



"See, Mum? A baby's life isn't all sunshine!"



BABY: Such a face, Mum! Folks'll think you don't enjoy being me—having a life that's all "sun and fun"!

MUM: All "sun and fun", eh? Did I say that? All "squirms and wriggles" is more like it! I'd forgotten babies work and play so hard. Ooh, my skin's uncomfortable!

BABY: Bless my booties, Mum, that's what my skin feels like *all* the time! Now maybe you'll be sympathetic when I tell you I need Johnson's Baby Cream and Johnson's Baby Powder!

MUM: So that's what you've been fussing for, sweetie! But do you need both!

BABY: Gracious, yes, Mummie. After my bath, just you smooth me all over with pure gentle Johnson's Baby Cream. And use it every time you change me, too, to help prevent what my doctor calls "urine irritation."

As for Johnson's Baby Powder—haven't you noticed the chafes and prickles I get these hot summer days? Plenty of cool sprinkles with Powder will help fix that!

MUM: Honey, I've been a behind-the-times mama. But watch me catch up!



BABY: Swell, Mum! Don't let me rush you, but how about a little jaunt out for Johnson's right now?

Safe for Baby—Safe for You

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



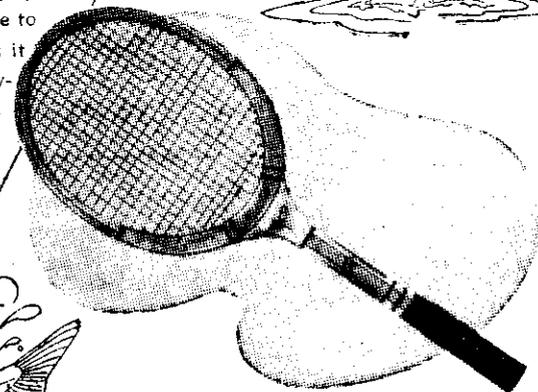
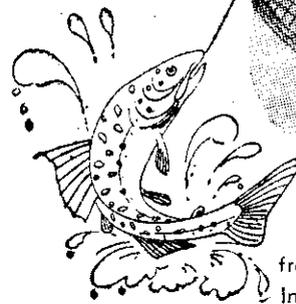
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Johnson & Johnson

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Nylon monofilaments for surgical sutures and sports equipment are made by Imperial Chemical Industries—another great I.C.I. contribution, in two diverse fields, to better living through plastics.

Sixth of an informative series by IMPERIAL CHEMICAL INDUSTRIES (N.Z.) LTD., makers of "Perspex," Nylon, "Alkathene," "Wavvic," etc.

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