

The Great Company Adventures · Book 26 of 50

JOHNSON & JOHNSON

THE LITTLE BANDAGE THAT GREW



A curious girl, three wise mentors, and the little bandage that keeps a scraped world safe.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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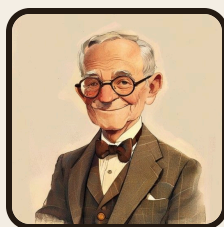
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



ELSIE

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE BANDAGE IN THE TIN

Midnight. Homework: unfinished. And Grandpa Ben's old brass compass? Spinning like crazy.

SPIN

The needle stopped. Pointing at... a little bandage in the first-aid tin.

YOU? You're just paper and fluff!

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Time to meet the businesses that built the modern world. Start with the little bandage that grew."

★ WORTH REMEMBERING

A bandage costs almost nothing. Yet the same little strip has been sold for over a hundred years, all over the Earth. So... **how does something this tiny grow into a giant?**

The wrapper shimmered. A whirlpool of warm blue light reached out and grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 

- ① How does a scrap of fabric and glue help a cut heal?
- ② Grandpa says it built one of the world's steadiest companies. Prove it.

THE HOUSE OF SOFT RIBBONS

She landed in a bright hall where rivers of soft white fabric flowed over gleaming rollers.



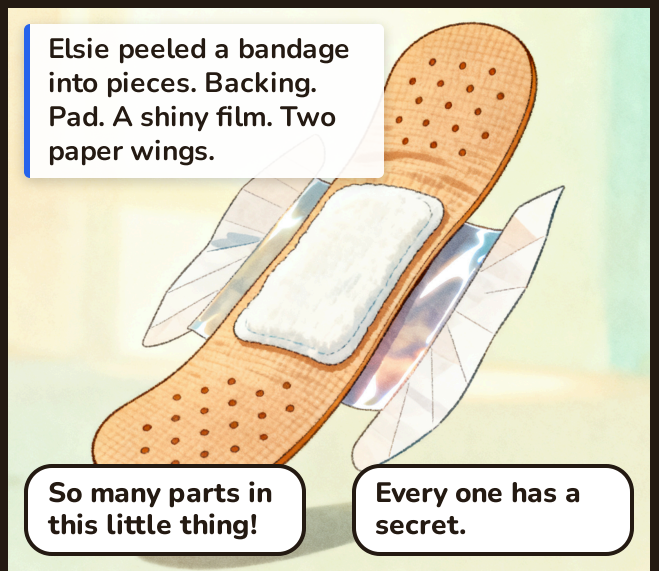
It's a **WATERFALL** of cloth!

A young nurse waved from the walkway. "I'm Elsie. I look after cuts for a living."



Cuts have a **WHOLE** factory?

Elsie peeled a bandage into pieces. Backing. Pad. A shiny film. Two paper wings.



So many parts in this little thing!

Every one has a secret.

★ WORTH REMEMBERING

A bandage looks like nothing. But it must stick to skin, block every germ, soak up a mess, and let go without hurting. That is a lot of hard jobs for one small strip. 

