



ORIGINATED
NEARLY A CENTURY AGO
 †
THE MEDICAL PROFESSION
HAS ADOPTED THEM
EVER SINCE

BRAND'S Essences were first made by Mr. Brand and a famous doctor in 1832. Since that time they have been the standby of the Medical profession.

Rich in phosphates and stimulating properties, Brand's Essences are invaluable for all states of exhaustion and during convalescence. When patients are reluctant to eat, a diet of Brand's Essence will bring back the appetite and induce them to take more solid food.

Brand's Essences have a stimulating action on the gastric juices and can be rapidly absorbed without strain on the digestive organs.

They are the pure juices of meats extracted by an exclusive method and sterilized by heat processes under scientific supervision.

Brand's Essences (Beef, Mutton & Chicken) can be obtained at chemists and stores throughout the world in small and large-sized tins and jars. Brand & Co. Ltd., Mayfair Works, S. Lambeth Rd., London, s.w.8

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BRAND'S
ESSENCES
 (BEEF & CHICKEN)

As a
professional authority
 on the care of babies

LIKE your professional colleague, the medical practitioner, you are looked to as an authority on the care of babies.

The question, should a baby be powdered? is one you are certain to be asked.

Your professional training will make you open-minded on the subject.

Powder is no substitute for thorough drying. It is not an excuse for carelessness.

But *after* the infant has been properly dried, the right kind of powder undoubtedly soothes the skin and prevents chafing caused by accidental wetting.

What is the right kind of powder?

Experience shows that no powder containing starch or stearate of zinc can possibly have your approval. Such powder absorbs moisture (due to accidental wetting) and clogs the skin.

Nor can you approve of any loose powders, of unknown origins, of unchecked quality, which must vary from batch to batch and is liable to be made up in unhygienic conditions and contaminated by handling.

Talc is medically, chemically and physically the proper basis for baby powder, and it should be mixed and packed untouched by hand, as Johnson's Baby Powder is mixed and packed.

The microscope discloses with startling plainness another reason why Johnson's Baby Powder is superior to all other talc powders. The lens reveals what the eye cannot see—that the particles of talc in this powder are super-fine in texture, *flaky* and soft as compared with the jagged sharp-pointed crystals of ordinary talc.

Johnson's Baby Powder is slightly borated and pleasantly perfumed. Like all Johnson and Johnson preparations it is well known and respected by the medical and nursing professions.

JOHNSON'S BABY SOAP.

Mild as milk. Very slightly scented. Uncoloured. Each tablet packed in a separate dust-proof carton.

JOHNSON'S BABY CREAM.

A soothing cream, to keep the skin healthy. It cannot clog the pores. For use when the skin is chafed or dry.

JOHNSON'S BABY BOOK.

A helpful Booklet on "The Care of Baby's Skin"—with useful information about his bathing, clothing and feeding. Write for a few for distribution to your patients, and a copy for yourself, to Johnson & Johnson (Gt. Britain) Ltd., Dept. Q.9, Slough, Bucks. * * *

Issued by Johnson & Johnson (Gt. Britain), Ltd., Slough, Bucks, Manufacturers of Johnson's Baby Powder; also of Johnson's Baby Soap and Johnson's Baby Cream.

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