



"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!



\* Sterilized 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., 24 Lower Federal St., Auckland.



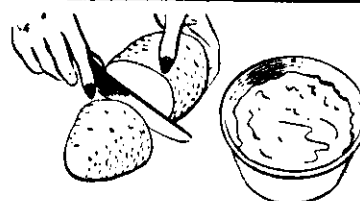
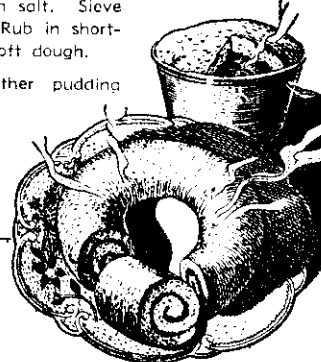
Mr. S. Galloway, leading Hotel Chef, Baker and Pastry-cook, offers you this practical recipe and method for use with Phosphate Baking Powder.

## Economical steak pudding and steam jam roll with one mixture

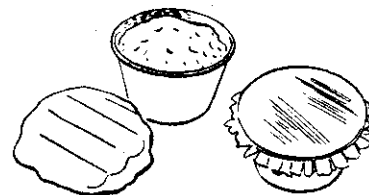
by Mr. S. Galloway of the Better Baking Bureau

**RECIPE:**— $\frac{3}{4}$ lb. flour, 2 teaspoons Phosphate Baking Powder, 3 or 4 ounces dripping (or finely grated suet), medium cup milk, with a little water added, 1 or 2 teaspoons lemon juice, pinch salt. Sieve flour and Baking Powder. Rub in shortening and make into nice soft dough.

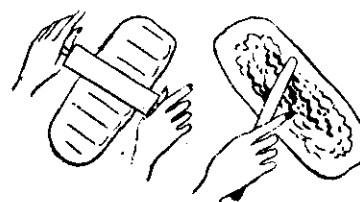
**REMARKS:**—If preferred either pudding may be cooked separately. A little practice will enable you to create many varieties of puddings.



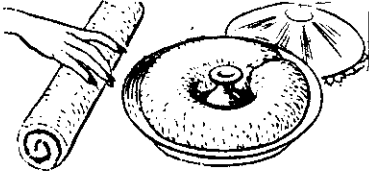
1. Place prepared steak in basin — cut sufficient dough to cover top.



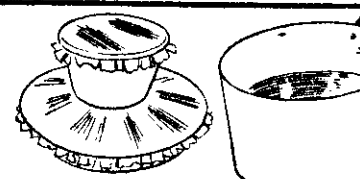
2. Roll dough and cover steak. Cover with grease-proof paper.



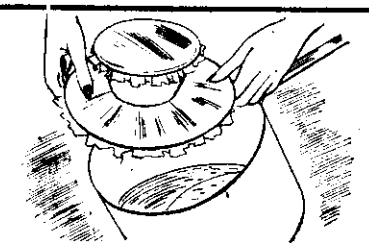
3. Roll remainder of dough to rectangular shape — spread jam leaving inch from edge all round.



4. Damp edges with water and roll lengthwise. Place eggcup in centre of greased plate and put roll round it. Cover with grease-proof paper



5. Place basin with steak pudding on top of eggcup as illustrated. Take saucepan with a little water (hot or cold may be used with Phosphate Baking Powder).



6. Put plate and basin in saucepan, cover with lid and steam for about an hour.

LISTEN TO THE BETTER BAKING  
BUREAU PROGRAMME  
10.30 10.45 11.00 11.15  
RECIPIES AND TIPS

Put yours in the interests of Better Baking  
by using Phosphate Baking Powder in all your  
baking. It is the best and most reliable of all baking  
powders.

**PHOSPHATE**  
**Baking Powders**