

# FIRST BABY

# CONTEST

## Here Are the Rules for THE FRONTIER'S EIGHTH ANNUAL Holt County BABY DERBY

TO BE ELIGIBLE to win THE FRONTIER'S eighth 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, 1953. 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 11th, 1954, and the winner will be announced officially not later than the Thursday, January 14th, 1954, 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 30, 1954.

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 \_\_\_\_\_



Who'll Be  
No. 1 in '54?

### WELCOME

Holt County's FIRST '54 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

for the **1<sup>st</sup> BABY**  
of 1954



Present a

### Chrome High Chair

GAMBLES, O'Neill's BIG store, takes pleasure in presenting to the New King (or Queen) a handsome, chrome-plated high chair.

Reg. Retail Value

19.50

- ★ Duran Plastic Back and Seat
- ★ Yellow and Silver Trim
- ★ Removable Plastic Tray
- ★ Full Standard Size



?

### SHELHAMER FOODS

Phone 593 — O'Neill

Come 'Round

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

**HEINZ Baby Food**

And if Holt County's 1954 Baby Derby Winner takes my advice, he'll insist on

**Heinz Baby Food from Shelhamer's**

Presenting ONE CASE of HEINZ Free to the '54 Champion!



## McCARVILLES

CLOTHING : SHOES for the ENTIRE FAMILY

— present —

To Holt County's First '54 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

### Stannard's Store

proudly presents . . .

**A COLORFUL BABY BOOK**

An appropriate book for recording baby's early life

**MENNEN'S BABY POWDER and LOTION**

WE, TOO, want to join in the shower of good things for the champion of Holt County's 1954 Baby Derby!



Our Finest Fresh-Cut

### Hospital Boquet

. . . will be prepared and presented to the new King or Queen of Holt County's Baby Land. Our warmest congratulations, too, to the new royalty!

**Elkhorn Flower Shop**

Phone 579 — Across from the Golden  
"FLOWERS FOR ALL OCCASIONS"  
We Telegraph Flowers Everywhere

Happy New Year, Everyone!

### O'Neill Photo Co.

Congratulates First Baby of the New Year 1954

WE DEEM it a real privilege to present to the proud parents

**One Dozen 3x5 Prints**  
(Mounted)

PHOTOGRAPHS of children, especially in their tender years, are priceless. We'll gladly photograph FIRST BABY at the earliest convenience of the parents and forward real soon the finished prints with our compliments.



★ PORTRAITURES AND WEDDINGS OUR SPECIALTY

To the Mother of 1954's FIRST BABY

from

## BIGLIN'S

We're pleased to present a UTILITY CART

**COSCO**

. . . America's finest

An ideal serving cart and an everready work center on free-rolling casters. Baked enamel finish.



## GILLIGAN'S

REXALL DRUG

. . . will happily present to the winner of the 1954 Holt County Baby Derby:

Rexall

**STORK NURSER**

- Quick
- Convenient
- Sanitary
- Leakproof

plus

Rexall

**FAMILY THERMOMETER**



We're Headquarters for Infants' and Family Drug Needs