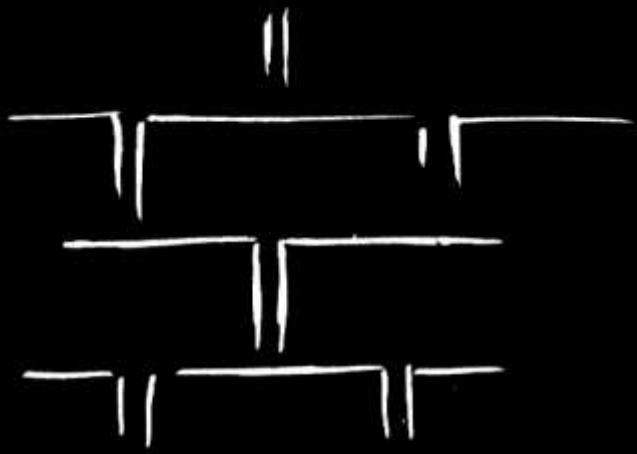




POWER



POWER

Power in your vote

(General Election 1970)

Power through your M.P.

Power to Decide your future

Power for New Industry

Power for a New Society

Power for Peace

with

Plaid

Cymru

6d.

Power in your vote

YOUR vote is powerful. Don't waste it.

It can work for you, for your locality and for Wales.

A vote for one of the same old political parties will show them they can continue to ignore you and your problems as they have done in the past. Wales will lag behind as usual.

But every extra vote for Plaid Cymru will really count for something. It will make the Government sit up and take notice; it will make them realise we are not satisfied; that we want something better.

It will work for you by forcing more Government action to provide new jobs and opportunities of all kinds for you and your children; to improve road and rail communications in your locality; to stop the drain of people from rural areas and industrial valleys alike; to do something about the leasehold scandal.

Voting with Plaid Cymru will show that we are waking up in Wales; it will force political attention on our problems. *Any other vote is one for continued political slumber, a vote for letting things decay in your locality and every other part of Wales while other parts of Britain get on with the exciting new tasks of modernisation.*

Power through your M.P.

YOUR M.P. can be powerful—if he speaks for you.

But most of them speak for their party instead. They speak and vote as the Party whips tell them to—not in your interests; not in the interests of Wales.

They represent their party, rather than the people—and all these parties, except Plaid Cymru, are controlled from London. Their few Welsh members can never influence party policy to any vital extent—they vote in line with a policy designed with English needs primarily in mind. They do not vote according to your needs and the needs of Wales.

But even one Plaid Cymru M.P. would make a world of difference. He would be free to speak up for you and for Wales. He would advocate Plaid Cymru policies, which are determined by you and people like you with your needs in mind. He would be free to demand action in your name, unfettered by considerations of English party politics.

Plaid Cymru alone can give you power through your M.P.

Power to decide your own future

BUT power to pinpoint your problems and to demand action, though an improvement, is not enough.

What is needed is the power to make decisions and to take action on your behalf—the power to get on with the job rather than pleading in vain with someone else to do something.

What you need, and have a moral right to, is your own democratically elected parliament, like those of all full and self-respecting nations.

Your own Government would never allow your children to be forced away from home by lack of work; *it would never allow the majority of our counties to continually lose population in this way (over the past five years, nine of the thirteen counties of Wales have suffered a total loss of population).*

It would never allow the terrible depression and unemployment you have suffered because it would make sure of more manufacturing industries as a sounder base for the economy of your area:

It would never allow the exploitation of your natural resources—such as water, which is taken without any payment at all, and coal, which is sold at cheap prices to bolster English industry:

It would never allow you to be cut off from industrial development and social amenities by axing your railways and failing to build modern roads:

It would never allow your parents or grand-parents to scrape a bare existence on a miserly pension and 'means test' assistance, but would ensure a decent, worry-free life in their old age, like other small countries such as Denmark and New Zealand.

A Welsh Government would never allow your homes to be threatened by an unjust and alien leasehold system:

It would never allow the social and cultural life of your area to decay through lack of proper amenities and a sound economic base to the local community:

It would never allow the Welsh language to decay through lack of official recognition and use. All of us who live here in Wales would be treated as equal citizens, having the right to use either Welsh or English on all official business.

