

First BABY CONTEST

CONTEST RULES:

Parents whose baby can qualify for the honor of Holt county's first 1947 baby should write the First Baby Contest Editor, The Frontier, O'Neill, presenting the following information:

- Date and hour of birth.
- Parents' full names and addresses.
- Name and sex of baby.
- Name and address of attending physician.

Letter must be postmarked not later than 6 p. m., Monday, January 6, 1947. Infant must be born within the boundaries of Holt county. Results will be published in either the January 2 or 9 issue of The Frontier. All gifts must be collected by the parents not later than February 1, 1947.



An Assorted Case of H-E-I-N-Z

Baby Food

IS OUR GIFT



TO H-O-L-T COUNTY'S First 1947 Baby

UNION STORE

PHONE 56

FREE DELIVERY

Brown-McDonald's

WELCOME

HOLT COUNTY'S FIRST 1947 BABY

With a FREE Beautiful, Flower-Toned 36x54

CHATHAM BLANKET

- 100% Virgin Wool
- Wide, White Satin Binding
- Pure White, Blue or Pink
- Every Blanket comes in a transparent plastic closet box



Shop in Our ...

Baby Dept.

for the

Finest —

in Baby Needs

- BABY CHATHAM BLANKETS
- TUMBL-TOGS
- BINKY TOYS
- SORBEAU GOWNS
- EAGLEKNIT BABY SWEATERS
- BLOCK'S SNOW SUITS
- STERLING ANKLETS
- EDWARD'S TODDLIN SHOES



Everything for BABY at Brown-McDonald's

Welcome

The O'Neill firms represented on this page are a self-appointed reception committee for 1947's first Holt county baby.

Everything for BABY

in the HOME!



- Clothes Pins Plastic, 12 for **25c**
- Auto Seats for Baby **1.98**
- Clothes Hampers Sturdy, Wicker **5.45**

- CLOTHES Lines
- CLOTHES Baskets
- UTILITY Tables

and dozens of other items

Free! to the first 1947 baby: the handy, new SLUMBERRIDE — for baby's comfort while motoring. A \$2 value!

Lindberg Home & Auto Supply



For the First 1947

BABY

A Pink Sweater

For a Girl

A Blue Sweater

For a Boy

Happy New Year

McCarville's

CLOTHING - SHOES

PENNEY'S

THE SPOTLIGHT

... will be on the first arrival and Penney's, as one of the welcoming committee, is pleased to present to him or her ...

A Baby Book

You'll find Everything for Baby in our

INFANT'S WEAR

Department

- Plastic Pants39c
 - Infant — Sweaters1.49-1.98
 - Knit Soakers95c
 - Bootees69c
 - Castile Soap8c
 - Baby Bank98c
 - Infant Vests39c
 - Infant Dresses1.35
 - Crib Mattresses1.69
 - Baby Terry — Towels1.09
- Happy New Year!

One 8 x 10 ENLARGEMENT

Free to

HOLT COUNTY'S FIRST 1947 BABY



BY INSTANTANEOUS FLASH —

O'Neill Photo Co.

Mr. and Mrs. S. Downey

A RING...

will be our gift to

HOLT COUNTY'S FIRST 1947 BABY

OUR yellow gold infant's rings have been most popular this year for Christmas. The first 1947 baby — and yours, too — will be "dressed up" with a ring from ...

McIntosh Jewelry

O'NEILL

PHONE 166W

Gambles

The Friendly Store

— PRESENTS —

A Free CLOTHES BASKET

— TO —

HOLT COUNTY'S FIRST 1947 BABY

FOR YOUR TINY TOT —

HIGH CHAIRS Wax Maple Finish **8.95**

BABY CARRIAGE Collapsible **14.95**

Steel construction with body covered in black leatherette.

BABY WALKER & STROLLER All-Steel Construction **8.95**

2 Quarts of

ROBERT'S

HOMO

MILK

IS OUR

GIFT TO

Holt County's FIRST BABY IN THE NEW YEAR

O'NEILL'S

Homogenized Milk Headquarters

RALYA'S IGA STORE