

Give them toys of



plastic



...they're unbreakable!

Children can drop, bend, bang or squash them—stand on them if they like . . . but they can't break them! Moulded in light, tough "Alkathene" (I.C.I. brand of Polythene), a plastic remarkable for its flexibility and strength. Washable, gaily coloured, realistic . . . toys in "Alkathene" are virtually indestructible.

"Alkathene" toys are available under a variety of trade names from stores throughout New Zealand. Before you buy, ask if they're made from "Alkathene."



IMPERIAL CHEMICAL INDUSTRIES (N.Z.) LTD.
Distributors of "Perspex", Nylon, "Alkathene", "Welvic", etc.

"What's going on there...



...Elastoplast of course"

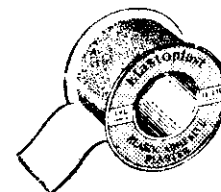
. . . and when you need Elastoplast, you need it quickly! The immediate application of Elastoplast Adhesive Plaster to a minor injury protects it from dangerous infection and helps it heal quickly. Elastoplast Adhesive Plaster can be cut to the desired length and holds fast till you take it off. Keep the familiar RED spool handy . . . always. Sooner or later, you'll be grateful for it.

In the RED SPOOL . . . from all chemists and stores.

Elastoplast
ELASTIC ADHESIVE
PLASTER

First Aid Dressings—in Red Tins—also available.

An **S&N** Product



4.5A

SMITH & NEPHEW (N.Z.) LTD., AUCKLAND.



if a ladle were able
it would say

ah! **BISTO**

for soups and stews
and all meat dishes

What a wonderful way BISTO has of turning family recipes into 'second helping' favourites! Watch those youngsters pitch into their food—it does your heart good! And, of course, BISTO makes gloriously thick, brown, seasoned gravy in a jiffy.

TRADE ENQUIRIES TO A. A. STICHBURY LTD., 8 GUTHRIE ST., WELLINGTON.

S.E.9

N.Z. LISTENER, SEPTEMBER 28, 1956.