









SPRING LAMB BEST BOTTLED... CENTRAL FRUIT SUPPLY... MRS. GAMBRIEL

Sophisticated Lingerie

RICH BRED TONES HAVE REPLACED PAST PINKS AND... NEW LONDON FASHIONS

For those who are not so far as lingerie is concerned... Puchia and Shades

When You Think Of ENGAGEMENT RINGS... Think Of GARLAND'S RING HOUSE

Elaborate Straps... Your Impertion is Invested in WEDDING GOWNS & BRIDESMAID'S FROCKS

MADAM COWAN... A WOMAN'S ENDURING CHARM

A Good Figure And A Pleasing Voice Are Indisposed

ARE YOU... BEACH TOWELS... THE HOME ART CO.

Rexona... A Perfect Beauty Service

Salon Cynthia... From one of the world's most famous manufacturers!

Royal Doulton DINNERSETS with 12 extra matching Cups and Saucers

EXTENDED PAYMENTS plan... HARVEY'S

ACCENT ON MODES To My Feminine Readers

This month brings our summer life back again to us, plus the sound of trumpet heralding in the dawn of a different color and ideas for new women's clothes and, what is just as important, the accessories.

Summer, of course, makes you feel that you have been waiting for this time of year, but you must not let this feeling lead you to buy anything that is not in keeping with the season.

However, to get back to our present theme, let us give you a few ideas that will help you to make the most of the new season.

First of all, let us look at the accessories. These are the things that will make your outfit complete.

Next, let us look at the clothes. These are the things that will make you feel like a new woman.

Finally, let us look at the shoes. These are the things that will make you feel like a queen.

IT'S THE ADVERTISER'S TRAP COPY... ADULT EDUCATION NEEDED

of our sister groups, if only... The history of body wear... The beautiful dress of the season...

First Step Models... However, to get back to our present theme, let us give you a few ideas...

I looked on this chat a bit... The following is a list of the things that will make your outfit complete...

Brooches are coming to the top again... The best of the season is the one that is the most practical...

Do take time to "look" your shoes... The shoes of the season are the ones that are the most practical...

ICE CAN BE CREATED BY MEANS OF A GAS FLAME... Believe It Or Not, This Can Be Seen In Operation In Napier

Refrigeration is a concern of the ordinary individual... The ideal refrigerator, therefore, is a larger-a-piece machine...

It is not long since this would be regarded as a luxury for the few... This is now an accomplished fact, however, as witness an entirely new range of machines...

The refrigerator, which is being marketed in Napier, is a machine of the highest quality... It is a machine that will give you the most of the season...

There are no parts to wear... This is a gas periodic box of...

How You Save the AMERICAN FROCKS... KATRANSKI'S... 1000 JUST ARRIVED! SPECIAL PURCHASE

Katranski's... Suppliers of Fashion Goods to Women Who Know Their Dress

102 Women PROVED It for you! the new WESTINGHOUSE KITCHEN-PROD REFRIGERATOR... SAVES TIME SAVES FOOD SAVES MONEY

LOCKYER'S... NAPIER also at HASTINGS

Photography ALL MAIL... LOVELL-SMITH - PHOTOGRAPHER

SALE! SALE!... Dainty Reductions on all Dress Materials

The best serve I know is a cup of LIPTON'S TEA

"Housey-Housey" A New Gamble... A game called "Housey-Housey" played by women in the markets of Napier...

LIPTON'S All Pure Ceylon Tea... A cup of Lipton's tea is a new sensation...



Five o'Clock Gossip

Miss J. P. Pugh, Webster Street, Hastings, is coming a fortnight to the...

Annual Athletic Sports GIRLS' HIGH SCHOOL

Successful Gathering in Napier Many visitors...

Among those present besides the usual contingent of the Napier Girls' High School...

Recipes for the Enticing Housewife

Make The Most Of The Strawberry Season As It Is All Too Short

STRAWBERRY PUFFS

Ingredients: One cup of cream, 1 1/2 level spoons of sugar, 1/2 level spoon of melted butter...

STRAWBERRY CREAM

Ingredients: One cup of cream, 1/2 level spoon of sugar, 1/2 level spoon of melted butter...

STRAWBERRY SHORTECAKE

Ingredients: 1/2 cup of butter, 1/2 cup of sugar, 1/2 cup of flour, 1/2 cup of strawberries...

STRAWBERRY ICE

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY SNOW

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY SEMOLINA

Ingredients: 1/2 cup of strawberries, 1/2 cup of sugar, 1/2 cup of semolina...

STRAWBERRY JAM

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of lemon juice...

STRAWBERRY COCKTAIL

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY GATEAU

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY STEAMED PUDDING

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY TRIFLE

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY CUSTARD

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY CUSTARD

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY SOUFFLE

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

STRAWBERRY FOG

Ingredients: One cup of strawberries, 1/2 cup of sugar, 1/2 cup of cream...

Mr. and Mrs. John Bell, Manakahu and their family are engaged to be married...

Visitors to Hastings for the Motor Show, including Mr. and Mrs. J. P. Pugh...

