

*I like it, because it's  
refreshingly  
different!*

**IPANA**  
TOOTH PASTE

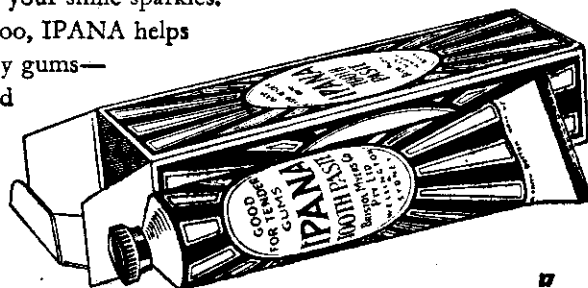


First time you use IPANA you'll say . . . This is the tooth paste for me! It's *refreshingly different* . . . the one with the out-of-ordinary taste. You'll like it.

You'll like the way your mouth feels. And you'll like the way your smile sparkles.

With massage, too, IPANA helps ensure firm, healthy gums—so vital to sound teeth.

The large tube is the economical size to buy.



Bristol-Myers Co. Pty. Ltd., 127 Manners Street, Wellington.



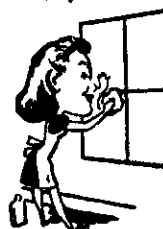
# Quality makes Bruce "King of Woollens"

The Bruce Woollen Manufacturing Co. Ltd., Milton, Otago.

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I DON'T BELIEVE IT!



HEAVENS, IT'S TRUE!  
I SIMPLY PUT  
WINDOLENE ON WITH  
A SOFT CLOTH



LET IT DRY A  
MOMENT... GIVE  
A QUICK POLISH...  
AND THE GLASS  
SPARKLES!

## WINDOWS CLEANED

**without bucket  
and water**

No more bother with that old bucket-and-water game to clean the windows. Windolene does the job in half the time with no hard rubbing.

Grease and dirt vanish . . . fly-marks disappear in seconds . . . and your windows have a rich gloss that lasts longer than you have ever known. Use Windolene for mirrors and picture-glass, too.

## Windolene

CLEANS WINDOWS EASILY

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