

**PLATTSMOUTH'S BIG  
ANNUAL  
BABY  
DERBY**

**Prizes Galore** ARE IN STORE FOR **1958's First Baby**



Yes... These Plattsmouth Merchants are ready to give a rousing welcome and a shower of wonderful gifts to the first baby to win the 1958 Baby Derby... The First Baby to be born to Cass County Residents in 1958. Ready... Get On Your Mark... Go!!!!  
**WHICH TINY TOT WILL BE FIRST?**

- CONTEST RULES!**
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 First Baby Contest, Platts-mouth Journal, Not Later Than Jan. 15, 1958
  6. All Gifts Must Be Claimed By Jan. 31st, 1958
  7. In Case of Tie, Prizes will be Awarded to Earliest Entry Submitted.

Soennichsen's Congratulates  
The Parents Of The First 1958  
Baby And Offers A  
**\$5.00 Gift Certificate**  
To Help Outfit The Newcomer



• **Soennichsen's** •

**Congratulations!**  
We Are Proud To Present  
The First Baby Of 1958  
With A  
**Baby Play Table**  
For Hours Of Fun




• **GAMBLES** •  
Herb Freeburg, Owner

To Welcome The First Baby  
Of 1958, We Have A Pair Of  
**Baby Shoes**  
To Set Your Steps Aright



• **B & H SHOES** •

Congratulations To The First  
Baby Of 1958  
We Want You To Be A  
Healthy Baby, So —  
We Offer  
**20 Qts. Of Famous  
Alamito Milk**  
To The First Baby



• **Alamito Dairy** •

Welcome To The First Baby  
Of 1958  
We Offer You A  
**\$5.00 Gift Certificate**  
Good On Any Item In  
Our Store



• **C. A. Ruse Appliance** •

For You, The First Baby  
Of 1958, We Have A  
**Silver Feeding Spoon**  
Congratulations To The  
Proud Parents



• **Grove Jewelry** •

We Welcome The New First Baby Of 1958  
With A Gift Of  
**\$5.00 Worth  
Of Assorted  
Baby Foods**  
From Our Store  
Congratulations To The Proud Parents



• **RUBACK'S** •

We're Happy To Welcome  
The First Baby Of 1958  
With A Gift Of  
**A Pair Of  
Crib Sheets**  
For Baby's Bed



• **O'CONNELL'S** •

We Welcome Miss Or Master 1958  
With A  
**\$3.00 Gift Certificate**  
Good On A Crib, High Chair,  
Stroller or Baby Buggy



• **Farley Furniture** •

Welcome To You 1958's First  
Baby, We'll Help Make Life  
Brighter With A  
**\$7.50 Gift Certificate**  
On Wall Paper For The Nursery



• **Plattsmouth  
Paint Store** •

The Journal Joins In  
Welcoming Our Newest  
Future Reader  
So He Or She Will  
Become Accustomed To  
It, We Offer A  
**6 Months  
Subscription To**  
**Plattsmouth Journal**



WELCOME 1st BABY OF 1958  
We Congratulate Mom &  
Dad And Offer A  
**Baby Thermometer**  
As Our Gift



• **CASS DRUG** •  
Walgreen Agency

We Join In Congratulating  
The Parents Of Cass  
County's First 1958  
Baby — Our Gift  
A **\$5.00 Gift Certificate**  
For Merchandise In Our Store



• **Feldhausen Drug** •

We Want To Join In  
Welcoming The First  
New Citizen of 1958  
Our Gift Is A  
**\$5.00 Gift Certificate**  
Good On Merchandise  
In Our Store



• **KNORR'S 5c & 10c** •

Welcome To The Newest Citizen of 1958  
We Are Happy To Offer A  
**Dinner**  
For The Proud Mom & Dad  
As Soon As Possible After  
The Great Event



• **Hotel Coffee Shop** •

Congratulations to the Parents  
Of the First Baby of 1958.  
Our Gift To The New Baby  
**\$5.00 Gift Certificate**  
For Baby Food In Our  
Plattsmouth Store



• **HINKY DINKY** •