

*"Today we're playing
my way, mum!"*



BABY: See — I'm the mama and you're me! How does it feel?

MUM: Terrible! Is this what it's like to be a baby? So many things making your skin uncomfortable?

BABY: Aha, Mum! I just wanted you to see what I go through! Now maybe you'll do right by me — with Johnson's Baby Cream and Johnson's Baby Powder!

MUM: You mean you need both?

BABY: Sure do, Mum! Remember what the experts said? How Johnson's

pure, gentle Baby Cream would smooth me up and help protect me against the "irritating effects of urine"? And how nothing beats Johnson's soft, silky Baby Powder for chasing away those little chafes and prickles?

MUM: Honey child, I haven't been on my toes!



BABY: Get on 'em Mum! And when you see how Johnson's two blessings-to-babies agree with my skin you'll wish you were me — all the time!



★ Sterilised for your protection in accordance with the regulations.

Safe for Baby — Safe for You
Johnson's Baby Powder
Johnson's Baby Cream
Johnson's Baby Soap

Johnson & Johnson
(NEW ZEALAND) LIMITED

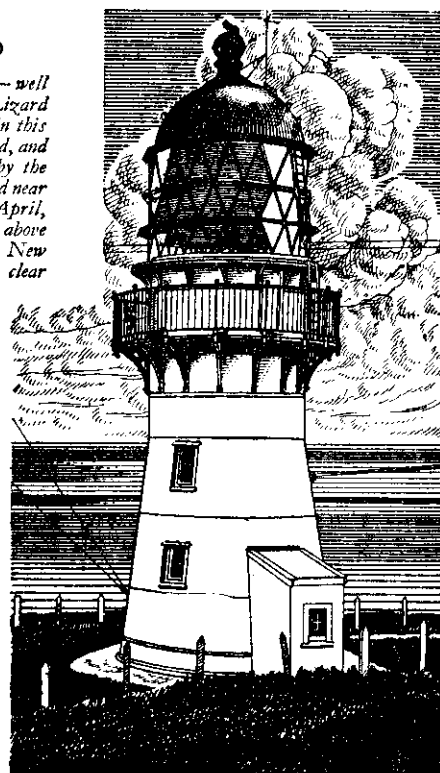
N.Z. Distributors: Potter & Birks (N.Z.) Ltd., 14 Lower Federal St., Auckland.

NEW ZEALAND LIGHTHOUSES

NO. 11 STEPHENS ISLAND

The lighthouse on Stephens Island — well known as the home of the Tuatara Lizard — was erected in 1894. A light in this part of Cook Strait was sorely needed, and the decision to build was hastened by the stranding of the barque *Weatherfield* near the mouth of the Ohau River in April, 1888. The Lighthouse is 600 feet above sea level and most powerful of the New Zealand lights, being visible in clear weather for 32 miles.

The Government Life Insurance Office adopted the lighthouse as a symbol because safety is always its first consideration. Since 1869, this great national institution has provided financial security for many thousands of New Zealanders. With its 78 years' experience, the 'Government Life' is well fitted to give you expert advice on your insurance problems . . . it will provide you with a policy specially designed to meet your individual requirements. Consult your nearest branch of the Government Life Office NOW! 100% Mutual, 100% New Zealand.



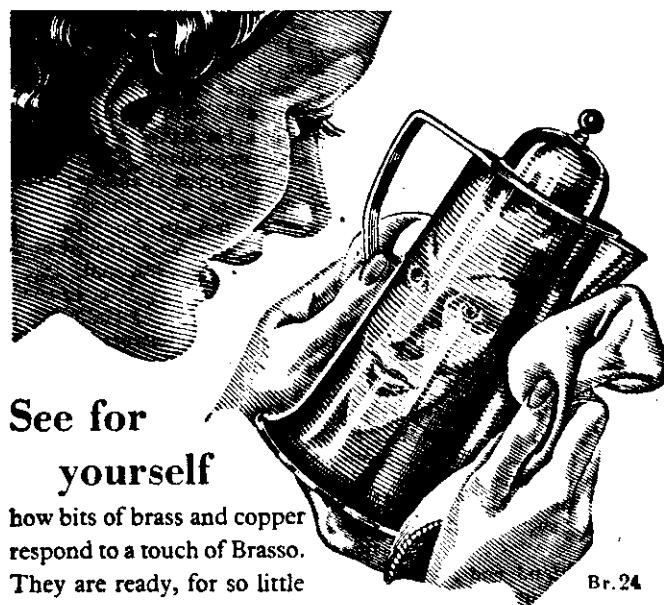
GOVERNMENT LIFE INSURANCE OFFICE

78 YEARS OF



DEPENDABLE SERVICE

49



See for
yourself

how bits of brass and copper respond to a touch of Brasso. They are ready, for so little trouble, to beam a cheerful welcome whenever you enter the room. Willing, on the dullest day, to glow as the woods in autumn glow in the light of a setting sun.

BRASSO
 MAKES LIGHT WORK

NEW ZEALAND LISTENER, MARCH 12