

B.P.16

The Bond of Babyhood



Mary had a little Lamb

The comforting caress of Johnson's Baby Powder is a little touch of kindness which makes the whole world kin!

Johnson's Baby Powder is a pure talc powder, and *talc* is medically recognised now as the one safe base for a baby powder. It possesses a smooth lubricating quality which protects the tenderest skin from the effects of chafing and moisture.

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 as the basis of Johnson's Baby Powder.

Johnson's BABY POWDER

Best for Baby

A PRODUCT OF JOHNSON
SLOUGH



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[previous page](#)

[next page](#)