



Natural Lip Loveliness

It's yours with Cashmere Bouquet's

New Lipstick 'PINK' (natural)

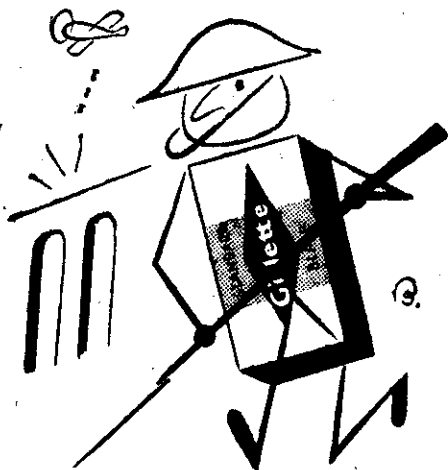
Apply it . . . finger-tip it well in . . . and natural 'PINK' lip loveliness is yours. Cashmere Bouquet colour-fast Lipsticks are also made with Rouge to match . . . in Light, Medium, Dark, Cyclamen, Royal Red, Orchid Red, Signal Red, Hawaiian Tan.

COLGATE'S

Cashmere Bouquet

QUALITY COSMETICS AT COMMON-SENSE PRICES

Write to Colgate-Palmolive Ltd., Cashmere Bouquet Beauty Research Dept., P.O. Box 77, Petone, Wellington, mentioning this paper, for a copy of the Cashmere Bouquet Beauty Booklet 'Speaking Frankly'. It is Free!



Into the thick of it! You can't get the Blue Gillette Blades for the moment. They're helping the guns abroad. But the Standard Gillette—the blade in battledress—is as tough and keen and on the job at home. Steeled for the attack, it mows down all before it—smoothing the way to that Victory smile!

Gillette in battledress

Gillette "Standard" Blades 3/- per packet of 12.
Fit all Gillette razors, old or new type.

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think themselves above such matters as dress and how to run a home. So along came the advertisers. They saw in the betterment of mass culture a chance to sell more things. Well, what is wrong with that? It tends to lift the masses culturally. It does not say to the man coming in from the barn smelling of the stable, "You boor, you pleb, get out! You stink!" which was, of course, the attitude toward the peasant in Europe. But it says to everyone, "If you have B.O., you offend. Take a bath, clean yourself, and come in."

It does more. It makes those things available to the great masses. Our five-and-ten-cent stores are to me as interesting as any of the bazaars I have ever visited in Cairo or in Japan or India . . . But what it has done even more is that it has tended to lift the women in the home out of the class of drudge. By concerning ourselves with the everyday things of the home, with gadgets and devices that simplify yet improve the techniques of living, we have lifted the modern woman from the level of a peasant in the fields. If you take a few vulgar movies, and jitter-bugging, and overlook the tendency to lift the housewife and her children above the drudgeries and isolation of the home, then you are talking about something we do not understand.

GIRL GUIDES FOR EUROPE

Appeal By Headquarters

WE have been asked by Dominion Headquarters of the Girl Guides Association to print this paragraph:

A call to members, past and present, of the Girl Guide Movement to volunteer for relief work in Europe under the direction of UNRRA is urgently made. All young women over the age of 18 who are physically fit and have certain qualifications may volunteer and take the training, but probably only those over 21 years will be sent abroad. The qualifications necessary are humanitarian motives and some Guide qualifications of ability, initiative and reliability and camping experience; also a knowledge of one or more of the following: nursing, medicine, vehicle maintenance, cookery, agriculture, child welfare, dietetics, occupational therapy, languages, or experience in welfare, emergency feeding or first-aid work.

The work abroad will probably be organising camps for those trying to return to their homes, manning wayside first-aid posts, cooking, helping in remote villages and on farms, looking after children, and doing any other jobs volunteers are asked to do. Only those with a clear understanding of the issues at stake and with sufficient steadfastness of purpose to carry them through the day-to-day hardship and strain, difficulty and monotony should volunteer.

Anyone interested should apply immediately to:

The Girl Guides Association
Dominion Headquarters,
P.O. Box 147,
HASTINGS.

marking envelope G.I.S. in the top left-hand corner and enclosing a stamped addressed envelope for reply and forms to be completed.