Any Government elected by you would tackle these problems straight away—they would not have to wait for year after year at the bottom of the Agenda of some Government in London.

And you could choose the kind of Government you want; you would not have to accept the choice of a non-Welsh majority. A Government in Wales would be your Government, tackling your problems in the way you want it to.

Power for new industry

YOUR future depends on the development of industrial power—your standard of living is measured by the amount of power you use.

You are lucky—you live in what could be one of the very richest countries in the world.

Coal, steel, tinplate, aluminium, water, electricity, hydro-electricity, atomic power, oil refineries—your country has them all, in plenty. These are the basis of all economic development.

But economic development depends on modern communications. You have been denied them. Your railways—never up to much—are being torn up, your roads are winding, bumpy and inadequate. While a small country like Belgium is completing a 1,000 miles of motorway, there isn't a single mile in Wales.

Your transport needs will never be tackled properly until we have a Welsh Transport Board dedicated to the single task of opening up your locality and every other part of Wales with fast and modern communications of all kinds.

Then and then only can we harness our power-potential effectively.

A Welsh Power Board should be set up to co-ordinate the supply of all forms of power, and an Economic Development Authority established to make the best use of it.

This Authority would carry out research into the economic potential of your area; it would provide scientific, technical and marketing information and advice—the blue-prints for development.

It would promote public development where desirable, and provide grants and loans to private, and particularly co-operative, ventures. Sites would be cleared, advance factories built, grants given for machinery and housing, rebates of rates and tax secured in the initial stages of development.

The E.D.A. would also help to establish the manufacturing and processing industries which are lacking even in industrial Wales. More of the tremendous volume of coal and

steel and energy produced here (far in excess of the British average per head of population) would be used here—to provide a broad and stable base for the economy, and ample opportunity of all kinds for your children.

Coal would be under a Welsh National Coal Board and would be used as the basis of a wide variety of by-products—its future development lies in this direction (as Plaid Cymru pointed out in the 1920's) rather than in trying to maintain its supremacy as a fuel.

A Welsh Water Board should control the development of all water resources in Wales, ensuring adequate supplies for all domestic and industrial needs, and exporting the surplus to England at a fair price. The profit would be ploughed back into the rural areas to strengthen the work of the Development Authority—to help establish factories for processing dairy products, leather, timber, etc., to improve social and cultural amenities, and thus stop the terrible drift from rural areas.

This kind of economic development was proposed by Plaid Cymru in the early 1930's. Its practical success was proved when similar ideas were taken up as part of Roosevelt's 'New Deal' in America. Dr. Lilienthal, first Chairman of the Tennessee Valley Authority praised Plaid Cymru's initiative in putting forward these proposals.

In agriculture, the problems of Welsh farmers would at last be tackled and not hidden under the very different problems facing the English farmer. More advice would be available for the small farmer, more grants for improving land and machinery and buildings and for developing co-operative schemes in buying, production and marketing.

Forestry would be confined to non-agricultural land except where it could serve agriculture, e.g. as a wind-shield. Advice and grants would be available to farmers for planting trees for these purposes.

Forestry products would be processed here in Wales to add to the employment opportunities.

Power for a new society

THIS kind of industrial development can lead to a New Society—a society based on respect for the rights of the individual in his work and in his community.

Your tradition as a Welshman is one in which property and power have not been centralised in the hands of financiers and capitalists nor in the hands of the state and its bureaucrats; they have been distributed widely amongst most members of the

community. *The phrase 'Property Owning Democracy' is fairly recent in England but the Welsh equivalent 'perchentyaeth' was part of Welsh law well over a thousand years ago.*

We have acted together in co-operation in Wales. This is how we established many of our schools and our university, our Eisteddfod and museum. We have acted in this way in agriculture and industrial ventures, e.g. the Glanllyn Estate in Merioneth and Plaid Cymru's plans for the Cwmilynfell coal mines.

This kind of activity must be encouraged. You must share in the control and ownership of your industry, you must be given every opportunity to take an active part in sporting and cultural activities. Full amenities must be provided in all parts of the country, with adequate social centres in every village and town and in every part of the larger towns.

Houses must be made available for all at prices and mortgage facilities you can afford. In the meantime, tenants of private and council property must be safeguarded against unreasonable rents and evictions. The leasehold system, never a part of Welsh law, must be abolished.

