

Safety and Purity come First



SAFETY and purity come first when Baby's health and comfort are at stake. A powder that will soothe and cool the soft cloud that is his skin must not be touched by any hands but those of Nurse or Mother. So at Johnson & Johnson's laboratories you see machines, almost

humanly clever, grinding and re-grinding the pure talc powder to almost incredible softness and themselves putting it in the tins. Smooth and fine is the talc. Pure, too, and *very* mildly perfumed so that Baby may be a pride to his Nurse and a proof of her loving care. That is why she recommends—



Johnson's
BABY POWDER
Borated Calcium

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[previous page](#)

[next page](#)