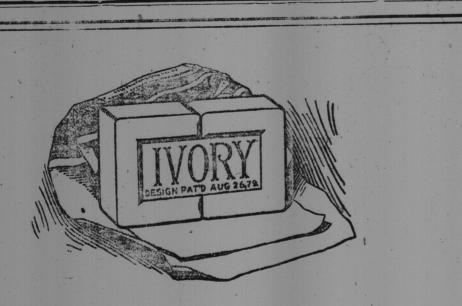


wels, and you have

MADE IN CANADA

re other circumstances, and now that be period of econstruction is sectually on us it acquires even added sign-cance. This programme is not put forward production, based on the pfrate owner-ing the name of Socialist, but by one of the work but also the very basis of the recognized parties in Bittish public fe, with forty members in the House are with important representatives in lange of contrins belowing in the individual system the basis in a dominant representatives in lange of the individual system and the intervention of the star with important representatives in the inner war cabinet. To individualist system the basis in a dominant representatives in the inner war cabinet. To be provided of the system of the start of useful to the or that port is that what is not this or that piece of social an-early of the matter the individual worker, of the matter the individual system and pistual, resulting therefore any wholes it look from a distancer. Which it matter into a different in dividual system in different in dividual system in a systematic approach to the start work in get the function of the early of this matter the individual worker, of that matter the individual system and pistual, resulting therefore any wholes it look from a distancer. Which it matter and the statesman, immersed in dially ro-tied and ablest of the state most, which it matter and the distribution protection of the states in advised in the dividual system of the state most, subject classes, or matter and the state most and the state is proposely. The with the statesman is protection of the state count in the particle of the distribution. Just a large state for the matter is not the state of the state most and the state most is statesman interest that which is the states and the statesman, immersed in dialy ro-tied astistem and the state most and the statesman interest the which is that the advise the look state in dividual system is a statesman intervent the which is the statesman interest of every person horn into the advise the l



For Tender Skins

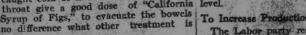
Ivory Soap is soothing and comforting to the tender skin. Millions of mothers use Ivory for baby's bath because of its mildness and its freedom from materials which irritate. It can be used for toilet, for fine laundering, for washing dishes or glassware, with the complete assurance that it will not roughen or redden the skin.

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

IVORY SOAP

99.#% PURE



and of more science and intelli-to every branch of the nation", together with (c) an improve in social, political, and industria isation; and (d) the indispensable e organisation; and (d) the indispensable matshalling of the nation's resources so that each need is met in the order of, and in proportion to, its real national importance. We do not, of course, pre-tend that it is possible, even after the drastic clearing away that is now going on ,to build society anew in a year or two of feverish "reconstruction." What the Labor party intends to satisfy itself about is that each brick that it helps to lay shall go to erect the structure that lay shall go to erect the structure that

its evil shadow of wages driven down The Pillars of the House. We need not here recapitulate ,one by ne, the different items in the Labourty's programme, which successive rty conferences have adopted. The als, some of them in various ns worked out in practical ften carelessly derided as in e often carelessly derided as impra-cable, even by the politicians who sto tem piecemeal from us! The membe of the Labor party, themselves actu working by hand or by brain, in c contact with the facts, have perhaps than those who dependent in the second secon ed b t possessions. But today no man is to say that anything is imprac-ble. The war, which has scared the political parties right out of their mas, has taught every statesman and ry government official, to his endur-surprise, how very much more can ong the lines that we have down than he had ever before ght possible. What we now prom-e as our policy, whether for opposiout, systematic, and comp plan for that immediate so which any ministry, whether t it desires to grapple with the m, will be driven to undertake. lars of the house that we se to erect, resting upon the of society in all its activities, may

The revolution in national finance

(d) The surplus wealth for the mon good. The various detailed proposals of the Labor party, herein briefly summarized, rest on these four pillars, and can best be appreciated in connection with them.

PROOF OF NEED FOR MOTHERS' PENSIONS

(Toronto Globe.) women of Ontario who have ed the franchise would get toand conduct a campaign for the ion law in they would earn the of many a heart-broken w left bare to the blasts of adversity The Rev. Peter Bryce of Earl

"(1) Father died of pneumonia. Four their cause, should have a weekly all

monia. Five died of pneumonia. Five eight, six, four, two years, ght months old. died of tuberculosis after

"from Contented Cows"

dend, but of useful commodities and services; that this increased productivity is obviously not to be sought in reduc-ing the means of subsistence of the workers, whether by hand or by brain nor yet in lengthening their hours of work, for neither "sweating" nor "driv-n ing" can be made the basis of lasting prosperity, but in (a) the socialization of industry so as to secure the elimina-tion of every kind of inefficiency and waste; (b) the application both of more honest determination to produce the very hours and of more science and intelli-

sufficient to prevent the break-up of the home and the scattering of the children

Don't Use the Knife

That's the barbarous way of

