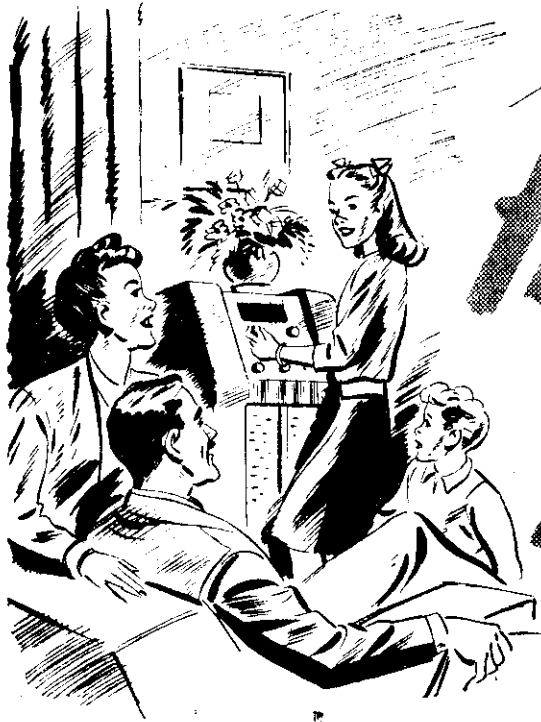


For a fuller, happier



Home and Family life

keep LABOUR in!

NO other Government in New Zealand's history has done more to make home a place of happiness than Labour has. It abolished the fear of insecurity. It made possible a new high level of living standards. It provided services and amenities which its opponents declared impossible. New Zealand homes no longer know the meaning of fear.

LABOUR KEPT PRICES DOWN Nowhere else in the British Empire have prices been so successfully controlled as in New Zealand. Despite war-time shortages of goods and foodstuffs, prices have been held firmly on all the essential needs of the home. Some prices have risen, of course, because the costs of imported raw materials have risen—but when you make comparisons WITH ANY OTHER COUNTRY OF THE WORLD, you will still see that the New Zealander is best off. Rationing, too, has ensured that everyone gets their fair share in a time of shortage—and prevents those with most money getting most goods. Price control protects the family budget under Labour.

SOCIAL SECURITY MEANS FINANCIAL SECURITY IN TIMES OF STRESS When Labour went into office there was no provision for invalids (other than the blind), nothing for widows once their children turned sixteen, no sickness benefits, a family allowance paid only to people on the breadline, and an old-age pension of 17/6 a week for those over 65. Then Labour introduced Social Security—real financial security against misfortune and sickness and old age. This new idea was bitterly opposed by the Nationalists—but accepted by the people of New Zealand gladly. Now, from birth to old age, there is a shield of protection to guard the family from financial disaster, to protect them when they are sick or bereaved, to secure through family benefits and other safeguards the means of freedom, whenever economic welfare is threatened.

MORE JOBS, BETTER JOBS UNDER LABOUR

There are two ways of making work. You can pay men to shovel dirt where machines could do the job a hundred times faster—or you can encourage useful production that creates new goods for people to buy, and new jobs for the men who make the goods. Labour took the second road to record prosperity. Industry flourished as never before. Since Labour took over, 40,000 new jobs exist that were never there before. And do those who cry "Labour shortage" to-day want unemployment back again? All jobs to-day are better paid than ever before. And working conditions, with shorter hours and annual holidays, have never been better. The fact that there IS a job for the bread-winner, that it's a WELL-PAID job and that its CONDITIONS are better than ever are all-important in adding happiness and security to family life.

LABOUR ATTACKS THE HOUSING PROBLEM

This is a simple fact about house-building that stands out above all criticism. Under Labour, despite six war years when labour and material were diverted to defence purposes, more houses have been built than in any other similar period in our history. Last year, the private home-builder and the Government together built an all-time record number of houses! And in the next five years Labour plans the building of 60,000 homes. Labour stands for MORE homes, and BETTER homes.

Vote LABOUR
FOR FAMILY SECURITY