Your parents or grandparents must enjoy that decent, worry-free old age they are looking forward to. Pensions must be increased to bring them in line with other countries such as New Zealand; they must rise automatically with the cost of living and be big enough to ensure that no one has to go on a 'means test' assistance.

Power for peace

You can live in this kind of society. But first, you've got to stop paying the price of being an insignificant part of a state that squanders your wealth in trying to maintain the pretence of being a great power.

By securing the power to use your wealth wisely in building your own future, you will also achieve the right to take part in international affairs.

At present, Wales is unknown and completely insignificant. Under our own Government we shall have a voice and a vote in the Councils of the world (remember twenty-eight of the member states of U.N.O. are smaller than Wales).

'Power for peace' is, of course, a slogan used by another Party. But the only real power for peace is an effective international authority, in which every nation is represented and whose decisions every nation is prepared to accept. Whilst your nation, or any other, is denied the right to put its own house in order for itself, the principles of internationalism are being eaten away—the old idea of imperialism still lingers on, with all the frustration it entails.

If we want to be a power for peace, we must be free to help build it.

Plaid Cymru

THIS is the policy of Plaid Cymru—the national Party of Wales formed by six young men from different parts of Wales in 1925—the only party ever established by Welshmen in Wales and for Wales—the only party really feared by the establishment, and therefore undemocratically banned from speaking to you on party political broadcasts.

The Party now has 15,000 members, and thousands more supporters. Over 100 of its members sit on local councils, and they are already doing excellent work for Wales in their own localities. The Party policy is decided by the Annual Conference in which all members are represented through their local branches.

It has played a vital part in winning many notable successes, the establishment of Welsh radio and T.V. services, the recognition of Cardiff as capital of Wales, the precedent of All-Wales Conferences to discuss national problems, semi-official status for the Welsh language, special attention to Welsh problems by the appointment of members of the Government with special responsibilities for Wales, the Advisory Council for Wales, etc.—and, at last, a belated recognition from all parties that Wales has special economic problems and must be treated as an economic as well as a cultural entity.

This progress has been achieved without power, and even though we are denied the right of party political broadcasts to get our views across. *Think what more could be achieved if you give a little more power to the elbow of this, your national party.*

We look to the past only to see where our foundations are, so that we can build more firmly for the future. We are not content that Wales should be the 'Land of Our Fathers'. Whether Wales was the land of your fathers or not, you live here; if you want to stay here and see your children grow up to enjoy a rich, rewarding life here, you are a Welshman or woman. Together we can make this future possible.

We can make Wales the

Land of our Children

A New Wales

ABOVE all else, Plaid Cymru is a party of realists. We see the tremendous potential of Wales—its great natural resources and tremendous industrial production; we realise that in spite of this, we lag far behind many other European countries in our standard of living, the rate of economic development, opportunities for our youngsters, the way we treat our old folk, and in general, social and cultural amenities of all kinds.

We realise that with effective government, we could soon make up the lee-way, overtake these other nations and become one of the most up-to-date countries in the world—not only looking after ourselves, but providing much greater assistance to other less fortunate countries from our own great resources and experience.

But we realise too, that these things cannot be achieved over-night. Our programme for Wales is not just a dream of what might be done, it is a blue-print of what must be done now, within the next few years, if Wales is to survive and gradually to find the strength to realise its own potential.

This is the blue-print you will be voting for if you vote for Plaid Cymru in the General Election. With enough votes behind us, we can force whatever Government comes into power to put it into action. With the revitalisation that this would bring to Welsh life, we feel sure it would not be long before the people of Wales regained their self-confidence, took charge of their own affairs and began to help build a truly international world instead of merely talking about it.

Economic Development

IN most parts of Wales, there's scarcely any industry at all, apart from farming. Even in the 'industrial areas', we depend on one or two big guns like coal and steel. Depopulation hits the rural areas, unemployment the industrial areas. A big effort is needed to bring a balanced and secure economy to all parts of the country—it cannot be left to chance, it must be planned.

And plans are no good, unless you can put them into action. Plans for setting up new industries are no good without good roads and railways, without good houses for the workers and other social amenities.

We need in Wales the kind of overall development authority now being established in other parts of Britain. The strange thing is that it has not been set up before. Plaid Cymru put the idea forward in the early 1930s, and if it had been taken up then, the worst features of the years of depression would have been avoided.

