

sponsibility for this appalling condition rests with the nurse, midwife or physician who had charge of the confinement," states F. Park Lewis, M.D.

This danger of blindness from ophthalmia neonatorum arises from the lack of proper material at the time of birth. In many families material for cleansing the umbilical cord and for cleansing the mouth, nose and eyes is seldom at hand when wanted, especially where the birth is in charge of a nurse or midwife.

To meet this need Johnson's First Dressing for Infants has been prepared. This outfit meets all these needs. It also fulfils the requirements of the growing number of States which require the use of prophylactic measures in cases of babies' sore eyes at the time of birth. Nearly thirty States require cases of babies' sore eyes to be reported to the Board of Health; eighteen require or recommend prophylactic measures.

This outfit also meets the recommendation of the National Committee for the Prevention of Blindness. Many medical organizations have recommended the use of such an outfit.

The Johnson's First Dressing Packet contains the following items:
One envelope containing two sterilized tapes for tying the umbilical cord.

Two gauze pads (one with perforations) for dressing the umbilical cord.

One package boracic acid for cleansing and disinfecting the umbilical cord and eyes.

Two small gauze pads for cleansing the eyes, mouth, etc.

Three pieces of sterilized absorbent cotton for cleansing the eyes and dressing the cord, etc.

One ampoule of nitrate of silver solution (one per cent.) for instillation into the infant's eyes when necessary.

One flannel binder for holding the umbilical cord in place.

Three safety pins.

One miniature package of Johnson's Toilet and Baby Powder for use after the infant's first bath.

One miniature bottle of Synol Soap for the bath, cleansing the hands, etc.

One chart for making the birth record.

Full directions accompany each item and a circular in each packet gives instructions to the nurse or midwife.