

WELCOME



Holt County's FIRST '53 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

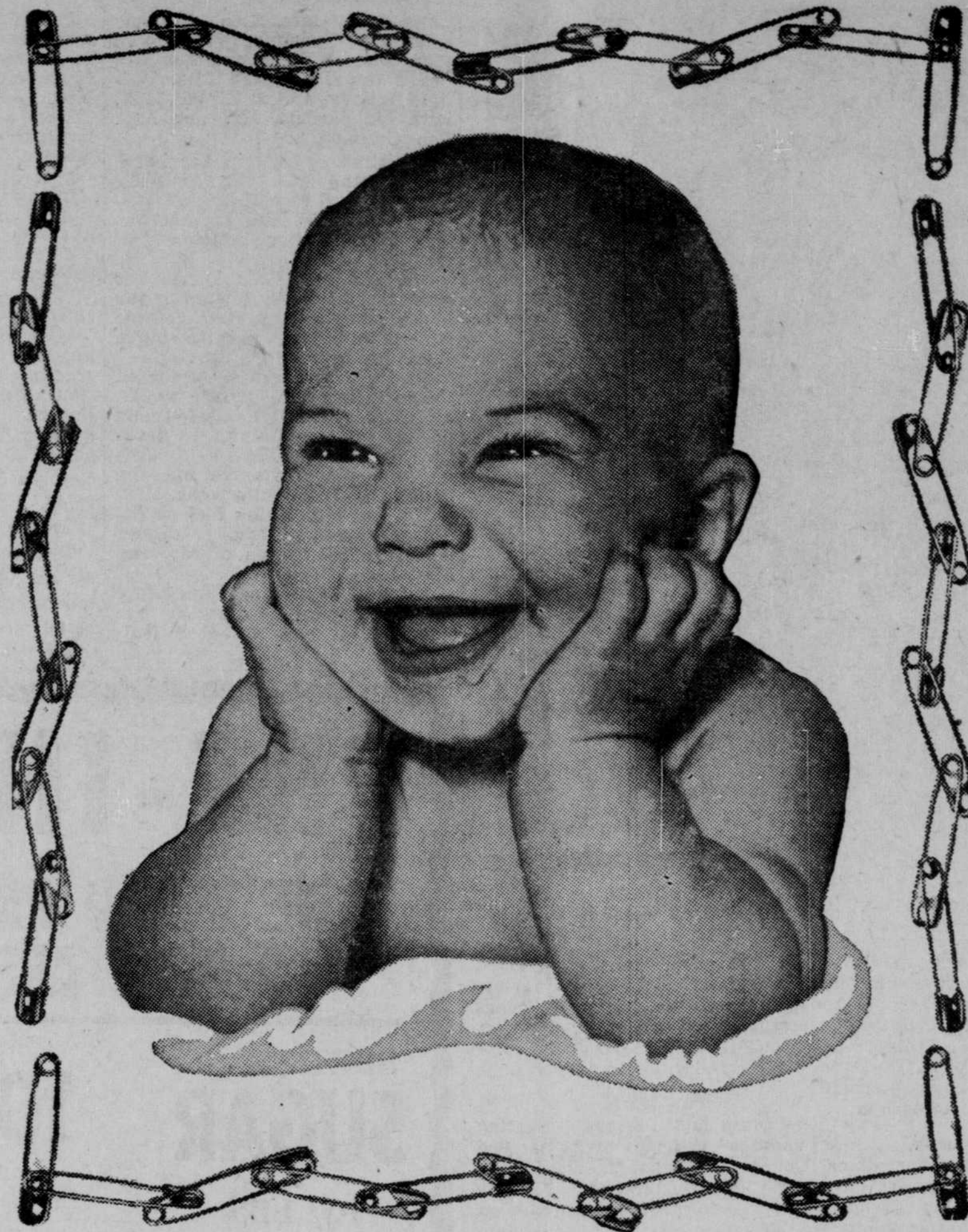
Choice of kind . . . we stock coal of every type for every heating purpose.

Spelts-Ray Lbr. Co.

ELGIN RAY, Mgr.

