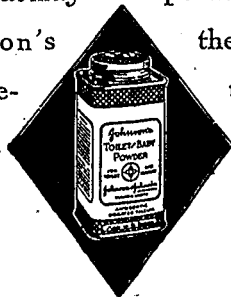


For Baby's Health and Happiness



NO grown-up can ever really know what a baby suffers from a skin irritated by the chafing of baby clothes or the smart of excessive moisture. But you *can* save him this pain by protecting with a very *pure* powder all the parts that may be affected. Johnson's Baby Powder is prepared in our

laboratories with a scrupulous cleanliness that is almost a religion. It is never touched by hand until the Nurse opens the tin. The pure talc powder, the boracic that keeps it protective, the faint but precious perfumes, are blended with all the loving care necessary to make a powder that is really fit for baby.



Johnson's
BABY POWDER

Borated Calcum

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