



*"Mum...you should
get around more!"*



BABY: Here's your chance to get around the way I do, Mum! You'll find a baby's life isn't all pink ribbon and lace!

MUM: But, honey! This is fun, so far!

BABY: Just wait, Mum. Hours of playing and wiggling around and all that stuff makes a baby's skin mighty uncomfortable. That is — unless his Mum uses Johnson's Baby Cream and Johnson's Baby Powder on him!

MUM: Hey! Could you be hinting that I've slipped up? Me?

BABY: 'Fraid so, Mum. Us babies need Johnson's nice, pure Baby Cream — to keep us petal-soft and help prevent what the doctor calls "urine irritation." Plus Johnson's silky Baby Powder for times when chafes and prickles turn us into cry-babies.

MUM: Say no more, sugar-plum! I get the idea — and you get the Johnson's!
BABY: That's the spirit, Mum! With Johnson's Cream and Powder, I'll be the smoothest thing ever seen outside a rose garden.



Safe for Baby — Safe for You

***Johnson's Baby Powder
Johnson's Baby Cream
Johnson's Baby Soap**

Johnson & Johnson
(NEW ZEALAND) LIMITED

N.Z. Distributors: Potter & Birks (N.Z.) Ltd., 14 Lower Federal St., Auckland.



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