



*"Oh, Mum —
S'pose your face froze!"*



BABY: Why, Mum! Don't you like being me — and wearing my pretty bonnet?

MUM: Frankly, no! I'm learning fast — that in a baby's life, clothes are just one more thing to bother his skin and make him uncomfortable!

BABY: Carry that a step further, Mum. Doesn't it suggest something you could do for me? Like maybe a little attention with Johnson's Baby Cream and Johnson's Baby Powder?

MUM: Angel, I've been a delinquent mamma! Gracious — a baby's poor little skin certainly *does* need something to protect it. What do I do?

BABY: Now you're talking! First smooth me where necessary with Johnson's pure, gentle Baby Cream, after my bath. Use some more when you change me — to help prevent what Doctor calls "urine irritation"!

MUM: As good as done. Then what?

BABY: You know how chafes and prickles bother me when I get warm and perspire? Chase 'em — with cool sprinkles of Johnson's Baby Powder ... Well, Mum — that's the story!



MUM: Let's hurry the happy ending! Off to the store for Johnson's!



★ Sterilised for your protection in accordance with the regulations.

Safe for Baby — Safe for You
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Johnson's Baby Cream
Johnson's Baby Soap

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