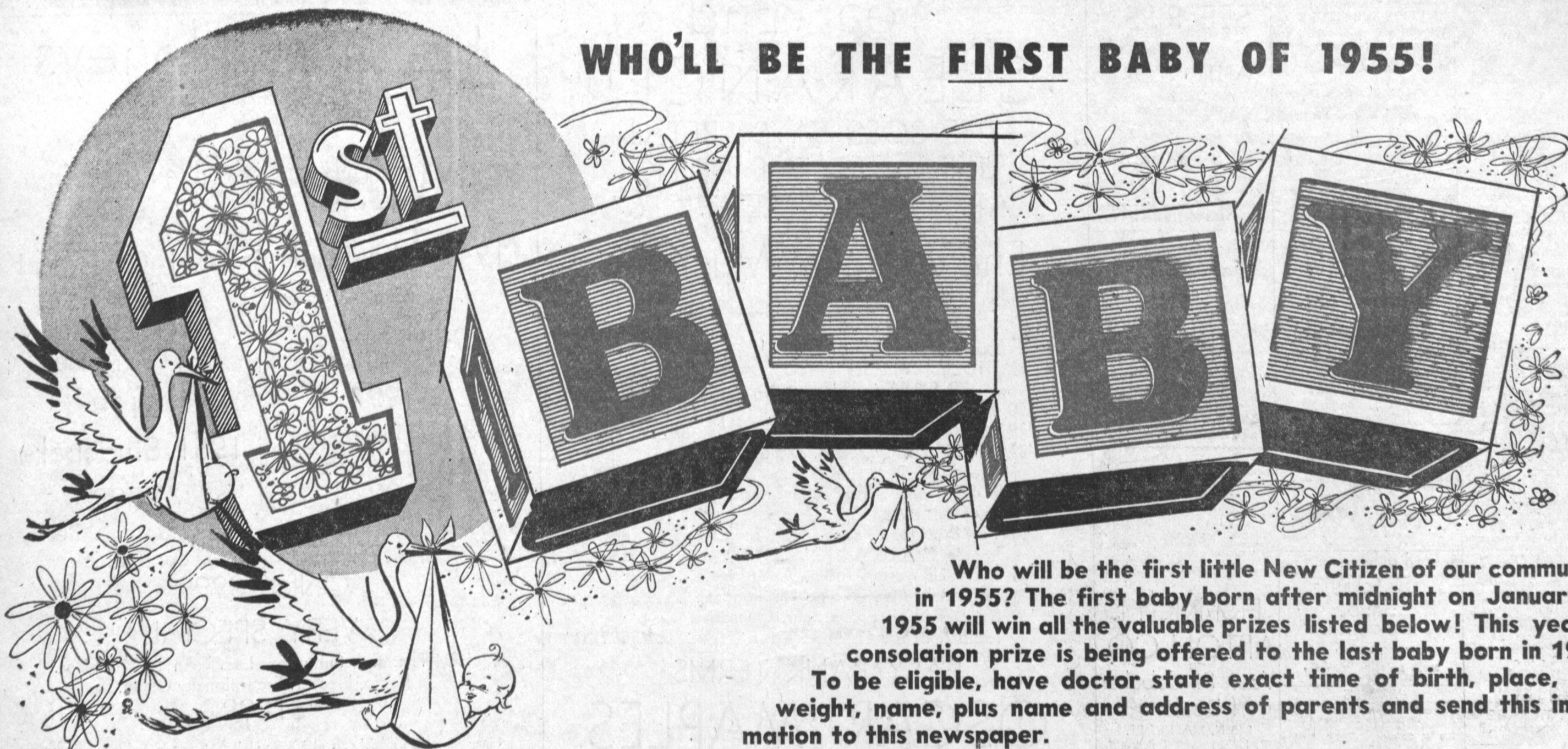


WHO'LL BE THE FIRST BABY OF 1955!



Who will be the first little New Citizen of our community in 1955? The first baby born after midnight on January 1, 1955 will win all the valuable prizes listed below! This year a consolation prize is being offered to the last baby born in 1954. To be eligible, have doctor state exact time of birth, place, sex, weight, name, plus name and address of parents and send this information to this newspaper.



A High Chair For '55's First Baby

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

McMahan's Furniture
IN TORRANCE



First Step For the First in '55

... will be in our fine-quality baby shoes — our gift to the winner. Our famed-named 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
1315 SARTORI AVE.



Here's Our Gift to Welcome the Newcomer!

A PLASTIC Wet Proof MATTRESS for the crib.

Baker's Furniture
1512 CRAVENS AVE.



A Free Portrait of Little '55

The winner of the contest will be photographed any time during the first three months and a lovely tone 8x10 portrait given free of charge as our gift.

Photo Arts Studio
1311 POST AVE.
(Next to Roth's Market)



Baby Crib Blanket

Your Choice of Blue or Pink

McCown Drug Store
1327 EL PRADO, TORRANCE



Two Dozen 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



Baby Outdoor Stroller

The famous Foldorale — aluminum and canvas — Easy to manage, collapsible. Sheer pleasure for mother. Our gift to you — from

Frank's Furniture
1334 EL PRADO AVE.



Trundle Bundle

The little newcomer comes home in this lovely bundle made of Estrene — Our gift.

Squire Style Shop
1313 SARTORI AVE.



Baby's Silver Set

Our greeting to "Little First of '55" will be an infant's sterling silver baby set — by International.

Lawson's Jewelers
1317 EL PRADO AVE.



Hi-N-Dri Diaper Set

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.



Baby Book or Announcements

The parents of our community first arrival will receive either a wonderful baby book or 50 clever announcements — Mother's choice.

Parrish Stationers
1423 MARCELINA AVE.



A Plastic Rocking Chair

Perhaps we're being presumptuous — but he or she will be using it before you know it!

Western Auto
1269 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
1322 SARTORI AVE.



We'll Give Tiny '55 a Head Start Toward Thrift!

We will open a savings account with \$5 for 1955's first little newcomer!

Southwest Savings And Loan
1439 Marcelina Ave. Torrance
MAIN OFFICE—INGLEWOOD



A Plastic Revolving Lamp For Baby's Room!

Burke's Bargain Spot
2113 TORRANCE BLVD.



A Case of Baby Food . . . Our Gift!

... Our community's first baby of 1955 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.



A Plastic Measuring Pitcher Set

For formula mixing — It can be easily sterilized, too! Plus a full month's supply of Mayfair milk.

Mayfair Creamery
20301 S. Western Ave., Torrance



CONSOLATION PRIZE FOR THE LAST BABY IN '54

Doubly blessed are the parents, because they receive a full year's tax exemption . . . AND a beautiful

SIX-PIECE SET OF CHILD'S SILVERWARE

ALLEN JEWELERS
1321 SARTORI AVE. TORRANCE

WATCH THIS NEWSPAPER FOR ANNOUNCEMENT OF THE WINNER OF OUR FIRST BABY OF 1955 CONTEST!