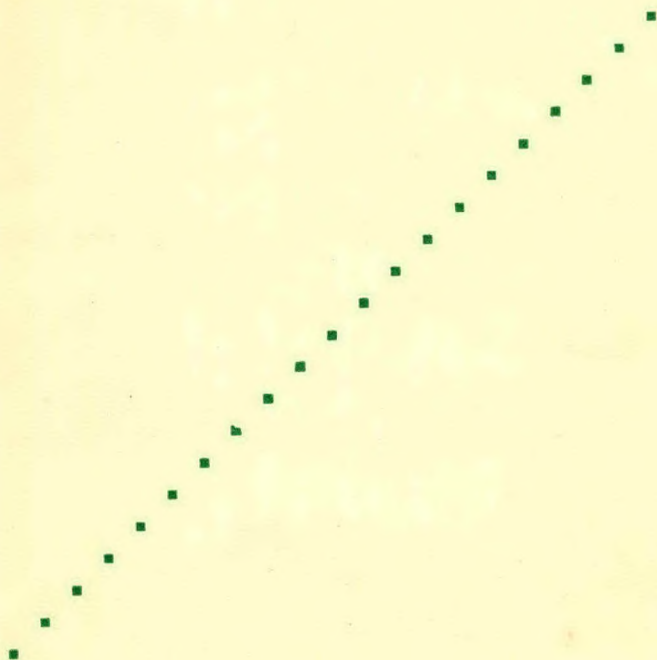


THE ANSWER



YOU WANT IT

WE HAVE IT

YOU want the good things of life—

friendship, loyalty, respect, shared interests, common security, more money to spend, to save, to give away

YOU

have been missing out on your fair share of all these things in recent years

LET'S GET THEM BACK!

LET'S MAKE A NEW START TOGETHER!

Eendrag Maak Mag

that's the only way to a better Republic!

Cut out the weak spots, build on the best —
it's easy!

But HOW?

There **IS** only one way and that is the common sense, middle way of the **UNITED PARTY**.

UNITED PARTY policy is **RIGHT**.

RIGHT FOR ALL RACES.

RIGHT FOR OUR CHILDREN.

RIGHT FOR WORKERS.

RIGHT FOR BUSINESS.

RIGHT FOR OUR SECURITY.

RIGHT FOR SOUTH AFRICA!

CONTENTS

● OUR POLICY FOR WHITES	1
● THIS IS OUR NON-WHITE POLICY	2
● WHAT OUR POLICY WILL ACHIEVE	4
● THIS IS OUR POLICY FOR THE WORKERS	5
● THIS IS UNITED PARTY POLICY FOR OUR CHILDREN	6
● PROSPERITY IS OUR BUSINESS	8
● FOR INVESTORS	9
● FOR FARMERS	10
● THE SMALL HOLDER	11
● THIS IS UNITED PARTY POLICY FOR SECURITY	12

**SUPPORT THE SOUND POLICIES OF THE
UNITED PARTY
— TALK UNITED PARTY POLICY —**

OUR POLICY FOR WHITES

— is as old as the Party itself —

“... the **development of a sense of South African national unity**, based on the equality of the Afrikaans- and English-speaking sections of the community, coupled with the recognition and appreciation by either section of the distinctive cultural heritage of the other.

Equal language rights in respect of the Afrikaans-speaking and English-speaking sections of the population shall in practice, in so far as the State is concerned therewith, be exercised and maintained in all respects, and in every part of our national life within the Union.”

— From our “Programme of Principles”, 1934. —

We have no time for petty squabbling, together we must solve far more serious problems and together we must take the responsibility for our decisions.

We will build a bilingual nation. Every encouragement and opportunity will be given to each language group to know and appreciate the other's achievements, so that the spiritual and material attainments of both will be the common heritage of all. The aim to share our heritage must begin in the schools. (See also page 11).

WE MUST HAVE A BIGGER WHITE POPULATION:

- more skilled workers;
- more businessmen;
- more capital and consumers;
- new initiative that comes with new people;

All this means prosperity and greater strength for South Africa.

Can we ever forgive the present Government for discouraging immigration in the past? Simple common sense demands that we maintain our numbers as best we can and do not fall behind.

What Australia and Canada have done, we can do, too.

