



Who'll be **first** in 1953?

Who will be the First Baby of 1953 in our community? That's the big question! What lucky baby will be the winner of all the valuable and useful prizes featured below! To be eligible, state the exact time and place of your baby's birth, the sex, weight, and name plus the name and address of the parents. Send this information to this newspaper. See coupon on Page 1. Residents living in the circulation area of this newspaper are eligible. Entry deadline January 5th (5:00 P.M.).

The first baby born after midnight on January 1, 1953, will be declared winner of the 1953 First Baby Contest! Watch this newspaper for the announcement of the winner!



Playful Play Pen for the First in '53



Our Gift to the First Baby will be an Adorable Play Pen. It's collapsible.



FRANK'S FURNITURE
1834 EL PRADO AVE. Phone 1443

HI-N-DRI DIAPER SET

The winner's mother will welcome our gift that makes mother's work just a little easier. Your choice of Nylon, Corduroy or Flannel.



NETA'S TOTS & TEENS
1272 SARTORI AVE.

5 DOZEN OF DIAPERS!

Here's a prize that the mother of the lucky winner will really appreciate! Your choice of either Birdseye or Flannel.



NEWBERRY'S
IN TORRANCE

A HIGH CHAIR FOR 53'S FIRST BABY

That's our gift to the winner! Solid hardwood high chair in natural finish to go with any decor. Clever nursery decal. This chair breaks down to a table and chair.




McMAHAN'S FURNITURE
IN TORRANCE

BABY OUTDOOR STROLLER

Aluminum with canvas — Easy to manage — Sheer pleasure for mother!



BAKER'S FURNITURE
Across from City Hall

A CASE OF BABY FOOD — OUR GIFT!

Our community's First Baby of 1953 will receive a case of Gerber's canned baby food as our gift! A real start toward future health!



ROTH'S MARKET
1321 POST AVE.

TIP-TOP HEALTH FOR "53'S FIRST"

The community's first baby in 1953 will get a healthy start in life with our gift—a month's supply of our vitamin-enriched milk free!



BEN CLUFF DAIRY
On Avalon 2 blks. So. of Carson
On Figueroa 2 blks. So. of Gardena Blvd.

BABY'S SOLID GOLD & DIAMOND RING

Here is something for Mr. or Miss '53 to be proud of. This ring is covered by Allen's genuine diamond certificate... This ring can be traded in for a larger size with full original retail value allowed.



ALLEN JEWELERS
1321 SARTORI AVE.

SWEET DREAMS FOR THE WINNER

In an adorable bassinette that will be our presentation to the First Baby of 1953! Lined in pink or blue. Complete with mattress.




KALE'S CHILDREN'S SHOP
1821 EL PRADO AVE.

A FREE PORTRAIT OF "LITTLE '53"

The winner of the contest will be photographed any time during the first three months, and a lovely 8 x 10 portrait given free of charge as our gift.



DIXIE LEE STUDIO
1650 Cabrillo Ave. Ph. 2051 for Appt.

MERRY-GO-LAMP LAMP

This lamp is special for Mr. or Miss '53. The shade revolves continually — The winner will be thrilled with this gift.



BURKE'S BARGAIN SPOT
2113 TORRANCE BLVD.

BABY'S STERLING SILVER SET

Our greeting to little "First in '53" will be an infant's sterling silver baby set... by International.




LAWSON'S JEWELERS
1817 EL PRADO AVE.

FIRST STEPS FOR THE FIRST IN '53

... will be in our fine-quality baby shoes—our gift to the winner! Our famed-name shoes will get baby on the right path to good posture. Come in for your Gift Certificate now and you can use it when the baby is 6 months old.




Bernard's Family Shoe Store
1815 SARTORI AVE.

SAFE BATHING FOR THE WINNER

To congratulate the first arrival in 1953, we will give a lovely Bathinette for the winning baby... Highest quality heavy plastic, with foot control.




STAR FURNITURE
CORNER POST AND SARTORI

A PRACTICAL TEETER-BABE

Here's something that will save mother's back when the little '53 begins to assert himself.



SQUIRES STYLE SHOPPE
1813 SARTORI AVE.

GOLD LOCKET FOR BABY

Here is a lovely locket for the lucky baby of the year. A gift to be treasured!



GARY'S JEWELERS
1822 SARTORI AVE.