



**LIBRARIES**  
UNIVERSITY OF WISCONSIN - MADISON

## **Johnson & Johnson's Baby Powder advertisement.**

[s.l.]: [s.n.], 1948

<https://digital.library.wisc.edu/1711.dl/4SVR3GULVNNQE8F>

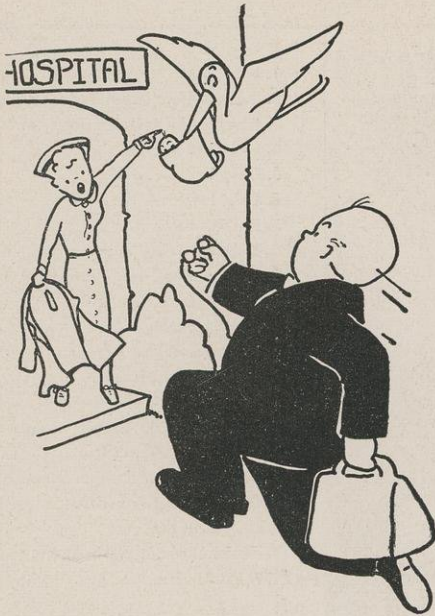
<http://rightsstatements.org/vocab/InC/1.0/>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

# The Doctor's Album of New Mothers

## NO. 25: KINDLY MRS. KROLL



Mrs. Kroll doesn't want to be any trouble to anyone. She waits to phone you till she's having two-minute pains. Result: you (in your dinner jacket) and the stork race to a photo-finish...

Post-partum, she hates to bother busy nurses. When one forgets to push her lunch tray near, she goes hungry rather than ring. Result: The nurses pop in every minute, just to check...

At home, Mrs. Kroll is disturbed by speckles on baby's façade. She waits three days for him to run a temperature (he doesn't) before taking *your* time.

Result: you have to cope with a nervous wreck as well as a case of prickly heat...



Many mothers, even ones less reticent than Mrs. Kroll, worry about common infant skin irritations and types of miliaria—yet hesitate to sound the alarm.

For their peace of mind (as well as baby's comfort) many doctors suggest frequent use of pure, soothing Johnson's Baby Powder, to help prevent external irritations.

More doctors recommend Johnson's Baby Powder than all other brands put together.



JOHNSON'S BABY POWDER

Johnson & Johnson