It is United Party policy to increase our White population as rapidly as economic conditions allow by immigration, and to encourage the increase of our settled White population through children's allowances, tax rebates and the like. In carrying out its immigration policy, the United Party will pay due regard to the maintenance of the South African way of life.

SOUTH AFRICANS HAVE A GREAT TASK —

YOU MUST HELP US
TO MOVE FORWARD TOGETHER.

SUPPORT THE PARTY THAT UNITES WHERE
OTHERS DIVIDE!

THIS IS OUR NON-WHITE POLICY

Here are the main points of the United Party's race policy, adopted by its Bloemfontein Congress in August, 1961. The policy was described by Sir De Villiers Graaff as "an ordered advance to Race Federation."

The basic principle on which the policy rests are:—

BASIC PRINCIPLES.

- A willingness to share the fruits of Western civilisation;
- Maintenance of White leadership;
- Respect for individual dignity, regardless of race; and
- Inter-race consultation at all levels.

IMMEDIATE STEPS.

The immediate steps that the United Party will take to relieve racial tension will be:—

- Review of all laws infringing the individual dignity of non-Whites;
- Humane administration of laws like the Group Areas Act and the Pass Laws.
- The recognition of a responsible Urban Native middle class as a bulwark against agitators; they will enjoy pass exemptions, controlled home ownership and undisturbed home life.
- Encouragement of the rapid development of the Reserves with, inter alia, the aid of White skill, initiative and capital.
- Development of elected local government institutions for all Natives. Representation in Parliament by White M.P.'s and Senators elected on a Separate Roll.

Indians

are recognised as a permanent part of the population. They will be given relief from those economic provisions of the Group Areas Act which interfere with their traditional means of livelihood.

Talks will be held with Indian leaders to determine their future political status.

Coloureds

will be accepted as part of the Western group and restored to the Common Roll with the right to sit in Parliament, if so elected.

Job reservation will be replaced by the rate for the job, and there will be drastic revision of the Group Areas Act.

THE ULTIMATE GOAL IS A RACE FEDERATION —
the United Party's alternative to Bantustan apartheid:

South Africa will be ruled by a sovereign central Parliament; Each racial group will have a defined share in this government, and basic rights of individuals, groups and areas will be entrenched constitutionally.

The federation will primarily be one of races — not territories. Where possible, predominantly white and predominantly black areas will for administrative purposes, be grouped separately as political units.

The UNITED PARTY pledges itself not to introduce any changes in the political representation of non-Whites beyond its present accepted and published policy without a clear and specific mandate from the electorate by way of a REFERENDUM or a GENERAL ELECTION.

WHAT

OUR POLICY

WILL

ACHIEVE:

THE UNITED PARTY

- + Will keep Coloureds as part of Western group.
- + Recognises that Natives in urban areas are there to stay and that provision must be made for them and their problems.
- + Will make use of Reserves to help solve our racial problem.
- + Will really make Reserves prosperous with help of White capital and skill.
- + Recognises that Native Affairs are the Government's business and must remain under Government control.
- + Recognises that if we are to govern and control the Native population, they must have a voice in the Government.
- + Will bring harmony in place of our present troubled race relations.
- + Will regain us the sympathy and support of the outside world.

WE HAVE **PROOF** THAT OUR POLICY OF
RACE FEDERATION HAS HAD SYMPATHETIC
RESPONSE FROM MANY GROUPS OUTSIDE
THE UNITED PARTY.

DON'T MISS THIS CHANCE OF UNITED ACTION
SUPPORT THE SOUND POLICIES OF
THE UNITED PARTY.
TALK UNITED PARTY POLICY.

THIS IS OUR POLICY FOR THE WORKERS

WHAT DO WORKERS WANT?

- A GOOD JOB WITH A SECURE FUTURE;
- GOOD WAGES;
- SECURITY OF EMPLOYMENT;
- THE CHANCE TO ADVANCE;
- GOOD RELATIONS WITH THE BOSS AND FELLOW WORKERS;
- GOOD CONDITIONS OF WORK;
- THE ASSURANCE THAT EVERY PAY INCREASE WILL NOT BE SWALLOWED UP IN A RISE IN THE COST OF LIVING OR INCREASED TAXATION;
- SECURITY IN THEIR OLD AGE.

This Government can't even guarantee your job —

- ☐ our customers abroad don't like this Government; they may look elsewhere for business.
- ☐ Investors are holding back.
- ☐ **Your** factory may go on short time.