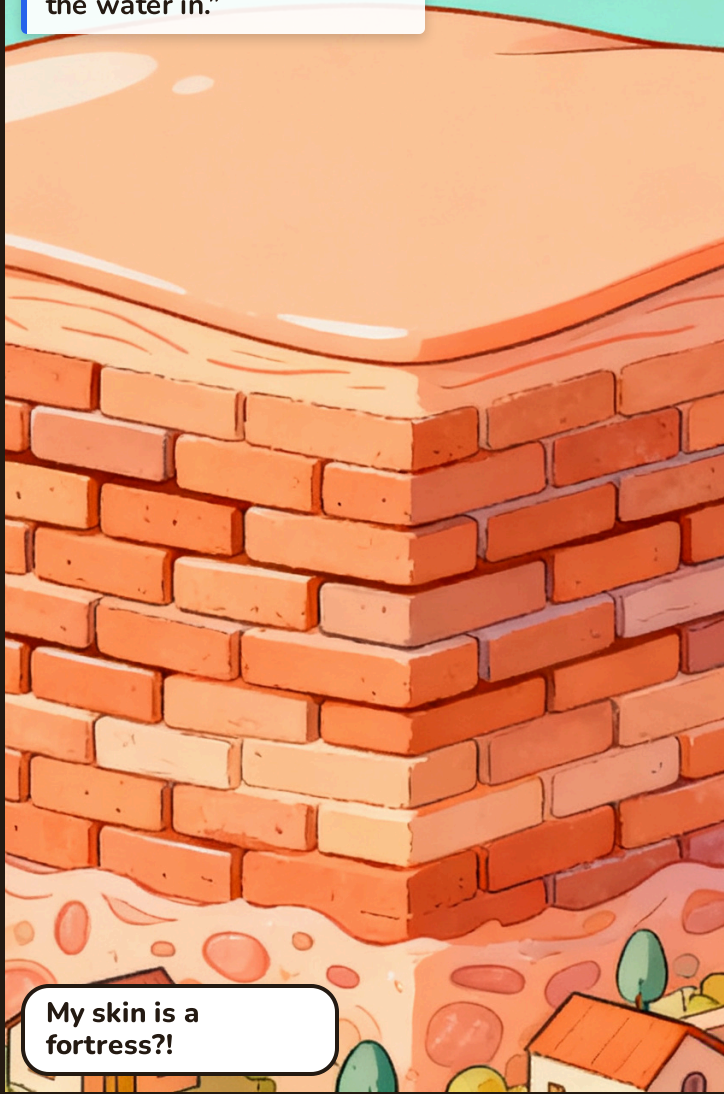
SIRI'S SECRET NOTEBOOK

Soft fabric rivers. Tiny bandages, big machines. Elsie says the little strip hides real science. First question: how does it help a cut at all? 

THE BROKEN WALL

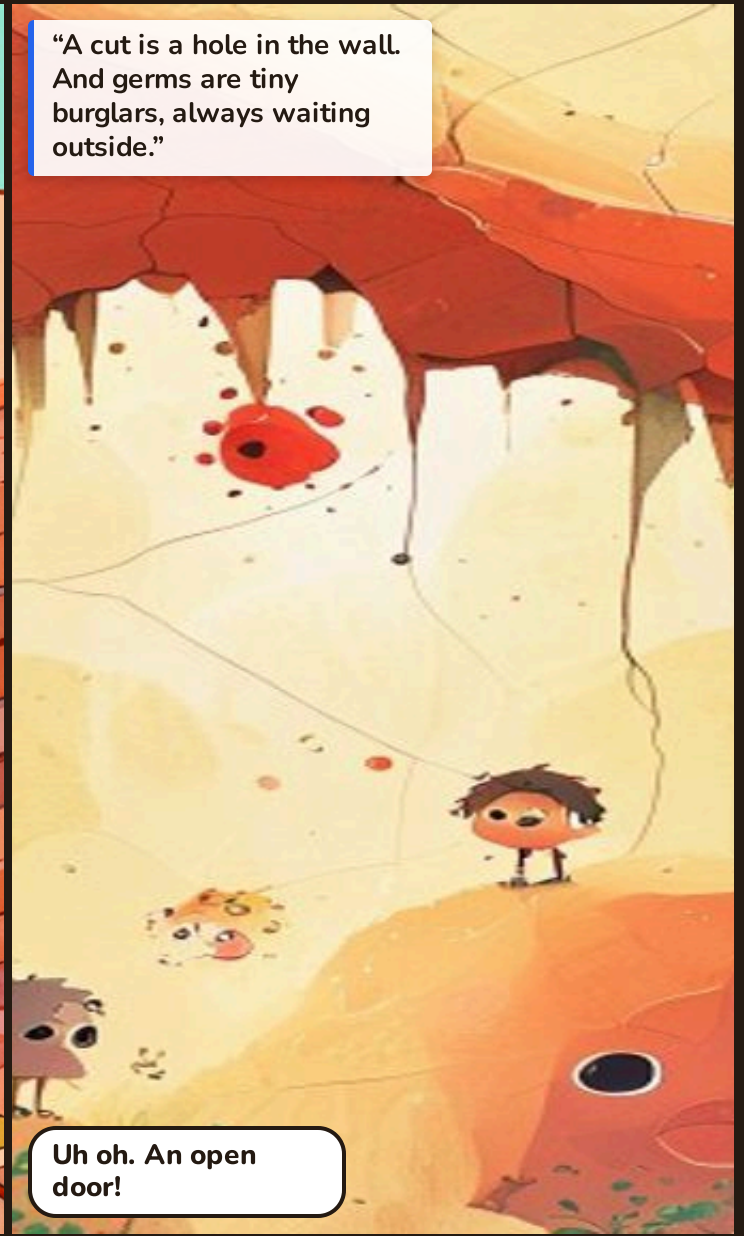
3a What skin really is

"Your skin is a WALL," said Elsie. "A living roof that keeps the world out and the water in."



My skin is a fortress?!

"A cut is a hole in the wall. And germs are tiny burglars, always waiting outside."



Uh oh. An open door!

★ WORTH REMEMBERING

Your outer skin is a **barrier** — layers of tough cells sealed tight. It fends off germs every second without you noticing. A cut is simply a gap in that wall.



"The moment you bleed, a rescue crew rushes in. Tiny platelets link arms and weave a net."



They plug the hole themselves!

"That net dries into a scab. Underneath, new skin quietly rebuilds the wall."



So the bandage doesn't heal me?

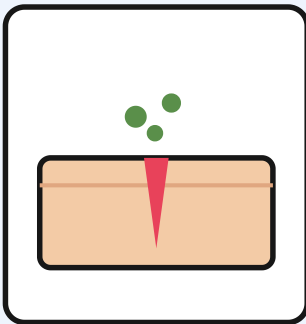
YOU heal you. The bandage just helps.

