

# Clean Enough for Baby

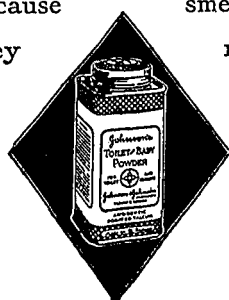


WE WANTED a powder fit to sift over the youngest and tenderest of beings with absolute confidence that it would save their skins from being chafed by their clothes or worried by heat.

Our chemists chose talc powder—Italian talc because only in Italy could they find it so pure and so exceptionally fine.

We ground it and re-ground it and never let human hands touch it. For it had to be a powder clean enough for baby and fine enough to pass easily through silk with 40,000 threads to an inch.

A very pure, smooth and sweet-smelling powder was the result. More Nurses now recommend it than any other powder.



## Johnson's BABY POWDER

*A Product of*  
JOHNSON AND JOHNSON (Gt. Britain) LTD., SLOUGH & LONDON

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