

WARDS SALE FOR INFANTS AND TOTS

with Values Possible only Twice a Year!



Pre-Natal Care Now Recognized Essential

Years ago the care of the expectant mother concerned very little the doctor or the mother herself, but nowadays pre-natal care is considered in as important a light as the care of the child after birth. The teeth of the child has a great deal to do with the food the mother ate previous to its birth. Other body growth fits closely into the picture of pre-natal care.

As building material for the unborn baby can be conveyed to him only through the diet of the mother, it is easy to see that what the expectant mother eats during this period is of paramount importance.

Nature has a very jealous eye for the needs of the coming generation. It is one of her laws that even if a mother's diet is lacking in any of the essential food elements, she must nevertheless furnish them, if possible, to her unborn child. The only way in which she can do this is by robbing her own body of these elements.

A familiar instance of this is the commonly-observed destruction of the teeth of the pregnant woman. If her diet furnishes enough calcium for herself and her child, all is well. If, however, say through aversion to fresh milk, she gets too little calcium, she must supply from her own body the needs of her baby's teeth and bones.

This is well expressed in the old adage, "For every child a tooth." Supplying sufficient calcium in the mother's diet is the best way to refute this old saw.

44° SALE!

SALE! Infants' 59c Dresses

Hand embroidery on fine American cotton! Buy 2 for every baby you know and save extra! 6 mo.-1yr. **44°**

SALE! Tots' Crepe Sleepers

Jiffy-change button-on pants for youngsters. 1-3. Cotton crinkle. No ironing. Pink or blue. **44°**

SALE! Infants' 49c Creepers

Hand made and hand embroidered! Tubfast broadcloth with tiny belts or pockets. Pastels. 6 mos. to 2 yrs. **44°**

SALE! 27" Birdseye Diapers

Soft and comfy!—and hemmed, ready for use! Extra absorbent! Cellophane wrapped! **44°**

Look at These Values, too!

Training Pants! Double Cotton! ..19c

Infants' Fine White High Shoes. 1 to 4 . 49c

Fluffy Tubfast Crib Blankets. 36x50 .. 49c

Fancy Rayon Platted Anklets. 4 to 6 . 15c

25c Handmade Batiste Gertrudes to 1 yr. 21c



SALE! Tots' Gowns, Wrappers, Gertrudes

5 for \$1

Regularly 25c each! Fine cotton flannels, individually cellophane wrapped! A Wardbuy!

Infants' Cotton Training Pants

10c

Fine rayon striped cotton! For youngsters just out of diapers. Elastic waist. 1 to 3.

MONTGOMERY WARD

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