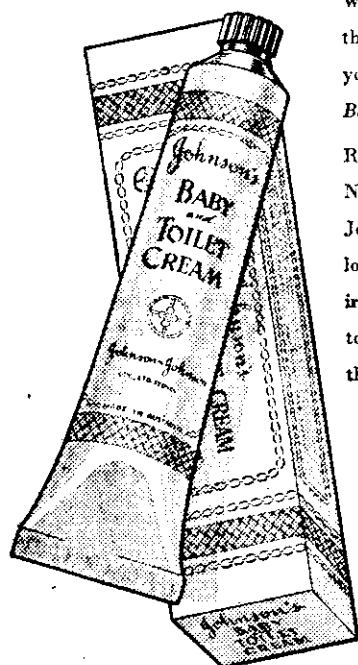


"I told you it's important, Mum!"



We agree that Johnson's Baby Powder is just the thing for my tender skin, Mum, and at last you're in a position to realise that Johnson's Baby Cream is essential too.

Remember now what a baby has to put up with? Not too comfortable at times, is it? Well Johnson's Baby Cream can help ease a baby's lot—prevent what my Doctor calls "Urine irritation", ease chafes and skin irritations and together with Johnson's Baby Powder prove the perfect combination of smoother-uppers.

**Johnson's
BABY CREAM**

—as necessary as—
**JOHNSON'S BABY POWDER
JOHNSON'S BABY SOAP**

Johnson & Johnson
(NEW ZEALAND) LIMITED

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

SHIPS WERE TOO SLOW

So great is the demand for the MENTMORE '46' that special consignments were flown here to meet it. Here then is proof of the popularity of the MENTMORE '46', a pen writing with a pleasurable silky smoothness that is plain evidence of craftsmanship and pen design of the very highest order.



POINTS TO NOTE IN A MENTMORE '46'

1. The 14 ct. gold nib has an osmium tip. This is highly polished for ultra-smooth writing.
2. Hooded nib gives complete protection from dirt and damage.
3. Sterling silver or rolled gold push-on caps.
4. Four colours from which to choose — dove-grey, maroon, blue or black

MENTMORE

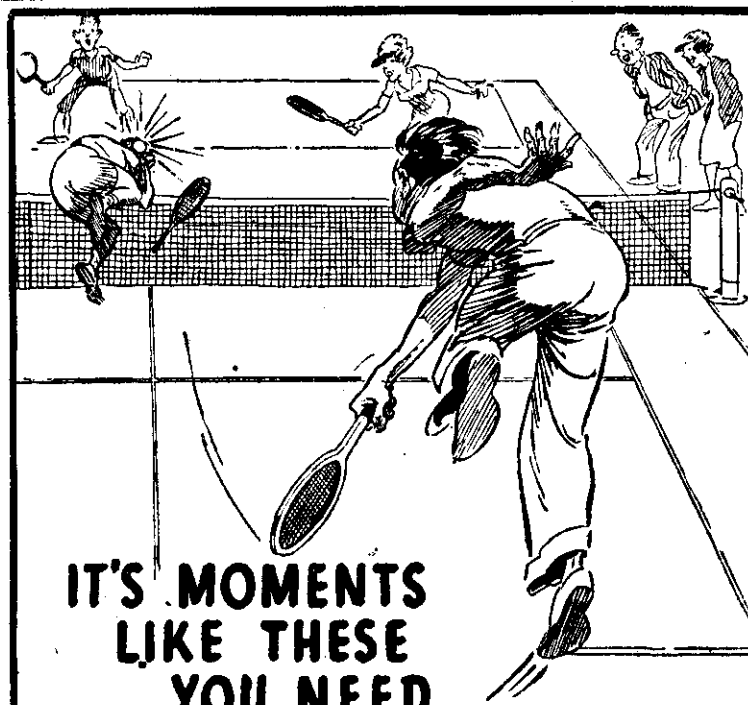
MADE IN ENGLAND

'46'

with sterling silver cap 57/6

with rolled gold cap. 67/6

Trade enquiries only to Pottsford Newman & Benson (N.Z.) Ltd., 128 Wakefield Street, Wellington.



**IT'S MOMENTS
LIKE THESE
YOU NEED**

"MINUTES"
THE UNIVERSAL SWEET



MADE ONLY BY JAMES STEEDMAN-MENDERSON'S SWEETS LTD., "SWEETACRES," AUCKLAND
Sole Selling Agent: Nestle's Food Specialities (New Zealand) Limited

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