

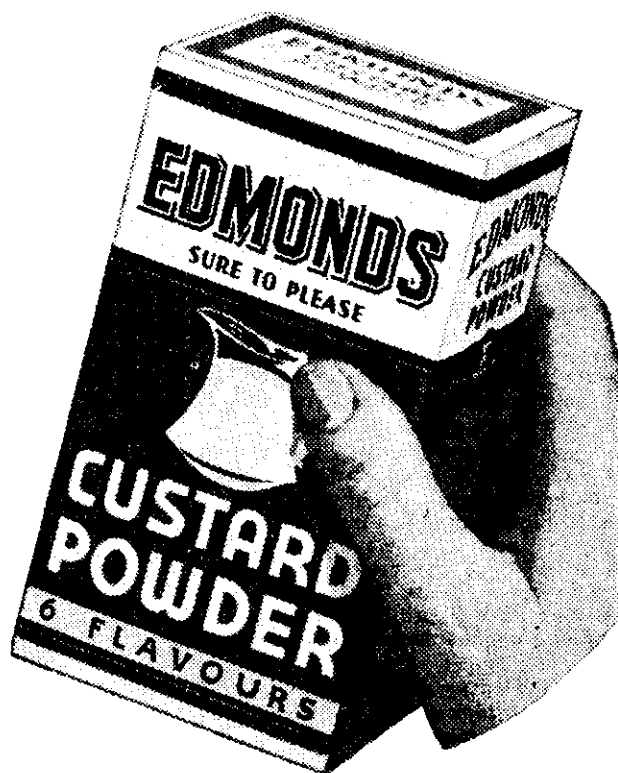
What a difference a jug of hot, creamy Edmonds Custard makes to stewed fruit or steamed pudding. Edmonds "Sure-to-Please" Custard is always economical and easy to prepare. One dessertspoonful makes one pint of delicious Custard, and there are flavours to suit every dish!

Edmonds

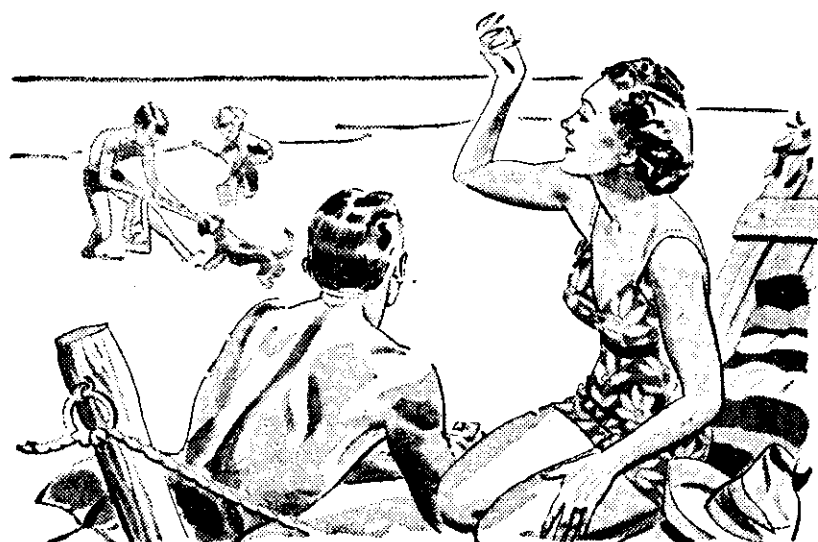
SURE-TO-PLEASE

CUSTARD

A Product of T. J. Edmonds Ltd.
Makers also of EDMONDS ACTO BAKING POWDER,
EDMONDS "Sure-to-Rise" BAKING POWDER and
EDMONDS "Sure-to-Set" JELLIES.



9.3A



ON THE BLUE HORIZON

Skies are grey now and dreary, but look ahead—the far horizon there is blue. That blue shall someday fill the midday heavens. Halcyon days will come again, bringing beauty back. Someday you will be out again under blue skies, your man at your side, feeling with a new intensity that life is warm and vibrant . . . with a new understanding for the beauty of simple, deep enduring things. Berlei beauty—under a war cloud now—will be back. Government standardization wisely conserves the precious fund of skill and material that Berlei beauty needs, for the war which must be won, and won

the hard way. But someday there will be no restrictions on our making the foundations you love. There are halcyon days ahead when we shall again be able to create for you the beauty now denied in a Berlei.

★ ★ ★ ★ ★

Berlei has given the Standards Institute its wholehearted co-operation because poise, posture and health are ensured by Berlei designs, divided into 13 figure-type groups. But, please do insist on being fitted accurately, for there is less elastic now to take up fitting inaccuracies.



Cold Weather Clothes For Children

(Written for "The Listener" by DR. H. B. TURBOTT, Director of the Division of School Hygiene)

THERE is a coolness in the air now. Mother will soon be thinking of winter clothes for her family. Her choice is limited because of scarcity and rationing, and because quality may be deteriorating she should have clearly in mind the best types of clothing before surrendering coupons and lightening the purse.

Clothes are needed to retain the body heat. Loosely woven wool and pure silk do this best, but pure wool and silk are probably unobtainable now. The warmth of clothes depends on the still air they trap round the body. The still air next the skin is a bad conductor of heat. It doesn't carry the heat away readily, and holds it there, keeping the heat in, absorbing heat from the body, warming it up the while.

For top clothes, wool gets the preference. The loose weave of wool imprisons the air, and yet allows fresh air to filter through and stop the clothes from getting too warm and moist. Inside, in winter, one layer of wool is enough; outside two layers may be needed. In practice this usually means gym. frocks, jumpers, woollen shirts and trousers. Children don't want too much on top. This is a common mistake, making them into little hothouses.

Underclothes must imprison the air too, and also absorb perspiration. They need to be of a loose-weave type or knitted to hold air and to let some of the moisture evaporate; in addition they must be absorbent without tending to be saturated quickly. Flannel used to be worn next the skin in grandmother's day; it failed to deal effectively with sweat and became sodden. It acted as a wet blanket round the skin. Loosely-woven cotton or linen, in which air cells are visible in the material, fills the bill well—imprisoning air and mopping-up moisture. Cotton underclothes, loosely-woven in a mesh, will keep us warm and dry. If these be worn there'll be no seasonal change required for summer and winter.

Let's have wool on top and cotton next to the skin. In between, for girls, a slip or petticoat or blouse; for boys, a shirt beneath a jersey or pullover if thought necessary. These may be cotton, linen, or silk, cotton being satisfactory and good. Remember that too many clothes are worn in New Zealand and that we would be healthier with less. Don't forget that boys need underpants and singlets; have these of cotton loosely-woven in a mesh, all the year through. Ring the changes in the wool top layer when more warmth is wanted.

Too many New Zealand boys and girls sleep in underclothes worn in the daytime. They simply put their pyjamas on over the top of underclothes. This is a very bad practice. By day, a layer of moist warm air is caught in the spaces of the underclothes, and the perspiration which goes on even on the coldest of days—approximately a pint daily—makes these underclothes damp. Both underclothes and skin want an airing.