

B.P.19



Soothing . . .

Cooling . . . Healing . . . Safe . . .

After his bath, and every time you change his diaper—sift Johnson's Pure Talc Baby Powder into every chubby crease and fold.

Talc is generally recognised now as best for baby—it possesses a smooth lubricating quality which forms a veil of protection between all rubbing surfaces.

But there are two kinds of talc.

One is crystalline, with sharp edges—ordinary talc. The other is of superfine texture, with smooth edges—*flaky* talc.

Flaky talc is finer and softer and a better lubricant than ordinary talc; the downy particles cannot prick or irritate a baby's tender skin. That is why we use *flaky* talc only as the basis of Johnson's Pure Talc Baby Powder.

Johnson's BABY POWDER

Best for Baby

A PRODUCT OF JOHNSON
SLOUGH



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