

GILLIGAN'S

Rexall

STORK

NURSER

Convenient

Sanitary

• Leakproof

plus

Rexall

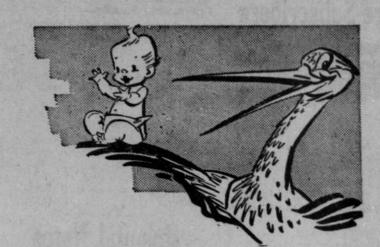
Family

Ther-

mometer

Quick

REXALL



Here Are the Rules for THE FRONTIER'S

NINTH ANNUAL

Holt County BABY DERBY

TO BE ELIGIBLE to win THE FRONTIER'S ninth annual FIRST . will happily present to the winner of BABY CONTEST, the little mister or miss must be born the 1955 Holt County Baby Derby: within the boundaries of Holt county after midnight, 12 o'clock, December 31st, 1954. Parents must fill out the following blank and mail to THE FRONTIER, FIRST BABY EDITOR, O'NEILL,

> ENTRY MUST BE postmarked not later than 6 p.m., on Monday, January 10, 1955, and the winner will be announced officially not later than the Thursday, January 13, 1955, issue of The Frontier. A letter of identification will be issued to the parents and all shower gifts (described on these pages and provided by these cooperating firms) must be claimed by 5 p.m., on Saturday, January 29, 1955.

Sex: Boy Girl Weight: Pounds Ounces Date of Birth Hour of Birth M Parents' Postoffice Address Physician's Name Physician's Address Signature of

McCARVILLES

CLOTHING: SHOES for the ENTIRE FAMILY

- present -



To Holt County's First '55 Baby a Pair of

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

SHELHAMER FOODS

We're Headquarters

for Infants' and

Family Drug

Needs

Phone 593 — O'Neill

Come 'Round

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

HEINZ BABY FOOD

And if Holt County's 1955 Baby Derby Winner takes my advice, he'll insist on

Heinz Baby Food from Shelhamer's

Presenting ONE CASE of HEINZ Free to the '55 Champion!

Congratulations

to Holt County's Number One in Fifty-Five!

WITH GREAT enthusiasm and anxiety, each year the MIDWEST awaits the opportunity to present a useful gift to the winner of the Baby Derby!

CHILD'S WAXED BIRCH TRAINING CHAIR

Complete — Beaded Tray — Reg. 5.95 Value

O'Neill Photo Co.

Congratulates First Baby of the New Year

1955

WE DEEM it a real privilege to present to the

proud parents . . .

One Dozen 3x5 Prints

PHOTOGRAPHS of children, especially in their tender years, are price-

venience of the parents and forward real soon the finished prints with

PORTRAITURES AND WEDDINGS OUR SPECIALTY!

less. We'll gladly photograph FIRST BABY at the earliest con-



Midwest Furn. & Appl.

Phone 346-J — West O'Neill

WELCOME

Holt County's FIRST '55 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

. . . wants to join in the royal reception for the first - born Holt county baby in the new year!



We've Set Aside TWO Gifts! Porcelain Enamel DIAPER PAIL

. . . plus . . .

Complete with Lid

100-Ft. Cotton CLOTHES LINE

Total Value of Both Gifts - \$3.75

Congratulations to FIRST BABY!



HERE AT McINTOSH'S we feel the first 1955 baby to be born in Holt County is entitled to something really special. So we have set aside two fine gifts!

> 10-Karat Gold baby ring

. . plus . . . 1847 Rogers Silver-Plated baby feeding spoon

McIntosh Jewiery

"Where Price and Quality Meet"

STANNARD'S STORE

proudly presents

A COLORFUL BABY BOOK A appropriate book for recording

JOHNSON'S BABY POWDER

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WE, TOO, want to join in the shower of good things for the champion of Holt County's 1955 Baby Derby!



To the Winnah!

We'll happily present a -

\$15 Gift Certificate

. . . which may be applied on the purchase of a new CORONADO Automatic or Conventional Washing machine, any other major appliance or major furniture purchase in our store. With the certificate goes our sincere congratulations to the parents of the lucky winner of the Baby Derby!



HENRY LOFFLIN, Mgr. - PHONE 8