★ WORTH REMEMBERING

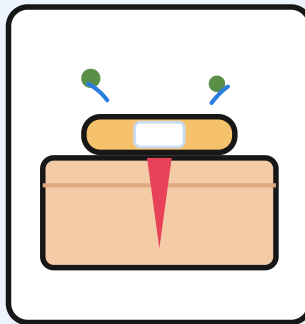
Here's the secret nobody tells you: a bandage does NOT do the healing. Your body does. The bandage only makes the body's hard job **easier and safer**. 🍷



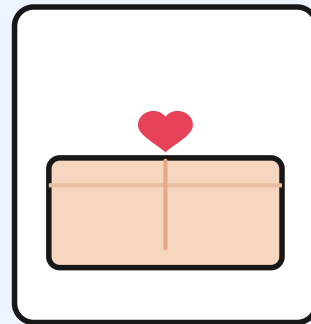
HOW A BANDAGE HELPS A CUT HEAL



A CUT OPENS
germs reach in



SEALED SHUT
clean and moist



NEW SKIN
the gap closes



SIRI'S SECRET NOTEBOOK

- ① Skin = a living wall that blocks germs. 
- ② A cut = a gap in the wall. 
- ③ Platelets weave a net → scab → new skin.
- ④ The BODY heals; the bandage only helps.

STICKY, SOFT, AND SPOTLESS

4a How it clings — then lets go

Elsie pressed a strip down. “The glue flows into the tiny valleys of your skin. Press — and it grips.”



It hugs the bumps I can't even see!

★ WORTH REMEMBERING

The stickiness is a **pressure-sensitive glue**: soft enough to sink into skin's tiny grooves when you press, weak enough to peel off without tearing you. Clever on both ends. 🤝

"The soft pad drinks up the mess. And a shiny film stops it sticking to the new skin."



That's why it doesn't rip when I peel it!

"Now the most important part. Before it's sealed, every germ is cleaned away."



Not ONE germ left?

Not one. That's the whole point.

★ WORTH REMEMBERING

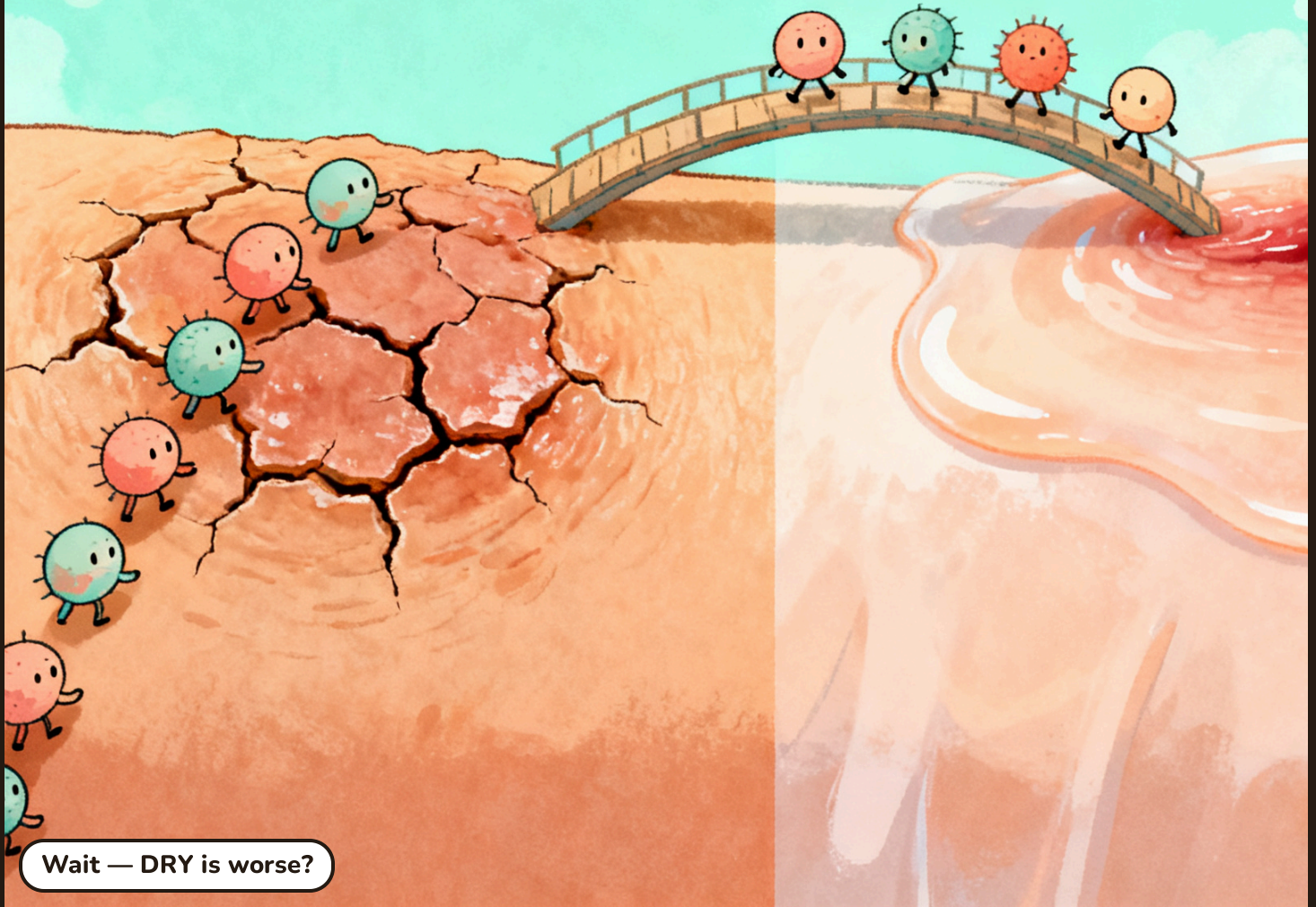
A dirty bandage would trap germs against your cut — worse than no bandage at all. So each one is made **sterile** and sealed in its wrapper until the second you open it. 🧼

