



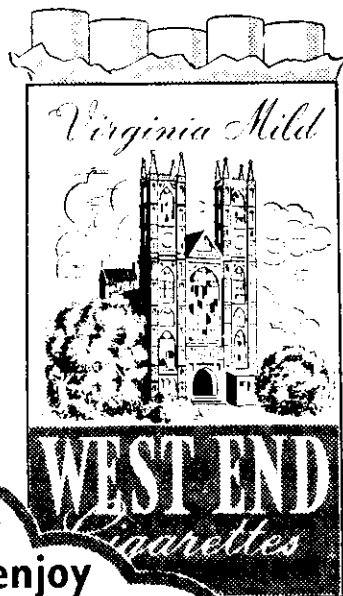
If you're hard to please

These beautifully made shoes will satisfy the man who likes something a little different. They are typical of the footwear in the O'B range—well designed, carefully built, and completely comfortable. Every pair is backed by more than 80 years of manufacturing experience.

O'B Shoes for Men

MADE BY M. O'BRIEN & CO. LTD., CHRISTCHURCH

more and more
smoke
West End
every day



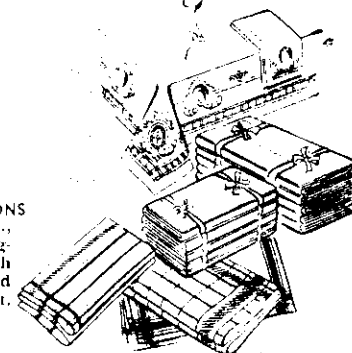
The mild Virginia
cigarettes you'll enjoy
and be proud to offer
11d for 10

EVERYONE LIKES WEST END—THE BALANCED BLEND

N.Z. LISTENER, OCTOBER 15, 1954.

IT'S IRISH LINEN WEEK!

FREE BOOKLET
FREE WASHING INSTRUCTIONS
Write to Irish Linen Assn.,
G.P.O. Box 1998, Wellington,
for free booklet "Irish
Linen in the Home" and
washing instruction leaflet.



See the special displays
of....
Pure Irish Linen
at your favourite store!

FASCINATING FASHIONS

Cool, comfortable, crease-resisting, Irish Linen is ideal for summer and it's a fabric that lends itself to ultra-smart styling.

EXQUISITE DAMASKS

Beautiful Irish Linen satinweave damask tablecloths and matching table napkins will be the most treasured items in your linen cupboard.

PILLOWCASES AND SHEETS

Irish Linen sheets and pillowcases are unrivalled for luxurious feel, comfortable coolness in summer, and for their unequalled durability.

TEA TOWELS

Irish Linen's exceptional absorbency makes it perfect for tea towels. It dries and polishes without leaving fluff.