

If Canadianism, anything that touches Britain, cheaper money or anything that hits higher is to become part of the Liberal election plan; then the timing is all-important in publicity and promotion.

For example; interests which do not like more Canadianism or cheaper money, or, say lower tariffs might all find their easiest way of smearing the party through accusations that King and his men are anti-British.

In that, they would find their greatest propaganda medium in editorial pages of the daily press, for a very large number of editors and editorial writers are not Canadian-born, but imports from their native lands where they could not make a living. They are chronic tub-thumpers for Britain, etc.

Therefore, they would have to be gagged before the party let out its policy. That could be done by Liberal leaders through the financial and business channels which make or break publishers.

Between the present time and the next election, there would be a vast promotion and publicity programme. How, when and where that would be operated - its liaison with the National Liberal Federation - could be made the subject of further discussion.

Local Strategy

It is clear that in Quebec, at the next election, the personality and popularity of the present M.P. will go far in deciding what happens.

Get the confidential report on the provincial survey made last fall in eastern Quebec by the provincial Liberal party. It showed Duplessis strength; but, notably, it also showed that a number of Godbout men promised to hold their seats because of their personal popularity.

It is also clear that more Liberal M.P.'s in Quebec will have to get out and do their own job. Too many of them are flabby and lazy. They have coasted along in public life, believing that, while Mackenzie King is there, the Liberals are safe. Once in Parliament, they have depended on petty patronage and, at the end of the campaign for re-election, assistance from one or more Cabinet ministers.

Next time, a considerable number of the ministers will not be very helpful. It has been their job to go on the radio and tell