

1963 **FIRST BABY CONTEST**



PRIZES FOR THE

**FIRST
BABY**

CONTEST RULES

To be eligible to win THE FRONTIER'S 16th annual FIRST BABY CONTEST, the little mister or miss must be born within the boundaries of Holt county after midnight Monday, December 31, 1962. 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 1963's First Baby



Here at McIntosh's we feel the first 1963 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 1963

— at —

Devoy

REXALL DRUG

Our Gift to His Majesty
(or Her Highness)

BOTTLE WARMER

ONE CASE OF POP

... directly from our factory—
our gift to the proud POP
of the 1963 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

Congratulations to First Baby
of '63 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 1963's
FIRST BABY



Full Dozen
GAUZE DIAPERS

Our gift to 1963's first arrival!



Perfect for Every Baby
2.98 Value



Happy New Year, Everyone!

CONGRATULATIONS TO THE
First Baby of 1963

And what better gift than a case of

BABY FOOD

SAFEWAY

JANZING'S KING KOIN

LAUNDERETTE



Is Happy to present to the
1963 Baby Derby Champ or his Parents

A \$5 CERTIFICATE

To be used for either washing or dry cleaning

To The Parents of
Holt's 1963 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

We proudly present . . .

One Dozen CURITY DIAPERS

to the 1963 Baby Derby Champ

★ 21" x 46" FOLDLINE

★ WASH EASILY

★ ABSORBENT

★ DRY QUICKLY

★ NO HEMS



PATTON'S

O'NEILL, NEBR.

5-10 BEN FRANKLIN 5-10

LOCALLY OWNED - NATIONALLY KNOWN

JOHNSON DRUG

Bill Petsche, pharmacist

Our Prize for the first baby of 1963



A \$5 GIFT CERTIFICATE

Redeemable on the Purchase of Your Choice

THE NEW
OUTLAW

offers **CONGRATULATIONS** to
the '63 Baby Derby Champ

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



One Case of—

GERBER'S BABY FOOD