T.V.A.

The idea was taken up in America in the 'New Deal', and proved outstandingly successful in the Tennessee Valley. The pioneers there praised Plaid Cymru for its leadership in putting forward such ideas, but they still fell on deaf ears in Britain:

At last the Government realises the value of the proposals, and various interviews between Party President, Gwynfor Evans and Minister for Welsh Affairs, Sir Keith Joseph, led to the idea of planned economic development for Wales of this nature, which was the first sign of the Government's new plans for 'regional' development in Britain.

But although we started it all in Wales, once again we are lagging behind—the problems of English regions are being tackled more promptly than ours, although our problems are far more serious. Such an Authority must be set up for Wales as a matter of urgency, combining representatives of Government departments and nationalised industries and also representatives of the Welsh electorate in order to make sure our economy is developed in the interests of Wales and not those of Bristol, Birmingham and Liverpool!

Money

The authority must be given the money to get on with the job—research into the needs and possibilities of all areas, market and advertising research, housing and social needs of all kinds. It can then confidently give grants and loans for new industries, prepare sites and houses, ensure modern roads and railways and make sure there is an adequate supply of power and water in all areas.

The main point about the Authority is that it must take the lead in stimulating economic development, and not merely sit back and give a little help to those who ask for it.

Transport

THE only good roads and railways in Wales are the few extensions of the English transport system which reach our industrial areas. *Their main purpose is to take Welsh raw materials and basic products like sheet metal out of Wales to serve English industry, and to open up the highly populated parts of the country to commercial distribution centres in England.*

Apart from these few exceptions, Welsh roads and railways are amongst the most backward in Europe. Our roads are winding, narrow and bumpy, our train services (where they have been spared) so slow and involving so many changes, that its almost quicker to walk. By road or rail it is easier and quicker to get from northern to southern Wales via England—or even, from north-west to south-west, via Ireland!

While a comparable small country like Belgium is completing 1,000 miles of modern motorway, there is still not a single mile in Wales.

Welsh transport board

The obvious reason for this lack of development is that Wales has had no Transport Board of her own to get on with the job. We have been tied to a Ministry and a Railways Board in London which spends most of its time thinking about the needs of England.

As long as England and Wales are lumped together, this is inevitable. In Wales, we have only 5% of Britain's population so we cannot expect much attention from people responsible for the whole of Britain. It's the system that's wrong. We must have our own Transport Board, whose sole job would be to improve transport of all kinds in Wales and in all parts of Wales. **We mustn't wait until industries have been established and created a demand for transport—that way we'll wait for ever. We must provide good transport facilities first—economic development will then follow, especially if the facilities are up-to-the-minute.**

Modernised railways would still be an important feature—with a network of regular services between all main centres, electrification of all lines, streamlining of signalling, use of rail-side stops with conductors aboard, etc. No figures for the finances of Welsh railways are available. It is likely that losses are small (e.g. the Cardiff region—including seven Welsh counties—has an income of more than £16 million a year greater than its current expenditure, before depreciation, interest charges, etc.), and that with a modern approach, the railways could become a paying proposition again.

Power and Industry

POWER supply is the basis of all industry. A Welsh Power Board must be established to ensure adequate supplies of all forms of power in every part of Wales and to co-ordinate the work of National Boards for each particular form of power.

National Boards for Wales must be established for coal, electricity, water and hydro-electricity in addition to the Wales Gas Board. The phenomenal success of

the Wales Gas Board has shown what can be done when Wales is treated as a national entity instead of being divided, as in the other industries, between various English regions.

A Welsh Coal Board could soon make the coal industry pay handsomely, and with a properly developed by-products industry to stabilise demand for coal and provide alternative work in mining areas, the mining communities could still have a long and extremely prosperous future, rather than the picture of decline at present facing them.

A great effort must be made too, under the leadership of the Economic Development Authority, to establish more secondary industries in Wales making use of our steel and tinplate. *These vast industries are too wide open at the moment to influence from the fluctuating condition of the consumer goods industry and to increasing foreign competition. We must make sure that the demand for steel is stabilised by creating an indigenous demand for steel in Wales, at the same time creating more and more varied opportunities for our school-leavers.*

More of the scientists and technologists we train in Wales must be given work in Wales—more apprenticeships must be available, and greater emphasis must be placed on business management training, with the establishment of a Business School similar to the famous Harvard Business School in the U.S.A.

