastic Liberals drawn from every walk of life in Newfoundland and Labrador.

Over 100 campaign managers and area co-ordinators.

A general campaign committee of 39 outstanding Newfoundlanders.

And of course, the 42 Liberal candidates. Most of them young men—the most talented, capable, and experienced men in Newfoundland public life today. Far and away the greatest slate of candidates ever presented by a political party in our history.

This is the new Liberal organization.

The new team who are determined to win a great victory for their Party on October 28.

They are determined because they know it is vital to Newfoundland and Labrador for the Liberal Party to form the Government that meets the challenge of the crucial 70's. They are dedicated to Liberalism as the only assurance of continued progress for our Province, and new prosperity for our people.

The new team will win, with the active support of loyal Liberals in every part of every district.

But victory on October 28 is not the only objective of this great new Liberal force.

In fact, it is only the beginning.

## NEWFOUNDLAND AND LABRADOR LIBERAL CAMPAIGN COMMITTEE

Party Leader:	J.R. Smallwood
Chairman:	Andrew C. Crosbie
Executive Committee:	Hon. John Mahoney P.D. Lewis Grant Chalker Joan Cook Hon. W. Petten

### Committee Members:

Dr. Roy Goodwin	Doctor	Harbour Grace
Mr. Ken Goodyear	Executive	Grand Falls
Mr. James Hodder	Principal	Stephenville
Mr. Russell Lake	Executive	Fortune
Mr. Gerald Matthews	Purchasing Agent	Corner Brook
Mr. Len Miller	Businessman Mayor	Placentia
Hon. John Nolan	Minister Economic Development	St. John's
Mr. Art Noseworthy	Contractor	St. John's
Dr. John Olds	Medical Doctor	Twillingate
Mr. Gordon Petite	Businessman	English Hr. West
Mr. Ron Fagan	Manager	Burin
Mr. Henry Payne	Principal	Cow Head

Mrs. Alma Badcock	Housewife	St. John's
Mr. Walter Fewer	Supervisor	Grand Falls
Capt. Graham Mills	Fishing Captain	Hants Harbour
Hon. Ed Roberts	Minister of Health	St. John's
Mr. William Rompkey	School Supt.	Happy Valley
Hon. William Rowe	Minister of Community & Social Dev.	St. John's
Dr. Gordon Thomas	Medical Doctor	St. Anthony
Mrs. Verona Woodford	Housewife	St. John's
Dr. Ian Swan	Medical Doctor	Clareville
Hon. Melvin Woodward	Minister of Labrador Affairs	Happy Valley
Mr. Jim Campbell	Engineer	Stephenville
Mr. Jack McCarthy	Businessman	Corner Brook
Mr. Kit Scott	Manager	Corner Brook
Mr. Mike Walsh	Railway Clerk	St. John's
Capt. Max Burry	Sea Captain	Glovertown
Mr. Robert Martin	Construction Superintendent	Seal Cove, C.B.
Mr. David Riche	Lawyer	St. John's
Mr. Maurice Quinlan	Executive	Cook's Cove
Mr. Albert Jenkins	Druggist	Gander
Mr. Reginald Burt	Insurance Salesman	Grand Falls

# Who will be the new Liberals?

The job of Party organization will continue, and will expand.

The Party will draw its strength from the District Associations and these organizations will be involved in all aspects of community life. They will provide an essential link between Government and people.

The Party will have a full-time organizational staff to maintain its operations, with field organizers to work with the District Associations.

A concerted effort will be made to attract young Newfoundlanders to the Party, with their new ideas, new approaches, and new vigor.

It will be a strong, healthy Party; and every Liberal will have an opportunity to make a contribution to the community and to the Province, and an opportunity to help shape our policies for the future.

There was never a time when one could feel so proud to be a Liberal. To be an important part of the exciting social change and economic development that lies ahead.

There was never a better time to become a Liberal. In fact, the Liberal Party welcomes all Newfoundlanders who believe in the future of our Province and want to contribute to it.

Be a part of the Party of the Seventies.

# Join the team