

ness. Of course, there are drawbacks, but they have been surmounted, and will continue to be. In case of miners' strikes, the fuel situation becomes grave; in case of drought, the lack of water. But no matter. Hail sweeps down with wide destructive swath; frost nips the kernel of the wheat untimely. Rain may drown, drought may parch, heat may scorch, and does in places; yet these, not one nor all, can stay the steady stream of incoming peoples, nor stem the tides of ever increasing prosperity. The shack of poplar poles and brown sods makes a way for palace of cement block and Georgia pine, the prairie schooner for the automobile. And this in the space of a few years! Truly a great and magic land.

But there are dangers. The speculator holding large tracts of land unimproved levies a double toll; one, the while upon those actually at work improving their own property and opening up the country, the other at some future time when he unloads his holdings upon those who must pay

greatly enhanced prices. But the greater and greatest danger is a moral one. Life is more than land. Progress is more than palatial homes, large farms and swift cars. The material presses hard upon the spiritual. But we are full of hope. The Westerner is intelligent, whether old timer or new comer. This is particularly true of those from our own, older East, or from across the line. His is a frank nature, a generous hand. Colleges, schools of learning, remedial agencies spring up on every hand.

The cities, like the individual, have the ambition and the hopefulness of youth. They are all great in fancied possibilities, and many of them in what they have and are. Solidity, permanence, progress are their watchwords. Winnipeg, situated in mid-continent, and the gateway to what is itself a continent, fills the heart with admiration and the eye with wonder. Brandon, Regina, Moose Jaw, Calgary, Edmonton, Saskatoon are no mean cities being

but just begun. Yet Winnipeg, in point of population, is larger than all these lumped into one. It can live and let live. A stone dropped into the pool makes some splutter where it falls, its ripple is not discernible at a hundred yards. Regina and Moose Jaw compete feverishly. But competition cannot operate at five hundred or a thousand miles.

Let no one say that travel across these great spaces is any longer monotonous or tedious, while all nature revels in fruitfulness and bloom. Even finest music palls. What endless roundelay of wheat and oats, of flax and barley, green and golden, purple and amber; leagues of virgin sod gray with its years, freshly turned dark earth in hundred and three hundred acre summer fallows! Here, visibly and audibly, if anywhere or ever, the fields clap their hands, they laugh and sing.

This is Canada's heritage and Canada's century.



SUNLIGHT SOAP	
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A SINGLE SOAP FOR BOTH LAUNDRY AND HOUSEHOLD—FROM MONDAY TO SATURDAY

MONDAY—that's wash day; then Tuesday, Wednesday, Thursday, Friday and Saturday each demand soap for their own particular purposes—and even on Sunday the dishes have to be washed.

Sunlight Soap is the household soap—the soap for every need of every housewife.

Sunlight Soap has in it just that quality tone to dissolve the dirt and wash all kinds of clothes pure and clean so that either hard or soft lukewarm water can be used.

There is no free alkali or chemicals in Sunlight to injure fabrics, hands, woodwork or anything on which it may be used; there are no unsaponified fats to leave grease or musty odors. Nor is there a single trace of foreign—bleaching or cleansing—acids of any kind in it; Sunlight is free from "loading" or "filling" materials. We will pay \$5,000 to anyone proving otherwise. That offer has been standing for years now—and no one has ever taken it up yet!

Sunlight Soap leaves clothes snow-white and clean-smelling without boiling or rubbing—leaves woodwork with all the pristine lustre that it had the day your house was built and with no blue, soapy scum over it—makes common glassware sparkle and glisten like cut-glass—washes every particle of grease from dishes and leaves them perfectly clean to dry without polishing until your arms are tired.

Use Sunlight Soap according to directions—try it just once—and convince yourself that it will do twice as much as other soaps.



5c

USE SUNLIGHT SOAP THIS WAY

Do not use boiling water with Sunlight Soap—lukewarm water is sufficient. Hot water weakens fabrics, removes paint and is liable to crack chinaware. For washing dishes, rinse well in hot water after washing—it will help to dry them quickly.

SUNLIGHT SOAP

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