

# The FRONTIER'S 6th Annual

## McCARVILLES

CLOTHING : SHOES for the Entire Family



WE'RE PLEASED to present to Holt County's FIRST 1952 baby a pair of —

### RED GOOSE SHOES

THEY'LL be the FIRST SHOES for His Majesty or Her Highness.

FROM CRADLE  
THROUGH COLLEGE  
IT'S

### RED GOOSE SHOES

FREE X-RAY FITTING SERVICE

All Children Love RED GOOSE SHOES

1952

# FIRST BABY

## Who'll Be FIRST in '52? . . .

TO BE ELIGIBLE to win The Frontier's Sixth Annual FIRST BABY CONTEST, the little mister or miss must be born within the boundaries of Holt county after midnight, 12 o'clock, December 31. 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., on Monday, January 7, 1952, and the winner will be announced officially in the Thursday, January 10, 1952, issue of The Frontier. A letter of identification will be issued to the parents and all shower gifts (described on this page and provided by these cooperating firms) must be claimed by 5 p.m. on Thursday, January 31, 1952.

BABY'S FULL NAME \_\_\_\_\_  
 SEX: BOY \_\_\_\_\_ GIRL \_\_\_\_\_ WEIGHT: LBS. \_\_\_\_\_ OZ. \_\_\_\_\_  
 DATE OF BIRTH \_\_\_\_\_ HOUR OF BIRTH \_\_\_\_\_  
 PARENTS' FULL NAME \_\_\_\_\_  
 PARENTS' POSTOFFICE ADDRESS: \_\_\_\_\_  
 PHYSICIAN'S NAME \_\_\_\_\_  
 PHYSICIAN'S ADDRESS \_\_\_\_\_  
 SIGNATURE \_\_\_\_\_  
 OF A PARENT \_\_\_\_\_



### SAY . . .

NOTHIN' IS TOO GOOD FOR THE CHAMPION

## Holt County's 1952 Baby Derby! BABY'S CAR SEAT

. . . will be GAMBLES gift to the winner! Blue with white trim, adjustable, baby can ride as proud, comfortable and carefree as other members of the family.



## GILLIGAN Rexall Drug

Extends

# Congratulations

and Best Wishes to the New Baby Derby Champ!

• ONCE AGAIN we're delighted to herald the arrival of the first-comer in the new year. And, as a token of best wishes, we're pleased to present a . . .

### BABY'S WATER BOTTLE

Something every baby needs . . . from Gilligan's . . . headquarters for all drug needs . . . from baby to grandpa!



WE GIVE S&H GREEN STAMPS

## For Holt's First 1952 Baby!

### A 10-Karat Gold INFANT'S RING

HERE AT the McIntosh Jewelry we think that the FIRST BABY is entitled to something really special . . . so we've set aside a 10-karat gold baby ring that he (or she) will cherish for life.

## McIntosh Jewelry

"Where Price and Quality Meet"

ACROSS FROM THE GOLDEN



# Congratulations

To Holt's  
1st  
1952 Baby



WE, TOO, WANT TO JOIN in the reception for the lucky little boy or girl who'll be famous as Holt County's FIRST - COMER in the New Year. We're pleased to present a—

### CHILD'S TRAINING CHAIR

Made from Solid Birch

## Midwest Furn. & Appl.

PHONE 346-J

WEST O'NEILL

See Our Complete YOUTH FURNITURE Line Before You Buy!

## The New OUTLAW GROCERY

Heralds the Arrival of Holt County's  
FIRST ONE IN 'FIFTY-TWO!

With a Case of

### GERBER'S BABY FOOD



## BIGLIN BROTHERS

Extend Congratulations to the FIRST - COMER ! THE "LITTLE GUYS"

### TOILET ADAPTER

SAFE . . . it rests on china toilet bowl. Regular toilet seat lowers to lock it in place. Can't come loose. WON'T MAR . . . cannot scar or mark the regular toilet seat, because it rests entirely underneath—on the china bowl.

MADE OF HEAVY DUTY PLASTIC

## The Ap

Welcomes

## INF

BABY will be a Apparel Like dresses s and mother, the from a nationally.

LOOK OF FA

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## Shelha

Once Ag in

HOLT COU

In Special Recognition to the New Champion We Are Pleased to Present

## ONE CAS

of HEINZ BABY FOOD

SHELHAM produce MONEY . . . BUYING sav