Mr. and Mrs. E. H. Bates, Palmerton North and their family are engaged to be married...

Mr. and Mrs. J. P. Pugh, Webster Street, Hastings, are coming a fortnight to the...

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ZAL'S Sole Agents for Hawks Bay

OLD FURS MADE NEW - ZAL'S

Beasty Service That is Complete - MERCEDES' SALON de BEAUTE

Well and truly laid - WHITOMES EGG PRESERVATIVE

One-Act Play Evening HELD IN HASTINGS

Mah Jong And Bridge Drive HELD IN NAPIER

Maramoi Golf Club Members

Whitomes Egg Preservative

WOMEN'S DIVISION OF FARMERS' LIGNON

BETAMIN NATURE'S VITAMINS CONCENTRATED FOOD

Lifebuoy's clean leather protects you from risk of "B.O."

HEALTH SUPPLY LTD.

DAINTY LINGERIE - Guaranteed quality Lingerie in Sheets, Table and Locket, and will appreciate your inspection.

BAIRD'S GILL & FENTON LTD. For CARPETS FURNISHERS Hastings.

MAISON OWEN LADIES' HAIRDRESSERS 40 PEEB STREET - GIBSONNE

ALL I CAN SAY IS YOU'RE NOT THE SWEETHEART MARRIED! - BETAMIN NATURE'S VITAMINS CONCENTRATED FOOD

South British Insurance Company Limited
Fire, Marine and Accident
Agents: 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 457, 459, 461, 463, 465, 467, 469, 471, 473, 475, 477, 479, 481, 483, 485, 487, 489, 491, 493, 495, 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MEASLES RAGING AT WAIROA

SCHOOL ATTENDANCE DROPS 15 PER CENT NEW EPIDEMIC Sports Postponed Again

WAIROA. Measles was again sweeping through the township at the Wairoa High School, for on Tuesday afternoon almost no pupils were present at the school.

RESIGNATION OF MR. H. L. HARKER

Member Of Waioa Power Board

Mr. H. L. Harker resigned as a member of the Wairoa Power Board at a meeting held on Tuesday afternoon.

Mr. Harker's resignation was accepted by the board. He had been a member of the board since its formation.

PROBLEM OF DRAINING THE WHAKAIKI LAGOON

Proposal That Work Be Undertaken By The Public Works Department

Problem concerning the Whakaiki Swamp drainage scheme were mentioned in statements by two representatives of the public works department at the monthly meeting of the Wairoa Electric Power Board on Monday.

PROGRESS BEING MADE

ELECTRIC POWER AT WAIROA EXTENSION WORK

Developments During The Month. The extension of the Wairoa electric power system is progressing rapidly.

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Traffic Control Debated

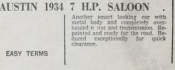
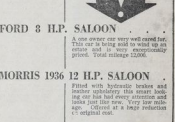
WAIPIKURAU VIEWS Hawaii's Example Quoted CROSSROADS SAFETY

The Commission of Enquiry into the traffic problem in Wairoa is considering the possibility of introducing traffic control measures.

USED CAR Values

FORD 3 H.P. SALOON MORRIS 1936 12 H.P. SALOON

AUSTIN 1934 7 H.P. SALOON. The market for used cars is showing signs of recovery.



THE HAWKES BAY FARMERS CO-OPERATIVE ASSOCIATION LTD. QUINN ST., HASTINGS. ASK US ABOUT THE "ELSAN" Sanitary Convenience FOR FARMS & COTTAGES!

DISTEMPER is most PREVALENT guard against fatal consequences by immediate treatment. Canine Distemper MIXED BACTERIN Made by Parke Davis & Sons.

THE ALAN GRANT PHARMACY Heretaunga St. The CAR OF DISINFECTION. There is a new motorizing element in you in the distinguished DISINFECTANT.

INDOOR BOWLS AT WAIPIKURAU First Match For Shield SANATORIUM DEFEAT ODDFELLOWS. Personal advertisement section.

THE ALAN GRANT PHARMACY Heretaunga St. The CAR OF DISINFECTION. There is a new motorizing element in you in the distinguished DISINFECTANT.

CONTROL OF NOISY WEEDS SUGGESTION FROM TAURANGA Business At Meeting. Personal advertisement section.

Almost Everything... WE ARE... WE LIVE... WE LEAD... INFORMATION. Personal advertisement section.

Think what you S-A-V-E! CONCRETE ON THE FARM! AWATOTO SHINGLE CO. LTD. "THERE IS NO PLACE LIKE HOME" Consult us about Colours, Fittings for indoor and outdoor use.

ROBERT HOLT & SONS, LTD. For Timber, Hardware, Wallpaper and Colours. Almost Everything... WE ARE... WE LIVE... WE LEAD... INFORMATION. Personal advertisement section.

WOOL AND WHEAT PRICES DOWN

ADVERSE CONDITIONS IN AUSTRALIA EXPERTS' VIEW

Economic Foulness May Be Felt in Dominion

The possibility that adverse economic conditions, caused in Australia by the drought...

It is in the last depression of the wool market...

World Situation. It seems that the immediate future situation is still in a state of acute depression...

