

The Ladder of Health Is your child at the top?

This diagram shows the results of an important investigation into the growth of children between two and five years.

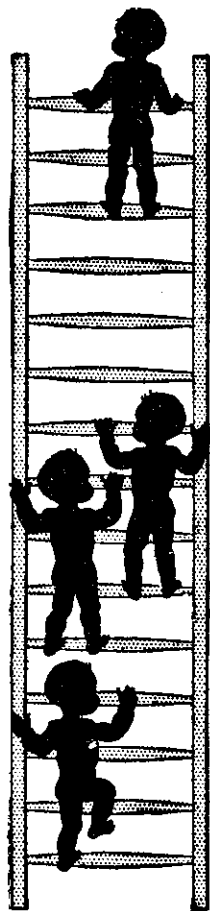
Weekly Gain:

2.6 oz. while
on VIROL.

1.2 oz. while on
Halibut Oil
(and Milk).

1.0 oz. while on
Cod Liver Oil.

0.3 oz. while
nothing was
added to usual
meals.



Recently a mother was heard to say:
"I do all I can to build up my kiddies' strength, but they are always catching colds or some other infection. I'm afraid they are naturally delicate."

This common complaint from anxious mothers is entirely wrong! There is no such thing as being "naturally delicate." The simple fact is that growing children, however sound their appetites, need "something extra" to maintain proper growth. Ordinary foods cannot supply all the demands of a young and growing body. VIROL only can supply everything kiddies need for their healthy development — as proved clearly by the scientific investigations described above.

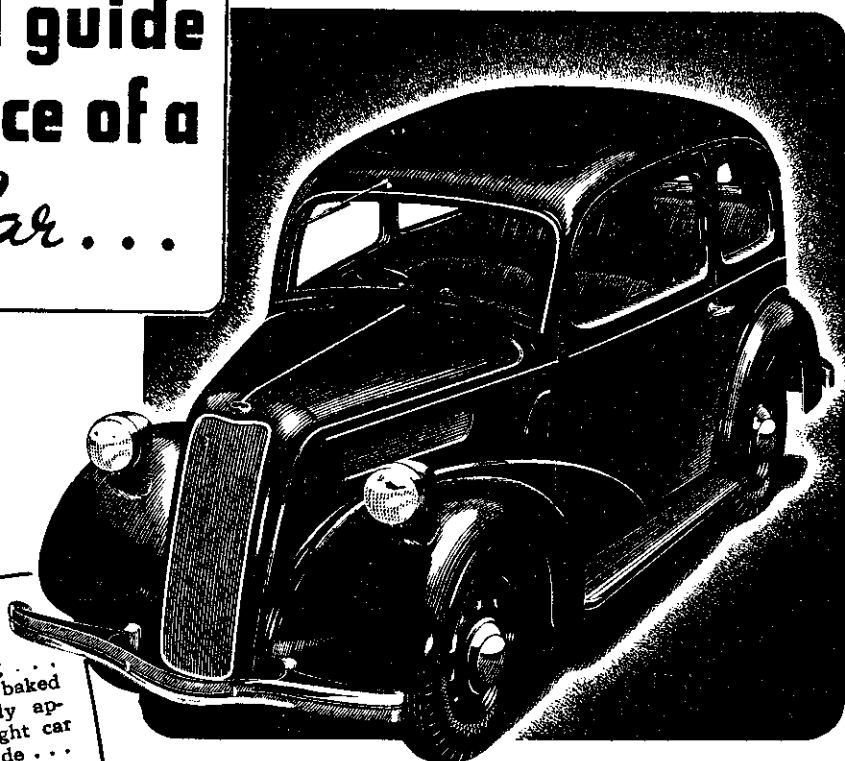
Wouldn't you like to see your children growing healthier, stronger, and happier every day. Try them on VIROL! And watch VIROL build firm flesh and muscle, sound bone and teeth.

VIROL

If Virol is unobtainable from your chemist or storekeeper, write to the New Zealand Distributors—

WRIGHT STEPHENSON & CO. LTD.,
P.O. Box 1520, Wellington.

What will guide your choice of a *Light Car...*



• APPEARANCE?

Style . . . Perfect streamlining . . .
Rich body colours in exclusive baked
enamel finish . . . Beautifully ap-
pointed interiors . . . The light car
that leads the 1939 style parade . . .
that's the Ford "Eight."

• PERFORMANCE?

Whatever performance angle you
consider . . . lively acceleration, fast
and effortless hill-climbing, or smooth
power in abundance . . . touring, short
runs or city driving . . . the 1939
Ford "Eight" will more than satisfy
your most critical test.

• ROOMINESS?

A really roomy light car . . . Head-
room and elbow-room to spare, with
tubular frame front seat construction
for added leg-room . . . and an un-
usually spacious, enclosed luggage
compartment. You'll appreciate the
extra roominess of the 1939 Ford
"Eight."

• SAFETY?

If you place safety first, you'll decide
on the 8 h.p. Ford—because these are
the safety features you cannot do
without—Welded all-steel body and
frame, positive Girling-type mechani-
cal brakes, push-pull hand-brake on
dash, easy self-centering steering,
large windows.

• ECONOMY?

The 8 horse-power Ford gives
you true all-round economy.
Petrol consumption of 40-45 miles
per gallon . . . better than 20,000
miles to a set of tyres . . . really
low general upkeep . . . and a
high re-sale value.

DECIDE on the Ford "Eight" and get
everything you need in a light car . . .

Appearance, Performance, Roominess,
Safety, Economy . . . And when you
inspect this car and examine its quality
finish, its high standard of workmanship
throughout—you'll realise it is *value far
above the price*. Accept an invitation drive
and prove the Ford "Eight" for yourself.

then your logical
choice is the 1939

8 HORSE-POWER FORD

INVITATION.—Please accept this as an invitation to
visit the New Zealand Ford Factory at Lower Hutt,
Wellington. Only when you have been conducted
through this modern plant can you fully appreciate
the quality built into every Ford Product.

AUTHORISED FORD DEALERS EVERYWHERE

FORD MOTOR COMPANY OF NEW ZEALAND LIMITED LOWER HUTT WELLINGTON
Ford V8 De Luxe V8 Mercury Ford 8 h.p. Ford Prefect 10 h.p. Lincoln-Zephyr V12