



Harmless

when you know how

Under the snake-charmer's spell, venomous cobras become docile. But it would be extremely dangerous for the inexperienced to handle those coiled demons. In all things, *experience* counts. In the pharmaceutical profession it is of paramount importance. Daily your Chemist deals with drugs more deadly than the cobra's bite. But in his capable hands, they become virtually harmless, for your Chemist is on familiar terms with every drug in his dispensary.

Just how vital is his knowledge can be gauged by the fact that many drugs have similar names but very different actions. But your Chemist understands them...

through long years of training and through constant association with them. This specialised skill, this wealth of knowledge, are made available to you *whenever* you visit your Chemist's... whether to have a vital prescription dispensed or simply to purchase an everyday toilet need. *That is why it pays to always shop at your Chemist's.*

*Buy with
Confidence
from your*

CHEMIST

MEDICINES . . . FIRST-AID REQUIREMENTS . . . COSMETICS . . . SOAPS . . . TOOTHBRUSHES
AND DENTIFRICES . . . TONICS . . . EMULSIONS . . . HEALTH SALTS . . . HAIR BRUSHES
TOILET NEEDS . . . BABY FOODS . . . LOTIONS . . . AND MANY OTHERS