

Liberty Day Baby

1918

Milk for Delicate Babies!

Milk is the natural food for the baby, as pure milk contains all the elements for its growth and development. Eminent physicians agree that all milk, even certified milk, should be pasteurized to insure absolute safety.

Mothers, that is why we ask you to use our milk for baby, as it is all clarified and pasteurized. Our milk all comes from the tuberculin-tested herds, under the direct inspection of the health department of the most healthful city in the United States.

Riverview Dairy

Taber 4617—B-1173 1003 Belmont Street, Portland



Good Fortune Awaits
the First Portland Baby
Born After Midnight,
July 3, 1918

To the first baby born in Portland after midnight July 3, 1918, as determined by the records of the city health department, will be given the following awards by The Journal and the merchants and institutions named below. A certificate signed by Portland's health officer, Dr. George Parrish, and also the attending physician will determine the winner. Should there be a tie, the awards will be divided by a committee of disinterested persons. Awards will be made at noon.

RIVERVIEW DAIRY CO.—Two \$5 War Stamps.
DENNOS FOOD CO.—5 lbs. Dennos Food and baby record book.
BRUNO ART STUDIO—Hand-painted portrait and gilt frame of baby picture.
FRANK NAU—\$4 merchandise credit.
N. SOLOMON—Boy, sterling silver military set.
GIRL, sterling silver comb and brush.
BABY'S BOUDOIR—Baby's boudoir hand-made coat.
POWERS FURNITURE CO.—Silver knife and fork set.
CLARKE BROS. FLORAL CO.—Liberty bouquet of flowers.
PIKE AND MARKHAM—Brownie kodak.
STUBBS ELECTRIC CO.—One Hotpoint Immersion Heater.
HOLLY MILK AND CEREAL CO.—One case of rice and milk.
UNITED ARTISANS—\$5 War Saving Stamp.
ROSE STUDIO—Beautiful 7x11 picture of baby.
OREGON JOURNAL—A War Stamp certificate and four Thrift Stamps. Amount \$5.18.



Mothers! You Will Like Our Shop

—It's the only exclusive Baby Shop in Portland—the only one of its kind in all the Northwest.

—Every moment of our time is devoted to planning for the dearest baby in the world—Your Baby.

—Everything a fond mother-heart may desire is here. Ready made or designed, stamped and cut all ready to finish.

—Complete layettes planned. At \$19.75 is a 45 piece outfit that you'll agree is a little wonder. Prices range on up as high as you care to pay.

We Offer an Expert Maternity Corset Service

It will be our pleasure to present to the first Portland baby arriving after midnight July 3, 1918, A BABY'S BOUDOIR HANDMADE COAT.

388 Morrison Street
Bet. West Park and 10th



The Most Beautiful of all— The Lloyd Loom Woven Baby Carriages

Beautiful carriages woven by a new process of close strands; very strong, cannot warp or break. They are of exclusive designs, richly upholstered and splendidly finished. They are really worth twice the price, as they are absolutely superior to the ordinary carriage in looks and wearing value.

A Splendid Array of
STURGIS LUXURY GO-CARTS
From \$3.50 Up
\$1.00 A WEEK WILL DO



Many new color combinations, such as baby blue, pink, frosted black and canary, ivory, white, frosted Nile green and gray. His Majesty the Baby will look his prettiest in one of these carriages.



Our Gift to the LIBERTY BABY will be a Brownie Kodak or Birth Announcement Cards

KODAKS

Stationery
Kodak
Accessories

Pike & Markham
343 Washington St.

A Liberty Bouquet

of
Clarke's
FLOWERS
for the

Liberty Baby

Clarke Bros., Florists
Morrison St., Bet. 4th and 5th

For the LIBERTY BABY

We will donate a Hotpoint Immersion Heater. It heats the milk in three minutes. No more getting up in the night and building a fire. Just press the button and the immersion heater does the rest.

Hotpoint Devices

are of the highest quality in material and workmanship. They are guaranteed against mechanical and electrical defects for one year. Drop in and let us show you some of these appliances.

BENJAMIN PLUGS

If you need an extra outlet for any of these appliances screw in a Benjamin No. 92 Plug and you get two in place of one.

STUBBS Price
ELECTRIC CO \$1.00
Both Phones SIXTH AT FINE



Solomon's Specialty Store

Headquarters for All the Latest in Jewelry

I specialize in Novelty Earrings, Rings, Pearl Beads, Ladies' and Gents' Wrist Watches and Diamonds.

My \$25 Diamond Rings Defy Competition

N. Solomon

331 Morrison Street
Opposite Portland Hotel

Saved by Dennos Food

Seattle, Washington, March 19, 1918.

DENNOS FOOD CO., Portland, Oregon.

Gentlemen:

I am enclosing herewith a picture of our baby taken at 12 months, weight 26 lbs. I wish to state that we attribute her present excellent condition to the use of DENNOS FOOD.

She weighed 7½ lbs. at birth, but due to her mother's inability to nurse her and not being able to find any kind of nourishment that would agree with her, she grew weaker and thinner until she only weighed 5 lbs. at 5 months, 2 lbs. less than at birth, and we had given up hope of her recovery. During the first 8 months I expended no less than \$1000 for nurses, doctors, etc. Finally a friend suggested that we try DENNOS FOOD, relating several instances where this food had produced miraculous results.

We were at first afraid to try milk, but our friends assured us that DENNOS FOOD had helped other and that no evil results would follow. After a few feedings a marked change for the better was noted and she has continued to gain continually. Behold the picture for the excellent results.

We cannot express our undying gratitude for DENNOS FOOD, and take pleasure in recommending it for others.

Yours respectfully,

(Signed)

THOS. BEVAN,

1900 E. Fir St., Seattle, Washington.



Junior Department

The Junior Department of the United Artisans is the place for your children. The famous Junior Artisan Band is a product of that Department.

The United Artisans have accumulated assets of nearly \$1,300,000. The Junior Department has accumulated assets of over \$5000 and is a new department. Teaches your children responsibility, thrift, fellowship and provides them with insurance protection. You can teach your boy or girl a certain measure of responsibility through our Junior Department. Have them join now. Juniors between 2 and 18 years are eligible.

The United Artisans

24 Years in Portland
Home Office, 608 Beck Building
A-1112—Phones—Broadway 1220

HOLLY Rice and Milk HOLLY MILK

The Perfect Products

HOLLY ICE CREAM

1 can Holly Rice and Milk; 1 can Holly Milk; 2 teaspoons any Flavoring Extract; 2 table-spoons sugar.

Freeze same as for ordinary ice cream.

WILL MAKE 10 AVERAGE DISHES

Holly Milk & Cereal Co.

Look for This Label



"Our Sign of Quality"

Our Gift to the Liberty Baby

\$4.00 Merchandise Credit

This coupon entitles baby to the above amount of any merchandise in our store at any time.

Everything to Keep the baby well. Only the highest grade of medical supplies. Prompt Prescription service.

FRANK NAU

Prescription Druggist

Sixth and Alder Main 7211—A-2721
We Never Close

Our Gift to the

LIBERTY BABY

will be a

7x11 PICTURE

ROSE STUDIO

D. PERRY EVANS

Phone Main 7590. 270½ Washington St.



Only Exclusive Portrait Enlarging Studio in Portland

Phone Main 2549

Bruno Art Studio

406½ Morrison St.

Bruno A. Buczkowski
Artist

(12 years established in Portland)

Artistic Portrait Frames at Reasonable Prices