



The Child's Face Tells!

MOTHER! IT MAY HAVE BEEN WRONG TO PUNISH HER

Perhaps that bad-tempered face isn't her fault—blame constipation which will be speedily and naturally remedied by Califig—the pure vegetable laxative—which is made especially for children.

In two sizes—buy a bottle at your Chemist or Store.

Califig

(CALIFORNIA SYRUP OF FIGS)

THE GENTLE LAXATIVE

Sterling Products International Inc.,
Astor Street, Newark, U.S.A.

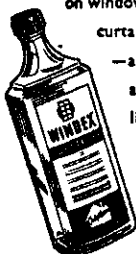
2.4

"Now I wash my windows without water or work!"

says Mrs. W.

Gone are the bucket-brigade days of washing windows—no more slopping water on window sills and floor and splashing on curtains—Windex has ended all that—a few drops on a cloth, a light rub and hey presto! windows sparkle like crystal. For cleaning mirrors, pictures, etc., Windex does the job far quicker, far easier and most economically too.

At all stores.



WINDEX

Glass Cleaner

Another TIDY HOUSE Product

As advertised by "AUNT DAISY"



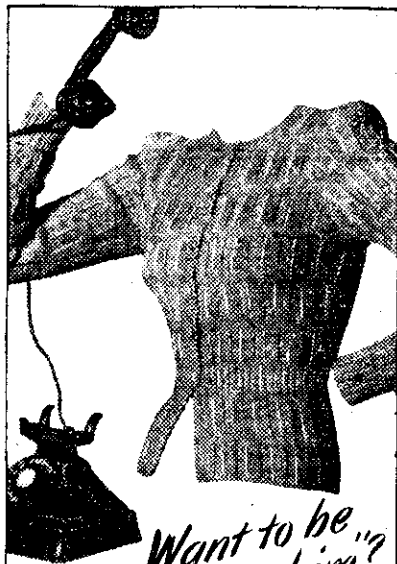
3 other Tidy House Products

FURNEX Liquid Veneer

HANDEX Hand Protector

BATHEX Bath Cleaner

N.Z. Agents: S.A. Smith & Co., Ltd., Auckland



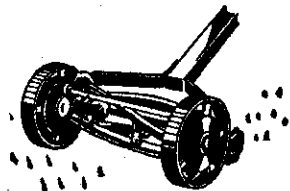
Want to be admired by him? Then keep your woollies soft and trim

You know how precious woollies are these days. That attractive sweater, for instance, you may not be able to get anything so nice till the war's over. But cheer up! If you wash it in Lux you'll add months—maybe years—to its life. Lux is gentle . . . contains no soda. Gives glorious suds that get woollens clean and soft, without the hard rubbing that felts and matts them.



MADE BY LEVER BROTHERS (N.Z.) LIMITED,
JACKSON STREET, PETONE. U.133.322.

You can't replace it



SO PROTECT IT

That lawn mower has to last you for the duration. Keep it working smoothly, keep it free from rust, with 3-in-One Oil. This famous lubricating oil adds years to the life of all your household tools.



3-IN-ONE OIL

NEURITIS

Doctors' treatments, mineral baths, advertised cures, did not work—but two packets of R.U.R. did the trick, states P. J. Doyle, ambulance officer, of North Melbourne. Writing in October, 1942, Mr Doyle says:—

"Dear Sir,—I have been a sufferer from Neuritis for many years, under several doctors, taking courses of mineral baths and using many well-known advertised safe cures, but to no avail. I was in Sydney on annual leave when a friend told me to try a course of R.U.R. Well, I was prepared to try anything to cure me; after two 7/6 courses of R.U.R. all effects of Neuritis had vanished, thanks to this great remedy. I always keep a bottle in my medicine chest." Notice how Mr Doyle leaves no doubt as to his faith in R.U.R.—"after two 7/6 courses all effects of Neuritis had vanished," he says. He is not alone in his faith, as scores of other ill-health sufferers find R.U.R. the only worth-while treatment.

Containing the fivefold health action of a laxative, liver stimulant, kidney cleanser, blood purifier and acid corrective, R.U.R. gives benefit to sufferers from 19 out of 20 of life's common ailments. So Take R.U.R. and Right You Are. A product of R.U.R. (N.Z.) Ltd., 241 Cashel street, Christchurch.



ONCE GREY-HAIRED...



...NOW DISAPPEARED

JOY to be lovely again! This splendid hair- tonic coaxes back new life . . . new lights into your hair. Safe, too! Primrose has been used and praised by women for over 40 years. Try it. You'll praise it too!

Primrose

HAIRDRESSING

SUCCESSFUL OVER 40 YEARS

Woolworths, Department Stores and elsewhere.
Cook & Ross Ltd., 779 Colombo St., Christchurch, Mfrs.