

19 58



# FIRST BABY CONTEST

What a lucky little guy (or gal) that first baby of 1958 is going to be! Just look at the bumper crop of free gifts he (or she) is going to reap! Mr. Stork: Take heed . . . a great big bonanza of booty depends on your timing!



Our Gift to the Lucky One of 1958!

## Imported Baby Shawl

(WHITE)

- Made in Belgium
- Orlon Knit
- Measures 40" x 44"

IN ATTRACTIVE GIFT BOX

WE, TOO join in the shower of gifts for first baby of the new year!



### Contest Rules:

TO BE ELIGIBLE to win THE FRONTIER'S 11th annual FIRST BABY CONTEST, the little mister or miss must be born within the boundaries of Holt county after midnight, 12 o'clock December 31st, 1957. Parents must fill out the following blank and mail to THE FRONTIER, FIRST BABY EDITOR, O'NEILL, NEBR.

ENTRY MUST BE POSTMARKED not later than 6 p. m., Monday, January 6, 1958, and the winner will be announced officially not later than the Thursday, January 9, 1958, issue of The Frontier. A letter of identification will be issued to the parents and all shower gifts (described on these pages and provided by these cooperating firms) must be claimed by 5 p.m., Saturday, January 11, 1958.

Baby's Full Name \_\_\_\_\_  
 Sex: \_\_\_\_\_ Boy \_\_\_\_\_ Girl \_\_\_\_\_  
 Weight: \_\_\_\_\_ Pounds \_\_\_\_\_ Ounces \_\_\_\_\_  
 Date of Birth \_\_\_\_\_ Hour of Birth \_\_\_\_\_ M \_\_\_\_\_  
 Parent's Postoffice Address \_\_\_\_\_  
 Physician's Name \_\_\_\_\_  
 Physician's Address \_\_\_\_\_  
 Signature of a Parent \_\_\_\_\_

## McCARVILLES

CLOTHING

SHOES FOR THE ENTIRE FAMILY

— present —

To Holt County's First 1958 Baby

a Pair of

### RED GOOSE SHOES

From Cradle Thru College . . .

It's Red Goose Shoes!

FREE X-RAY FITTING SERVICE

## The Apparel Shop

offers to the proud new Mother . . .

a fine NIGHT GOWN

- Luxite Nylon
- Regular 5.95 Value
- Choice of Size 32-42
- Beautifully Styled and Designed

CONGRATULATIONS to First Baby of '58!

## Congratulations

to Holt's First Baby of '58

We proudly present TWO GIFTS!

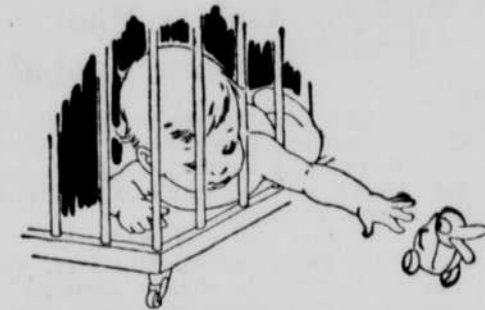
1. POLYETHYLENE CLOTHES BASKET  
Regular 2.98 Value!
2. IRONING BOARD PAD and COVER SET  
Regular 2.98 Value!

Total 5.96 VALUE

### Coyne Hardware

## HARDING CREAM

takes great pleasure in welcoming the First-Born in the New Year of '58!



FOR THE PARENTS of the lucky one we'll happily present . . .

5 POUNDS OF OUR FAMOUS

### Harding Butter

Manufactured in O'Neill—the Butter Capitol of the Sandhills!

## One Case of Pop

. . . directly from our factory—our gift to the proud POP of the Baby Derby Champ!

First Baby's beaming Dad will be entitled to pick his choice of flavors — with our compliments.



Happy New Year, Everyone!

Merri Dr Pepper Bottling Co.

R. E. Moore, Prop.

## Congratulations

to first baby of '58 from

### O'Neill Photo Co.



WHETHER the laurels go to a single baby . . . or to twins . . . we're standing by ready to photograph the lucky one (or ones) . . .

One Dozen 3x5 Photos

(MOUNTED)

FREE . . . with our compliments!

## Norge & Dankert's

Welcome the First-Comer of '58

THE LUCKY PARENTS WILL RECEIVE A —

\$25 DISCOUNT

ON ANY MAJOR APPLIANCE

That's our way of welcoming the lucky little boy or girl . . . the first arrival of the new year!

HEADQUARTERS FOR:

GAS OR ELECTRIC RANGES — REFRIGERATORS — FREEZERS WASHERS — DRYERS

### DANKERT'S SERVICE

O'NEILL and CHAMBERS

We proudly present . . .

One Dozen CURITY

### DIAPERS

to the 1958 Baby Derby Champ!

- 21" x 40" Foldline
- Wash Easily
  - Absorbent
  - Dry quickly
  - No Hems

PATTON'S

**BEN FRANKLIN**

LOCALLY OWNED — NATIONALLY KNOWN

To the Parents of Holt's 1958 Derby Winner!

Be Our Guests for

### FRIED CHICKEN DINNER

. . . at your convenience!



WE'VE RACKED our brain to choose an appropriate reward for baby. We've decided to entertain the lucky parents who, after all, figure prominently in this contest!

## M & M

CAFE & BAKERY

## Keep the New Baby Warm!

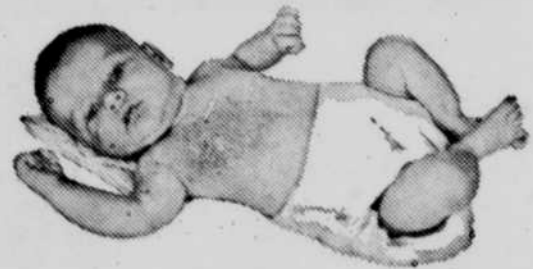
OF COURSE, the Royal Newcomer will have to be kept comfy and warm. Coming along in the dead of winter, a chill house is no good.

We're giving to the parents—

500 Pounds of Coal or the Equivalent Value of Other Merchandise

### Moore-Noble Lumber & Coal Co.

COAL FOR EVERY HEATING PURPOSE!



## Congratulations to 1958's First Baby

HERE AT McINTOSH'S we feel the first 1958 baby to be born in Holt County is a special child and is entitled to something specially nice.

So we have set aside a —

10-KARAT GOLD BABY RING

### McIntosh Jewelry

