

Previous Champs!

- 1947
Kathleen Wanser
4 a.m., January 2, 1947
- 1948
Nancy Elaine Harshfield
6.35 a.m., January 1, 1948
- 1949
James Michael Beha
7 a.m., January 1, 1949
- 1950
David Lynn Tracy
1 a.m., January 1, 1950
- 1951
Betty Jean Knoll
9:10 a.m., January 7, 1951
- 1952
Linda Lee Tolbert
11:59 a.m., January 4, 1952



19 12 53

FIRST BABY CONTEST

The Frontier's 7th Annual FIRST BABY CONTEST

CONTEST RULES

TO BE ELIGIBLE to win THE FRONTIER'S seventh 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, 1952. 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 6th, 1953, and the winner will be announced officially in the Thursday, January 8th, 1953, 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 Saturday, January 31, 1953.

BABY'S FULL NAME _____

SEX — BOY GIRL WEIGHT _____ POUNDS _____ OUNCES

DATE OF BIRTH _____ HOUR OF BIRTH _____ M.

PARENTS' FULL NAME _____

PARENTS' 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 '53 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

Everything
the Baby Needs

AT



Yes, Sir! Nothin's
Too Good for First Baby!

We're happy to present a
**34x50 Satin-Bound Quiltex
BABY BLANKET**

In Pink, Blue or Mint

McDONALD'S know full well that precious little babies need comfort and warmth during those delicate first weeks. Our gift, which we have set aside, is fit for a King or a Queen . . . and we want to join in the royal shower!

STANNARD'S STORE

We're happy to join in the shower for First Baby!

2 Boxes of Dennison's
DISPOSABLE
DIAPER LINERS

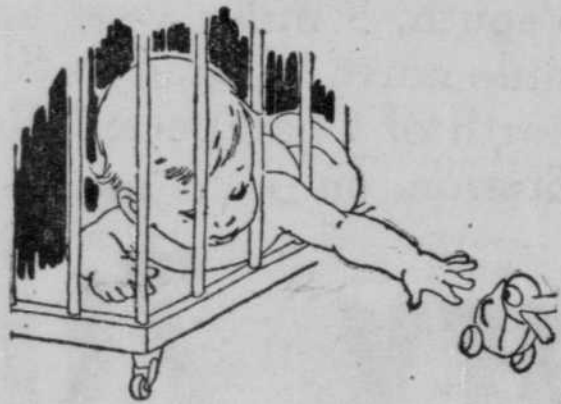
- ★ Valued at 98c Each
- ★ Safe, sanitary, protect baby's tender skin.

ALSO

A BABY BOOK

Colorfully illustrated treasure of baby's early life.

GROCERIES — MEATS — FRUITS
VEGETABLES
MAGAZINES — BOOKS — SUNDRIES



STANNARD'S

Coyne's Hardware

Welcomes Holt's No. 1 in '53

EACH YEAR we consider it a real privilege to help shower Holt's honor baby. Every new Mother needs a place to hang those all - important diapers—dozens of them. So we're presenting a . . .



Who'll Be No. 1
in Fifty-Three?

High-Boy Clothes Dryer

Sturdy wood frame . . . collapsible . . .

ideal for indoor drying of
baby's washing!

New Deal Oil Co.

In West O'Neill

proudly welcomes the

'53 BABY DERBY CHAMPION!

HERE'S AN INVITATION for the proud father to drive the family flivver into our oil station and fill 'er up with . . .

10 GALLONS OF GAS

And we hope the proud father, if he's not already a regular customer, will learn to buy here and SAVE!

"We've Been Waging . . . and Winning . . .
a Gas War for 18 Years!"

O'Neill Photo Co. . . .

WELCOMES THE '53 FIRST BABY!

FREE
1 Dozen
3"x5"
PRINTS
MOUNTED

\$12
VALUE
to the
Winner!

WE'RE going to help make this birth a royal one . . . we're offering our fine facilities for a portrait of the Champ. We'll make up 12 prints and mount them —



Montgomery's Hardware

Heartily Congratulates FIRST BABY
and the Parents, Too!

Our Gift . . .
Black-Trimmed,
Large Size
White Porcelain Enamel

BATH TUB

Luxury? Sure!
Baby gets the best!



A beautiful decorated layer cake
for His or Her BIRTH Day!

No candle, of course, but a cake . . . especially baked in our pastry kitchen.

We understand the doctor will forbid any cake for the Baby Derby Winner, howsoever hard we try to make this the best cake ever! But the doting parents and relatives and friends will enjoy its tasty goodness.



Infants and Children
Are Warmly Welcomed
at the M&M

Congratulations, First Baby, from —

M&M BAKERY & CAFE

Baby Can't Read

(Not Yet, Anyway)

But Pop, Mom, Big Brother and Big Sister will enjoy a ONE YEAR SUBSCRIPTION to . . .



North-Central Nebraska's BIG Newspaper

- ★ First with the Most News
- ★ First in Pictures
- ★ First in Readership