



# First Baby Contest 1957

WONDERFUL PRIZES  
For  
1957'S 1st BABY!



Yes Mr. Stork, if you are partial to any little future Cass Countians we advise you to check these wonderful prizes awaiting the first tiny boy or girl born in 1957.

Check over these awards—offered by Plattsmouth Business Houses who want to give a rousing welcome to a future customer!

## Rules of the Contest!

1. Name and signature of attending Physician must be affixed to Record of Birth.
2. Date - hour - minute and place of Birth must be specified.
3. Name, Sex and Weight of baby.
4. Parents must be residents of Cass County.
5. Mail entry to 1st Baby Contest, Plattsmouth Journal, not later than January 15, 1957.
6. All gifts must be claimed by January 31, 1957.
7. In case of tie, prizes will be awarded to earliest entry submitted.



We welcome the First Baby of 1957  
OUR GIFT

A Nursery Chair  
For the New Baby  
CONGRATULATIONS

**BEHMER FURNITURE**  
House of Bargains



Welcome To You  
1957's First Baby  
Our Gift To You  
**\$5.00 Gift Certificate**  
On Baby Wearables

**SOENNICHSEN'S**  
Infant Department

Welcome Miss or Mr. 1957  
We offer a  
**\$3.00 Gift Certificate**  
Good on a Crib, High Chair  
Stroller or Baby Buggy



**FARLEY FURNITURE**

We join in welcoming  
the First Baby of 1957 —  
**Our Gift —**  
If its a Girl  
**A Baby Dress**  
If its a Boy  
**A Child's Suit**



**WEE WARDROBE**  
Helen Eiting

Welcome to the First Baby  
of 1957  
It will take a whole year . . .  
but we want to help you celebrate  
its first birthday—so—  
**WE WILL BAKE THE  
BIRTHDAY CAKE FOR THE  
LITTLE FELLOW, (or GIRL)  
ON THE FIRST BIRTHDAY**



**STAN'S BAKERY**

We welcome the New First Baby  
of 1957 with a gift of —  
**\$5.00 worth of assorted  
Baby Foods**  
from our store  
Congratulations to the New Baby



**RUBACK'S**

**We Welcome You**

We have for the First Baby  
of 1957 a pair of  
**Baby Shoes**



**B & H SHOES**

Congratulations to  
the first Baby of 1957  
We want you to be a healthy  
baby so — we offer  
20 quarts of famous  
**Alamito Milk**  
to the first Baby



**ALAMITO DAIRY**

**WE JOIN IN WELCOMING THE FIRST BABY**  
by offering  
**1 8x10 Photo**  
and  
**3 5x7 Photos**  
of his or her highness



**FRANK'S PHOTOS**

For You, the First Baby of 1957  
We Have A  
**Baby Spoon & Fork**  
and  
**Feeding Spoon**  
A 3-piece Silver Set for beginners  
CONGRATULATIONS



**GROVE JEWELRY**

We are happy to present  
the newcomer with a  
**\$3.00 Gift Certificate**  
on any item in our store. You'll  
find a complete line of nursery  
furniture at —



**GAMBLES**  
Herb Freeburg, Owner

Welcome to the First Baby  
of 1957  
We offer you a  
**\$5.00 Gift Certificate**  
On any item in our store



**C. A. RUSE APPLIANCE**

Congratulations First Baby  
of 1957  
We have for you a free  
**Baby Planter**  
for the Nursery



**BROWN Floral SHOP**

Everything for Baby  
We are delighted to present a  
**\$5.00 Gift Certificate**  
On any of the fine Baby items  
in our store



**FELDHUSEN DRUGS**

A rousing welcome  
to the First Baby of 1957  
We offer to the lucky parents —  
**2 Dozen  
Announcement Cards**



**CASS DRUG**

**WELCOME TO THE NEWEST CITIZEN OF 1957**  
We are happy to offer a  
**DINNER**  
to the proud  
**MOM & DAD**  
as soon as possible  
after the great event



**HOTEL COFFEE SHOP**

We also want to welcome  
the First Baby of 1957  
Our gift is a  
**Pair of Crib Sheets**  
For Baby's Bed



**O'CONNELL'S**

Congratulations to the  
parents of the first Baby  
of 1957  
OUR GIFT  
to the new Baby —  
**\$5 Gift Certificate**  
good for merchandise in  
our store



**HINKY - DINKY**