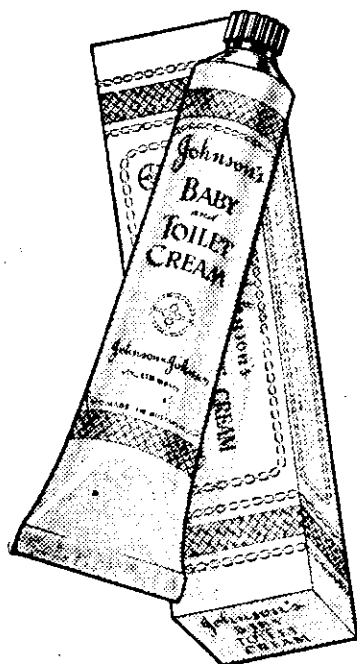




"Now p'raps you'll believe me, Mum!"



Johnson & Johnson
(LONDON & NEW YORK)

I've told you time and time again that there's nothing just like Johnson's Baby Powder for my pink pelt. Now I know you'll realise that Johnson's Baby Cream is just as important.

Up and about most of the day, sleeping all night (well most nights)—we babies need Johnson's Baby Cream too—it helps prevent what my Doctor calls "Urine irritation" and besides it's just the thing to ease chafing, skin irritations and diaper rash. Let's call Mrs. Next-door and tell her one way she can help ease her baby's lot.

Johnson's
BABY CREAM

—as necessary as—

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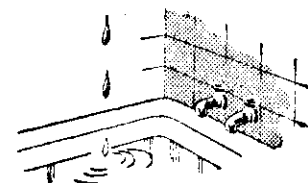
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STA-BLOND for Fair Hair
—MAKES IT LIGHTER

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BRUNITEX for Dark Hair
—MAKES IT DARKER

Enriches and deepens the natural colour of darker hair by 4-6 shades—even those "in-between" tones, not quite black nor brown. Brunite gives definite colour and beauty to unattractive dark brown and black hair—without ugly dyeing.

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STA-BLOND AND BRUNITEX "MAKE-UP" SHAMPOOS MAKE YOU PRETTIER!

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NEW ZEALAND LISTENER, NOVEMBER 5