

MILLIONS OF BABIES ARE USING KLEINERT'S!

"GADDING" WITH BABY IS EASY WITH

I'M A PUSHOVER

I'M WEARING



**Kleinert's NURSERY BAG!**

It's so pretty you'll be proud to carry it. So practical, too, for baby's short-term needs!

Kleinert's Nursery Bag is made of quilted plastic in Kleinert's exclusive coat Silver-Line design. A "comfy bag"—the perfect answer to baby's travel requirements. What's more, its soapy damp cloth will keep it clean and fresh.

In four wonderful colors Pink, blue, navy and red. Individually boxed for gift-giving.



for **Kleinert's SOFTEX BABY PANTS**

Baby's rather proud of this display... and we share his feeling—knowing how cool, comfortable and protective Kleinert's Softex Baby Pants can be.

Made of a special fabric, Softex Pants are lightweight and waterproof without rubber by an exclusive Kleinert process. They're odorless and wonderfully washable.

The soft pneumatic banding at waist and legs allow Softex Baby Pants to be slipped on and off without a struggle. Small, medium, large and extra large sizes.



Kleinert's self-adjusting Shampoo Shade makes me act like an angel when my hair is washed. It's waterproof, and fits my head, or sister's, securely and comfortably. It keeps soap and water off our faces... out of our eyes and ears. Mom, sis and I all think shampoos are fun now!

**SUN-TIME is PLAYTIME**

"Sachs-Made" Sportwear For Young Fry

Galey & Lord gingham in an attractive group of plaids are a "must" in your child's wardrobe.

Choose a tailored sun-suit or bib overall with matching plaid shirt for Brother.

Little Sister will be adorable and comfortable in a bloomer style plaid sun-suit with dainty ruffle edging. Her matching plaid blouse will make an "around-the-clock" ensemble.



We Carry a Complete Line

of **CARTERS** For Infants and Children



You can't beat **Carters** for time-saving dress

Our wonderful little world cotton knits have everything! Jiffon® shouldered to make dressing quick. Seamless Nevabind® underarms for tender skins. And, such perfect tub manners. Carters' test each soft fabric for washing and wear... design them to look sweet without ironing.

"CLOTHES THAT GROW AS BABY GROWS"

Snuggie products feature patented extensible tuck and let-out tuck at wrist and ankle on all garments.



Exclusively In Birmingham. At The Little Folks Shop. Quixy Snow Suits—In-B-Tween Suits—Snuggie Overalls Snuggie Ducky—Snuggie Duckling.

The **ENVY** of the **BIB & TUCKER SET!**



**JUMPING-JACKS** SOFT SHOES FOR HARD WEAR

... will make your little tottler the envy of the crowd. These shoes with the patented, one-piece sole and heel assure your child of comfortable, happy feet while helping young muscles to grow strong and sturdy. No matter how active the toddler, Jumping-Jacks keep their shape and look. Kidsies adore them—never outgrow them. Ask your dealer about Jumping-Jack shoes. For all children from six months to four years of age.



Complete color and size range. Also available in the new sandal and oxford styles. "Jumping-Jacks" are exclusive with us in Birmingham. The youngsters will be thrilled with our New Modern Shoe Department!

**W. H. W.** SIZING OF CHILDREN'S GARMENTS BY **WEIGHT—HEIGHT—WAIST—MEASUREMENT** Featured by "Hi-Line" Assures Better Fit

**The LITTLE FOLKS SHOP**

Announce the Opening of Their *New, Modern Store*

LOCATED AT 175 WEST MAPLE AVENUE

**Tuesday, June 28**

EVERYTHING FOR THE LITTLE FOLKS, INCLUDING A BEAUTIFUL LAYETTE DEPARTMENT — AN ENLARGED SHOE DEPARTMENT, AND A SECTION DEVOTED COMPLETELY TO JUVENILE FURNITURE.

