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Johnson & Johnson's Baby Oil advertisement.

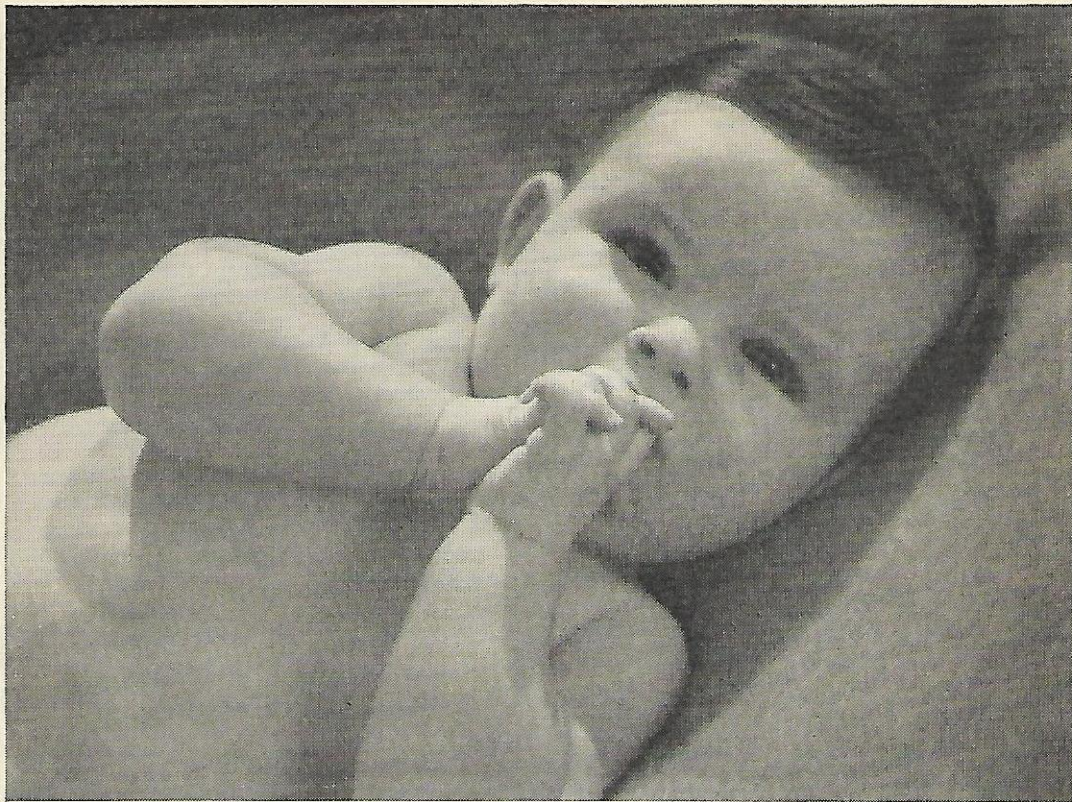
[s.l.]: [s.n.], 1934

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This question of baby oil...

HERE ARE some reasons why you may choose to recommend Johnson's Baby Oil:

1. It is an exceedingly bland, pure product, made with a highly refined mineral oil base.
2. It contains no medication or preservative.
3. It will not turn rancid.
4. It is colorless and will not stain clothing or blankets.
5. It is fragrant and pleasant to use — well-liked by mothers and nurses.
6. It makes no curative claims, but is helpful in the routine of the new-born, in the daily bath of the young infant, and as a protection for the diaper region after every change.
7. It is made by Johnson & Johnson, with the same carefulness and reliability that go into all the

other Johnson & Johnson products.

Other useful toiletries

Johnson's Baby Soap. A pure, mild soap of uniform texture, made from vegetable oils.

Johnson's Baby Cream. Unmedicated cream for the relief of chaf-

ing and to help prevent windburn. Both made especially for babies, according to Johnson & Johnson's high standards of purity.

Johnson & Johnson
NEW BRUNSWICK NEW JERSEY

JOHNSON'S BABY OIL



*Send for a generous free trial bottle
of the new Johnson's Baby Oil*

Johnson & Johnson, Baby Products Division
Dept. 718, New Brunswick, N. J.

Please send me, free of charge, a generous sample bottle
of Johnson's Baby Oil.

Name _____

Street _____

City _____ State _____