

THE FRONTIER
10th
ANNUAL

FIRST BABY CONTEST 1956



LOOK . . .

What we've set aside for the 1956
BABY DERBY CHAMP!



FREE . . . a genuine
TEETER-BABE JUMPER

Beaded tray . . . wonderful baby-tender for Mother. Baby will have uncounted contented hours in this Teeter-Babe Jumper.
Regular 6.95

Midwest Furniture & Appliance
— WEST O'NEILL —



proudly presents to the
Baby Derby Champ
a hardwood
NURSERY TRAINING CHAIR

Regular 3.95 Seller

- Natural birch finish
- Roomy tray
- Joints screwed together. (not glued)
- Chamber of triple-coated enamel
- Web safety strap



To . . .
The Proud Parents

of Holt
County's 1956
Baby Derby
Winner!

YOU ARE hereby invited to be our guests at a fried omelet dinner on the date you select! We think you'll agree the M&M Bakery & Cafe is the place to go for really fine food.



M&M Bakery & Cafe

Phone 20 — O'Neill



Biglin's

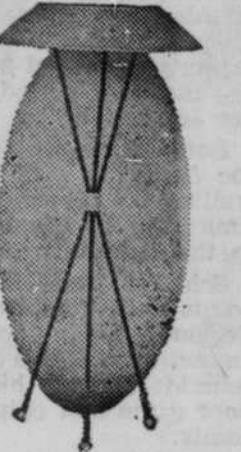
proudly hail
the winner of
the 1956
Holt County
Baby Derby . .

Presenting
to the
Proud
Parents . . .

Modernistic
TRIPOD LAMP

Reg. 21.00 Value

- Black Wrought Iron Stand
- Green Glass Fibre Shade
- 3-Way Light Control



"HOME OF FINE FURNITURE"

McCARVILLES

CLOTHING: SHOES for the
ENTIRE FAMILY

— present —

To Holt County's First 1956 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

THE WINNER !!!



What a lucky little guy (or gal) that first baby of 1956 is going to be! Just look at the bumper crop of free gifts he (or she) is going to reap! Mr. Stork: Take heed . . . a great big bonanza of booty depends on your timing!

CONTEST RULES:

TO BE ELIGIBLE to win THE FRONTIER'S 10th 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, 1955. 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 9, 1956, and the winner will be announced officially not later than the Thursday, January 12, 1956, 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 28, 1956.

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

Congratulations
to FIRST BABY!



HERE AT McINTOSH'S we feel the first 1956 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 Jewellery

"Where Price and Quality Meet"

Coyne's Hardware

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



Porcelain Enamel DIAPER PAIL
Complete with Lid
Regular Value \$3.60

WELCOME!

Holt County's FIRST '56 Baby!

KEEP BABY WARM

OF COURSE, the Royal New-comer 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.

**Moore-Noble
Lumber & Coal Co.**

Phone 32 O'Neill

GILLIGAN'S REXALL DRUG

. . . will happily present to the winner of the 1956 Holt County Baby Derby:

Rexall
**STORK
NURSER**

- Quick
- Convenient
- Sanitary
- Leakproof

plus

Rexall
**Family
Ther-
mometer**



We're
Headquarters
for Infants' and
Family Drug
Needs

O'Neill Photo Co.

Congratulates First Baby
of the New Year
1956

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.

PORTRAITS AND WEDDINGS OUR SPECIALTY!