

You'll be glad you asked for PHOENIX BIRD BRAND



You will see how thick and strong it is. It's made for strength—to last you a long, long time. Here we show you just a few Phoenix Bird Brand's products; there are many more for you to choose from—pots and pans for the kitchen, plates and coffee-sets for the table, candlesticks, jugs and basins—things you need throughout your home.

In aluminium or in pretty two-tone colours—cream/green, tan/black and grey. It's low-priced, too.

Always look for the Phoenix Bird Brand label



* This is the Phoenix Bird. Look for the picture on the label. The Phoenix Bird brings brightness to your home.



Manufactured by UNION ENAMEL CO. LTD.

P.O. Box 45, Jacobs, Natal, South Africa.

MARCH 10th 1956 THE WORLD.



Be safe in the streets after dark

CARRY A TORCH!

Evil people don't like the light—they run away from it. You will be much safer when you go out in the streets at night if you carry a torch with you. The friendly light of a torch makes going out at night much more pleasant and safe. Torches are cheap to buy—and last for many years—so why not get one today! And remember to keep it filled with EVEREADY Batteries.



HELP YOUR PEN PERFORM ITS BEST!

USE **Parker Quink** the only ink containing solv-x

You can avoid annoying troubles by using Quink exclusively in your pen. Quink's special ingredient, solv-x, actually cleans your pen as it writes. It prevents clogging, gumming and damage due to acid corrosion. Parker Quink is available in 6 attractive colours.

Prices: 1/6d and 2/6d

The Parker Pen Co. (PVT) Limited, P.O. Box 1689, Salisbury

PEN REPAIR SERVICE AT SIXTH FLOOR, CENTURY HOUSE, BAKER AVENUE. 6017-4

Coleman

PARAFFIN HIGH-POWER PRESSURE LANTERNS

Shock-resistant glass globe. Shock-proof Coleman mantle. 200 lbs pressure-tested brass font. Automatic gas-tip cleaning mechanism. Long lasting "anti-carbon" generator. Full range of spare parts available. Model 241 with green painted font or Model 24A with nickel plated font.

Agents: W. C. Macdonald & Co., Ltd., Head Office: Salisbury, Branches: Bulawayo, Umtata, Nqola, Lusaka.

Men who are looked up to use Parker "51"

THE SCHOOLMASTER

When I was made Headmaster of the school my friends wanted to give me something worthy of the occasion. They asked me what I would like. I said, without hesitation, a Parker "51" Pen. Because it is the pen used by leaders all over the world. It is a pen that writes smoothly and gives perfect service. It is the pen above all others that a man like myself can be proud to own, knowing that it is the world's best.

Prices: Parker "51" Gold-filled cap pen 158/-
Parker "51" Lustraloy cap pen 122/6
Parker Victory 5164 51m/6d 24/-

The Parker Pen (Pty.) Limited Service Depots at: P.O. Box 416, Cape Town
P.O. Box 664, Johannesburg; P.O. Box 2815, Durban; P.O. Box 149, Salisbury.

Parker "51"
the world's most wanted pen

Sold by jewellers, departmental stores and all leading stationers.

All over the world better pictures are taken on **ILFORD FILM**

THE AFRICAN PARADE JULY 1956.

DRUM: MAY 1956

Your keys to powerful protection with **Master padlocks**

Protect your valuables and possessions with MASTER—world's strongest padlock. Steel laminated construction gives extra strength; pin tumbler locking mechanism gives extra security. Be sure to specify MASTER—the original laminated padlock—for powerful, dependable protection.

Available at reliable shops everywhere

Factory Representatives: Oakley St. Yorkyn (Pty.), Ltd., P.O. Box 6226, Johannesburg.

Master Padlocks
ALWAYS BE SURE - BUY AND USE!

World's Largest Padlock Manufacturers

Use Master Padlocks for:
• Utility sheds
• Sports equipment
• Tool chests
• Food freezers
• Garages
• Lockers
• Cabinets
• Bicycles, etc.

Nurse Mary says...
"All women would be healthier, happier and wiser if they were hygienically protected."

She recommends **Elfin** washable towels as non-chafing, ideal and economical at only 2/6 a packet of two.

Detailed washing instructions with two pins are inside every pack.

Elfin
WASHABLE SANITARY TOWELS
A C.A.M. Mills Product

AGE TWO UMTATHUYWA, SA

ANOTHER SURPRISE... We have opened a new and wonderful **TOYLAND** with hundreds of Toys for Boys and Girls

Come and see our Special Range of Dolls

And all these at **SURPRISE CASH BAZAAR PRICES**

SURPRISE CASH BAZAAR
Lower York Road (opp. Ormato) P.O. Box 146
Telephone 111 UMTATA
"The Housewife's Paradise"

AUGUST 24, 1956.

Collection Number: A427

Collection Name: African newspaper advertisements, 1953-1957

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