Dr. Verwoerd is more concerned with Bantustans than with you!

- We have **proof** that lowerpaid workers in areas bordering on the Reserves are competing with you unfairly.

JOB RESERVATION CAN'T HELP YOU

IT'S USELESS TO "RESERVE" YOUR JOB IN ONE PLACE IF OTHERS ARE GOING TO TAKE IT AWAY BY DOING IT CHEAPER IN BORDER INDUSTRIES!

YOUR ONLY DEFENCE IS

THE RATE FOR THE JOB

This is common sense: no worker can undercut you if the wage paid for the job you are doing is fixed.

A UNITED PARTY GOVERNMENT WILL

- **KEEP** South Africa prosperous.
- **UPHOLD** strong Trade Unions, organised on the Western model, free of party political interference.

- **ENCOURAGE** collective bargaining and the liberty of Trade Unions to negotiate agreements enforceable in law.
- **ENSURE** fair wages and favourable working conditions in the case of workers who are not adequately organised in Trade Unions.
- **THE UNITED PARTY** recognises the right of European workers to protection against unequal competition from lowerpaid non-European labour and it believes that the interests of workers both European and non-European, will best be safeguarded by the continued acceptance of the principle of the "**rate for the job**" in industry in order to avoid the displacement of Europeans by non-European labour at lower rates of pay.
- **GRADUALLY APPLY** the principle of "equal pay for equal work" as between men and women.

A GOOD JOB NEEDS A GOOD MAN

- it is **UNITED PARTY** policy that technical training must be stepped up.

A country's development is as good as its labour force. More state money will be spent on higher education and the vocational training of young South Africans so that no able child shall be without the opportunity of advancement through lack of education.

80% of our labour force is non-European. — It is common sense that it should be better trained so as to increase to productivity which will inevitably result in a higher standard of living for both Europeans and non-Europeans.

The United Party will do everything possible to protect all workers and to foster harmonious race relations in industry.

What about Native Trade Unions?

Owing to the fact that the Native labour force consists of different classes of labour, varying from the primitive, unskilled group to semi-skilled and skilled workers, the problem of their collective representation cannot be resolved by one method only, and will have to be determined only after consultation with responsible leaders of existing Trade Unions and organised management.

THE ACID TEST OF GOVERNMENT POLICY IS THE VALUE OF YOUR PAY PACKET

- the hundreds of millions of Rands this Government plans to spend on Bantustans must come out of your pocket;
- wasteful expenditure in Government departments is also increasing taxation;
- unnecessary Government interference in industry is putting up the cost of production;

UNDER A UNITED PARTY GOVERNMENT YOU WILL GET MORE FOR YOUR MONEY THROUGH

- efficiency in place of politics in Government departments;
- more goods produced by better trained, better employed labour;
- improved marketing of all agricultural products.

AND OF TREMENDOUS VALUE TO YOU

- A NATIONAL CONTRIBUTORY PENSION SCHEME — free of the means test
- A HEALTH SCHEME that will cut out wasteful expenditure to give you and your family financial security in times of illness.

**GOOD BUSINESS — GOOD JOBS — GOOD GOVERNMENT
GO TOGETHER.**

**SUPPORT THE ONLY PARTY THAT CAN RESTORE
CONFIDENCE IN SOUTH AFRICAN BUSINESS —
THE UNITED PARTY.**

THIS IS UNITED PARTY POLICY FOR OUR CHILDREN

THE UNITED PARTY STANDS FOR THE FREEDOM OF
PARENTAL CHOICE IN EDUCATION AND THEREBY
RESTORES THE CHILD TO THE PARENT.

WHY IS EDUCATION SPECIALLY IMPORTANT IN SOUTH AFRICA?

- because under the Nationalist Party racial division begins in the schools;
- because our children must maintain their position on the continent of Africa in the future.

UNITED PARTY EDUCATION POLICY AIMS AT

- education free of political bias.
- free parental choice of the official language in which their children are educated;
- educational standards second to none in the world — that means, as a priority, attracting more and better trained teachers;
- higher education for all able children who will benefit from it whether their parents can afford it or not;
- education for unity through bilingualism and an appreciation of the contribution of all racial groups to our national life.

WE ALL KNOW WHAT HAPPENS TO A HOUSE DIVIDED AGAINST ITSELF

- STRENGTHEN OUR HOUSE BY SUPPORTING A PARTY
THE NATURE OF WHOSE MEMBERSHIP IS PROOF OF OUR
ABILITY TO UNITE ALL TRUE SOUTH AFRICANS!

