



ALL THESE FINE PRESENTS

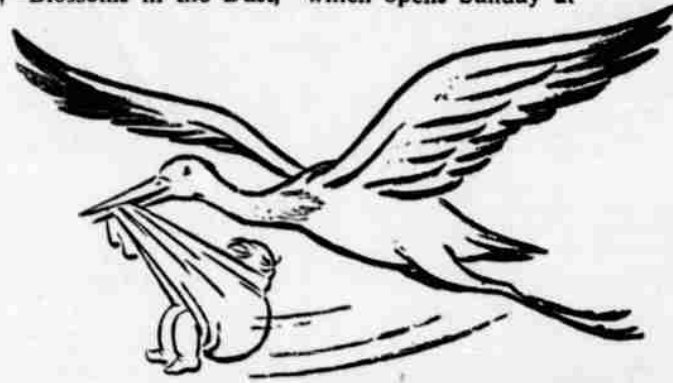
For the First Baby Born

DURING THE ENGAGEMENT of "BLOSSOMS IN THE DUST"
SUN. MON. TUES. SEPT. 14, 15, 16 at the CRATERIAN THEATRE

Special plans have been made by these stores and the Craterian Theatre to welcome the first baby born during the showing of the Technicolor Hit, "Blossoms in the Dust," which opens Sunday at the popular Craterian.

This fictionalized drama is inspired by the career of a living woman, Edna Gladney of Texas. Her battle for young people is as heroic and thrilling as the famed deeds of Father Flanagan of Boys' Town.

Rules are simple and the prizes worth receiving. Even if your baby doesn't win, the merchants listed on this page will always be ready to help you with practical and economical suggestions for its welfare.



"Things That
Are Guaranteed
To Please Any
Baby in the World"

Here's One From
Mann's

For The First
Baby Born
During The
Engagement of
this Fine Picture



Some Lucky Little
Tot will be cozy and
warm in this Wool
and Rayon Robel
Ideal for carriage or
crib and its dainti-
ness will fit right
into your layette—
On display at the
Craterian during this
picture.

MANN'S
JUNIOR SHOP
SECOND FLOOR

HERE ARE the Rules!

Baby must be born in and Mother and Father residents of Jackson County.

Baby's official birth announcement must be turned into Craterian Theatre Box office not later than 9:30 Friday night, Sept. 13th.

Hour, Minute and Date of baby's birth must be confirmed by attending physician.

Winner will be published in this paper. (If no baby is born during engagement of picture, next regular born baby complying to above rules will be the winner.)

In addition to all these fine presents the Craterian Theatre will admit Mother and Dad free to all shows until Oct. 30th!

We Feature 'Special Care' With Baby's Laundry...!



It's those first few months that cleanliness counts... bring your laundry to us and protect your health the American Laundry way!

\$2.00 worth of free laundry service to the lucky winning baby!

AMERICAN LAUNDRY
132 South Central — Dial 3534

The SAFE WAY To Insure Baby's Health Is at Your SAFEWAY Stores!



- We have the best in fresh fruit, eggs, meat and vegetables....
- We feature Gerber's and Meins' specialized baby foods... a dozen to choose from....
- Two dozen cans of assorted Gerber's specialized baby food for the first baby born...

Every Purchase Guaranteed

Your Safeway Stores
Main and Holly 6th and Bartlett

For Your Health... and Your Baby's!

Fluhrer's
ENERGY
BREADS

ENRICHED WITH
VITAMINS... IRON
and DEXTROSE...!
Buy It at Your Grocer's!



The bakers of Fluhrer's Bread will specially decorate and present one year from now... a beautiful first birthday cake to the lucky first baby!

Fluhrer Bakeries
DON'T SAY BREAD—SAY FLUHRER'S

A Photograph of Baby Is Your Most Treasured Possession!

Have one taken every few months and "watch them grow" with pictures. It's not too early to have your Xmas photos taken!

Our present is an 8x10 photograph of the lucky winner!



Brainerd
Studio & Camera Shop
Photographs, Cameras and Supplies
40 South Central Avenue—Dial 2068

Make Heath's Drug Store Your Baby's Health Headquarters...!



- Feel free to ask us for information on your baby's health problems....
- Everything for Baby... nursery supplies and specialties.
- Biological Vaccines...

**HEATH'S
DRUG STORE**

29 North Central
Telephone 3551

Our gift is a brand new bottle guard and baby sponges!

We Have Everything Baby Needs in Correct Furniture



- BASSINETTES
- HIGH CHAIRS
- CARRIAGES
- BABY CRIBS

Our present to the first born is a comfortably cushioned child's rocking chair!

CUPP FURNITURE CO.

6th and Bartlett Streets — Dial 4848

We've Started This Lucky Baby Out With a Savings Account!



The habit of THRIFT cannot be started too soon in a youngster's life. A few dollars saved NOW will steadily grow as this fortunate little fellow grows—and some day will contribute much to the security and happiness of a fine young man or woman!

Our gift to the first born baby is a savings account with a starter of \$2.00 ! !

THE MEDFORD BRANCH
First National Bank OF PORTLAND

Plenty of Hot Water and Light

is the most important
feature of all for Baby's
welfare.....



—and with our large
assortment of hot
water heaters and
improved floor lamps
it's as easy as A-B-C.

—see us for your
electrical needs and
supplies...

**Trowbridge
& Flynn**
ELECTRIC
COMPANY
214 West Main St.

A handy bottle warm-
er and night light to
the lucky first born...



DEFENSE
FOR THE
FIRST BABY
•
DEFENSE
FOR
UNCLE SAM

Yes! The FIRST LINE
of BABY'S HEALTH DE-
FENSE is rich, creamy
GRADE "A" PASTEURIZED

Snider's
MILK

UNCLE SAM must provide adequate defense, too, so the first born baby should join the millions of owners of DEFENSE SAVINGS STAMPS... That's why we are giving this lucky youngster a stamp book with \$2.00 worth of DEFENSE SAVINGS STAMPS—the start of a DEFENSE SAVINGS BOND!

SNIDER DAIRY & PRODUCE CO.



GUARD
THEIR
HEALTH
and Yours

by having your street
clothes and over-
things dry cleaned...
remember... we pick
up and deliver!

It's not too late to
have the kiddies'
school clothes dry
cleaned... give us a
ring today!

A dozen Curley
self-folding
diapers to the
first born!

Medford Cleaners
20 South Central — Dial 2898

Here's a New Treat For Your Palate....

A REAL
ITALIAN DINNER

REAL ITALIAN SPAGHETTI
WITH MEAT BALLS

French Bread & Butter

A GLASS OF WINE

(Burgundy, Sauterne, Chablis)

All For 65c

HIGH CHAIRS FOR THE KIDDIES

VALENTINE'S CAFE

RIVERSIDE OFF MAIN

We invite the proud parents in for one
of our real Italian Dinners—on the
house!

From Cradle to College!

Quality Shoes for the
Entire Family at Kidd's

We feature Red Cross
for women, Freeman
for men, Bergmann for
outdoor shoes and Wol-
verine for work shoes...
come in and look over
our large stock!



Our gift to the lucky
first born is a pair of
"Step-Starter" shoes!

C. M. KIDD & CO.
SO. ORE. OLDEST SHOE CONCERN