



FIRST BABY CONTEST 1956



LOOK AT THESE FINE PRIZES WHO WILL BE . . .

THE WINNER !!!

Prizes for the First Arrival



Now Merchants Welcome New Babies with Valuable Gifts

What a lucky little guy (or gal) that first baby of 1956 is going to be! Just look at the bumper crop of free gifts he (or she) is going to reap! Mr. Stork: take heed . . . a great big bonanza of booty depends on your timing!

RULES OF CONTEST

1. Name and signature of attending physician must be affixed to record of birth
2. Date - hour - minute - place must be specified.
3. Name, sex, weight of baby.
4. Parents must be Cass Co. residents.
5. Mail entry to FIRST BABY CONTEST PLATT-MOUTH JOURNAL not later than January 15, 1956.
6. All gifts must be claimed by January 31, 1956.
7. In case of a tie, prizes will be awarded to earliest entry submitted.



To the winner we will give **\$3.00 in Trade** on anything in our store. We have a complete line of baby furniture.

FARLEY FURNITURE



Congratulations lucky baby . . . We will give you a package of **100 Disposable Diapers** we're glad you're here.

WEE WARDROBE
Helen Eiting, Prop.



For you . . . A pair of soft soled **'First Step Shoes'** If Dad faints because he is the daddy of twins . . . we will buy him a box of cigars

WOSTER SHOES



Congratulations — We want you to be the healthiest baby in our territory . . . we'll help you get the right start with a gift of Alamito milk! Fortified with Vitamin D.

ALAMITO DAIRY



WELCOME TO YOU . . . We have a gift of a dozen cans of **Baby Food** for you at

HINKY-DINKY

Everything for Baby — We are delighted to give you a gift of **\$5.00 in Trade** on any of the fine baby items in our store



FELDHUSEN DRUG

WELCOME TO YOU FIRST BABY OF '56 We have for you a **\$5.00 Gift Certificate** on any item in our store!



C. A. RUSE APPLIANCE

HAIL THE WINNER . . . We have a gift of a **Bottle Warmer** for you. Come see us soon



CASS DRUG



Congratulations to You . . . **PLAYTEX BABY SUPPLIES** Value \$5.00 Dryer Pads — Dryer Pants Bib — Fancy Pants

Infant's Department

SOENNICHSEN'S



WE WELCOME YOU — We have a gift of a pair of comfy **Slipper Sox** for you at

B & H SHOES



FOR YOU, FIRST BABY OF '56 We have a **Feeding Spoon, Starter Spoon & Fork** A 3 piece silver set for beginners Congratulations

GROVE JEWELRY



WE'RE GLAD TO WELCOME YOU! We have a gift of **\$5.00 Worth of Baby Food** Mother can pick it out

RUBACK'S SUPER MARKET



We are happy to present you with a **\$5.00 Gift Certificate** on any item in our store. We have a complete line of nursery furniture

GAMBLES
HERB FREEBURG, Owner



Especially for you . . . FIRST BABY OF '56 A **\$3.00 Gift Certificate** on any item in our store

STYLE SHOP

CONGRATULATIONS FIRST BABY OF 1956 We have for you a free

Baby Planter

for your nursery

BROWN FLORAL SHOP



Welcome Little Newcomer . . . We want to congratulate you and your parents. We want to help your mother. We will give you **FREE WASH AND DRY OF 8 1/2 LBS. OF LAUNDRY**

Whirlpool Launderette

