



PRIZES GALORE ARE IN STORE FOR THE FIRST BABY OF A NEW DECADE

CONTEST RULES

To be eligible to win THE FRONTIER'S 13th annual FIRST BABY CONTEST, the little mister or miss must be born within the boundaries of Holt county after midnight Thursday, December 31, 1959. Parents must fill out the following blank and mail to THE FIRST BABY EDITOR, THE FRONTIER, O'NEILL, NEBRASKA.

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

To the Parents of
Holt's 1960 Derby Winner!



Be Our Guests for an
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
AND BAKERY**



Proudly Presents to the

**BABY DERBY
CHAMP**

Hardwood

Nursery Training Chair

Regular 4.95 Value!

Natural birch finish . . . roomy plastic tray . . . joints screwed (and glued) together . . . plastic chamber. This from our Juvenile Furniture Dept., Furniture Floor.

**McCARVILLE'S
CLOTHING**

SHOES for the Entire Family



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!

CONGRATULATIONS

To 1960's First Baby

Here at McIntosh's we feel the first 1960 baby to be born in Holt County is a special child and is entitled to something especially nice. So we have set aside a—

10 Karat Gold Baby Ring

**McINTOSH
JEWELRY**

O'Neill, Nebraska

COYNE HARDWARE

Our Gift to the 1960 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!

SCOVIE'S
WESTERN AUTO

Worth of
\$5 MORRIS PAINT
or
WALL PAPER

Our Gift for Holt's First Baby!



for your favorite **Pin-Up**

— at —

Devoy

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.

JOHNSON DRUG

Bill Petsche, pharmacist

Our Prize for the first baby of 1960—



A 4.50 VALUE AUTOMATIC GERMICIDAL

DIAPER PAIL

Stops diaper odors in the home

McDONALD'S

Full Dozen CURITY

GAUZE DIAPERS

Our gift to 1960's first arrival!



Perfect for Every Baby!

3.75 Value

We proudly present . . .

One Dozen CURITY

DIAPERS

to the 1960 Baby Derby Champ!

★ 21" x 40" FOLDLINE

★ WASH EASILY

★ ABSORBENT

★ DRY QUICKLY

★ NO HEMS

PATTON'S

BEN FRANKLIN

GILLESPIE'S

Extend hearty congratulations
to the FIRST ONE in '60!



We proudly present—

TELECHRON

G-E ELECTRIC CLOCK

Red—With Sweeping Second Hand
REGULAR 5.95 VALUE

O'Neill Headquarters for
Radio - TV - Appliances

CONGRATULATIONS To The

First Baby of the Decade



And what better gift than a case of Safeway's own

CHERUB EVAPORATED MILK

It's perfect milk for every baby. Canned under the requirements of Safeway's own rigid specifications.

SAFEWAY