



What a lucky little guy (or gal) the first baby of '59 is going to be! Look at this bumper crop of free gifts!

FIRST BABY CONTEST

CONTEST RULES:
To be eligible to win THE FRONTIER'S 12th annual FIRST BABY CONTEST, the little mister or miss must be born within the boundaries of Holt county after midnight Wednesday, December 31, 1958. Parents must fill out the following blank and mail to THE FIRST BABY EDITOR, THE FRONTIER, O'NEILL, NEBR.

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

McCARVILLES

CLOTHING : SHOES for the Entire Family



They'll be the first shoes for His Highness (or, Her Majesty, if you please). All children love RED GOOSE SHOES!

Once again we're pleased to herald the arrival of the First One of the New Year with —

A pair of
RED GOOSE SHOES

From cradle through college it's
RED GOOSE SHOES!



Set of Two

Fitted Crib Sheets

Our gift to 1959's first arrival!

- Sanitized Printed Percale
- No Tucking, Ironing, Wrinkling
- Fast Colors

Fits Standard Size Crib Mattress

2.98 Value

COAST-TO-COAST STORES

JO & DALE WILSON, Owners

Congratulations

We, too, want to join in the shower for Holt's first-comer in '59!

Federal's safe, unbreakable, colorful, space-saving

PLASTIC LAUNDRY BASKET

Big capacity . . . no struggling through doorways with ovals!

Regular 2.98 Value!

The Apparel Shop

WINNIE BARGER, Prop.

First Baby's Mother

. . . will be the lucky one at our store!

We've set aside a

HALF-SLIP

. . . for HER!

Regular 3.95 Value

DANKERT'S HOTPOINT & NORGE

Welcome the First-Arrival of the New Year!

The lucky parents will receive a—
\$25 DISCOUNT

On Any Major Appliance

THAT'S OUR WAY of welcoming the lucky little boy or girl . . . Holt's king or queen of '59.

We're Headquarters for gas or electric:

Ranges — Refrigerators
Freezers — Washers — Dryers

DANKERT'S SERVICE

O'Neill and Chambers



Helen's Flower and Gift Shop

Our Gift to Mother and Babe:

A LOVELY
HOSPITAL
BOUQUET

Everything the Baby Needs

— at —
GILLIGAN REXALL DRUG

Our Gift to His Majesty

(or Her Highness):

Rexall Stork Nursing Bottle Sterilizer

- Simple, safe, scientific
- Regular 4.25 Seller

YOUR DOCTOR uses this same principle to sterilize his instruments.

COYNE HDW.

Our Gift to the 1959 Champ!

\$3.98 BABY BATH



THIS BABY BATH can't rust, chip, dent or break because it's made of Polyethylene. It's safe, sturdy, warm to touch.

Engineered for Baby's Comfort and Safety!

THE NEW OUTLAW

offers CONGRATULATIONS to the '59 Baby Derby Champ

We're pleased to present to the first-comer of the New Year . . . one case of—

GERBER'S BABY FOOD

BEATRICE FOODS, Inc. — O'Neill Branch
our gift to the 1959

Holt Baby Derby Winner!

One Case of the most important development of milk as a complete food:

"HI-VITA-MIN" MILK

DELIVERED to the door of FIRST BABY'S HOME, if the winner lives in one of Holt county's cities or towns, or the parents may claim the case of milk at their favorite store!

Gillespies

Extend hearty congratulations to the FIRST ONE in '59!

We proudly present—

TELECHRON G-E ELECTRIC CLOCK

Red—With Sweeping Second Hand

REGULAR 5.95 VALUE

O'Neill Headquarters for
Radio - TV - Appliances

One Case of Pop

. . . directly from our factory—our gift to the proud POP of the 1959 Baby Derby Champ!

First Baby's beaming Dad will be entitled to pick his choice of flavors—
with our compliments!

Merri Dr Pepper Bottling Co.
O'NEILL

Happy New Year, Everyone!

To the Parents of
Holt's 1959 Derby Winner!

Be Our Guests for
M & M SPECIAL STEAK DINNER

. . . at your convenience!

WE'VE RACKED our brain to choose an appropriate reward for baby. We've decided to entertain the lucky parents who, after all, figure prominently in this contest!

M & M

CAFE & BAKERY