

**LOVELINESS**  
BEGINS WITH SHARLAND'S

It's not what you put on last that gives you true loveliness . . . it's what you use *first*. And that should always be Sharland's Lotion. Cool and fragrant Sharland's refines and whitens the skin, makes a perfect powder base that assures a flawlessly smooth complexion. For hands too be sure it's . . .

*Sharland's Lotion*



Distributors: Sharland & Co. Ltd., Wellington. L.20

**If you suffer from  
SORE THROAT**

Here's how to stop that tickle in your throat, and soothe the raw, inflamed membranes! Let half a teaspoonful of "Vaseline" Petroleum Jelly melt on your tongue. It soothes throat membranes, relieves the hoarseness. Use "Vaseline" Petroleum Jelly, too, to help guard against sore throat. Keep the delicate tissues coated with the "Vaseline" Petroleum Jelly.



**Vaseline**  
TRADE MARK

PETROLEUM JELLY

W. J. BUSH & CO. LTD.  
38 Wakefield Street, Auckland

**BABY CRAFT  
CHANGE THE TEARS  
TO SMILES**

We cannot change the face of the sky—but there is a way to brighten our children when out-of-sorts fretfulness mars their natural happiness.

Constipation is one of the main causes of this fretfulness, but it can be overcome by the use of Steedman's Powders.

Steedman's Powders are made to restore gentle regularity to little systems without harmful purging and can be used from teething time to 14 years. These famous powders, stamped on the packet with the double EE, are obtainable everywhere.

Free booklet "Hints to Mothers" now available. Write for your copy—Van Staveren Bros. Ltd., Lower Taranaki Street, Wellington.

4.5

**HE SAID, THEY SAID**



I'M talking about culture he said.  
Oh yes they said we're interested in that.

You would even go so far as to say you are all for it he said.

Oh yes they said eagerly not perceiving his irony.

Well I'm against it he said.

Oh no they said you can't be. Besides you look so intelligent.

It is futile to flatter me he said. I am above all that. What have you got in the way of culture he said.

We have all the visible manifestations of culture they said proudly. Art galleries and what-not.

Do they pay he said.

You don't get the idea they said, they're not meant to pay. Not in crude cash the way you're thinking.

Oh they don't pay their way, these art galleries and what-not he said nastily.

Of course they don't pay they said.

Then they run at a loss he said. And who pays the deficit?

We do they said, though obviously that was the first time the thought had struck them.

And what benefit do you get out of this deficit you subscribe to he said. How many of you frequent these art galleries and what-not?

A few of us do, they said. Most of us don't.

You're very honest he said. And the most of you who don't, why don't you?

It's not exactly our cup of tea they said. We really prefer to go to the pictures or listen to Bing Crosby on the radio.

AND who directed these art galleries and what-not to be built at your expense he said.

We don't know they said. Presumably the few who go.

And so you subsidise the pleasures of the few he said.

It appears we do they said.

Heavily he said, rubbing it in.

They must cost a lot of money they said.

These people who build these art galleries and what-not for their own delectation, he said, and ask you to pay for them; do they, in return, subsidise your pleasures?

Eh, they said.

You shout them a free art gallery or what-not he said. Do they shout you a free trip to the pictures even?

No they said regretfully they don't.

Then why do you do it he said.

It raises our standard they said.

How can it when you don't go he said.

We mean the city as a whole they said. A town would look pretty low if it didn't have an art gallery.

I see he said. Then your motive is purely snobbish.

We deny it hotly they said.

THEN why don't you let the people who want these things pay for them he said. You don't have to pay to build picture theatres do you he said. No, people build them for you and do hand-somely out of it. Why? Because it's a form of culture that nearly everybody understands and likes. You don't pay much for your radio entertainment, do you? No, because everybody likes it and understands it and it pays its way. But the producers of erudite music and esoteric drama have to pay heavily to put their shows on because nobody would pay to listen.

What are you leading up to they said.

You've got no culture he said you're kidding yourselves.

We have so got culture they said. What about our carillon?

Your carillon he said wrinkling his brow in heavy concentration.

You know they said anxiously, up by the museum and art gallery.

Oh yes I know it he said, his face clearing with mendacious comprehension, you mean the wireless mast?

The wireless mast they said, words almost failing them.

*Excuse me -  
but every family  
should be  
CLEAR about Health*

An occasional glass of Andrews will help everyone in the family. Children especially like bubbling, sparkling, effervescent Andrews Liver Salt. Andrews refreshes the mouth and tongue, soothes the stomach and relieves acidity, checks biliousness, and finally, Andrews clears the bowels, correcting constipation. Good for young and old alike.

Make yourself CLEAR — say

**ANDREWS**

The Pleasant Effervescent Laxative



Scott & Turner Ltd., Andrews House, Newcastle-on-Tyne, England.

23A