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Sears IS SEEKING

AMERICA'S
Most Beautiful
Baby!



\$10,000
DOLLARS
First Prize

\$5,000 Cash
\$5,000 R. E. Wood
(President, Sears,
Roebuck and Co.)
College Educational
Policy

2nd Prize—\$4,000
\$1,000 Cash
\$3,000 R. E. Wood
College Educational Policy

3rd Prize—\$2,500
\$500 Cash
\$2,000 R. E. Wood
College Educational Policy

4th Prize . . . \$300 (Cash)

5th Prize . . . \$200 (Cash)

6th to 10th Prize—\$100 Each (Cash)



**A Century of
Progress
Baby Contest**

15,304 Prizes In All

In addition to the ten National Prizes listed on the first page of this folder, there will be

15,000 Other National Prizes as Follows:

The Best 5,000 Pictures—A natural color reproduction of the picture submitted, size 8 x 10 inches, with attractive frame.

Next 10,000 Best—A special engraved trophy (baby cup) in an attractive presentation box.

There Will Also Be the Following State Prizes

(In the State judging, babies will be divided into two age groups.)

Up to 2 Years

1st State Prize \$50 in cash

2nd State Prize \$15 in merchandise

3rd State Prize \$ 5 in merchandise

Alaska, Washington, D. C., Canal Zone, and Island Possessions will be grouped as one State.

Over 2 Years Up to 5

\$50 in cash

\$15 in merchandise

\$ 5 in merchandise

How Prizes Will Be Awarded

All pictures will first compete for State prizes in the state from which they are entered.

Pictures winning the first State prizes in both age groups (98 in all) will be sent to Chicago. From these the best pictures will be selected by impartial judges chosen by Sears, which will be displayed in the Sears building at the 1934 Century of Progress Exposition. Here the millions of visitors will decide by ballot the winners of the first ten National prizes.

The next 500 best pictures from each State will also be sent to Chicago, to compete for the 15,000 "Other National Prizes" mentioned above.

When Prizes Will Be Given

Prizes will be given to the winners promptly after decisions are made: State prizes about August 1, 1934; Other National Prizes about Sept. 1, 1934; the ten major National Awards about October 15, 1934.

The R. E. Wood College Educational Awards are paid-up endowment insurance policies, payable when the baby becomes 18 years of age, and issued by the Hercules Life Insurance Company.

Rules of the Contest

- 1 This contest is open to all parents and guardians of living babies under five years of age in the United States and its possessions, except the babies of the contest judges and of Sears, Roebuck and Co. employes. Note: Babies in orphanages may be entered by the institution.
- 2 To enter this contest, send to the nearest Mail Order Store of the Company, in care of the Baby Contest Editor (or hand in at your nearest retail store), one picture of the baby, made within the last six months. If you have more than one baby, enter a picture of each of them. Pictures may be any size or finish. They may be snapshots, photographs or portraits. Only one picture of any baby will receive consideration.
- 3 Contestants must supply the following information upon the back of each picture submitted: Present age, Date of birth, height, weight, coloring of hair, eyes, complexion and clothes; name and address of baby and name and address of person submitting the picture. The contestant's relationship to the baby must be stated.
- 4 All pictures submitted must be mailed before midnight, June 30, 1934 by First Class Mail.
- 5 Beauty of features, appeal of personality as shown by the picture, and proportionate height and weight, will be the basis of the judging.
- 6 All prize winners, except the ten major National Prize winners, will be decided by impartial judges selected by Sears. The decisions of the judges shall be final and binding on all entrants.
- 7 The ten major National Prize winners will be decided by popular vote of the visitors to the Sears-Roebuck Building at A Century of Progress Exposition in Chicago, the balloting to commence about August 1, 1934, ending October 1, 1934. Each such visitor will be entitled to vote. Ballots will be counted by tabulators appointed by Sears. The picture receiving the greatest number of votes will be declared the winner of the first National Prize. The next nine in order will receive the remaining nine major National Prizes.
- 8 The pictures entered in the contest will not be returned, but will become the property of Sears, Roebuck and Co. and may be used in any manner desired by it.

SEARS, ROEBUCK AND CO.

The policies of the Hercules Life Insurance Co. are offered to the public through the facilities of Sears, Roebuck and Co. Said policies will name the parent or guardian as the assured and the baby as the beneficiary.

● FOR YOUR CONVENIENCE

Pictures may be submitted at your nearest Sears' retail store, from which they will be forwarded to the regional control store to compete for the state prizes.

No photographer anywhere is authorized to represent Sears in this contest. Send or bring any picture, snapshot, photograph or portrait of your baby.



Your Nearest Sears' Store is Located at: