

CONTEST



Coyne's Hardware

WELCOMES

HOLT'S NO. 1 IN 1952

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

HIGH-BOY CLOTHES DRYER

Sturdy wooden frame . . . collapsible . . . ideal for drying indoors baby's washing!



O'Neill Photo Co.

Welcomes **FIRST BABY!**



We'll Present to the Winner
1-8"x10" Tinted Enlargement
with Frame
and
12-3"x5" Prints, Mounted
Total Value . . . \$15

And we'll rejoice with the parents in helping to make **FIRST BABY'S** first weeks truly memorable.

EVERYTHING FOR BABY AT

McDONALD'S

Yes, Sir! Nothin's too good for First Baby . . .

THAT'S WHY WE'RE HAPPY TO PRESENT HIM or HER

100% Wool Clothes CHATHAM BLANKET

- ★ White
- ★ Bound with wide satin binding
- ★ Regular 5.95 seller

FOR
INFANT'S
WEAR . . .



Shop First

at
McDONALD'S

Apparel Shop

es the First - Comer

with a beautiful

THE DRESS

ressed up in the finest from the infant's wear department. Hats and coats for big sister. Dress, of course, will be . . .

THE LABELS MAKERS

APPAREL SHOP

Baby Can't Read

(Not Yet, Anyway)

But Pop 'n Mom, 'n Big Brother and Sister Will Enjoy a ONE YEAR

GIFT SUBSCRIPTION



NATURALLY, no gift shower for the new king (or queen) would be complete without a gift from **The FRONTIER** — North - Nebraska's fastest - growing weekly newspaper . . . the paper that is **FIRST** with the most news, **FIRST** in pictures, and **FIRST** in readership!

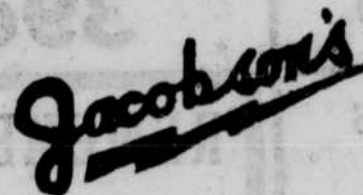
Chamer Foods

Again Takes Pleasure in Welcoming

COUNTY'S FIRST BABY



AMER'S . . . where your duce selling makes MORE . . . and where your **FOOD** saves MORE MONEY!



PHONE 415

Across from the Golden

Salute the champ

- OUR STORE, where we deliver the BEST and service EVERYTHING electrical, takes pleasure in presenting to Holt's first 1952 baby a —

HANK'S CRAFT BOTTLE WARMER & VAPORIZER

- Ideal for Baby and Big Brother and Sister, Too.
- Made from Ivory Earthenware.
- Complete with Cord.
- AC-DC, 110-volts.

JACOBSON'S . . . O'Neill and Norfolk

Neligh Creamery

Will Proudly Present to the First Baby Born in —

HOLT COUNTY IN '52 ONE CASE

of
VITAMIN D Homogenized MILK

• In O'Neill you can obtain products of **NELIGH CREAMERY** at . . .
SHELHAMER FOODS
COUNCIL OAK
RALYA IGA
STANNARD'S
NEW OUTLAW



★ ★ ★

WHO'LL BE FIRST IN '52?

NEXT TIME, ask for **NELIGH CREAMERY'S** Vitamin D Homogenized Milk . . . in that new, easy-to-pour, sturdy container . . . and our extra delicious **CREAM** and **ICE CREAM!**

WELCOME,

FIRST BABY IN THE NEW YEAR!



To the Parents of the '52 Champ . . .

WE PROUDLY present 500 pounds of coal. This newcomer will have to be kept snug and warm during the cold months ahead . . . and the parents have their choice of a variety of types and sizes of coal. We always have a selection of coal suited to every heating purpose.

HAVE A HEATING PROBLEM? WE'D BE PLEASED TO DISCUSS IT WITH YOU.

Spelts-Ray Lbr. Co.

Phone 74

O'Neill