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	Sommario/riassunto	Politics on the Canadian Prairies are puzzling. The provinces share a common landscape and history, but they have nurtured three distinct political cultures -- Alberta is Canada's bastion of conservatism, Saskatchewan its cradle of social democracy, and Manitoba its progressive centre. The roots of these cultures run deep, yet their persistence over a century has yet to be explained. Drawing on over eight hundred pieces of campaign literature, Jared Wesley reveals that

dominant political parties have used one key device -- rhetoric -- to foster and carry forward their province's cultural values or political code. Social Credit and Progressive Conservative leaders in Alberta emphasized freedom, whereas New Democrats in Saskatchewan stressed security. Successful politicians in Manitoba, by contrast, underscored the importance of moderation. Although the content of their campaigns differed, leaders from William Aberhart to Tommy Douglas to Gary Doer have employed distinct codes to ensure their parties' success and shape their provinces' political landscapes.