

*Bushnell-Perkins Studio Takes Pride In
Announcing the Second Great*

BABY CONTEST

STARTING WEDNESDAY

(APRIL 14TH)

ENDING NATIONAL BABY WEEK, MAY 3rd to 8th



With National Baby Week just a month away, the Bushnell-Perkins Studio—with cooperation of the J. C. Penney Company—have arranged Ashland's Second Baby Contest which will enable parents to secure a quality portrait of their babies at small cost and enable the tiny tots to compete in a contest that's all their own for valuable cash and merchandise prizes, including

**A \$3.50 VALUE PORTRAIT
AND AWARD FOR EVERY
BABY ENTERED IN THIS
SENSATIONAL CONTEST!**

\$50 IN CASH PRIZES

\$50.00 in cash will be given away as follows: Grand prize winning baby will receive \$25.00 in cash; prize winning babies in each of four groups will receive \$5.00 in cash, and second place winners in each of the five groups will receive \$1.00 in cash. Prize award winners and honorable mention winners will receive merchandise awards. ALL BABIES ENTERED WILL RECEIVE RIBBONS AND MERCHANDISE PRIZES!

Also Valuable Merchandise Prizes!

Here is just the contest parents have been waiting for! The small entry fee of \$1.50 entitles each baby to receive a finest quality \$3.50 value mounted 8x10 Portrait and, in addition, to be eligible for the 10 cash awards and many merchandise prizes. There are no strings, no red tape. Read the rules and directions below for entering your child and join in the Baby Contest. Capture those fleeting baby poses that soon become such a priceless collection of every family!

TO ENTER YOUR BABY:

To enter your baby simply drop into the Ashland J. C. Penney Company store and ask for your entrance card at the baby display section—no merchandise to buy, no obligation. (Cards, however, can be secured ONLY at the Penney store in Ashland). Bring your entry card to the Bushnell-Perkins Studio with your \$1.50 entrance fee and arrange a sitting for your baby. Each baby so entered will receive a \$3.50 value highest quality 8x10 mounted portrait without further charge, and will be entitled to compete for the 10 cash and many merchandise prizes as awarded by judges of the contest, which will close during National Baby Week, May 3 to 8. Judges of the contest will be announced later, and their decisions will be final. The contest opens Wednesday, April 14, and the free entry cards will be available at the infant section of Penney's then. Babies may be entered at any time during the course of this contest, and sittings may be arranged with the studio at your convenience. However, to avoid the certain rush later on, parents are asked to make entries at their earliest possible convenience.

RULES OF CONTEST:

Entrance fee for each baby in the Baby Contest is \$1.50. There is no other charge. Babies may be entered from any nearby district. Each mother will be entitled to receive one 8x10 mounted portrait of her baby, a regular \$3.50 value. Each mother whose baby is properly entered in the Baby Contest will be entitled to cash and merchandise prizes as awarded by the judges. Ribbons of award also will be given each baby.

CLASSIFICATIONS

All entries will be made in one of the five following groups:

- 1—SMALL BABY GROUP
- 2—BOY BABIES
- 3—GIRL BABIES
- 4—BABIES TWO TO FIVE YEARS OLD
- 5—TWINS

PRIZE WINNERS

- 1—Total \$50.00 cash prizes to be given away.
 - 2—Grand prize winner of the above five groups to receive \$25.00 cash prize.
 - 3—Prize winners in four of the above groups to receive \$5.00 each.
 - 4—Second prize winners in each of the five groups to receive \$1.00 each.
- Prize Awards and Honorable Mentions will receive merchandise and ribbon awards.

Never before have parents of southern Oregon and northern California had such an outstanding opportunity to receive a highest quality 8x10 inch mounted portrait of their baby at such low cost and at the same time be eligible for the many valuable cash and merchandise prizes, as well as the award ribbons for every child entered! You will want to enter YOUR baby in this interesting contest. Watch windows of Bushnell-Perkins Studio, the J. C. Penney Company and the Southern Oregon Miner for displays of entrants—and don't forget to get YOUR child's entry card at the baby display counter in Penney's at your first opportunity!

BUSHNELL-PERKINS STUDIO

CARDS FOR EVERY OCCASION

THE HOME OF LOVELY PORTRAITS

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