📖 SIRI'S SECRET NOTEBOOK

Glue = presses into skin's grooves, peels off gently. Pad drinks the mess; shiny film = no ripping. Sterile + sealed = zero germs. Open it, THEN it works. 🩹

THE WARM SECRET OF HEALING

“Old idea: let a cut dry out and scab hard,” said Elsie. “New science says the opposite.”



★ WORTH REMEMBERING

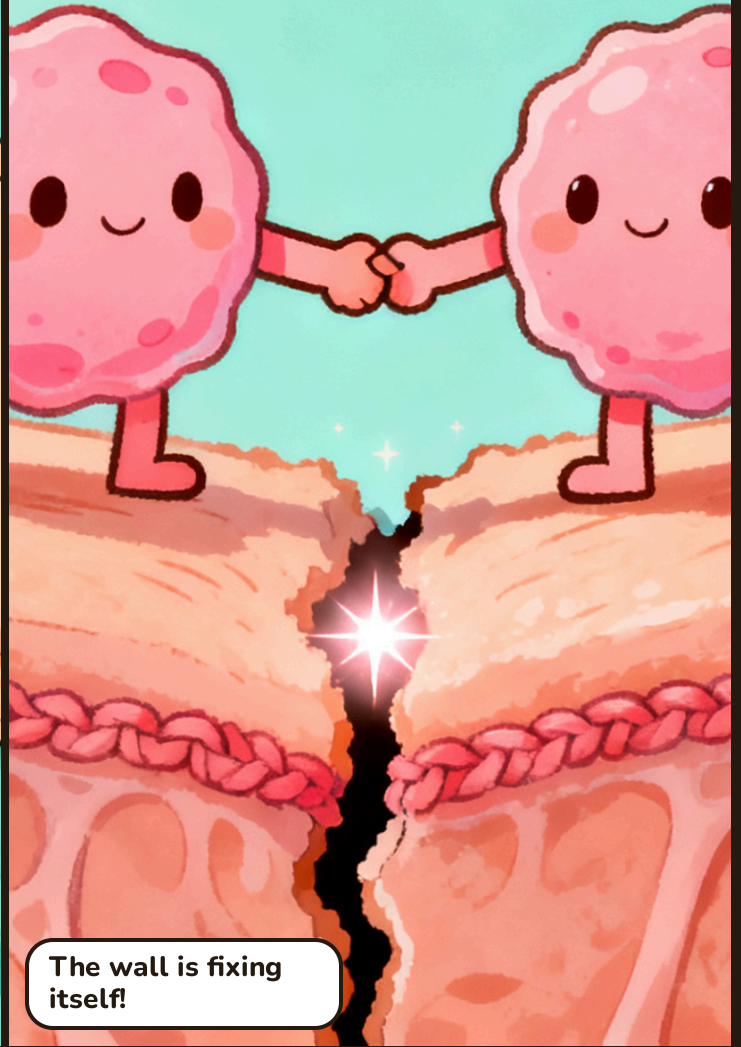
New skin cells cross a wound by **crawling**. Over a hard dry scab they must struggle uphill. Under a soft moist cover they stroll across a gentle bridge — and heal faster. 🌱

"So a good bandage keeps a cut just moist — but it also has to BREATHE." Tiny holes let vapour out.



Soggy skin is grumpy skin!

Underneath, the little cells joined hands across the gap. The wall was closing.



The wall is fixing itself!

