

1962 *FIRST BABY* CONTEST



PRIZES FOR THE

**FIRST
BABY**

CONTEST RULES

To be eligible to win THE FRONTIER'S 15th annual FIRST BABY CONTEST, the little mister or miss must be born within the boundaries of Holt county after midnight Sunday, December 31, 1961. 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 1962's First Baby



Here at McIntosh's we feel the first 1962 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



Greetings 1962

— at —

Devoy
REXALL DRUG

Our Gift to His Majesty
(or Her Highness)

BABY TRIO

Includes Vaporizer — Bottle Warmer —
Feeding Dish Combination

ONE CASE OF POP

... directly from our factory—
our gift to the proud POP
of the 1962 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, Nebraska

Happy New Year, Everyone!

Congratulations to First Baby
of '62 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).



LEE STORES

Will Present One

PAIR OF SHOES

To 1962's

FIRST BABY



Full Dozen

GAUZE DIAPERS

Our gift to 1962's first arrival!



Perfect for Every Baby
2.98 Value



CONGRATULATIONS TO THE
First Baby of 1962

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



COAST TO COAST

Your headquarters for:
Farm, Home and Sporting Goods

IS HAPPY TO PRESENT

TO 1962's First Baby

A \$5 GIFT CERTIFICATE

Redeemable at

COAST-TO-COAST STORES

DALE & JO WILSON, Owners

To the Parents of
Holt's 1962 Derby Winner!



Be Our Guest 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 con-
test!

**M & M CAFE
AND BAKERY**

We proudly present ...

**One Dozen CURITY
DIAPERS**

to the 1962 Baby Derby Champ

★ 21" x 40" FOLDLINE

★ WASH EASILY

★ ABSORBENT

★ DRY QUICKLY

★ NO HEMS



5-10 BEN FRANKLIN 5-10

LOCALLY OWNED - NATIONALLY KNOWN

PATTON'S

O'NEILL, NEBR.

JOHNSON DRUG

Bill Petsche, pharmacist

Our Prize for the first baby of 1962



A \$5 GIFT CERTIFICATE

Redeemable on the Purchase of Your Choice

THE NEW
OUTLAW

offers CONGRATULATIONS to
the '62 Baby Derby Champ

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



One Case of—

GERBER'S BABY FOOD