

*Pure as Modern Science can Keep It*



UNTIL Nurse or Mother opens a tin of Johnson's Baby Powder the contents have never been touched by any hand. For a powder must be as pure as science can keep it if it is to be safe for Baby's skin. It must be smooth,

too, and most astonishingly fine. Powder of purest talc, specially brought from Italy, is in Johnson's Baby Powder — ground and ground again before the boracic is added to make it protective, and the mild but precious perfume.



**Johnson's**  
**BABY POWDER**

*Borated Calcum*

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