

ment area in the Yucca Valley. Mr. Van Horne was project organizer.

The positions held by Van Horne were in the organizational and promotional field. The functions carried out by Van Horne were handled mainly in a "wheeler dealer" fashion. He has never taken an intellectual approach in any of the positions he held but rather this one of a "wheeler dealer". His manners are far from sophisticated and he appears to have a down-to-earth attitude.

#### BY-ELECTION

On February 6, 1967, Charles Van Horne won his first election as leader of the New Brunswick Progressive Conservative Party. Van Horne started his campaign long before the Premier announced the date of the election. Practically every person who had a mailing address in the constituency received a personal Christmas card from Mr. Van Horne and his family. This personal approach of Mr. Van Horne continued throughout the by-election. By the time election day arrived, Mr. Van Horne had called upon and shaken hands with over seventy-five per cent of the people in the constituency. There were few people on election day who did not refer to Mr. Van Horne as "Charlie."

\*\*\* NOTE: Main sources on by-election from accounts of Professor Fitzpatrick, U.N.B. Economics and Political Science Department.

Van Horne's personality was the greatest asset the Conservatives used during this campaign, but other means were also utilized. George Hees, a former member in the Diefenbaker Government and then candidate for the National leadership race, was on hand in Restigouche to aid the Conservative bid. The Van Horne organization once again distributed cowboy hats and ball point pens with Charlie's name inscribed on them. All these gimmicks had an effect on the Voters. However, Charlie did not receive his 10,000 majority, but he did receive a substantial majority of 3,446 over his opponent Dr. Alexander Savoie.

#### PERSONALITY

Charlie Van Horne's personality is one of the greatest campaigning assets possessed by a Conservative leader in New Brunswick. He has developed an atmosphere of popularity in areas that the Conservative party had been lacking for years. The colourful personality of Van Horne has been enlarged due to his understanding of mass psychology. Seldom will he go into detail in his speeches as he is aware this will lead to questions and disagreements amongst the people. Instead, of doing one thing at a time, Charlie does five — for instance, while talking to a person, he answers the telephone, gives instructions, reads the paper, and writes down his thoughts. Mr. Van Horne has shown

that he is not a follower. He has proven this to his law partners and to members in the House of Commons that he is a "Maverick". The only acceptable position to

Van Horne is that of leader of the Province. He is one of the few politicians who can drive a new Cadillac and still remain popular with the people regardless of his flamboyancy. One thing that Charles Van Horne is capable of doing, which most politicians are not, is to place himself in the confidence of the little man, in the process make them feel like kings. The little man will tell you this of Charlie — "He talks to us."

Mr. Van Horne possesses all the qualities that have made men leaders in the past. Whether he will become Premier of New Brunswick can be answered only by the October 23rd. general election. Even a more essential question than this is: Will he make a good Premier?

## N.D.P. - -

### Third Party

by Malcolm Goldman

The New Democratic Party is running in a New Brunswick provincial election for the first time. When the election was called on September eighth, the N.B. N.D.P. announced that it was not going to officially contest any seats. What was meant by this, however, was that a political party needs to have at least ten candidates officially nominated in order to run as a party. NDP organizers in the province felt that support — mainly financial — was not strong enough at this time to have that many candidates running.

The three NDP candidates who are running in Northumberland subsequently are required by Electoral Regulations to run as Independents. The reason the party chose Northumberland was because the best NDP showing in the 1965 federal election came from this county.

Their campaign, limited as it is, in the north-eastern New Brunswick riding, will still be watched with interest especially as an indication of future prospects for the N.D.P. in the province.