



*feel that
filmy coating*

The tongue test says:-

"Use

Pepsodent

TOOTH PASTE"



MAKE the tongue test—run the tip of your tongue over your teeth. Feel that filmy coating? It ought not to be there — it need not be there. Film collects dingy stains and you feel it — others see it — yet Pepsodent Toothpaste (containing Irium*) floats film away immediately. Pepsodent gives your teeth new sparkling brilliance. Get a tube of Pepsodent now for teeth that feel brighter to you and look brighter to your friends.

** Irium is Pepsodent's registered trade name for SODIUM LAURYL SULPHATE*

Pepsodent Co. (N.Z.) Ltd., 262 Lambton Quay, Wellington.

Rita Hayworth says

LUX TOILET SOAP
IS A WONDERFUL
BEAUTY CARE. IT
LEAVES SKIN
SOFTLY SMOOTH. I
USE IT EVERY DAY.



Actual statement
by Columbia's
RITA HAYWORTH
at Hollywood on
December 16th,
1941



*Costs so little
lasts so long*

MADE BY LEVER BROTHERS (N.Z.) LIMITED,
JACKSON STREET, PETONE. LT.104.322



"FLAVOURING
Is so important"

Have you tried Hansell's Clove, Pine-apple, Banana, Orange, Cinnamon and many more flavours?

Ask your grocer for

HANSELL'S
FOOD
FLAVOURINGS

Made by Hansell Laboratories Ltd., Masterton. 3,4