



MADE WITH THE  
METICULOUS CARE THAT  
FIRST BROUGHT  
THEM FAME NEARLY A  
CENTURY AGO

FOR nearly a century doctors have testified to the stimulating and restorative properties of Brand's Meat Essences.

In states of exhaustion and when patients have little or no appetite, a diet of Brand's Essence will restore vitality without strain on the digestive organs, and prepare patients for a more solid diet.

By an exclusive process and under perfect hygienic conditions, the juices of the finest freshly killed chickens, beef and mutton are extracted to make Brand's Essences. No other substance is added — the pure essences containing the phosphates and stimulating properties of the meat go straight to the consumer.

Brand's Essences (Beef, Chicken and Mutton) are obtainable at chemists and stores throughout the world in small and

large-sized tins and jars.  
Brand & Co. Ltd., Mayfair  
Works, Vauxhall, London,  
S.W. 8.

**B** BRAND'S  
ESSENCES

I.E. 1.



"Nurse,  
does a baby  
need powder?"

The natural oil in a baby's skin is not sufficient to protect it from chafing and moisture. *Something* is needed to counteract the effects of frequent wetting, rubbing and evaporation.

Starch powder absorbs moisture, but holds it in contact with the skin: talc, because it possesses a smooth lubricating quality which renders the skin practically immune to friction and moisture, is medically recognised now as the one safe base for a baby powder.

But there are two kinds of talc. One crystalline with sharp edges — ordinary talc. The other of superfine texture with smooth edges — *flaky* talc.

*Flaky* talc is finer and softer than ordinary talc. That is why we use *flaky* talc, and *flaky* talc only, as the basis of Johnson's Baby Powder.

Johnson's Baby Powder contains no chalk, starch or harmful mineral matter. It is a pure *flaky* talc powder — faintly perfumed and borated — prepared by specialists in products for the skin.

Recommended by Doctors and Nurses. Hospitals and clinics have used it for years.



Best for baby — best for you!

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