

HAIL! The First Baby of 1931

Will it be a boy or a girl? It makes no difference, the first baby in Jackson County born in the new year of 1931 will receive a welcome in the form of gifts donated by these Progressive Medford Merchants!

Official records of the Jackson County Health Department, to whom the birth should be reported and recorded, will decide the "Lucky" baby. The parents of the lucky baby may receive the gifts when the records are published.




A Silk Bonnet for Little '31



We will give an adorable silk ruffled bonnet. Pink, blue or white, to complete its first ensemble.

Handicraft Shop
Phone 702 42 South Central


Don't Leave Baby's Future To "Luck"



Nothing is more essential in a child's life than to assure its future financial security with a sound savings plan. Perhaps you've been too busy up to now to give this matter much thought, but we have not forgotten. We want you to accept, with our compliments, a savings bank book with an initial deposit of \$2. And may we remind you that \$1 saved weekly until your baby reaches maturity will amount to \$1092 plus interest. What a real financial start in life that will be!

First National Bank

Illustrated Baby Record Book



Including scientific charts which will be of practical service to the mother and growing child.

S W E M 'S
Book and Gift Shop

A Wicker Heywood-Wakefield Doll Buggy



The new baby will arrive too late for Santa's visit this year, but a \$5 doll buggy has been donated by the

Medford Furniture and Hardware

5 Pound Chicken



So that the new baby's family may properly celebrate its arrival—we will give a Golden West Chicken.

LIBERTY Meat Market

A Two-Pound Package of Whitelaw's Chocolates

Will be presented to the lucky baby's mother

COLVIG DRUGS
104 West Main St.

(We handle this brand of excellent chocolates, because they are made in Medford, and are of superior quality).

What Lucky Baby

Will Win These Many Gifts Offered by These Progressive Medford Firms?

\$2.50 Merchandise Order for the Parents



H. E. MARSH
GROCER
Phone 252 Phone 252

Home Sugar-Cured BACON



Five pounds of delicious bacon for the entire family, will be given in honor of the new arrival.

ECONOMY Meat Market
Nichols & Ashpole

Beautiful Hose for the Mother



We will give the best pair of silk hose in the store to the mother of little 1931. Choice of any style or color.

E. J. Breier Co

\$3 CREDIT



will be given on any merchandise in our store.

People's Electric Store



\$3 CREDIT

on any of this Juvenile Furniture



Nursery Chair—Baby Crib—Mattress—Children's Rocker—Baby Buggy—Baby Cart—High Chair.

ROBBINS
219 West Main Phone 9

'Baby Needs Shoes'—here's the First Pair



It's surprising what a big item baby shoes can become in the family budget—seems like the new pair is no sooner purchased before they are outgrown or worn out. Luckily many parents have discovered our excellent line of infants' and children's shoes—priced from \$1.10 to \$3.50—and to show how confident we are of their high quality we're going to give the new youngster a pair of our regular \$3.50 value soft kid walkers.

C. M. KIDD & CO.
"Southern Oregon's Oldest Shoe Concern"

Beautiful Free Photograph of The New Baby



Nothing preserves happy memories better than photographs. That first smile... or tooth... all are accurately and faithfully recorded by the camera to bring back pleasant, happy thoughts in later years. Start the photograph habit by accepting our invitation to pose for six of our special baby photos of the new baby. There will be no charge, of course.

Shangle Studio
Medford Bldg. Phone 1308

A Pair of Warm, Comfy Slippers for the Mother



StrangBro's

Mennen's Complete Set of Toilet Articles



Fine powders, soap and all the other things to make baby's bath a pleasure!

Medford Pharmacy

A Gold Ring for the New Baby...



It's a good thing to start early in life to appreciate Fine Jewelry. So the lucky baby will receive a ring from

LARRY SCHADE
Your Favorite Jeweler Since 1918