

Annual Contest for the First Baby

THE CONTEST RULES:

Parents whose baby can qualify for the honor of being Holt county's first 1948 baby should write the First Baby Contest Editor, The Frontier, O'Neill, presenting the following information:

Baby's Full Name _____
 Sex: Boy _____ or Girl _____
 Date and Hour of Birth _____
 Parents' Full Names _____
 Parents' Address _____
 Physician's Name _____
 Physician's Address _____

Letters must be postmarked not later than 6 p.m. Monday, January 5, 1948. Infant must be born within the boundaries of Holt county. Results will be published in the January 8 issue of The Frontier. All gifts must be collected by the parents not later than Saturday, January 31, 1948.



OF 1948

Brown McDonald's

WELCOME
 Holt County's
 First 1948
 BABY



— With a F-R-E-E —
 Beautiful, Flower-Toned 36x54

Chatham Blanket

Welcome to Gambles Holt's First 1948 Baby!

Our Gift for the Lucky Little One Will Be

2 DOZEN — FLANNELETTE DIAPERS — 2 DOZEN

Regular Value 2.79 Per Dozen

- ★ BASSINET — Woven Fibre Body, Ivory Finish, Pink or Blue Trim, Folding Legs 6.95
- ★ BABY CARRIAGE — Motorride, Blue or Wine, Fully Collapsible 36.95

BABY CRIB

Full Panel, Spring
 Height Adjustment

34.95



Hardwood
PLAY PEN

28x48, Goes Thru
 Doorways
11.95

Gambles

SHOP
 In Our
BABY DEPT.

for the
 Finest in
 Baby Needs

- ★ Chatham Blankets
- ★ Tumb-Togs
- ★ Binky Toys
- ★ Sorbeau Gowns
- ★ Eagleknit Baby Sweaters
- ★ Block's Snow Suits
- ★ Sterling Anklets
- ★ Edward's Todlin Shoes

Everything for Baby at Brown-McDonald's



A Baby Jumper Swing

Will Be Our Gift to

HOLT'S FIRST 1948 BABY

Baby will delight with a jumper that suspends in doorways. A long-wearing coil spring lets him bounce to his heart's content.

YOU'LL DO WELL to see our stock of Baby Beds, High Chairs, Strollers, Nursery Chairs, Play Pens and other items for Baby before buying.

MIDWEST

Furniture & Appliance Co.

for Holt's first

1948 BABY

★
 ENAMEL

B-A-T-H-T-U-B-

6.95

Value

★
 Make Our Store
 Baby's
 Headquarters

★
JONAS FURN.EX.

McCARVILLES'

CLOTHING SHOES

ARE PROUD TO PRESENT TO

HOLT'S FIRST 1948 BABY

for BOYS and GIRLS



A Pair of
 Red Goose

BABY SHOES

From the cradle through college . . .
 Red Goose Shoes

A Solid
 10-k Gold
 Baby
 Ring . . .



for Holt County's First 1948 Baby
 We think that the First Baby is entitled to something really special, so here's a gift that Baby will treasure for life . . . a gold baby ring.

— SEASON'S GREETINGS —

McINTOSH
 Jewelry

2 — PAIR OF — 2 Lastex Baby Pants

FREE to HOLT'S
FIRST 1948 BABY

— ALSO —

A SURPRISE PACKAGE

These Kooleez Pants are sure a treat, They keep me comfy, clean and neat, They stretch with ease; they never strain, They have no seams to cause me pain.

Everything
 for Happy Babies
 at BOWEN'S

BEN FRANKLIN
 NATIONALLY KNOWN — LOCALLY OWNED

A. E. BOWEN, Owner

O'NEILL



Gillespie's

RADIO — ELECTRIC — APPLIANCES
 PHONE 114 : O'NEILL

HANKSCRAFT
 COMBINATION
BOTTLE WARMER

and

VAPORIZER

Our Gift to
 Holt County's
 First 1948 Baby

