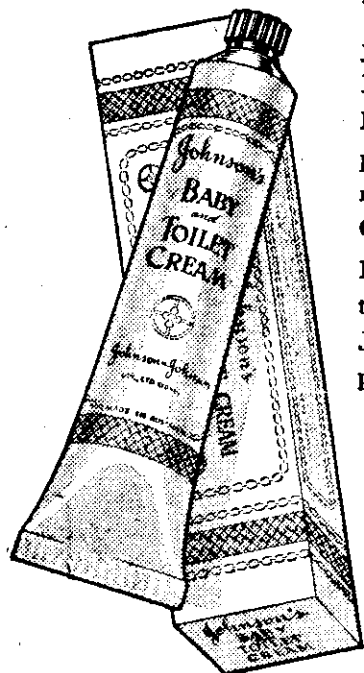




"It's just what  
was needed, Mum!"



Wriggling round there you *must* realise just what we babies have to put up with. I must admit that Johnson's Baby Powder is *just the thing* when chafes and prickles bother our tender skins, but now you know that Johnson's Baby Cream is *just as important*.

Let's tell everyone, particularly mothers, that Johnson's Baby Powder and Johnson's Baby Cream *together* are the perfect combination.

Johnson's  
**BABY CREAM**

—as necessary as—

JOHNSON'S BABY POWDER  
JOHNSON'S BABY SOAP

Johnson & Johnson  
(NEW ZEALAND)

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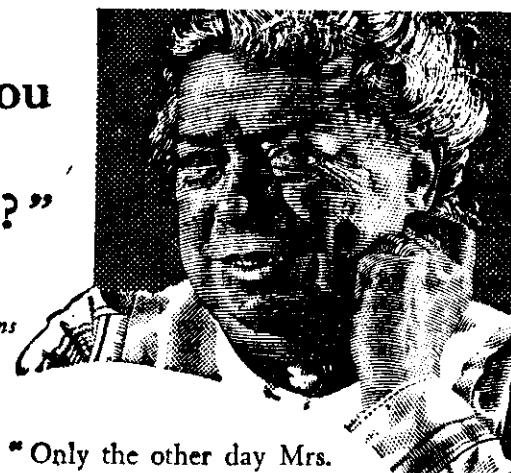
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BLUE Label**

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"Can you  
keep a  
secret?"

— says

Mrs. Rawlins



"Only the other day Mrs.

Parkinson was saying, and you know what a pernickety person she is, that she'd never seen her linen such a good colour as she had since I came to do it. But every good laundress knows that **Reckitt's BLUE** in the final rinse keeps your linen a good colour."

BL. 99