

## NOW'S THE TIME

## to build for life

Your child builds his body from the nourishment he gets. See that he has every important food factor every day, for strong straight limbs and sturdy flesh, for extra vitality and steady nerves.

Give him a teaspoonful of Virol after every meal. That's the way to make sure he gets all the essential nutriments. That's the way to abundant health.

Virol is prepared from Malt extract, specially refined beef fat, egg, sugars (including glucose) and orange juice.

## Virol

MANUFACTURED IN ENGLAND BY VIROL LIMITED.

Agents: WRIGHT STEPHENSON & CO., LTD., 34, CUSTOM HOUSE QUAY, WELLINGTON, C.I., N.Z.





PATENT PENDING

5/6

with free small size Goddard's Silver Cloth for that final silversmith's gleam,

MADE BY THE MAKERS OF THE FAMOUS GODDARD'S PLATE POWDER

Distributed throughout New Zealand by Salmond & Spraggon Ltd., Wellington.

more and more

smoke **West End** *every day* 



The mild Virginia cigarettes you'll enjoy and be proud to offer Id for IO

EVERYONE LIKES WESTEND-THE BALANCED BLEND

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