

Candidate for Kerb Drill!



Do you remember how joyfully you watched over your child's first steps? Your patience was never exhausted. Don't let all that tender care be lost when he's bigger. Take the same happy interest in teaching him Kerb Drill. Learnt while a child is tiny, this habit of safety is never forgotten; it becomes as automatic as putting one foot in front of another. Don't leave the safety of your little ones to chance. Do this simple drill with them every time you go out: 1. At the kerb, Halt! 2. Eyes Right; 3. Eyes Left; 4. Eyes Right Again; Then, if the road is clear— 5. Quick March, Don't rush. Cross quietly.

ISSUED BY THE TRANSPORT DEPARTMENT

4.8



"Must I amuse you every second, Mum?"



BABY: What's the fuss, Mum? Aren't you happy being *me* — and playing with all my nice toys?

MUM: Pet, it would take more than toys to make me enjoy a baby's life! Why didn't you tell me how uncomfortable a baby's skin gets, with all this wriggling around?

BABY: I tried, Mum. Simply howled. But I guess you realise now the kind of attention I was after — Johnson's Baby Cream and Johnson's Baby Powder for my tender skin!

MUM: My, I'm a Backward Mother, lamb. But do you need both?

BABY: Oh, yes, Mum. That's the secret. After you bathe me, you smooth me over with pure, gentle Johnson's Baby Cream. Keep the bottle handy at diaper changes — to help guard against what doctor calls "urine irritation"...

MUM: Oh, I see! And why the powder?

BABY: You know how little chafes and prickles make me whimpery, Mum? Fix them with cool, soft sprinkles of nice Johnson's Baby Powder. A-a-ah!

MUM: Does sound good, punkin. Roll out the stroller — here we go for Johnson's!



* 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.