★ WORTH REMEMBERING

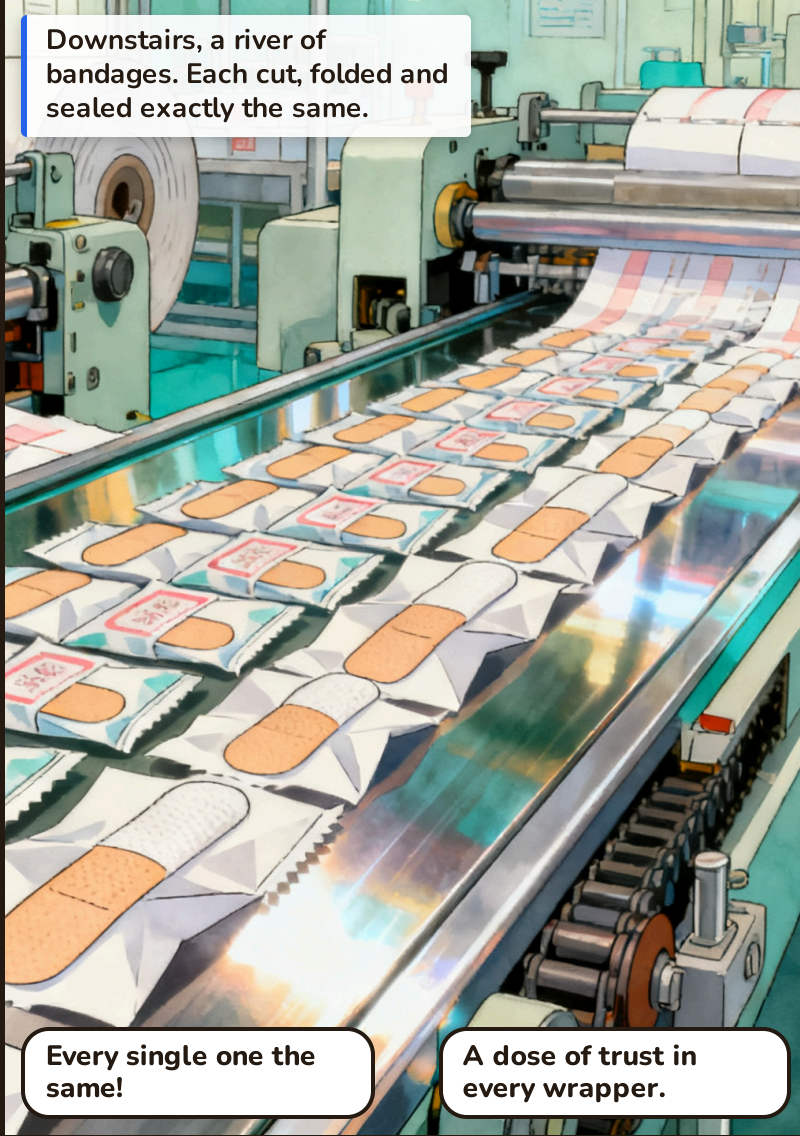
It's a delicate balance: moist enough for cells to travel, breathable enough that skin doesn't drown. Tiny air holes solve both at once. Small strip, careful engineering. 🧐

📖 SIRI'S SECRET NOTEBOOK

Dry hard scab = SLOW (cells climb). Moist cover = FAST (cells stroll). But it must breathe — tiny holes let vapour out, keep germs out. 🌱

WHY THE WORLD SAYS YES

Downstairs, a river of bandages. Each cut, folded and sealed exactly the same.



Every single one the same!

A dose of trust in every wrapper.

Then the long road: trucks, shops, drawers, a scraped knee on a playground.



They're **EVERYWHERE**, all at once!

Weaver. Inspector. Chemist. Driver. Shopkeeper. Nurse. Each shrugged: "I only do my small part."



But nobody does the **WHOLE** thing?!

★ WORTH REMEMBERING

So why build all this for a penny strip? Because a worried parent reaching for a bandage must be able to **trust it, every single time**. Sell trust, cheaply, a billion times over. 🧡

📖 SIRI'S SECRET NOTEBOOK

Every bandage identical = trust you can feel. One little strip in a million drawers. People aren't buying fabric — they're buying peace of mind. 🧡

THE COMPANY ON THE RIVER

Across a green lawn: a stately red-brick campus by a calm river. Siri read the gate.



JOHNSON & JOHNSON! The bandage makers!

"In 1886, three brothers in New Jersey heard a wild new idea: invisible germs cause infection."



Germs you can't even SEE?

★ WORTH REMEMBERING

A surgeon named Joseph Lister proved that unseen germs infected wounds. So the brothers made the world's first mass-produced **sterile dressings** — clean gauze, sealed in packets. It saved countless lives. 🌍

"Then, 1920. An employee named Earle Dickson had a wife, Josephine, who kept cutting herself cooking."



The gift from a worried husband!

"He stuck gauze onto tape so she could bandage herself. His boss saw it — and the Band-Aid was born."



A kitchen fix became a WORLD product!

