

For  
lovely  
lips

Make Tokalon Lipstick the guardian of your youthful charm. Tokalon adds glowing richness of colour with soft moist and lovely naturalness of texture. Tokalon can be quickly applied in clean crisp strokes and does not easily rub off. In four shades at your favourite cosmetic counter.



LIPSTICK  
**Tokalon**  
REGD.

Creation of Tokalon Ltd.,  
Avon House, Oxford Street, London.



**INDUSTRY  
NEEDS  
Power!**

to produce the weapons of war that will gain us victory. Small savings of electricity by each one of us releases a vast aggregate of power for the war factories. Save as much electricity as possible by using—



**MAZDA**  
LAMPS

THE  
**NATIONAL ELECTRICAL**

AND ENGINEERING COMPANY LIMITED

BRANCHES ALL MAIN CENTRES.

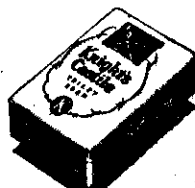
Distributors for the  
British Thomson-Houston Co. Ltd., Rugby, England.

M15.4

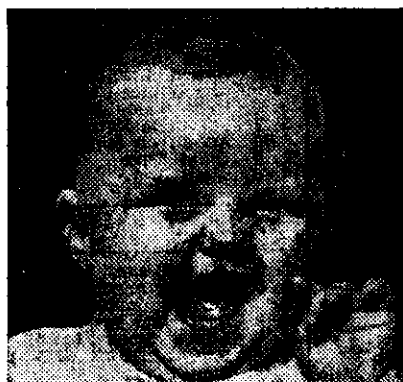
For  
Economy buy  
**Knight's  
Castile**



THE SOAP WITH  
THE LAVENDER  
FRAGRANCE



MADE BY LEVER BROTHERS (N.Z.) LIMITED,  
JACKSON STREET, PETONE. J.37.322



*Untroubled by Teething*

Teething is easier when habits are regular and the bloodstream is cool. Steedman's Powders—a safe and gentle aperient—keep habits regular during the teething period. Used by mothers for over 100 years for children up to 14 years of age. Keep some Steedman's handy.

Write now for Free Booklet  
'Hints to Mothers'  
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Give  
**STEEDMAN'S  
POWDERS**

FOR CONSTIPATION

*Aye, Aye, Sir*



I Keep My Teeth  
Completely Clean  
With

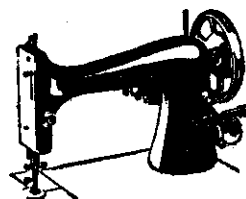
**PYREX**

TOOTH POWDER

All Chemists & Stores, 1/7 per large  
bottle.

Wholesale Distributors: Van Staveren Bros.,  
Ltd., 38 Lower Taranaki St., Wellington.

You  
can't replace it



**SO PROTECT IT**

Your sewing machine, your vacuum cleaner, in fact most of your household tools must last you for the duration. Protect them from wear and rust with 3-in-One Oil. Keeps them working smoothly.



**3-IN-ONE OIL**