Phone 74

O'Neill



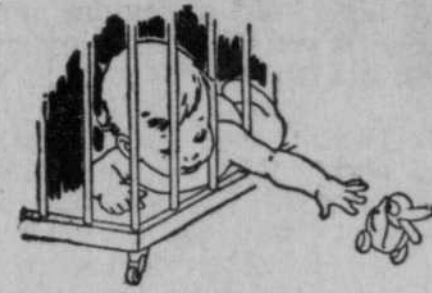
FIRST BABY CONTEST The Frontier's 7TH ANNUAL

Everything for Baby . . .

— AT —



VISIT OUR complete Layette Department on our Main Floor, and our Infant's Furniture Department on our Furniture Floor.



GAMBLES Are Pleased to Herald the Arrival of Holt's First '53 Baby with a . . .

HARDWOOD NURSERY CHAIR

Regular 5.29 Value

Natural finish hardwood chair . . . a fine piece of furniture for baby. Features spacious lift tray with beads. Complete.

JACOBSON'S

deem it a real pleasure to welcome the FIRST-COMER with a G-E HEATING PAD



THIS General Electric pad is a \$5.95 value. It'll be baby's best friend . . . it's safe, fireproof, features an automatic thermostat, has 3-stage heat control, operates on 110-v.

Attractive Gift Box, Too

JACOBSON'S are the O'Neill headquarters for ALL electric appliances—the home of BIG NAMES—Hotpoint, General Electric, Maytag, Hamilton, Admiral, Telechron and Others.

JACOBSON'S . . . Next Door O'Neill Nat'l

CONGRATULATIONS!

to

FIRST BABY!



10-Karat Gold baby ring

HERE at McINTOSH'S we feel the first 1953 baby to be born in Holt County is entitled to something really special. So we've set aside a 10-karat gold baby ring . . . a gift he (or she) will cherish for a lifetime.

McINTOSH JEWELRY

"Where Price and Quality Meet"

Across from the Golden

NECESSITIES for baby's Comfort

at

GILLIGAN'S REXALL

"The Drug Store That Is Open Evenings"

We're Pleased to Present to the Derby Winner . . .

TINY TOT Rexall Gift Set

Baby Cream — Baby Oil
Baby Powder

— plus —

STORK NURSER BOTTLE (Complete)

OUR DRUG STORE is the O'Neill headquarters for drug needs . . . from baby to grandpa.

"WE GIVE S&H GREEN STAMPS"

Biglin's Gift . . .

HAWKEYE White Wicker CLOTHES HAMPER

HERE'S a gift Mother will appreciate . . . a handsome HAMPER by the maker of America's finest . . . a place to put baby's innumerable soiled clothes.

- ★ BLACK TOP
- ★ VENTILATED
- ★ 9.50 VALUE



BIGLIN BROTHERS . . . O'Neill

SHELHAMER FOODS

Phones 56 and 173 — O'Neill

Come 'Round

. . . and I'll tell you WHY I prefer —

HEINZ Baby Food

And if Holt county's 1953 Baby Derby Winner takes my advice, he'll insist on HEINZ BABY FOOD from SHELHAMER'S

Presenting ONE CASE of HEINZ Free to the '53 Champion!



Midwest Furn. & Appl.

Phone 346-J — West O'Neill

No matter what the occasion the MIDWEST offers an excellent gift selection for Little Kings and Queens

We're presenting a DOLL BOUDOIR LAMP

To the Derby Winner



Choice of colors. Lovely satin doll light, 18 inches high, regular 7.95 value.

Babies Thrive on . . .



MEADOW GOLD

The Lucky First-Comer in '53 Will Receive ONE CASE of MEADOW GOLD'S VITAMIN D MILK

We proudly salute the new Holt county Baby Derby Champion! One case of our famous VITAMIN D will be delivered to the lucky baby's front door (if the winner resides in one of the Holt county cities or towns) or the parents may claim the case of milk at one of the stores!

Ask for Meadow Gold . . . At the Store or At Your Door
BILL PERRY, Mgr., Phone 464

a beautiful dress

for FIRST BABY!

BE THE DERBY winner a little king or a little queen, we're assuming the honor of presenting an infant's dress.

FROM COATS and suits for mother to infant's dresses . . . you'll find quality merchandise made only by famous makers at . . .



THE APPAREL SHOP

LEE STORES

Have Reserved for the '53 Winnah!

BABY BATH ROBE

Trimmed in pink or white . . . made from quality Terry Cloth . . . wraps around like Daddy's. These infant's bath robes are valued at \$4.50.



"Meet Your Friends at LEE'S"