

BOB CLARK'S RECORD

There is an individual who can make these principles and policies work for every Albertan. At 40 years of age, Bob Clark has been a member of the Provincial Legislature for 17 years, and was a minister of two government departments during the Social Credit administration. Now, as Leader of the Opposition, he is carrying on the difficult task of checking up on the activities of the present government.

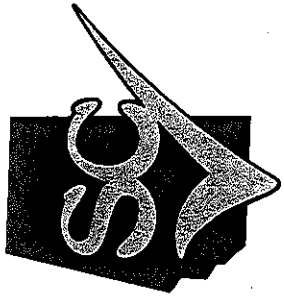
With this record of achievement and experience, Bob Clark offers Albertans a credible leadership alternative at a time when many people are looking for just such a man.

And remember, under Bob Clark, the Social Credit Party is firmly committed to the principles of accessibility and accountability. He recognizes that public policy must be developed in public, and that every individual must have the opportunity to play a role in shaping the future of our province.

YOU ARE INVITED

Personal involvement is what makes democratic government work and Bob Clark and his colleagues in the Legislature — Ray Speaker, Fred Mandeville, and Walter Buck — invite you to join them in developing a new political force in Alberta. You are invited to get involved, to help us offer a meaningful choice to the citizens of this province.

NOW is the time to check into Social Credit — the Alberta Party.



CHECK INTO SOCIAL CREDIT — THE ALBERTA PARTY

with

BOB CLARK

- Leader of Social Credit — The Alberta Party
- Leader of the Official Opposition in your Provincial Legislature

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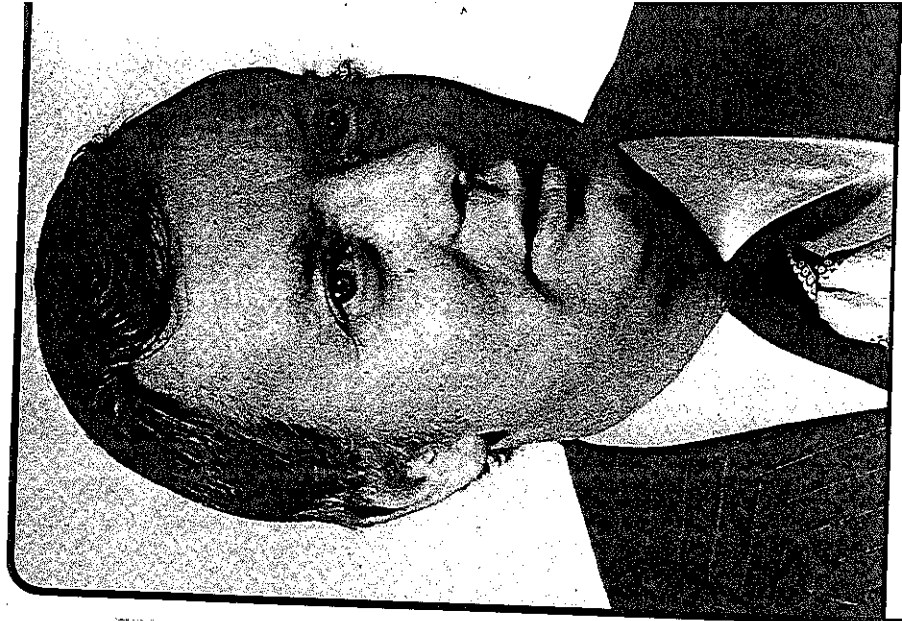
OR:

SOCIAL CREDIT

- THE ALBERTA PARTY

OFFERS YOU

A REAL ALTERNATIVE



BOB CLARK

Leader of the Official Opposition

A STATEMENT OF PRINCIPLE

The Social Credit Party of Alberta is committed to:

1. INDIVIDUAL INITIATIVE WITHIN A STRONG COMMUNITY
2. RESPONSIBLE AND COMPETITIVE PRIVATE ENTERPRISE
3. EQUAL OPPORTUNITY AND SOCIAL JUSTICE
4. OPEN, RESPONSIBLE, AND LIMITED GOVERNMENT

FIRST, we believe that individuals should take the initiative for determining their own destiny, and that the role of government is to encourage such initiative. We also recognize the importance of the community, especially the neighbourhood, in making the life of the individual worthwhile. Government must therefore develop balanced policies which promote individual fulfillment while at the same time encouraging community development.

SECOND, we believe that private enterprise represents the best means available for the development of our economic resources. We also believe that private enterprise works best when it is competitive and responsible. Government should avoid direct involvement in the economy in order to avoid conflicts between its corporate interests and the public interest. Rather than intervening directly in the marketplace, government should create an atmosphere in which orderly economic development can take place.

THIRD, we believe that government has a legitimate responsibility to promote equal opportunity and a satisfactory standard of living for every Albertan. We believe that there are certain social services which must be provided by government, and a Social Credit administration would display a strong humanitarian concern. By social justice we mean that government decisions must be based on a spirit of fairness and human understanding, and they must be made in public by the people's representatives in the Legislature.

FOURTH, we believe that government should be open, responsible, and limited. Open, in that it gives out information freely, conducts its business in public and talks directly with the people. Responsible, in that it respects the principles of parliamentary democracy and exercises careful financial management. And limited, in that growth in both size and expenditure must be restricted, since government has already become too dominant a factor in our lives.

SUPPORT THE SOCIAL CREDIT PARTY FOR A BETTER ALBERTA IN THE EIGHTIES.

BASED ON THESE PRINCIPLES, WE SUPPORT THE FOLLOWING MAJOR POLICY INITIATIVES:

1. The Social Credit Party would seriously attempt to LIMIT GOVERNMENT GROWTH, especially at the executive level. The present government has completely failed in this task. For example, it has allowed the Public Affairs Bureau, its public relations and promotional arm, to increase in size by 328% in just five years — from 42 to 180 people.
2. The Social Credit Party would REDUCE GOVERNMENT INTERVENTION in the private sector, and thereby reduce conflict-of-interest situations. To illustrate this problem, ask yourself if a small, privately-owned resource company would receive equal treatment from the Minister of Energy and Natural Resources on matters where it was in direct competition with the government-controlled Alberta Energy Company.
3. The Social Credit Party would place a renewed emphasis on PEOPLE PROGRAMS, especially on innovative programs in the health and education fields. We would introduce programs such as home care, which is a more humanitarian and potentially less costly alternative to hospitalization, and encourage community and volunteer involvement in social services.
4. The Social Credit Party would STRENGTHEN LOCAL GOVERNMENTS by providing them with access to income tax and natural resource revenues. The Social Credit Opposition has long supported revenue sharing as the only way to ensure that municipalities have an adequate and secure financial base, and that decisions are made at the level of government closest to the people.
5. A Social Credit administration would HALT THE TREND TO CENTRALIZATION OF POWER in the hands of cabinet. We would place control over all public funds, including the multi-billion dollar Heritage Trust Fund, back in the hands of the Legislature.
6. The Social Credit Party would place a real emphasis on preserving your NEIGHBORHOOD and on rebuilding a SENSE OF COMMUNITY in both rural and urban centers. The present government seems obsessed by bigness in everything. Social Credit has already proposed a comprehensive program of support for small business, which is one way of aiding community development.
7. The Social Credit Party would investigate every possible means of improving LAW ENFORCEMENT. Our legal system must become more effective at keeping dangerous criminals off the streets without endangering human rights.