At our new, modern store you will find a complete line of famous nationally advertised clothes, furniture and accessories for Baby... Sturdyboy, Turk Knit, Playtex, Featherbone, Botany, Polarite, Iwanta, Bo-Peep and Fleurette, LeRoy, Tru Last, Kate Kiddies, Curity, Chix, Nough Star... Grow-Rite High Chairs upholstered with Durand Plastics on chrome tubular base, Wood High Chairs in maple or birch finish, Youth Chairs, Play Pens, Auto and Nursery Seats, Teeter Babes, Hedstrom Union Baby Carriages, Babee Buddy, Taylor Tots, Hand-woven genuine willow Bassinettes, Tykie Toys, Plakie Rattles, Little Toidey, J&J Baby Cosmetics, Educational Toys, Hite-Rite Seats, Baby Scales, Evenflo Bottles, Hanksraft Bottle Warmers and Sterilizers.

Open Friday Evenings Phone 2310

**handi-panti**

Diaper slip-cover—Sunsuit—and Crawler that provide Mother with complete social security! Keeps Baby neat and sweet!



"Weather-Winky"

Exclusively at the LITTLE FOLKS SHOP

**Posture Position is Everything in Life!**



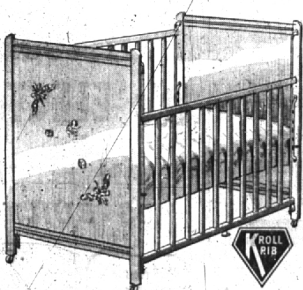
**Especially YOUR baby's Life!**

Give your baby a chance to sleep right—and so to grow right—with wonderful posture-building Grow-Rite. Just look what you get—all in one wonderful, popularly priced Grow-Rite mattress.

- Latex foam rubber flakes
- 3 year guarantee for your protection
- Sty-resistant heavy-duty inserspring unit that provides firm, posture-building support
- Entire filling unit is pressure packed into plastic, waterproof fabric covers of attractive nursery design
- Prebuilt border with 4 plastic handles
- Fast color soft pink or blue
- Heat sealed tufting prevents shifting, gives baby uniform support

**\$15.95**

See the many other beautiful "Grow-Rite" Mattresses priced from \$10.95 to \$24.95.



**Special Opening Value!**

There is smartness galore in this style-rich Krall creation, with its "Pied Piper" decoration portrayed in soft pastel colors. The gracefully shaped panels add a touch of distinction to the smart simple lines of the Crib. Plastic teething rails on side! Maple or Birch finish.

Regular Price **\$39.95**

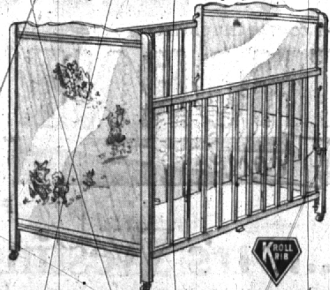
**\$29.95**

**Krall Kribs** HERE'S AN OPENING VALUE YOU CAN'T MISS!

**\$24.95**

Very Special!... with all Krall's famous special features so well-known by Mothers everywhere! Sagless, "Adjust-Matic" springs, double drop sides. Your choice of a beautiful birch or maple finish.

Krall Krib and Chiffonobe two-piece sets in beautiful white enamel with matching decorations! Also in natural birch or honey maple. Moderately priced to meet everyone's budget! See Our Many Krall Kribs on Display!



**Twiggs**

"As the Twig is Bent So Grows the Tree"

Choose "Twiggs" garments for little Brother—unequaled in detail, material and tailoring!

**Yoplande**

... fine hand-mades for baby and toddler — We proudly claim them as exclusively ours in Birmingham.

**GENUINE BABY BATHINETTE**

Magnesium frame or sturdy wood standard. Featuring flexible dressing table, hammock with headrest... and utility tray.

PRICED FROM **\$10.95 - \$16.95**



**Bathinette** COMBINATION BATH AND TABLE