1. S
1. S
- L
2. V
3. P
4. T
6. T
5. P



THE STORY IN TIME

1886

Three Johnson brothers found the company in New Brunswick, New Jersey.

1888

They publish how to treat wounds without germs, and sell sterile dressings.

1894

Johnson's Baby Powder and maternity kits reach ordinary homes.

1920

Earle Dickson invents the Band-Aid for his wife Josephine.

1921

The Band-Aid goes on sale. Slow start — then everywhere.

1943

Robert Wood Johnson II writes the Credo: patients and nurses first.

1982

A poisoning scare: the company recalls millions of bottles to keep people safe.

Today

Its bandages and medicines are trusted in nearly every country. 

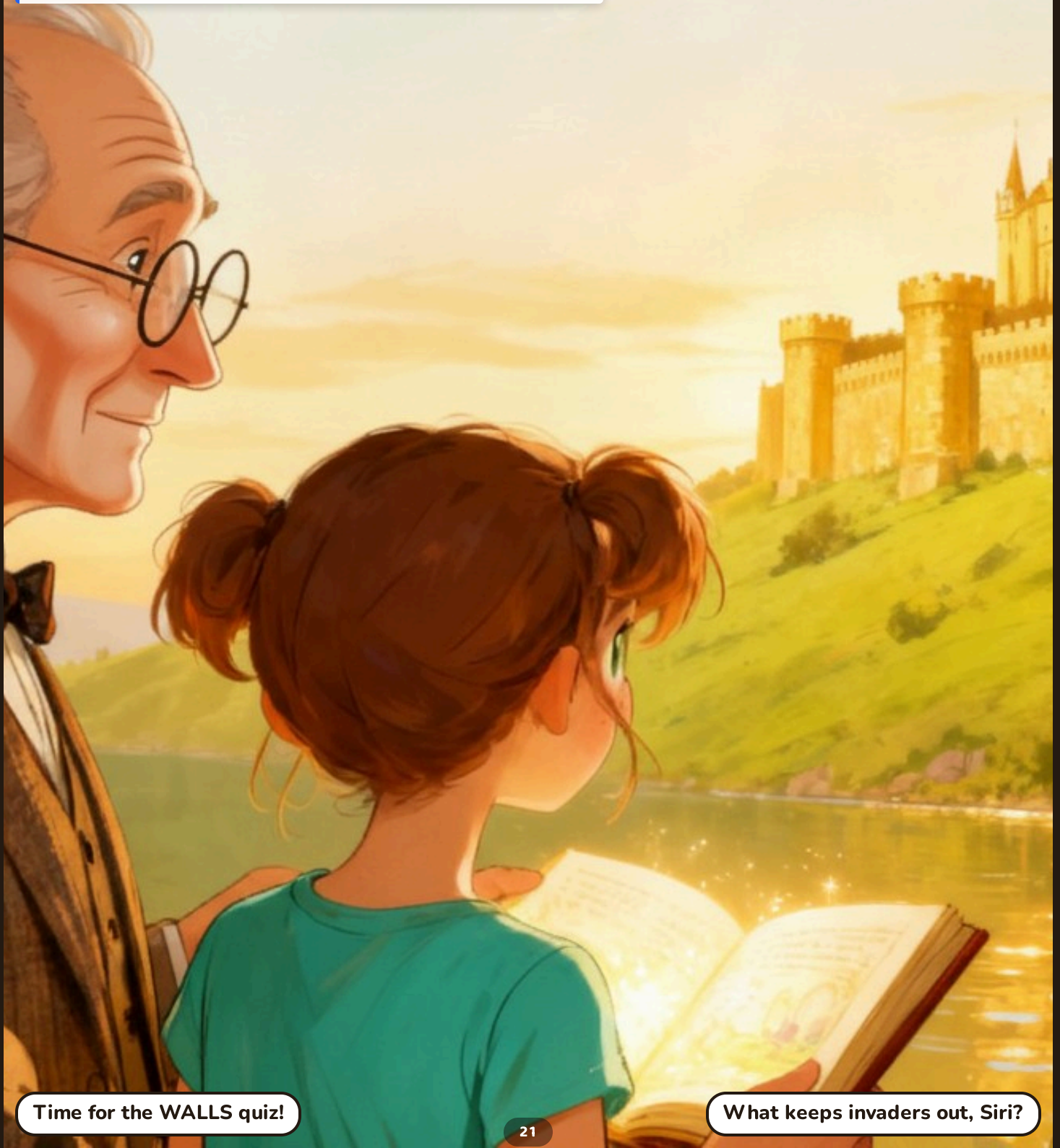


SIRI'S SECRET NOTEBOOK

JOHNSON & JOHNSON. 1886 sterile dressings
(germs are real!) → 1920 a husband's kitchen fix
→ the Band-Aid. 🇺🇸 One idea the whole time:
keep people safe, and never let them down. 🩹

THE CASTLE BEHIND THE BANDAGE

A warm glow. A smell of cherry cola. Warren and Charlie of Omaha, before a shining castle.



