

**DON'T WORRY!
I BROUGHT A CASE
OF INGRAM'S**

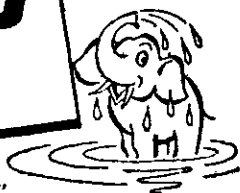


Once a man has used Ingram's Shaving Cream he will never be without it. Cream he is unique. The wiriest whiskers Ingram's is unique. The wiriest whiskers wilt to its penetrating lather. And the comfort! Oh, boy — the comfort! Your face feels simply grand — soothed by Ingram's inimitable coolness. Sceptical? My dear sir — try it!



**INGRAM'S
SHAVING CREAM**

**COOL and
COMFORTING**



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

17

**Get yourself the
smartest Bicycle made**



Obtainable from all authorised B.S.A. cycle dealers throughout New Zealand.

When you see a new B.S.A. Bicycle you're immediately impressed by its smart appearance and excellent design. When you ride one — you're twice as impressed! It's supreme in effortless, smooth-running cycling pleasure.

B.S.A. Cycles Ltd., England.

27a

4 Outstanding 'Government Life' Policies



that ensure
Family Security and Happiness

WHOLE LIFE ASSURANCE

WITH LIMITED PREMIUMS
You create an immediate
Estate but pay only while
you are earning.

ENDOWMENT ASSURANCE

Ensures payment of
cash to enable you to
retire in comfort.

CHILDREN'S DEFERRED ASSURANCE

An adult's policy at a child's
premium. Decide final form
of policy at age 21.

FAMILY INCOME ASSURANCE

Complete security for your
family. Gives 3 times the
usual cover until your children
are grown up.

Get full particulars of any policy which may interest you from
your nearest 'Government Life' Branch or write for descriptive
literature to Head Office, Box 563, Wellington.



**GOVERNMENT LIFE
INSURANCE OFFICE**

78 YEARS OF DEPENDABLE SERVICE

50

Virol *its value and use*

VIROL is a concentrated food prepared from Malt Extract, specially refined Animal Fats, Eggs, Sugars (including Glucose) and Orange Juice, with added Mineral Salts, Vitamins, etc.

VIROL is designed to provide, in carefully-balanced proportions, those essential food factors (not Vitamins alone, but also many others just as important), which are

most likely to be deficient in the rest of the diet.

VIROL is very palatable, easily and completely assimilated, and throws no strain upon the digestive system. In infancy and childhood, in illness and convalescence—in fact, in all conditions where a supplementary food is required—its growth-promoting and restorative properties are of proved value.

VIROL the food for growth

Agents: Wright Stephenson & Co., Ltd., 34, Custom House Quay, Wellington, C.I., N.Z.