PROSPERITY IS OUR BUSINESS

Neither the best brains devoted to recent government reports on how to keep South Africa prosperous, nor any suggestions from private sources have improved on the basic soundness of the economic policy of the United Party as set out in 1957.

The trouble with this Government is that they never act on good advice!

THIS is what **WE** have told them for years:—

GENERAL :

We put **better incomes** for all people as priority No. 1.

To achieve this, we must restore the confidence of investors in the Republic. We must regain our lost markets and cement the goodwill of our trading partners abroad.

WHAT THIS GOVERNMENT HAS LOST US, A GOVERNMENT UNDER GRAAFF WILL REGAIN.

Our Party stands for more private enterprise and less government “business” and control —

A Government’s job is to create the proper climate for investment and to provide essential services, including those which private enterprise won’t tackle.

The less meddling in the affairs of well-run private business the better.

FOR INVESTORS:

Taxation and other policies that will encourage saving, attract capital from all sources and encourage investment. Population growth means more work-seekers: industry and commerce will play the major rôle in providing the jobs: all economically sound propositions will get protection where necessary to set them on their feet.

A United Party Government will not tell you where to put your factory, but will help you to put it where your business prospects are brightest.

WILL A **United Party** GOVERNMENT ENCOURAGE INDUSTRIES IN AREAS THAT BORDER ON THE RESERVES?

Yes, certainly — there, and in other areas as well that offer business advantages and conform to common sense development. **The prosperity and development of existing towns and villages must be maintained.**

We must make the most of South Africa's **water resources.**

It is only the unrelenting pressure of the United Party through the years that has forced the Government to announce the Orange River scheme.

South Africa's cheap coal gives us about the cheapest **power** in the world, the wider use of which must be explored — why should we not process more of our minerals for export?

Rigidity in transport services must go — **road transport** must take its rightful place in our modern economy.

THE DEVELOPMENT OF THE RESERVES WILL ADD TO GENERAL PROSPERITY BY INCREASING THE SPENDING POWER OF OUR POPULATION.

Our policy for better wages, coupled with increased productivity of our non-European population, will also mean bigger markets, and bigger markets will mean mass production and lower costs — and still bigger markets!

You won't invest if you can't sell — good **Markets** are essential and are the aim of United Party policy both at home and abroad and especially on the Continent of Africa. **It is our duty and our desire to make friends, not lose them.**

For Farmers:

Feeding the people is a country's most fundamental task — it is the basis of our prosperity and security.

Our farmers are increasingly responsible for the raw materials of manufacturing industry, while agricultural products amount to nearly a third of our total exports.

Farming is no easy job in South Africa, added to which there are the usual risks of bad weather — pests — disease — and fluctuating world markets.

FARMERS NEED HELP TO MAINTAIN STABILITY AND PROGRESS. Young Farmers particularly need help.

They will get it under a

UNITED PARTY

GOVERNMENT.

Our aim will be:—

- **TO PROTECT SOUTH AFRICA'S SOIL AND TO MAKE FARMING "GOOD BUSINESS;"**
- **FULL DEVELOPMENT OF OUR WATER RESOURCES;**
- **TO HELP FARMERS TO PRODUCE MORE GOODS CHEAPLY AND EFFICIENTLY;**
- impoverished soils will be rehabilitated with state assistance;
- the number of workers on agricultural research and veterinary services will be increased;
- education for a farmer's life improved and extended;
- factors which keep up the costs of production will be investigated, including lack of rural electricity;
- initiative will be used in the disposal of agricultural surpluses — the modern world has many uses for the humble mealie!
- cheaper and better distribution of farm products, within the aim and spirit of the Marketing Act, will be explored;
- the expansion of markets at home, in Africa and abroad will be a matter of continuous State concern.

Farmers deserve the just reward of a reasonable profit over production costs —

- under a UNITED PARTY government, producer prices determined under the Marketing Act will be fixed on this principle.

Able farmers, young and old, must get financial help from the State when they need it and for the purpose for which they need it.

Practicable crop insurance — help with income tax —
is **UNITED PARTY POLICY.**

And the small farmer — the **SMALL HOLDER?**

- **he needs help** with housing, water, electricity, with finance for implements;
he does not want unnecessary and arbitrary interference with his labour supplies.
- The Small Holder is an asset to the country. He will get the help he needs under a **UNITED PARTY** government.

