

LOS ANGELES EVENING
HERALD and Express
AN INDEPENDENT DAILY NEWSPAPER

FRANK F. BARHAM, PRESIDENT AND PUBLISHER

Home Paper of Los Angeles—First in Circulation and Advertising

LOS ANGELES, CALIF.,

Dear Entrant:

We are glad to receive your child's registration in the Fourteenth Annual Better Baby Exposition. The Evening Herald and Express for which you subscribed, and WHICH YOU WILL NEED TO KEEP IN TOUCH WITH THE EXPOSITION SHOULD START AT ONCE. Please report to us any failure of delivery. Call Richmond 4141, Exposition Department.

We enclose a coupon entitling your child to a beautiful embossed finished art photograph, for which there is absolutely no charge to you. The date of appointment is on the coupon. Be sure to keep your appointment, to avoid congestion at the studio. One of the best known photographers in Southern California will take all photographs. The studios have been especially equipped with exceptionally large, airy waiting rooms and spacious dressing rooms, so that there will be no unnecessary periods of waiting. The address and directions for reaching studios are on the enclosed coupon.

Your child's examination will be made later. All arrangements have been completed for a bigger clinic. The most expert specialists in Southern California will be in attendance to see that your child gets a thorough beneficial examination. As you know, there is absolutely no charge for examination - The Evening Herald and Express paying ALL EXPENSES. Please report any lack of attention either at the studio, or in the delivery of your paper. It will help us to take the necessary corrective steps.

PLEASE NOTE - THE ANSWER TO YOUR QUESTION IS CHECKED BELOW

Only ONE child may be registered on a three-months subscription to the Evening Herald and Express. Two or more children MUST be registered on other NEW subscriptions to the Evening Herald and Express. You will be notified by mail when and where to appear for your child's Physical Examination or Talent Try-cut. Although the registration period closes September 1, we shall continue taking photographs up to February 1, 1937. If you have a photograph appointment after February 1, please keep it. You have not been given an incorrect date.

Sincerely yours,

H.V. FORSTER
BETTER BABY DEPARTMENT

668-252.
Thursday between
1 and 4.

Child Must Be Accompanied To Studio By Parent IF AT ALL POSSIBLE

1936 Better Babies and Juvenile Talent Exposition

Portrait Order

AUSTIN STUDIOS

Heartwell Bldg., 19 Pine Ave., Long Beach

Please take for bearer two poses and finish one 8x10 Portrait in an Art Mount, and charge to the account of the EVENING HERALD and EXPRESS.

Your appointment for this portrait is Aug. 13, 1936 10:30 A.M.

Your prompt and courteous attention
will be appreciated,

EVENING HERALD and EXPRESS

*Photographs must be called for at this studio.
Do not lose this order.*

✓ ✓

6-30

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Mrs. N. L.

Friday Aug 28
at 11 A.M.

Bentley Lee Keam
929 Taviota
Long Beach, Cal.

Friday
Sept. 4

Evening Express
Los Angeles, California

Aug 13 - 1936
B. Lee Baby contest

100M-12-31



Why I am for Roosevelt

Prof. T. V. Smith

Railway Room 841
Exchange bldg. Chicago Ill.