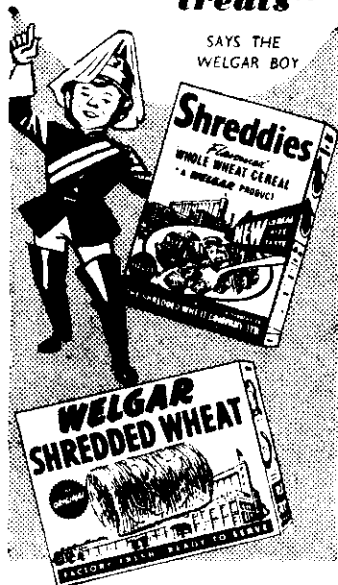


"Watch your family thrive on these Wheat treats"

SAYS THE WELGAR BOY



You can't give your family better nourishment than the crisp-toasted delight of Nature's finest cereal in its most wholesome easily-digested form. What energy you get from honest, sustaining Welgar Shredded Wheat! And for a change try spoon-size, "Shreddies" Cereal flavoured with sugar, malt and salt. They're both wonderful food value. Buy them today.

ASK FOR
WELGAR SHREDDED WHEAT
AND "SHREDDIES" CEREAL
AT YOUR GROCER'S

Cleaning time is cut by hours

Venlite PRESTO-KLEEN
Venetians

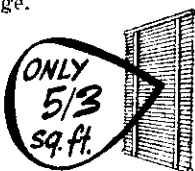
lift out like holland blinds

Presto-Kleen Venetians are designed for effortless cleaning. They lift down... dust or wipe clean... slip back into place. Full colour range.

Write for name of nearest agent.

Venlite Industries Ltd.

Mt. Roskill, Auckland, or Papanui, Christchurch.



Gifts of Prestige

HOLLOW-GROUND CUTLERY

You can cut out most Gift problems at a single stroke with Prestige Hollow-Ground Cutlery. For Wedding Presents or Christmas Gifts there can be nothing more practical; more acceptable, or more expressive of good taste. And with Sales Tax off, Prestige Hollow-Ground Cutlery costs only about half what you'd think!

ROSEWOOD or PASTEL CREAM HANDLES

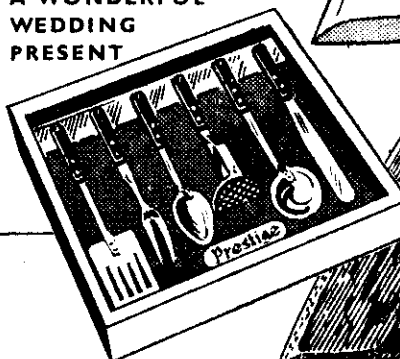
To use Prestige Hollow-Ground Cutlery is to enjoy one of the amenities of modern living. Finest Sheffield stainless steel blades, hollow-ground with precision set edges. Balanced rosewood or pastel cream handles, styled for elegance and comfort. There's a "Prestige" knife for every purpose.

Choose one of these Special Gift Sets

3-piece Carving Set

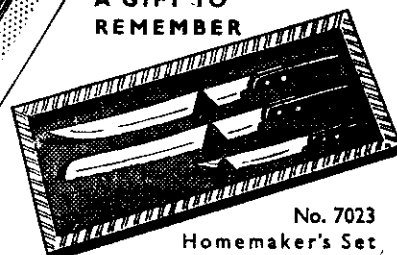
No. 7053

A WONDERFUL WEDDING PRESENT



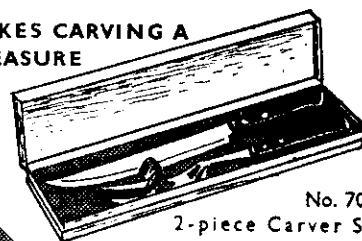
PRESTIGE Stainless Steel Set of Kitchen Tools

A GIFT TO REMEMBER



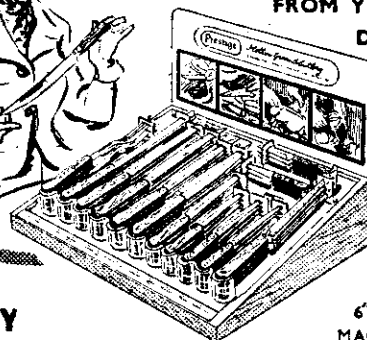
No. 7023 Homemaker's Set

MAKES CARVING A PLEASURE



No. 7032 2-piece Carver Set

YOU CAN SELECT INDIVIDUAL PIECES FROM YOUR DEALER'S DISPLAY STAND



BREAD KNIFE
PARING KNIFE
STEAK SLICER
SERRATED KNIFE
CARVING FORK
CARVING KNIFE
HAM SLICER
UTILITY KNIFE
STEAK AND GAME KNIFE

6" & 8" COOKS' KNIVES
MAGNETISED SHARPENING STEEL

Prestige

HOLLOW GROUND CUTLERY

at all good Hardware Merchants and Stores

Made by PLATERS & STAMPERS LIMITED of England (N.Z. Representatives: Brittain Wynyard & Company Limited, Auckland)