First Baby Contest

First Baby Born Here After The Stroke of Midnight, December 31, Will Reap This Rich Harvest of Gifts ... Mom and Pop Get Plenty Too, For Their Share in the Happy Event

FOR THE FIRST BABY OF 1957

A GIFT CERTIFICATE FOR MOTHER'S CHOICE TO THE VALUE OF **$3.50** FROM

DEETH'S PHARMACY

For Health and Beauty

TO 1957's FIRST MOTHER AND BABY ...

A Bouquet of Flowers

FROM ALEX AND LAURA AT

MITCHELL'S FLOWER SHOP

Res. Dial 2915 — Dial 3232

An 8 x 10 First Photograph OF BABY Will Be Taken By

CHANDLERS STUDIO

Appointment to be Made by Mother

FOR 1957's FIRST FATHER

SIX FREE DINNERS

WHILE MOTHER IS IN HOSPITAL

La Gondola Cafe

Happy New Year . . .

Any Pair of **BABY SHOES** in the Store as a Welcome Gift for the **FIRST BABY OF 1957**

From

FAMILY SHOE STORE LTD.

634 W. 3rd. — Dial 4132

LOOK WHAT 1957's FIRST BABY WILL GET!

TO 1957's FIRST BABY

THE STORK SHOPPE IS PLEASED TO PRESENT

- ½ Dozen Diapers
- 1 Jacket Set
- 1 Gown
- 1 Towel Set
- 2 Blankets
- 1 Pillow
- 1 Comforter

THE STORK SHOPPE

214 Sixth Street — Phone 3821

Happy New Year!

A SILVER BABY CUP

To 1957's First Baby

FROM

COOK'S JEWELLERS

Prince Rupert — Terrac

Greetings!

FREE TRIP From HOSPITAL For MOTHER and BABY

Also, Credit of $5.00 Worth of Taxi Fare for Father's Visits to Hospital

99 TAXI

DIAL 2188

Congratulations!

A BOX OF CIGARS FOR THE FATHER

From

GROTTO STORE CIGAR

A Gift For The First Mother Of 1957

A NYLON TRICOT

BED JACKET

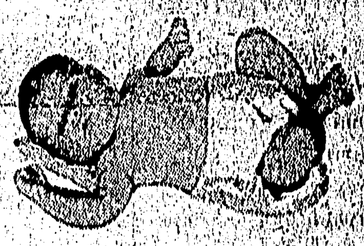
FROM

Annette Mansell LADIES' WEAR

We Lead, Others Follow — Tomorrow's Styles Today

A HEARTY WELCOME . . .

to the first baby born in 1957 whose parents are residents of the city of Prince Rupert



QUART OF MILK DAILY FOR TWO WEEKS

as soon as baby requires it

FROM

NORTHLAND DAIRY LIMITED

Phone 5114

NORTHERN PRODUCE FOR NORTHERN CONSUMERS

WELCOME

To Prince Rupert

A Gift Of 2 Cases Heinz **BABY FOOD**

For 1957's First Baby From

SKEENA GROCERY

500 5th Ave. E. — Phone 2191