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: A Name You

Trust

People reach for the bandage they know without a second thought. That reflex, earned over a century, is worth more than any advertisement.



Wall Two: A Promise Kept

Once, a poison scare struck. The company pulled millions of products to protect people — losing money, keeping trust. That promise takes a generation to copy.



Wall Three: Spotless, Every Time

Making medicine and dressings truly sterile, batch after batch, is a craft learned over lifetimes. One slip breaks everything, so few dare compete.



Wall Four: A Whole Forest

Bandages, baby care, stitches, medicines — thousands of trusted products, not one. When one tree rests, the forest still stands.



The Cracks in the Glass

Cheaper copycats crowd the shelf. One bad batch could bruise the trust of decades. And a giant with many arms can grow slow and clumsy. Castles need defending — daily.

Charlie tapped his glasses. “Don't ask how to WIN. Ask what would DESTROY it. **Invert, always invert.**”



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's checklist for ruining them: let one careless batch break the trust, chase profit over safety, grow so big you stop caring. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "A name a parent reaches for in a scary moment. That trust is the real treasure."

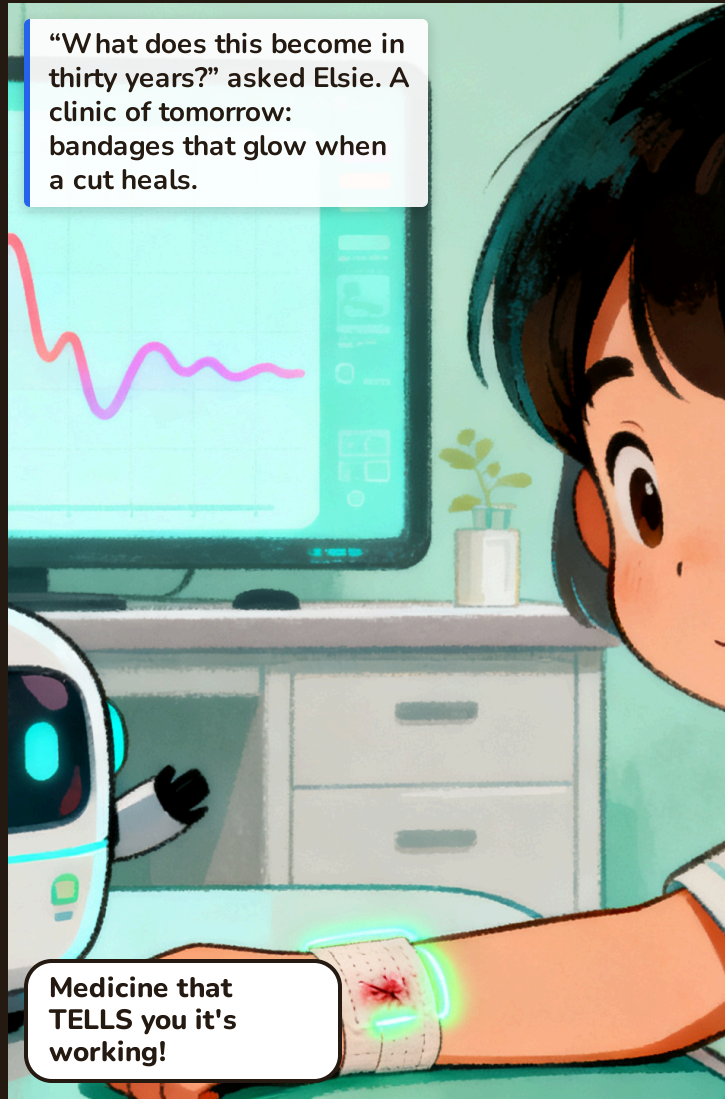


So it isn't the fabric. It's the TRUST.

SIRI'S SECRET NOTEBOOK

Walls: a trusted name 🏷️ + a kept promise 🤝 + spotless every time 🧼 + a whole forest of products 🌳. Cracks: copycats, one bad batch, growing clumsy. Charlie: INVERT. Warren: buy trust, not fabric. 🏠

THE NEXT THIRTY YEARS



★ WORTH REMEMBERING

The deep currents: smart bandages that sense infection, dressings that release medicine slowly, patches that grow new skin. Shapes will change — the need to heal a hurt safely will not. 🧠

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: smart bandages, medicine patches, skin that regrows. Rule: bet on needs, not strips. (Kids will still scrape their knees in every single one of those years.)

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time."

At breakfast the first-aid tin lay open. Broken walls. Sticky glue. Thirsty pads. Zero germs.

You're a whole hidden world, you little strip.

She hugged the diary tight. Somewhere far away, red-brick halls glowed beside a calm river.

