



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1980

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[[image - Black family]]

Let our family take loving care of yours.

Remember when your mother took care of you with JOHNSON's baby products? How good it made you feel? Well, you can feel that way again. You and those you love.

Everyone, including the man of the house, will enjoy the fresh, clean feeling of pure JOHNSON's Baby Powder.

And thick, rich JOHNSON's Baby Lotion will help keep the whole family feeling soft and smooth. So they won't have to worry about the kind of dryness that shows.

[[image-bottle of Johnson's baby oil with Johnson & Johnson logo, no more tears Johnson's baby shampoo, Johnson's baby powder with Johnson & Johnson logo, and Johnson's baby lotion with Johnson & Johnson logo]]

JOHNSON's Baby Shampoo cares for your entire family with a trusted "No More Tears"™ formula that cleans hair gently, leaving it healthy-looking with a natural sheen.

JOHNSON's Baby Oil not only helps take care of your baby in lots of ways. It also works in many ways as a beauty oil for you.

Our JOHNSON's baby products have helped take care for families for almost fifty years. And we can help take loving care of yours.

Johnson&Johnson
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