O——OO——O

Every major act controlling farming in South Africa was introduced by a **UNITED PARTY** government — The Marketing Act, The Soil Conservation Act, The Land Bank Act, The Co-operative Societies Act, The Farmers' Assistance Act — and many more.

WHAT HAVE THE NATS. REALLY DONE FOR FARMERS?

They have gravely threatened their most important markets abroad by endangering our Commonwealth preferences and support!

**FARMERS ESPECIALLY NEED A
UNITED PARTY GOVERNMENT.**

O——OO——O

**IN ECONOMIC AFFAIRS, SOUTH AFRICA IS READY
FOR A SANER AND MORE BALANCED VIEW.**

- Proper emphasis must once again be placed on bread-and-butter issues.
- Every effort must be made to get rid of irritating interferences in private business.

**SUPPORT THE SOUND POLICIES OF THE
UNITED PARTY**

— TALK UNITED PARTY POLICY —

THIS IS UNITED PARTY POLICY FOR YOUR SECURITY

These are dangerous times — countries, particularly small countries, need friends, strong friends —

THIS GOVERNMENT HAS LOST US OUR FRIENDS
GRAAFF IS THE MAN TO WIN THEM BACK,
— WITH HONOUR.

"I stand second to no one in brooking no interference with the internal affairs of South Africa."

—Sir De Villiers Graaff in Parliament in March, 1961.

This is the UNITED PARTY Plan for your Security:—

- SAFEGUARD I.** ● The elimination of poverty.
● Common sense race policies.
- SAFEGUARD II.** ● Fulllest possible co-operation with the countries of the Western World and especially with our former friends in the Commonwealth.
● Friendship with States on the African Continent, which we accept as meaning an exchange of diplomats and other normal forms of contact.
- SAFEGUARD III.** ● Defence alliances with those States ready and able to assist us in time of war.
● The maintenance of a strong, efficient, modern Defence Force which will attract recruits and keep them in contented service.
● Efficient, modern training of the A.C.F. and Commandos.
● The fullest development of the Iron, Steel and Engineering Industries and establishment of adequate armament factories.
- SAFEGUARD IV.** ● The maintenance of a strong, well-disciplined police force, adequately trained to deal with South Africa's special problems, and suitably rewarded to attract and keep good men.

Then there is SOUTH-WEST AFRICA — THE PROTECTORATES
— U.N.O.

S.-W.A.: This Government is endangering the future of South-West Africa.
The United Party is opposed to interference with the rights vested in South Africa in respect of South-West Africa.

PROTECTORATES: The United Party wishes to see the Protectorates incorporated in the Republic of South Africa. Our plans for a Race Federation will further this aim.

U. N. O.: The United Party will watch South Africa's interests at U.N.O. and remain a member for as long as co-operation with member states is in the interests of South Africa and the West.

O-----OO-----O

**SOUTH AFRICA UNDER THE UNITED PARTY HAS A
MAGNIFICENT RECORD IN TWO WORLD WARS. WORLD
RESPECT FOR HER LEADERS CONFIRMED HER NATIONHOOD.
AS A FOUNDER OF THE COMMONWEALTH, WE BECAME A
NATION TO BE RECKONED WITH IN THE WORLD.**

United Party Governments have had over 30 years of experience in the service of South Africa and have proved in blood our

LOYALTY TO SOUTH AFRICA,
our only fatherland.

The United Party recognises and accepts the Republic of South Africa as an accomplished fact which marks an end to old divisions. The United Party affirms its undivided loyalty to South Africa, its National Flag and Anthem.

THESE ARE THE AIMS OF UNITED PARTY POLICY

- A NATION WHOSE PEOPLE ARE PROUD OF EACH OTHER.
- A RESPECTED PLACE FOR EVERY MAN WHATEVER HIS RACE.
- A GOVERNMENT THAT HAS THE TRUST OF ALL THE PEOPLE.
- A GOOD LIVING FOR ALL AND THE CHANCE TO IMPROVE IT
- PEACE AND SECURITY.

ONLY THE UNITED PARTY HAS A
MIDDLE WAY—THE PATH OF
COMMON SENSE THAT WILL LEAD
TO PEACE AND SECURITY.

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