



ISSUED BY THE NEW ZEALAND DEPARTMENT OF HEALTH

Simple precautions for a **HAPPIER** healthier **HOLIDAY** season

SUNBATHE SENSIBLY

Beware of overexposure.
There is no health
benefit from a sunbath
that ends in sunburn

CUT DOWN RICH, FATTY FOODS

For hot weather comfort
use fewer calories and
a pinch of salt in
a lot more water.

BOIL WATER FROM DOUBTFUL PLACES

Protect food from flies and
dirt; burn or bury all
rubbish; but be careful
where you light
fires.

WATCH WHERE YOU SWIM

And while swimming breathe
in through the mouth and
out through the nose. Sinus
trouble and "Swimmers
ear" may be caused by
water rushing through
the nose.

KEEP A FIRST AID KIT HANDY

And don't neglect cuts,
scratches or other minor
injuries.

and ... **DRIVE CAREFULLY**

12-1

NEW LIQUID "LIPSTICK"

*Beauty
Brushed-On*

Just brush on this NEW
liquid "lip-magic" ...
LIQUID LIPS, an entire-
ly new liquid "lip-
stick"! Gives you
beautiful kissproof,
lasting lips, smoother
than you've ever
known! The modern
answer to old-fashioned
greasy lipsticks and
bothersome smears.



**Liquid
Lips**

JUST BRUSH IT ON

6 NEW FASCINATING ...
... INDELIBLE COLOURS!

IF UNPROCURABLE MAIL COUPON!

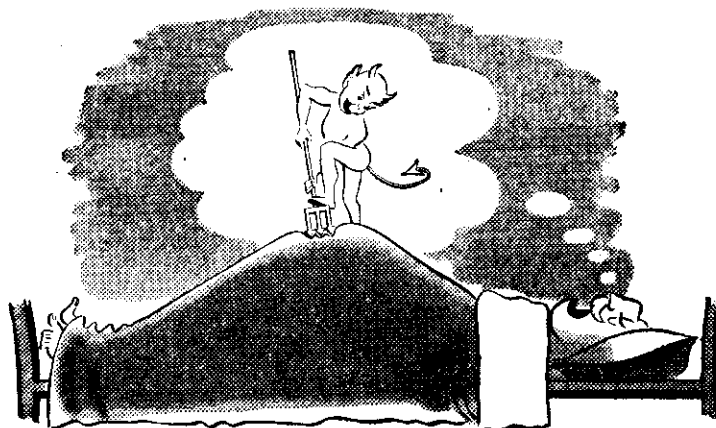
Name: _____ Address: _____

Enclosed please find 6/6.
Kindly send me one bottle
of Liquid Lips in the shade
suited to my colouring.

HAIR	COMPLEXION
Blonde or Golden Brown	Fair or Cream
Medium Brown	Medium
Dark Brown	Olives
Auburn or Redhead	Dark
Black or Gray	Dark or Ruddy

Only 6/6
All Chemists and
Beauty Counters.

Prepared in N.Z. by Wilfrid Owen Ltd., 104 Victoria Street, Christchurch. L.L.N.14



Dreams and your future.....

It stands to reason, if your sleep is
troubled by restless dreams brought on
by indigestion, your future must be dull
and lifeless. Banish sleep-robbing in-
digestion with doubly-effective Phillips
"Milk of Magnesia". Instantly ant-

acid... gently laxative. Phillips "Milk
of Magnesia", so gentle for children—
so thorough for grown-ups, is avail-
able everywhere in two sizes (Liquid
or Tablets). Look for the BLUE
glass bottle of genuine

PHILLIPS MILK of MAGNESIA

"So gentle for children—So thorough for grown-ups"

SCOTT & TURNER LTD., Andrews House, Newcastle-on-Tyne, England.