



The tongue test says,

"use

Pepsodent

TOOTH PASTE"

RUN the tip of your tongue over your teeth. Notice 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.

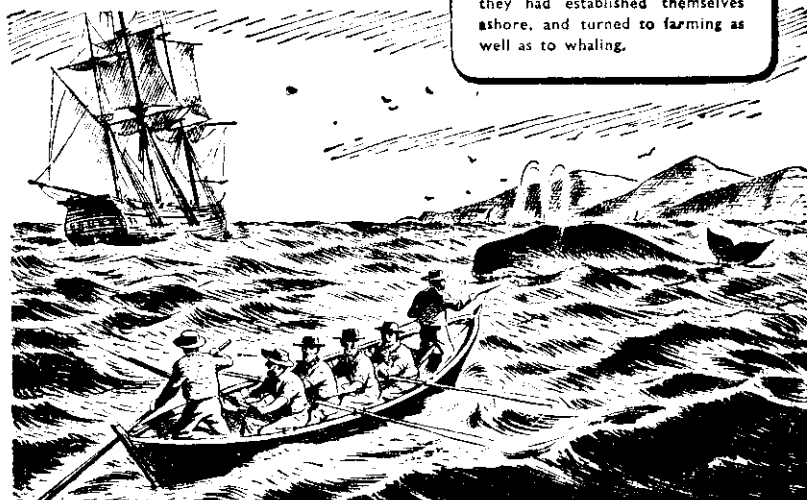
* Irium is Pepsodent's registered trade name for SODIUM LAURYL SULPHATE

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

Builders of New Zealand

WHALING IN NEW ZEALAND WATERS

Whalers and sealers first visited our coasts in the 1790's. By 1834 they had established themselves ashore, and turned to farming as well as to whaling.



In the year 1869, after the heyday of whaling, but early in our history, the Government Life Insurance Department was founded—evidence of the prudence and foresight of our splendid pioneers. It has become a National Institution and has provided perfect protection for several generations of New Zealanders. It will continue in future years to furnish the best that Life Insurance can offer. Make your future secure by insuring with the . . .

GOVERNMENT LIFE

The Pioneer
New Zealand Office
Established—1869



INSURANCE DEPARTMENT

17

Amazing HALF-HEAD Tests

Prove New Shampoo's Glorifying Action

Clearly Prove 4 Amazing Advantages

1. Adds more lustre.
2. Leaves hair silkier.
3. Faster, safer perms.
4. Safeguards hair's liveliness

Thrill to see your hair glorified by this amazing new shampoo—proved by the most daring tests ever made on a shampoo!



SHOWS THRILLING DIFFERENCE: LEFT: Soap-washed side—dull, lifeless. RIGHT: Colinated side. Hair like silk.

UNIQUE "half-head tests"—one side washed with Colinated foam, the other with soap or powder shampoo—gave amazing results: 1. Hair washed with Colinated foam was much more lustrous. 2. Felt smoother and silkier. 3. Retained natural curl. 4. Took better "perms" faster.

Not a soap, not an oil, this new Colinated

foam can't make that gummy, unrinsable "scum" of alkaline soaps and powder shampoos. Leaves hair silky—soft and glistening and twice as thrilling. Washes away completely all dirt, grease and loose dandruff.

Ask your chemist for a bottle of Colinated foam Shampoo. (Economical, too, because it costs less than 4d. a shampoo.)

CLINTON-WILLIAMS PTY. LTD., 38 Shortland Street, Auckland.

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