

it should be maintained, enlarged and made more efficient. "Its publications on the more general subjects should be practically standard works of their kind, and at election times they should, while directly political and Liberal, be authoritative and informing, and should offer to the political campaigner effective ammunition of the highest order". It was suggested that some one should be placed in charge of the head office who would oversee and direct both branches. He might be known as National Organizer, he ought to be 'a man of education, of wide judgment of men, a person of broad sympathy -- who will look on liberalism as a creed and be ready to advance its interests above those of any individual or locality. He should have executive and organizing experience. It was thought that such a person could not be obtained at less than \$7,500. and that he should be guaranteed employment for a term of years. In other words, business methods were to be applied to politics. There were to be competent heads to the organization and information branches who should be adequately compensated for their services. All of which lead to a consideration of where the funds were to come from.

To arrange for a head office and its maintenance it was recommended that there should be a permanent committee on finance.

W. L. Mackenzie King Papers
Speeches-1922 - 1932

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