

19 57

FIRST BABY CONTEST

What a lucky little guy (or gal that first baby of 1957 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, 1956. 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., Monday, January 7, 1957, and the winner will be announced officially not later than the Thursday, January 10, 1957, 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 26, 1957.

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 _____

Gambles
The Friendly Store

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

McCARVILLES CLOTHING SHOES for the ENTIRE FAMILY

— present —

To Holt County's First 1957 Baby
a Pair of

RED GOOSE SHOES

From Cradle Thru College . . .
It's 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.

FREE X-RAY FITTING SERVICE

O'Neill Photo Co.

Congratulates First Baby of the New Year

1957

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 WEDDING OUR SPECIALTY

WELCOME!

Holt County's FIRST '57 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.

— or —

\$5 worth of other merchandise

NEW YEAR'S GREETINGS

May the stroke of midnight herald in a year of peace and prosperity for you, your family and friends.

MOORE-NOBLE LUMBER & COAL CO.

Phone 32 O'Neill

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

GILLIGAN'S REXALL DRUG

. . . will happily present to the winner of the 1957 Holt County Baby Derby:

Rexall STORK NURSER

- Convenient
- Quick
- Sanitary
- Leakproof

PLUS A REXALL FAMILY THERMOMETER

Everything the Baby Needs

We're Headquarters for Infants' and Family Drug Needs

LOOK . . .

What we've set aside for the 1957 BABY DERBY CHAMP!

FREE!
1 Dozen Curity DIAPERS

PATTON'S

BEN FRANKLIN
LOCALLY OWNED - NATIONALLY KNOWN

O'Neill

BIGLIN'S

Proudly Hail the Winner of the 1957 Holt County Baby Derby

Presenting to the Proud Parents . . .

Modernistic FLOOR LAMP

Reg. 19.95 value

3-way Light Control

"HOME OF FINE FURNITURE"

To . . .

The Proud Parents

of Holt County's 1957 Baby Derby Winner!

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

M & M

BAKERY & CAFE
PHONE 20 — O'NEILL

SHELHAMER JACK & JILL

Phone 593 — O'Neill

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

HEINZ

BABY FOOD

HELLO!

And if Holt County's 1957 Baby Derby Winner takes my advice, he'll insist on—

Heinz Baby Food from Shelhamer's

Presenting ONE CASE of HEINZ
Free to the '57 Champion!