

terms of the dramatic. Roosevelt has brought along several men who provide the virility and the impression of authority that Mr. Roosevelt has not either the time nor the physical health to provide.

Such a man need not be a political leader at all. As a matter of fact, he can be, during wartime, entirely free of politics, and yet provide the front man for the expression of a strong determined policy.

This might be stated in negative terms as the failure of the Liberal party to sell its "policies" to the public. They have simply put these policies on the counter for the public to take or leave, with the result that they have been mulled over, pinched and soiled at will.

Three very good examples of this come to mind. The general public are wholly in favor of the objective to which the Wartime Prices and Trade Board are working, but they are not sold on the methods by which that objective is being sought. These steps need explaining. They need dramatization if they are to win the support and the unselfish cooperation of the public.

(2) There has been so much vacillation in the labor policy that those whom that policy affects most directly are of the opinion that it is a policy of trial and error.

(3) The policy of the Department of National Defence has been deliberately left undefined ever since the days of the plebiscite. Certainly the man on the street cannot define it, and he is at a loss to know just what Canada's obligations are with regard to it, or what obligation he has in respect to it. He is willing to fall in line with a policy that he believes to be in the best interests of the country, but he is still groping to find out what that policy is. One day he is told what a splendid job the Department of National Defence has done, and the next day he is told that drastic steps must be taken to fulfil our obligations in terms of the fighting services.

He feels that the Government was given a clear mandate in that connection but that, for political reasons, it has not taken advantage of that mandate, and that until such a time as the emergency spoken of in the plebiscite arises he will "swing the lead".

In conclusion I express the opinion that the best method today to put the Liberal Party on a strong footing in the public's