

McCARVILLES

CLOTHING: SHOES for the Entire Family



ALL CHILDREN LOVE

RED GOOSE shoes

• WE'RE PLEASED to present to Holt county's first 1951 baby a pair of RED GOOSE SHOES... the first shoes for His Majesty or Her Highness. From the cradle through college, it's RED GOOSE!

FREE X-RAY FITTING SERVICE

Congratulations

to Holt's 1st
1951 Baby!

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! Tell Mom and Pop to make GILLIGAN'S headquarters for all drug needs — from baby to grandpa.

GILLIGAN & STOUT

PHONE 252

WE GIVE S & H GREEN STAMPS

R. H. ("Ray") SHRINER

INSURANCE AGENCY

We offer our heartiest congratulations to the FIRST ONE in FIFTY-ONE! To start the little fellow properly in the ways of thrift, we're giving the lucky one a...

COLORED THRIFT BANK

"Great Oaks from Little Acorns Grow"

Plus

25c Per Pound CASH in the Bank!

MONTGOMERY'S



We're going to present him... or her... a

**LISK PORCELAIN
BABY BATH**

We're happy to contribute our bit toward making 1951's first-born Holt county baby the happiest ever.

A 30-quart size... a regular \$3.79 seller... first-class for the little king or queen!

MONTGOMERY'S HARDWARE . . . O'Neill

FIRST BABY



CON

Who'll Be No. 1 in '51 . . . ?

To be eligible to win THE FRONTIER'S FIFTH ANNUAL FIRST BABY CONTEST, the little miss or master 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., Sunday, January 7, 1951, and winner will be announced in the Thursday, January 11, 1951, issue of this paper. A letter of identification will be issued to the parents by THE FRONTIER to be shown to the proprietors of the cooperating firms who will shower the honor infant with gifts described on these pages. Gifts must be claimed before January

BABY'S FULL NAME _____

SEX: Boy _____ Girl _____; Weight _____

Date of Birth _____; Hour of Birth _____

Parents' Full Names _____

Parents' Address _____

Physician's Name _____

Physician's Address _____

A Parent's Signature _____

Previous Winners

1947

KATHLEEN WANSEER
Born 4 a. m., January 2, 1947

1948

NANCY ELAINE HARSHFIELD
Born 6:35 a. m., January 1, 1948

1949

JAMES MICHAEL BEHA
Born 7 a. m., January 1, 1949

1950

DAVID LYNN TRACY
Born 1 a. m., January 1, 1950



FREE!

To Holt County's First '51 Baby!

**PLASTIC-COVERED
CRIB BUMPERPAD**

Visit Our Complete
BABY'S LAYETTE DEPT.

On Our Main Floor

and Our Complete

INFANT'S FURNITURE DEPT.

On Our Furniture Floor



ALWAYS BETTER BUYS AT Gambles

O'Neill Photo

WELCOMES THE FIRST

We'll Present to the Lucky

FREE

1 - 8" x 10" TINTED ENLARGEMENT

with Frame

and

12 - 3" x 5" PRINTS, Mounted

Total Value

\$15



Shelhamer Foods

Once Again Takes Pleasure
in Welcoming

HOLT COUNTY'S FIRST BABY

in the New Year!

In recognition of
the firstcomer
we are pleased
to present

**ONE CASE
of HEINZ
BABY FOOD**



"Where your PRODUCE - SELLING
makes more money . . . and
where your FOOD - BUYING
saves more money!"

New Outlaw Green

— West O'Neill —

Herald's the Arrival of

HOLT COUNTY'S

First One in Fifty-One

with a Case of

Gerber's Baby

