

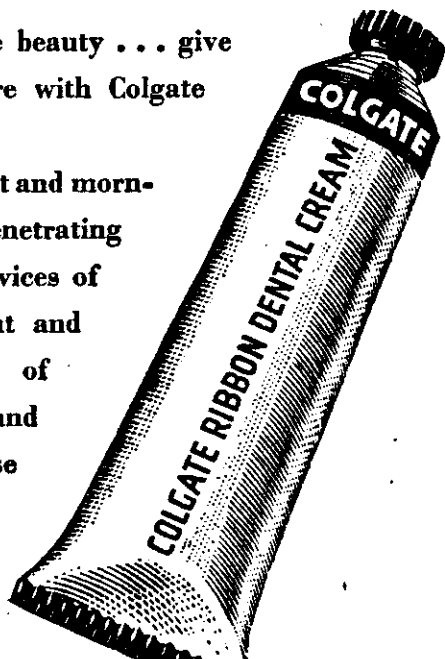


Pretty  
as a  
picture...

but a failure in a close-up

Don't be a long-distance beauty . . . give your teeth faithful care with Colgate Dental Cream.

Thorough brushing, night and morning, sends an active, penetrating foam right into the crevices of the teeth, searching out and removing every trace of decaying food particles and acid deposits which cause so much dental trouble and bad breath.



**COLGATE**  
RIBBON DENTAL CREAM

IN THE BRIGHT RED CARTON

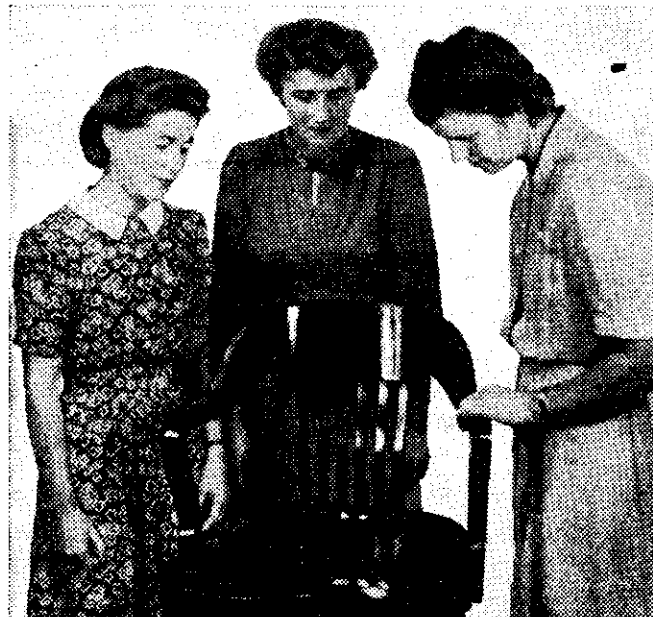
COLGATE-PALMOLIVE LIMITED, PETONE.

**PLAY SAFE**  
It cleans your  
breath while  
it cleans your  
teeth.

D10.5

## 150 WOMEN SAID

When 150 housewives in various Wellington suburbs were called on at their homes and asked what they considered were the essentials in a Floor and Furniture polish, they were unanimous that the ideal polish must be—(1) Easy to Apply, (2) Easy to Rub-up, (3) Give a lasting-polish.



## THESE 3 WOMEN SEE 'SPLIT-SECOND' TEST that Prove Superiority of WAXSHINE

The above photograph was taken when three ladies (all practical housewives) witnessed a series of "Split-Second" tests with WAXSHINE. In the photo the tests have been carried out on an ordinary office chair.



**Easy to Apply.** It took only 12.3 seconds to apply the WAXSHINE.

**Easy to Rub-up.** It took only 18.4 seconds to rub up the WAXSHINE to a beautiful brilliant polish.

**Long Lasting Polish.** After 14 days of ordinary daily office use, very little, if any, difference in the original high polish could be discerned.

### LINOLEUM TOO

On an area of 9 square feet it took only 16.3 seconds to apply WAXSHINE and only 18.4 seconds to rub-up to a lovely polish.

**CO**  
**WAXSHINE**

### WOMEN CONVINCED

After witnessing these convincing "Split-Second" Tests these three women said—"There is no doubt that WAXSHINE does all three...

(1) Is Easy to Apply, (2) Is Easy to Rub-up, (3) Gives a long lasting polish".

**Still at Old Prices**

3.6