

Who will win the FOURTH ANNUAL



The New Year signifies the start of a new and better day; it dramatizes our eternal hope for the future. Our hope for the future lies in our youth, so the 1956 Stork Derby will honor the First Citizen of the New Year. The first baby born in Klamath Falls in 1956 will have the distinction of representing all the new citizens of his or her birth



STORK DERBY



year. The new baby will be presented with gifts by each of the sponsors of the 1956 Stork Derby, as shown on these pages, to commemorate the honor. Who will win the 1956 Stork Derby?

 TO THE 1ST BABY OF 1956 ... A TV Lamp

... to brighten your home in 1956 and all the years to come. Our congratulations and best wishes from all the gang at B & B Radio and Electric.

B & B Radio & Electric
316 S. 6th Phone 6920

Headquarters
FOR RCA & Hoffman Television
COMPLETE

... facilities for service and installation of all makes radio and television.

 NO. 1 OF 1956

We're presenting you with a \$5.00 Merchandise Award

... all Klamath Basin Babies enjoy our complete line of Gerber's Baby Foods, Swift's Baby Meats and such items as Banana Flakes, tree ripened bananas, dehydrated and canned specially for babies. All these and more.

Carter's FINE FOODS
1420 Esplanade
Telephone Order Service
FREE DELIVERY



Here's to the First Baby of '56!

The Herald & News will have a photographic reproduction of the front page of the paper the day you were born, for you to show your grandchildren, and a year's subscription to the paper for your folks.

Herald and News



Congratulations To The 1st Baby Of The Year With A FREE WASH & LUBE For The Family Car!

Cunningham & Rickey Motors
Dodge - Plymouth & Dodge "Job Rated" Trucks
So. 7th & Commercial

YOUR FIRST PICTURE FREE!



Just as soon as you reach 6 months of age, we'll give you a lovely 8 x 10 color portrait of yourself. Our gift to you ... the 1st baby of 1956.

Derebee Studio
8th & Main U.S. National Bank Bldg.
Ph. 3252

LUCIAN GOLINS
YOUR LOCAL METROPOLITAN LIFE AGENT
WILL GIVE TO THE FIRST NEW CITIZEN OF 1956



THE FIRST MONTHS PREMIUM ON A \$1,000.00 Endowment Policy

"FOR LIFE INSURANCE TO FIT YOUR NEEDS" -SEE-
LUCIAN GOLINS
Metropolitan Life Agent
4849 Summers Lane Phone 7644

LEE HENDRICKS
PRESENTS TO THE FIRST BABY OF 1956

Born in Klamath Falls
★ 2 PLAYTEX DRYPER PANTIES
★ 100 DRYPER PADS

CONGRATULATIONS TO MOTHER AND DAD!

LEE HENDRICKS
2212 So. 6th Your Neighborhood Druggist Ph. 4321

 **BESSY . .**
The Basin Bossy Would like to be the first to congratulate the parents of ...

 **THE WINNER**

Bessy will supply the first baby born in Klamath Falls in 1956 with 60 quarts of fine, wholesome Grade "A" Milk.

KLAMATH BASIN GRADE "A" PRODUCERS ASSOCIATION

To the First Baby born in Klamath Falls In 1956 ...



We Will Add \$10.00 to the Savings Account in the U.S. NATIONAL BANK OF PORTLAND

KLAMATH VALLEY HOSPITAL INC.

 **Mother...**

will have a radio all her own, so she can have music and entertainment while caring for Baby.

Listen to the broadcast announcing Klamath's First New Citizen of '56, Sunday evening 8:00 to 8:30.

KFLW
CBS-

The Family of the FIRST BABY of 1956

WILL RECEIVE FROM US \$10.00 WORTH OF LAUNDRY OR DRY CLEANING SERVICE



"FOR A CLEANER WASH --" -- CALL --

SUPERIOR-TROY LAUNDRY
DRY CLEANING PICKUP and DELIVERY
336 KLAMATH AVE. 700 SO. 6TH ST.
PHONE 7513 PHONE 5119

OUR WARMEST CONGRATULATIONS TO THE 1ST BABY OF 1956 WITH A FREE QUILTEX ESTERON BLANKET



YOUNG SHOP

To The Mother OF KLAMATH FALLS' FIRST BABY of 1956

We Will Present an **ELECTRIC IRON**

We Make Life Easier With

BENDIX DUOMATIC CROSLY RANGES CROSLY FREEZERS & REFRIGERATORS SUNBEAM SMALL APPLIANCES

Leach Service Co.
123 So. 6th Phone 2-2528

Klamath Falls Finest BABY and TEEN-AGE SHOP

Will Give to Klamath Falls' FIRST BABY of 1956

A LOVELY WARM NORTH STAR BABY BLANKET

Mothers Are Invited To See Our Children's Shop That Has ...

- Handy Curly Diapers • Nitey-Nites
- Secony Separates • Weather Bird Shoot

Leons
TOTS-TO-TEENS
519 Main

CONGRATULATIONS TO THE 1ST BABY OF 1956



We're giving to your Dad a ... \$5.00 Merchandise Award!

With Our Best Wishes From

Oregon Woolen Store
Your Levi Headquarters
8th & Main

Spencer's
TOT'S SHOP
Presents The FIRST BABY OF 1956 -WITH A- CRADLE SYMPHONY

A Toy That Keeps the Child Amused and Alert ...

It is a wonderful toy that helps in the Coordination and development of arms, chest and back.

TESTED AND APPROVED BY LEADING CHILD SPECIALISTS

FOR OUTFITTING CHILDREN FROM BIRTH TO AGE 6 IT'S

Spencer's
We Give Green Stamps
619 Main Phone 5497

 OFF TO A GOOD START

The Klamath Falls Branch of the U.S. National Bank will open a \$5.00 savings account for the first baby born in 1956. We hope that this gift—a good starter—will help guide this baby, whoever he or she may be, along a thrifty path. And as the baby grows, we hope that its savings will grow, thus assuring a happy financial future.

U.S. NATIONAL BANK OF PORTLAND
KLAMATH FALLS BRANCH

Here's to a Hefty Winner

So that the proud parents of the first baby born in 1956 may see just how he or she is progressing, we will give a month's free rental on a set of

BABY SCALES

Valley Rental Service is a business designed to rent to you various types of equipment which you occasionally need but do not wish to buy. Remember—Money won't buy everything, but it's amazing what it will rent!

"WE RENT MOST EVERYTHING!"
—PICKUP AND DELIVERY SERVICE AVAILABLE—

VALLEY RENTAL SERVICE
665 Spring Phone 4706

TO DAD For A Job Well Done .. We Will Give A BOX OF CIGARS WITH OUR COMPLIMENTS

Plan To Attend The Gala NEW YEAR'S EVE PARTY -IN THE- PINEGROVE ROOM

-Featuring-

- The TRI-NOTES TRIO
- Floor Show From Portland
- Music and Fun For All

WILLARD HOTEL
"Serving the Finest Steaks in the Basin"