It is not clear how long it will take to get back to normal...

It is not clear how long it will take to get back to normal...

It is not clear how long it will take to get back to normal...

It is not clear how long it will take to get back to normal...

Christmas Fare For Britain

RECENT ARRIVALS Cargoes Of Meat And Dried Fishes

EVEN ICELAND HELPS

During the week ended October 27, 1938 various cargoes of meat...

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MARKET FIRM FOR FAT CATTLE

WEEKLY WAIPURURU SALE FEW SHEEP YARDED

Sea With Calves Set Gosson's Record

A yarding of approximately 600 fat calves...

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DISMANTLING A TRACTOR

ONLY TEN MINUTES TAKEN VISITORS MARVEL

Melbourne Royal Show Demonstration

Great interest was aroused at the recent Melbourne Royal Show...

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SALE OF LIVESTOCK AT NORSEWOOD

Broker's Report On Realisations

Meats, Wethers and Kettles Limited report having held their usual Norsewood sale...

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MARKET QUOTATIONS FROM LONDON

Majority Of Prices Are Slightly Lower

The Department of Agriculture has received the following cablegram from the High Commissioner for New Zealand...

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It is not clear how long it will take to get back to normal...

November 1, 1938 issue, against 22 more since first last year. Eggs market quiet. English...

Seven million head of live stock are present annually...

It is in the last depression of the wool market...

It is not clear how long it will take to get back to normal...

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Advertisement for Electrolux Gas Refrigerator. Features: 'The Flame That Freezes', 'Modern Motorless Refrigeration!', 'The Only Moving Part is the Door'. Includes image of the refrigerator and a woman.

Advertisement for Mcgruers. 'The one place to shop after all'. 'Where Style Costs Less'. Includes images of women in fashion.

Advertisement for Napier & Hastings. 'The Flame That Freezes'. 'Modern Motorless Refrigeration!'. 'The Only Moving Part is the Door'. 'See these refrigerators in operation at our showrooms Napier & Hastings'. 'Three sizes to choose from. Easy purchase terms'. 'The Napier & Hastings, Ltd. Napier & Hastings.'



SUCCESS ATTENDED THE CUP MEETING

Racing Of Very High Standard

CLASSIC WINNERS SHOWED QUALITY

Baran An Impressive Colt

(By MONTAGU)

The New Zealand Cup meeting at Riccarton last week... The winner of the cup was Baran, a 4-year-old bay colt...

Probably the only section of the sporting public who welcome the cup... The winner of the cup was Baran, a 4-year-old bay colt...

Both Puck and the Cuckoo, Henty, showed them good class... The winner of the cup was Baran, a 4-year-old bay colt...

RACING FOLK in New Zealand... The winner of the cup was Baran, a 4-year-old bay colt...

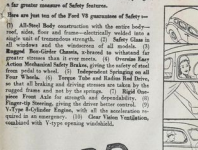
As a result of the... The winner of the cup was Baran, a 4-year-old bay colt...

10 GUARANTEES OF

Ford V8... The winner of the cup was Baran, a 4-year-old bay colt...

With Ford V8, you get... The winner of the cup was Baran, a 4-year-old bay colt...

Here's why Safety is Outstanding in the Ford V8



Call on your local Ford Dealer and investigate the numerous Ford V8 Safety Features for yourself. There's a lot to see.

STANDARD FORD V8... The winner of the cup was Baran, a 4-year-old bay colt...

STANDARD FORD V8... The winner of the cup was Baran, a 4-year-old bay colt...

THE LARK RACE IS IN... The winner of the cup was Baran, a 4-year-old bay colt...

Ackland Spring Meeting... The winner of the cup was Baran, a 4-year-old bay colt...

WIGHTS FOR NOV. 26... The winner of the cup was Baran, a 4-year-old bay colt...

Soho Has 12 Stone in the Hurdles... The winner of the cup was Baran, a 4-year-old bay colt...

LOOKED UNLUCKY... The winner of the cup was Baran, a 4-year-old bay colt...

WELL-BRED... The winner of the cup was Baran, a 4-year-old bay colt...

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Track Work At Feilding Spring Meeting

LEVIN AND CLOCKS WALL WEIGHS DECLARED

HUNTER'S EYE LOCKS Well Adjusted

SUFFERED DESTROYED

(By MONTAGU)

A cold wind blowing across the course for the work at Hastings... The winner of the cup was Baran, a 4-year-old bay colt...

WATSON HERBULES... The winner of the cup was Baran, a 4-year-old bay colt...

MANCHESTER HANDCAP... The winner of the cup was Baran, a 4-year-old bay colt...

WELL-BRED... The winner of the cup was Baran, a 4-year-old bay colt...

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THE EMERALD RING HOUSE OF BARKEE BAY

H. J. GRIEVE, LTD. HAWKESBAY

Are showing a lovely range of DIAMOND RINGS set in Platinum and 18-carat Gold

WOOD & COAL MERCHANTS... The winner of the cup was Baran, a 4-year-old bay colt...

WELL-BRED... The winner of the cup was Baran, a 4-year-old bay colt...

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