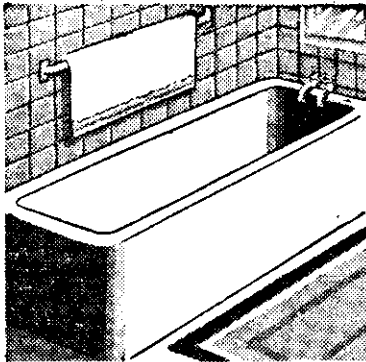


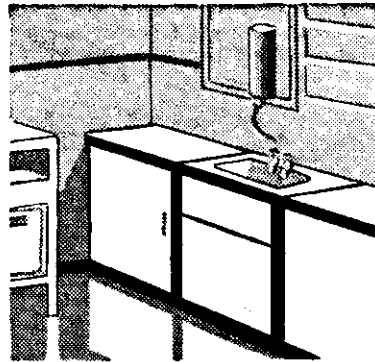
Treat a Surface on its Merits * *



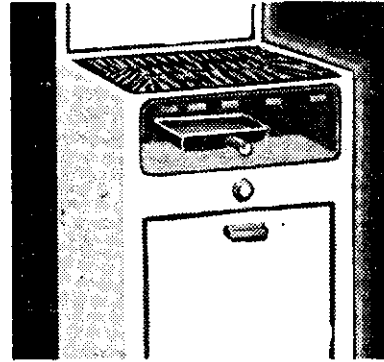
SILVERGLO for silverware, crystal, jewellery and chromium. A plate powder that coaxes out brilliance without harming the finest surfaces.



ATABRITE for mirrors, baths and sinks. Face-powder fine to avoid scratching, yet powerful enough to swish off smears and smudges, make future cleaning easier.



ATAKLEEN cleans and brightens pots, pans and cooking ware in a jiffy. It is a real go-getter for stains, grease, and smoky smudges.



ATAMAX for caked burnt-on grease on stoves and ranges. Tough and caustic, it wins out against the hardest cleaning job.



ATAGLEAM for polished wooden surfaces—spruces up dull furniture, enlivens the grain, protects the surface.

USE THE ATA FAMILY OF HOUSEHOLD CLEANERS

GOOD COMPANIONS FOR HOMELY THINGS



(Written for "The Listener" by DR. MURIEL BELL, Nutritionist to the Health Department)

DIGESTS are now in vogue, and so, dear eater, why not look into yours? While keeping strictly to the text, we have to follow its complexities. It has a good beginning if the food prepared is attractive in flavour and colour, and if the surroundings are pleasing as to clean cloth, vase of flowers, and touches of colour to the food; carrots, greens, radishes, beetroot, have their place in pleasing our minds as well as satisfying our nutritional needs. Nor must we forget the company and the conversation, nor lose sight of the fact that hunger is the best sauce. We must remember, too, that fatigue, worry, and rancour are opponents of the secretion of juices which make a good digestion.

Our psychological approach to food is the first thing that pushes the button for that complicated set of activities whereby the various ferments are poured out in succession; one digestive activity leads on to another, much in the same way as occurs in the inner workings of an automatic telephone. It is thrown out of gear just as easily too, by temporary disturbances—anger or fear acting as if it were a bit of grit in the works. Living at crossed purposes with life is just as bad as crossed telephone wires.

Chewing is Good for You

As to the mechanical side, the maxim to chew well is a good one. We New Zealanders do not eat enough of the hard foods that need chewing. This is surely one of the reasons why our teeth are crowded in narrow jaws—not enough chewing in childhood to widen the developing jaw. It appears to be also one of the factors in prevention of dental decay. Unfortunately, there is a vicious circle here—60 per cent of the adult population have artificial teeth, hence the food is made soft to suit their reduced powers of mastication, the children's dental development suffers, their teeth decay—and so it will go on unless we break the vicious circle by giving the children hard things to chew. Perhaps you have forgotten the day when the sweet crispness of raw turnips or carrots or Brussels sprouts made you remove them without permission from your father's (or someone else's father's) vegetable patch.

Again, the alimentary tract often objects to lumps of food which appear to cause spasmodic contraction of its walls, to hold the lumps back till they are reduced in size.

Digestion begins in the mouth, for here the saliva acts on starches, turning them, with a speed which is remarkable, into substances of smaller molecule, and finally into malt sugar. We have traced our food to the swallowing point only. Next time we shall have to follow its strange career after it gets out of sight.

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