

“Quick, Mother!”

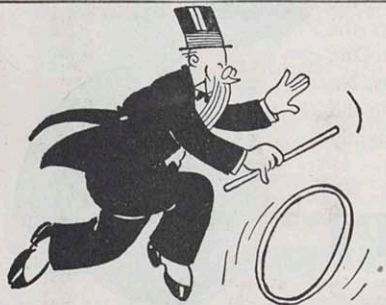
BRING ALONG MY OLIVE OIL POWDER”



MOTHER, Z. B. T. does a better job of keeping your baby happy, comfortable and free from chafing, because it's the only baby powder made with olive oil. The olive oil makes Z. B. T. smoother, longer-clinging—a better guardian of the skin. It makes Z. B. T. moisture-resistant—no caking. Free from zinc stearate, Z. B. T. is approved by leading hospitals, by Good Housekeeping Bureau and your baby.

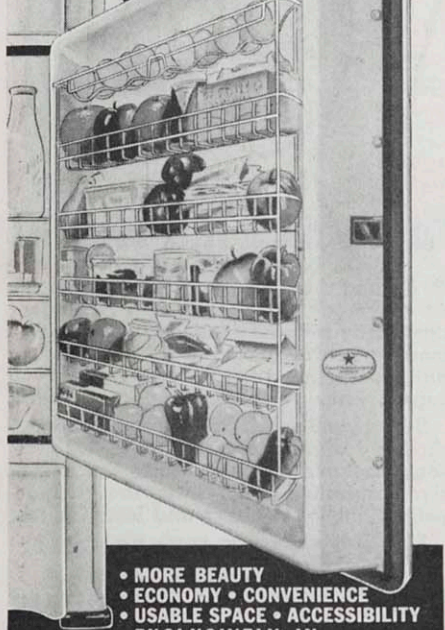
For FREE SAMPLE

send postcard to Z. B. T., Dept. W-3, 80 Varick Street, New York City.



The Morning After Taking Carter's Little Liver Pills

THIS MUCH MORE
Exclusively
IN A
SHELVADOR



• MORE BEAUTY
• ECONOMY • CONVENIENCE
• USABLE SPACE • ACCESSIBILITY
EXCLUSIVELY IN

CROSLLEY
ELECTRIC REFRIGERATORS

Wedding Invitations or Announcements
100 Script Lettering \$3.50
Including two sets of envelopes
100 Visiting Cards \$1.00
Write for Samples
W. OTT ENGRAVING Co., 1048 Chestnut St., Philadelphia, Pa.



PHOTOGRAPH BY RUTH ALEXANDER NICHOLS

Pets for Children

By KATHERN AYERS PROPER

PETS, whether they are dogs, kittens, chickens, rabbits, ducks or goats are good for little children to have. For one thing they help keep them contented to play outdoors in the sun and air instead of hanging around inside with mother, pulling pots and pans out of kitchen cupboards or amusing themselves with their indoor toys.

Through looking out for pets a child learns thoughtfulness and gentleness. A child who grows up with them usually acquires a friendly feeling for animals, and an early understanding of how to treat them.

The regular performance of some simple task in connection with the care of pets, such as feeding the cat, dog or rabbits at a certain time, is also important, for in this way the child begins to develop a sense of responsibility.

Better Babies

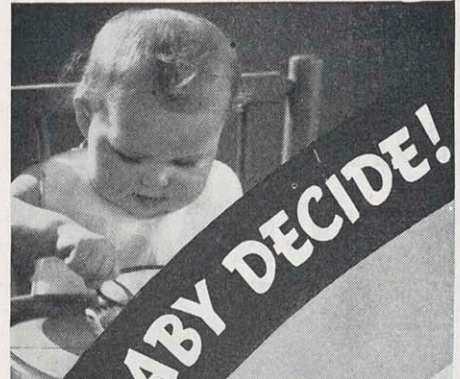
HERE are three COMPANION clubs which expectant mothers or mothers of babies and young children are invited to join.

THE EXPECTANT MOTHERS' CIRCLE: Advice on prenatal care. Nine monthly letters, full of practical help. Enclose a self-addressed envelope and fifty cents in stamps for postage. Mention the month when the baby is expected.

THE MOTHERS' CLUB: A letter a month on care and feeding of the baby under one year of age. If the baby is more than a month old, back numbers of letters will be sent. Enclose fifty cents in stamps to cover postage and mention baby's age.

THE NURSERY CLUB: For mothers of children between one and five—a set of pamphlets on good health and habits, diet lists, book lists. Set, fifteen cents.

Address: The Better Babies Bureau, Woman's Home Companion, 250 Park Avenue, New York City.



LET BABY DECIDE!

11 TASTY FOODS TO TEMPT HIS APPETITE ★

Put Heinz Strained Foods to the test of your baby's taste. He'll relish their natural color—their "garden" flavor. Heinz cooks these foods scientifically—in sealed kettles with dry steam. The fine flavor of choice vegetables and fruits—their valuable vitamin and mineral contents—are sealed in—never cooked out. Serve Heinz Strained Foods. Baby will like them better and, you'll pay no premium for Heinz extra quality!

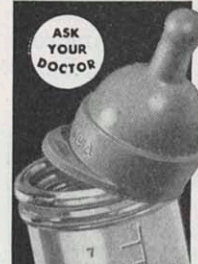
- ★ 11 KINDS—1 Strained Vegetable Soup, 2 Peas, 3 Green Beans, 4 Cereal, 5 Carrots, 6 Beets, 7 Tomatoes, 8 Spinach, 9 Prunes, 10 Mixed Greens, 11 Apricots and Apple Sauce.



Guard your baby's health with these two Safety Seals found only on—

57

HEINZ
STRAINED FOODS



SAFEST

BECAUSE EASIEST TO CLEAN This wide mouthed nursing bottle has no shoulder. Breast shaped nipple is easily inverted. Both are easiest to clean. Both are easiest to clean. See your doctor regularly about your baby. Ask him about these easy-to-clean nursing bottles and nipples.

HYGEIA
NURSING BOTTLE AND NIPPLE



BRILLIANT, QUICK FOR FLOORS

JUST SPREAD NO-RUB AROUND—IT POLISHES ITSELF TO MIRROR BRIGHTNESS SO EASY—SO QUICK! Use No-Rub Polish for your furniture, too.

If it's No-Rub...it's Wilbert's

WILBERT'S
No-rub
FLOOR WAX