Show me the next one, Grandpa. 🧡

★ WORTH REMEMBERING

Next unlock, feel it: a wall of skin broken and rebuilding — a glue that grips the grooves you can't see — a pad kept clean of every germ — a kitchen fix grown into a giant. A bandage is no longer just paper and fluff. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Skin is a living wall; a cut is a gap.
- ② The body heals; the bandage only helps.
- ③ Sticky glue grips grooves, peels gently.
- ④ Sterile and sealed = zero germs.
- ⑤ Moist heals faster than dry.
- ⑥ Trust, sold cheaply, a billion times.
- ⑦ Invert! And buy trust, not fabric. 💛



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

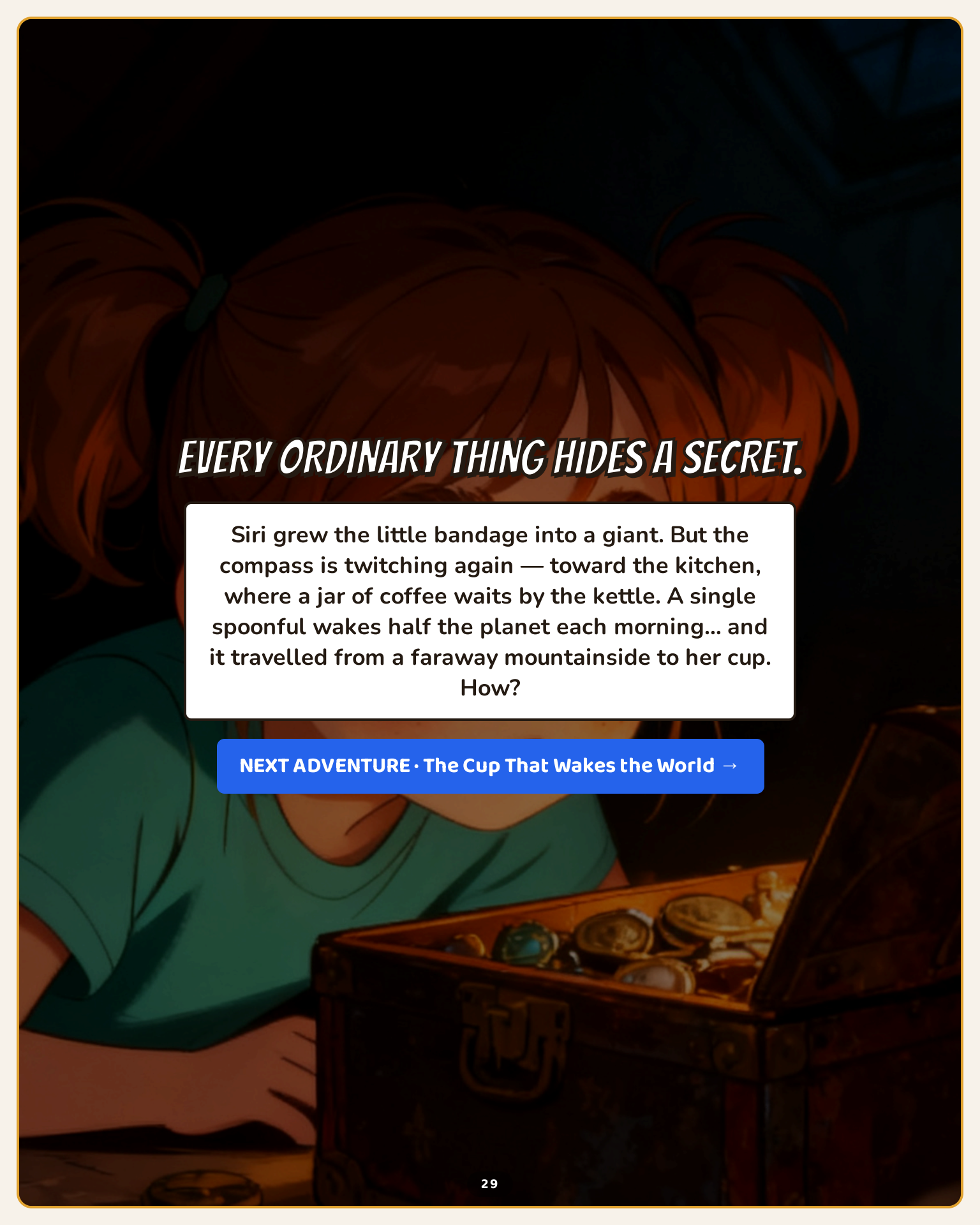
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

A girl with red hair in pigtails, wearing a green shirt, is looking into an open wooden treasure chest filled with gold coins and jewels. The scene is dimly lit, with a warm, golden glow emanating from the chest.

EVERY ORDINARY THING HIDES A SECRET.

Siri grew the little bandage into a giant. But the compass is twitching again — toward the kitchen, where a jar of coffee waits by the kettle. A single spoonful wakes half the planet each morning... and it travelled from a faraway mountainside to her cup. How?

NEXT ADVENTURE • The Cup That Wakes the World →