

Flexible...

Unbreakable!!



Toys in wonderful



Now you can buy colourful, realistic playtime favourites that are really drop, squash, bend and bang proof . . . stand up to all the rough treatment "little pickles" can give them — without breaking! Made from light, flexible, incredibly strong "Alkathene" (I.C.I. brand of Polythene), these toys are virtually indestructible, beautifully made and easily cleaned with warm, soapy water.

"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.

Our
silver
will be
hers
one day



We've made a home we love here. I like to think of Anne doing the same — having a family and a home she's proud of. So I'm taking care of our silver for her. This coffee pot was my mother's. She loved it, and it has always been cared for by Goddard's. Goddard's Plate Powder cleans silver gently — so that it lasts for generations.



Distributed throughout New Zealand by SALMOND & SPRAGGON LTD., WELLINGTON.

if
a dish
could wish
it would
say



ah! **BISTO**
for pies, casseroles
and all meat dishes



Who said made-up dishes need be dull? Don't you believe it! BISTO gives you new appetizing ways with old favourites . . . brings out flavour to perfection. And always use BISTO for the richest gravy, so quick, it browns, thickens and seasons simultaneously.

TRADE ENQUIRIES TO A. A. STICHBURY LIMITED,
P.O. BOX 1324, WELLINGTON AND P.O. BOX 102, AUCKLAND

N.Z. LISTENER, MAY 31, 1957,