

*Time was
when
Smart women
wore
nothing...*

*In 1955
Smart women
in this
country
will wear
nothing but
Le Bijou
costume
jewellery.*

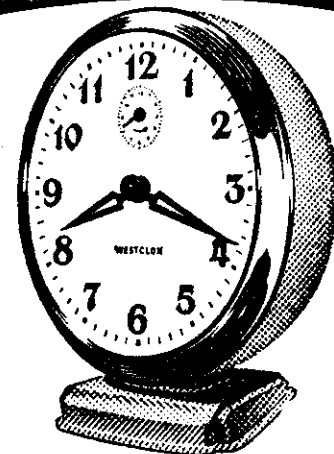
le bijou

Created by J. Block Limited, Wellington.

People everywhere wake up

TO

WESTCLOX



It's alarms like this lovely CONSORT that have earned Westclox such a good name. It's so good looking, with its smart ivory case and gold-coloured trim. So sturdy and reliable. CONSORT is only one of the large Westclox range. One reason why so many people all over the world prefer Westclox.

On time every time

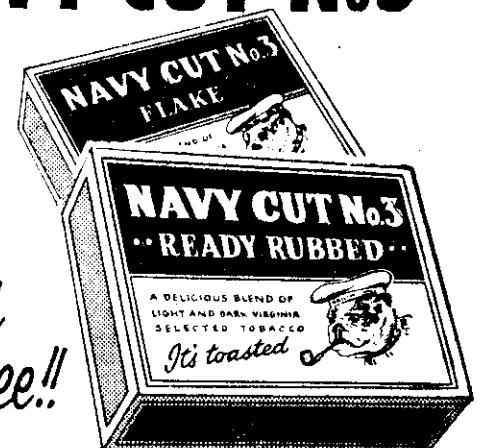
WESTCLOX—the makers of the Big Ben alarm
WESTCLOX LIMITED, STRATHLEVEN, DUMBARTON, SCOTLAND
Agents in New Zealand:
Messrs. Brown and Duroan Ltd., Wellington, Auckland, Christchurch.

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a
**good
pipe**
deserves

NAVY CUT No 3

**try
it
and
you'll
agree!!*



N3-5

N.Z. LISTENER, APRIL 7, 1955.