Mid-Wales — The New Eldorado

EVERYONE refers to the terrible problem of mid-Wales; no one seems to have a solution.

They can't see the wood for the trees. For the stark fact is that mid-Wales could easily become the Eldorado of the new Wales—the boom area, the economic magnet.

The older industrial areas are losing their pull. The slate industry of northern Wales has long been in decline; the coal industry of southern Wales is slowly following it. Properly developed, of course, there is no need for the coal industry to suffer the same drastic fate. With the development of more and more by-product plants to stabilise the demand for coal and providing alternative employment for miners suffering from dust and whenever older pits have to close, there could still be a bright future for the coal industry.

But it can never again be the dominant factor in industry it has been in the past. Instead, other forms of generating power are becoming more important than the use of coal; and foremost amongst these is hydro-electricity.

Water

In fact, water is becoming one of the most important natural resources in the world. It is required in vast quantities by modern industry for cooling and other purposes, in addition to the possibility of harnessing it to generate hydro-electricity. A U.N.E.S.C.O. expert has forecast that by the end of the century it will be as valuable as oil.

Of all parts of Britain, mid-Wales is one of the most plentifully supplied with this increasingly important raw material. At the moment, mid-Wales secures very little benefit at all from its natural wealth, because the Government and Labour Party have swallowed the argument put forward by buffoons like David Llewellyn that "Water is God's, and therefore cannot be sold".

This applies only in Wales, of course, English authorities can sell to neighbouring authorities water which they take for nothing from Wales. In any case, if water is God's, so is coal, and Mr. Llewellyn should hand his family fortune back to the Church.

We need a Welsh Water Board which would ensure adequate supplies for all Welsh needs and sell the surplus to England, as all other natural resources are sold. With the profit, amenities could be improved and light industries established in rural areas. The job of revitalising mid-Wales would have begun.

Hydro-Electricity

A Hydro-Electricity Board should be set up to begin the task of producing hydro-electricity in mid-Wales. Existing reservoirs and dams could be adapted for this purpose, without interfering with the present use of the water. For fairly small cost, a vast new source of power could be secured, and this would establish a firm economic base for mid-Wales and much of the rest of the country. The balance of population in Wales could be put right, new and improved roads and railways would inevitably be built, connecting one end of the country with the other.

Farming

THERE must be a new farm policy for Wales, with real incentives to improvement rather than mere cushions against bad conditions.

A blanket policy for England and Wales will not do—climate, soil, terrain, size of the farms, main farming activities all vary considerably and a policy designed with English conditions in mind does positive harm to farming in Wales.

The new policy must help the small farmer and smallholder, provide more adequate grants for soil improvement, new buildings, better machinery. There must be more research and advice on land reclamation, on co-operative methods of production and marketing.

Inducements to amalgamation of farms should be dropped, as production per man is higher on large farms (due to a higher degree of mechanisation), but production per acre is less. We need the highest production level and the highest employment potential, all of which points to an active small farms policy.

Local Government

Too often, there's no element of 'government' about Local Government at all. Our Local Authorities are just the messenger boys of Whitehall—carrying out the Minister's instructions, making sure he approves of any ideas of their own.

This is what they were designed to be. But as we have no other elected bodies in Wales to safeguard our interests, our Local Authorities must become more militant. They must refuse to carry out functions of which they disapprove, insist on doing other things whether they get permission or not, and combine together to form a solid organisation to fight issues affecting the whole of Wales.

The Government can deal with isolated examples of awkwardness from a single Local Authority, but they'd have little answer to a concerted campaign—e.g. the establishment of industries by local authorities to provide their own needs and local employment, or a plan to use government funds to begin building a north-south Wales trunk motor-way.

A Welsh Association

On national issues such as closure of railways, the effect of the block grant system, leasehold and town redevelopment, they could fight far more effectively if they had a permanent association with permanent officials. Vast sums of money are wasted in membership fees to English Local Government Associations, which bring nothing in return but trips to Eastbourne or Blackpool for a few councillors—an effective Association of all Welsh authorities would pay much greater dividends to the ratepayers.

