



WHO WILL BE THE
First baby
 IN 1954?

Who will be the first new citizen of our community in 1954 and win all the prizes offered below? State the exact time and place of your baby's birth, the sex, weight, and name plus the name and address of the parents, and send this information to this newspaper. Watch for the winner.

 <p>Playful Play Pen for the First of '54 Our gift to the first baby will be an adorable play pen where baby can learn his first step.</p> <p>FRANK'S FURNITURE 1334 EL PRADO AVE.</p>	<p>GOLD LOCKET FOR BABY Here is a lovely locket for the lucky baby of the year. A gift to be treasured.</p> <p>MARY'S JEWELERS 1322 SARTORI AVE.</p>	<p>Baby's Sterling Silver Set Our greeting to "Little First of '54 will be an infant's sterling silver baby set . . . by International.</p> <p>Lawson's Jewelers 1317 EL PRADO AVE.</p>	<p>Child's Coat Tree This children's coat tree which is a pretty baby blue can be used to teach the new baby good habits in hanging his clothes.</p> <p>BURKE'S BARGAIN SPOT 2113 TORRANCE BL.</p>	 <p>A Free Portrait Of Little '54 The winner of the contest will be photographed any time during the first three months and a lovely toned 8x10 portrait given free of charge as our gift.</p> <p>Photo Arts Studio 1311 POST AVE. (Next to Roth's Market)</p>
 <p>TRUNDLE BUNDLE The little newcomer comes home in this lovely bundle made of Estrone - Our gift.</p> <p>Squire Style Shoppe 1313 SARTORI AVE.</p>	<p>A Case of Baby Food -- Our Gift! Our community's first baby of 1954 will receive a case of Gerber's canned baby food as our gift! A real start toward future health.</p> <p>Food King Market 1645 Arlington Ave.</p>	 <p>The parents of our community's first arrival will receive either a wonderful baby book or 50 clever announcements — Mother's choice.</p> <p>Parrish Stationers 1423 Marcelina Ave.</p>	 <p>A High Chair For 54'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 decal. This chair breaks down to a table and a chair.</p> <p>McMAHAN'S FURNITURE IN TORRANCE</p>	 <p>BABY BLANKET When the little newcomer makes his first public appearance he will be covered by a soft, cuddly baby blanket in mother's choice of colors.</p> <p>Pixie Baby Shoppe 1617 CABRILLO AVE.</p>
 <p>The moment the winner is announced — Our floral greetings will be sent to the proud mother! A beautiful fragrant bouquet of lovely flowers.</p> <p>FLAMINGO Flowers & Gifts 1344 EL PRADO</p>	 <p>Baby's Solid Gold & Diamond Ring Here is something for Mr. or Miss '54 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 retail value allowed.</p> <p>ALLEN JEWELERS 1321 SARTORI AVE.</p>	 <p>5 Dozen Diapers Here's a prize that the mother of the lucky winner will really appreciate. Your choice of either Birdseye or flannel.</p> <p>NEWBERRY'S IN TORRANCE</p>	 <p>First Step For The First In '54 . . . will be in our finest 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.</p> <p>Bernard's Family Shoe Store 1315 SARTORI AVE.</p>	
 <p>The mother of the winning baby will welcome our gift. Free laundry service for one month on all the baby's wearables.</p> <p>TORRANCE LAUNDERETTE (NEXT TO McCOWNS) Drug Store</p>	 <p>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.</p> <p>NETA'S TOTS & TEENS 1272 SARTORI AVE.</p>	 <p>Here's our gift to welcome the newcomer — A matched set for the crib — mattress, bumper pad & matching plastic cover.</p> <p>BAKER'S FURNITURE 1512 CRAVENS AVE.</p>	<p>For Those Expectant "Pops"! 100 ASPIRIN TABLETS BOX OF SPECIAL CIGARS BOTTLE OF NERVE TONIC</p> <p>See Us For a Complete Line of Baby Needs McCown Drug Store 1327 EL PRADO</p>	
 <p>Baby Outdoor STROLLER The famous Foldoralo, Aluminum and canvas. Easy to manage, collapsible. Sheer pleasure for mother. Our gift to you from—</p> <p>Star Furniture Co. 2103 TORRANCE BL.</p>	 <p>SWEET DREAMS FOR THE WINNER In an adorable bassinette that will be our presentation to the First Baby of 1954! Lined in pink or blue. Complete with mattress.</p> <p>KALE'S CHILDREN'S SHOP 1321 El Prado Ave., Torrance</p>			