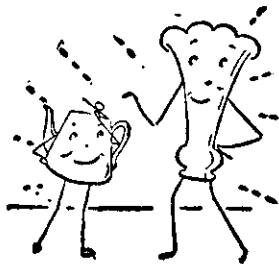


## KEEPING UP THE OLD CONDITION!



Silver scratched and crystal dull,  
"My," said Mrs. Ata,  
"You've been scouring these, my dear,  
And that's a serious matter."

Get some Silverglo, my girl,  
The very best plate powder,  
Makes silver shine and crystal look  
Immeasurably prouder."



"There you are," said Mrs. A,  
"That's the shining story;  
Silverglo gives precious things  
A new and radiant glory."

Face-powder fine is Silverglo—the perfect scientific cleaner for precious silverware, cutlery, crystal, porcelain, and all sensitive and lovely surfaces. Keep a tin of Silverglo in the house; reserve it for all special cleaning jobs and avoid the costly mistake of using harsh abrasive cleaners on high lustre finishes.

*Mrs Ata says*  
**SILVERGLO**  
*for safe shining*

Silverglo is a product of S. W. Peterson & Co. Ltd., makers of the famous Ata family of household products.



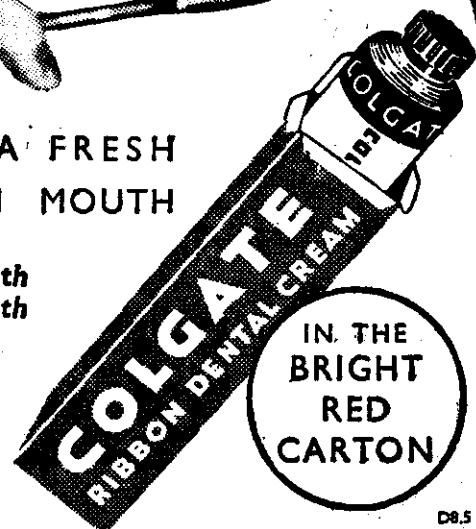
*Smile...  
and the world  
smiles with you!*



FOR A FRESH  
CLEAN MOUTH

*It cleans your breath  
as it cleans your teeth*

Listen-in to the Colgate Dental Cream Radio Programme 'In His Steps', 7.30 p.m., every Thursday and Saturday—all ZB Stations.



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BRIGHT  
RED  
CARTON

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UNIVERSAL  
EMBROCATION

For Generations the Family Standby for  
the treatment and relief of

**RHEUMATISM, SCIATICA,  
LUMBAGO, STIFFNESS, ETC.**

Elliman, Sons & Co. Ltd., Slough, Bucks, England.

**RUB  
OUT  
PAIN!**



S.4

**'I woke up  
a little hoarse'**

—but that was soon put  
right by those pellets  
of medicated Liquorice

**LIXOIDS**

Stacey Bros. Ltd., 385 Khyber Pass, Auckland.



10d. a Tin

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