

*Mary, Mary,  
quite contrary*



# "NURSE— what powder should I use for my baby?"

What do you recommend—a talc powder?

Talc is medically recognised now as the one safe base for a baby powder. It cannot turn rancid, or infect the skin. And it possesses a smooth lubricating quality which protects the most tender skin from the effects of chafing and moisture.

But there are two kinds of talc. One crystalline, with sharp edges

—ordinary talc. The other of superfine texture, with smooth edges—*flaky* talc.

We use *flaky* talc as the basis of Johnson's Baby Powder—because it is finer and softer and a better lubricant than ordinary talc, because it cannot prick or irritate a baby's skin.

When mother asks what powder to use for her baby—recommend

## Johnson's BABY POWDER

*Best for Baby*

A PRODUCT OF JOHNSON  
SLOUGH



& JOHNSON (Gt. Britain) LTD  
& LONDON

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