

shoes. Many adults have had their feet marred by ill-fitting shoes. We want to prevent that in the future."

Effects of Environment

"How many schools will you visit?"

"Not every school in New Zealand, but a representative selection likely to show effects of different types of country and environment. Ages are from two to 15 years; two to four are Plunket children, and from five to 15 the primary school pupils."

The juvenile foot survey also has an economic aspect, since ill-fitting footwear does not have the same life of service as that which properly fits the wearer. The standardisation of footwear, and of basic measurements for lasts carried out in New Zealand in the last few years, corresponds with a similar scheme operated by the British Boot, Shoe and Allied Research Association in England. There the mark "Satra" has been registered, its use on a shoe signifying that the components conformed to specifications, that construction was guaranteed, and the last approved.

It is intended in New Zealand that in due course the standard mark will be used to distinguish footwear which conforms to size-requirements of the standard specification from that which does not.



An investigator records the shape and size of a child's feet by tracing their outline on paper



The eternal feminine

*You're feminine once more dear lady,
so put away your overalls
and think about your underalls—
every one a Berlei—for the brave new line
is exciting but exacting
with its upswerving bosom
and its incurving waist.
(You'd never get by without a Berlei).
To arms then! The war may be done
but the struggle's just begun;
curves, curves, curves are on parade!
(Courage lady—just enlist a Berlei's aid).*



Keep your hair
lovely now
and always
with

AMAMI



A scrupulously clean scalp, attractive, manageable hair—this is the result of a regular Amami Shampoo. Brunettes: use Amami No. 1. Blondes: Amami No. 5.

AMAMI

FRIDAY NIGHT IS AMAMI NIGHT

Amami Brilliantine will give your hair the fashionable polished effect.

Distributors: Simms Jones Ltd.,
221 Lichfield Street, Christchurch.

Proprietors: Prichard & Constance Ltd.,
Broad Street, London, England. A.I