MAY, 1930.



and you will not be disappointed in the result.

QUESTIONS

upon which

your professional opinion

will be sought

BEARING in mind that as a professional woman your opinion is authoritative on the care of babies, the question of what kind of powder should be used after the bath, and whence it should be procured, is one of especial interest to you.

Experience shows that no powder containing starch or stearate of zinc should have your approval. Such powder absorbs moisture (due to accidental wetting) and clogs the skin.

Nor can you approve of any loose powders of unknown origin, of unchecked quality which must vary from batch to batch and be liable to be made up in unhygienic conditions and contaminated by handling.

Talc is medically, chemically and physically the proper basis for baby powder, and it should be mixed and packed untouched by hand. Johnson's Baby Powder is mixed and packed exactly in this way.

The microscope discloses with startling plainness another reason why Johnson's Baby Powder is superior to all other talc powders. The lens reveals what the eye cannot see—that particles of talc in this powder are super-fine in texture, *flaky* and soft as compared with the jagged sharp-pointed crystals of ordinary talc or french chalk. Johnson's Baby Powder is slightly borated and pleasantly perfumed. Like all Johnson and Johnson preparations it is well known and respected by the medical and nursing professions.

To Messrs. Johnson & Johnson (Gt. Britain) L Dept Q.5 Slough, Buck Please send me free one full size tin of your Powder (only one tin will be sent to each add	td., special Baby ress).
Name	
Address May /1930	JE5

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