

1961 FIRST BABY CONTEST



PRIZES FOR THE



CONTEST RULES

To be eligible to win THE FRONTIER'S 14th annual FIRST BABY CONTEST, the little mister or miss must be born within the boundaries of Holt county after midnight Saturday, December 31, 1960. 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 _____

Congratulations to First Baby of '61 from ...
O'NEILL PHOTO CO.



One Dozen 3x5 Photos (mounted) with our Compliments!

WHETHER THE Baby Derby laurels go to a single baby, twins or triplets . . . we're standing by ready to photograph the CHAMP (or champs).

HARDING CREAM

takes great pleasure in welcoming the First-Born in the New Year of '61!



FOR THE PARENTS of the lucky one we'll happily present . . .

5 POUNDS OF OUR FAMOUS **HARDING BUTTER**

Manufactured in O'Neill—the Butter Capitol of the Sandhills!

ONE CASE OF POP

. . . directly from our factory—our gift to the proud POP of the 1961 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!

THE NEW OUTLAW

offers CONGRATULATIONS to the '61 Baby Derby Champ

We're pleased to present to the first-comer of the New Year



One case of—
GERBER'S BABY FOOD

We proudly present . . .

One Dozen CURITY DIAPERS

to the 1961 Baby Derby Champ!

- ★ 21" x 40" FOLDLINE
- ★ WASH EASILY
- ★ ABSORBENT
- ★ DRY QUICKLY
- ★ NO HEMS



Shop Ben Franklin and Save

5-10 BEN FRANKLIN 5-10

LOCALLY OWNED -- NATIONALLY KNOWN

PATTON'S

O'Neill, Nebr.

CONGRATULATIONS To 1961's First Baby



Here at McIntosh's we feel the first 1961 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



COAST TO COAST

Your headquarters for:

Farm, Home and Sporting Goods

IS HAPPY TO PRESENT

To 1961's First Baby

A \$5 GIFT CERTIFICATE

Redeemable at

COAST-TO-COAST STORES

Dale and Jo Wilson

PENNEY'S
 ALWAYS FIRST QUALITY!

Are Happy to Present

One Dozen

Penney's Toddlerlime

GAUZE DIAPERS

21" x 40" Size — Reg. 2.98

To The First Baby

of 1961



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!**



GREETINGS 1961

— at —

Devoy

REXALL DRUG

Our Gift to His Majesty

(or Her Highness)

FORMULETTE ALUMINUM BOTTLE STERILIZER

★ Simple, safe, scientific ★ Regular 3.98 Seller

YOUR DOCTOR uses this same principle to sterilize his instruments.

CONGRATULATIONS To The First Baby of 1961



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

JOHNSON DRUG

Bill Petsche, pharmacist

Our Prize for the first baby of 1961



A \$5 GIFT CERTIFICATE

Redeemable on the Purchase of Your Choice