Redevelopment

IT'S been said that Hitler did a good job in bombing some British cities. Many slum areas were cleared ready for redevelopment—that is why one of the first and best new city centres in Britain is in Coventry.

You might think that no one really approves of such heartless destruction, even if it helps the job of rebuilding, until you stop to realise that many of the plans of our local authorities for tearing down houses, demolishing homes and breaking up communities are almost as heartless as Hitler's bombs.

Many of our towns certainly need modernisation and redevelopment, especially in view of modern traffic conditions. But the job must be done with consideration for the people whose homes or businesses are in the areas affected, and in consultation with them. There must be none of the heartless stupid bungling seen at Aberystwyth, where the first knowledge many people had of such a scheme was an official letter saying their homes were to be taken from them.

Landgrabbers

Many of the present schemes are put forward by land and money grabbers from England—property companies who can see fat profits for themselves in central town redevelopments. They want the land on the cheap, so instead of buying it in the open market, they persuade the local authority to buy it by compulsory purchase order at a fraction of its value, and then lease it cheaply to them.

The property company then rebuilds the area—forces the local authority to pay for any parks or other open spaces, and subleases the shops and living accommodation for the highest price possible. This almost always means the local traders are squeezed out, all the shops are taken by multiple stores (look at Swansea). In any time of difficulty, these will be up and out, because they are not rooted in the area and have no concern for it, except for the profits they can get out of it.

Redevelopment is needed, but it must be done in the interests of the town itself. The Government must make funds available for local authorities, or traders in co-operation, to carry out their own extensive modernisation schemes.

Leasehold

THE leasehold system causes untold worry and consequent ill-health to a lot of old people. In many cases, it may well have brought on an early death, by the worry of losing a life-long home, of finding a new home, of paying a fantastic price for the freehold rights (sometimes several hundred times the ground rent), and of facing terrific bills for repairs demanded by the ground landlord.

This system is an English one, existing in the form we know it only under English law. It has always been opposed by the people of Wales, where it is more widespread and its effects are worse than in England.

The system must be abolished at once for owner-occupied houses, whether the ground landlord is a private individual, a local authority or some other institution. All other aspects of the system must be revised and drastically overhauled.

Education

Educational facilities must be improved—especially scientific and technological education and management training. This is a technological and managerial age, and unless we train our youngsters in this work, and ensure opportunities for them to work in Wales after their training, we shall continue to lag behind other countries.

Schools must pay more attention to subjects preparing for such courses, there must be more high quality technical colleges and a College of Advanced Technology must be set up in North Wales, like the one in Cardiff.

Quota

The quota system, restricting the number of teachers an authority can employ, must be abolished. We must be allowed to provide work for our youngsters whom we train as teachers.

But no one can be a happy and full member of society unless he is a full part of it, which means he must understand it and be able to identify himself with it. This means that Welsh history and literature must be taught in all Welsh schools, and that all Welsh children will be brought up to have at least a working knowledge of the Welsh language.

When this is done, it will be possible to make Welsh a fully official language, of equal status with English—i.e. we believe in Wales it should be possible for anyone to use either Welsh or English as he chooses on all official business. In a technological age, it is important to avoid turning our children into robots with no vital concern for their community.

The Arts

FAR more government support must be given to the arts in Wales — which at present receive a mere pittance in comparison with the vast state aid given to the arts in England—which, in turn, falls far short of the kind of support given to the arts in many other countries, both small and large.

A Broadcasting Corporation and an Independent Television Authority should be created for Wales, with complete charge of broadcasting and television on a national scale. Small private and municipal radio stations should be encouraged, to give full expression to local needs and aspirations.

The Future

THIS is obviously not all that is needed in Wales. The need to build more and more houses at reasonable prices (rather than just make promises to build), the need for more and better schools and hospitals is all painfully evident in Wales. But we cannot do everything at once. The important thing is to make a start.

We believe we have listed the most important tasks that need to be tackled by a government responsible for the welfare of Wales. It is unlikely that any government in London will carry out these minimum, essential measures. The only way to force them to do anything at all is to vote for Wales by voting for Plaid Cymru—and when it then becomes obvious that they are not willing or are not capable of tackling the whole job properly, we must assert our right to get on with the job ourselves, and together

Build a New Wales