



CONTEST



Here Are the Rules for THE FRONTIER'S
NINTH ANNUAL

Holt County BABY DERBY

TO BE ELIGIBLE to win THE FRONTIER'S ninth 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, 1954. Parents must fill out the following blank and mail to THE FRONTIER, FIRST BABY EDITOR, O'NEILL, NEBR.

Baby's Full Name

Sex: Boy Girl

Weight: Pounds Ounces

Date of Birth Hour of Birth M

Parents' Postoffice Address

Physician's Name

Physician's Address

Signature of a Parent

ENTRY MUST BE postmarked not later than 6 p.m., on Monday, January 10, 1955, and the winner will be announced officially not later than the Thursday, January 13, 1955, 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., on Saturday, January 29, 1955.

GILLIGAN'S REXALL DRUG

... will happily present to the winner of the 1955 Holt County Baby Derby:

Rexall
STORK
NURSER

- Quick
- Convenient
- Sanitary
- Leakproof



plus
Rexall
Family
Ther-
mometer

We're Headquarters
for Infants' and
Family Drug
Needs

SHELHAMER FOODS

Phone 593 — O'Neill

Come 'Round

... and I'll tell you WHY
I prefer —

HEINZ BABY FOOD

And if Holt County's 1955 Baby Derby
Winner takes my advice, he'll insist on

Heinz Baby Food
from Shelhamer's

Presenting ONE CASE of HEINZ Free
to the '55 Champion!



McCARVILLES

CLOTHING: SHOES for the ENTIRE FAMILY

— present —

To Holt County's First '55 Baby a Pair of
RED GOOSE SHOES

THEY'LL BE THE FIRST shoes for His Highness or Her Majesty. All children love them. When they become a wee bit older they affectionately talk about them, too.

From Cradle Thru College . . . It's Red Goose Shoes!

FREE X-RAY FITTING SERVICE

Congratulations

to Holt County's Number One
in Fifty-Five!

WITH GREAT enthusiasm and anxiety, each year the MIDWEST awaits the opportunity to present a useful gift to the winner of the Baby Derby! This year we have set aside a—

CHILD'S WAXED BIRCH TRAINING CHAIR

Complete — Beaded Tray — Reg. 5.95 Value



Midwest Furn. & Appl.

Phone 346-J — West O'Neill

WELCOME

Holt County's FIRST '55 Baby!

KEEP BABY WARM

OF COURSE, the Royal Newcomer will have to be kept cozy and warm. Coming in the dead of Winter, a chill house is no good. No sir, no good! We're interested in keeping baby comfortably warm, so we're giving to the parents—

500 Pounds of Coal

Choice of kind . . . we stock coal of every type for every heating purpose.

Spelts-Ray Lbr. Co.

ELGIN RAY, Mgr.

Phone 74

O'Neill

Coyne's Hardware

. . . wants to join in the royal reception for the first-born Holt county baby in the new year!



We've Set Aside TWO Gifts!
Porcelain Enamel DIAPER PAIL
Complete with Lid

. . . plus . . .

100-Ft. Cotton CLOTHES LINE
Total Value of Both Gifts — \$3.75

Congratulations
to FIRST BABY!



HERE AT McINTOSH'S we feel the first 1955 baby to be born in Holt County is entitled to something really special. So we have set aside two fine gifts!

10-Karat Gold
baby ring

plus
1847 Rogers Silver-Plated
baby feeding spoon

McIntosh Jewlery

"Where Price and Quality Meet"

O'Neill Photo Co.

Congratulates First Baby
of the New Year
1955

WE DEEM it a real privilege to present to the proud parents . . .

One Dozen 3x5 Prints

(Mounted)

PHOTOGRAPHS of children, especially in their tender years, are priceless. We'll gladly photograph FIRST BABY at the earliest convenience of the parents and forward real soon the finished prints with our compliments.

PORTRAITS AND WEDDINGS OUR SPECIALTY!



STANNARD'S STORE

proudly presents . . .

A COLORFUL BABY BOOK

A appropriate book for recording
baby's early life

JOHNSON'S BABY POWDER

WE, TOO, want to join in the shower of good things for the champion of Holt County's 1955 Baby Derby!



To the Winnah!

We'll happily present a —

\$15

Gift Certificate

. . . which may be applied on the purchase of a new CORONADO Automatic or Conventional Washing machine, any other major appliance or major furniture purchase in our store. With the certificate goes our sincere congratulations to the parents of the lucky winner of the Baby Derby!



HENRY LOFFLIN, Mgr. — PHONE 8