## Plattsmouth Merchants' BIG Annual BABY DERBY

# FIRST BABY

Prizes galore are in store for 1959's first baby!



#### Soennichsen's

Congratulates The

Parents Of The

FIRST 1959 BABY And Offers A

\$5.00 GIFT CERTIFICATE

To Help Outfit The Newcomer

## **SOENNICHSEN'S**



#### Congratulations

Mom! And Dad, Too.

the beauty box Will Perk The New Mother Of 1959's First Baby With A

HAIR CUT, SHAMPOO & SET

## the beauty box

Yes! These Plattsmouth Merchants Are All Set To Give A Ringing Welcome - - And Wonderful Gifts To The First Baby Born To CASS COUNTY Residents In 1959.

Everyone Is Breathlessly Awaiting The News Of The Birth Of The Number One Cass Countian Of 1959. Who Will Be First? Watch The JOURNAL!

#### CONTEST RULES

- Name and Signature of attending Physician must
- be affixed to record of birth. Date. Hour, Minute and Place of Birth must be
- specified. Give Name, sex and weight of baby.
- Parents must be residents of Cass County.
- Mail entry to FIRST BABY CONTEST, PLATTS-MOUTH JOURNAL not later than January 15th.
- All gifts must be claimed by December 31st. 1959.
- In case of Tie, prizes will awarded to earliest entry

### Congratulations

To The Parents

Of 1959's

First Child

We're Proud To Present The First Baby Of The New Year With A

BABY PLAY TABLE **VALUE \$14.95** 

GAMBLES

Herb Freeburg, Owner

Welcome To You The First Baby Of Our

Community of 1959 If You Are A

> We Will Give You A -PRETTY NEW DRESS

And - If A Boy -

A CUNNING SUIT

**Wee Wardrobe** •

We Welcome The

New Queen or King

1959

RUBACK'S Will Give The First Baby Born To Cass Coun-

ty Parents \$5.00 Worth Of Assorted Baby Foods

From Our Store

RUBACK'S .

CONGRATULATES

HINKY DINKY

The Parents of 1959's

First Baby. Our Gift To The

New Arrival

#### A \$5.00 GIFT CERTIFICATE

For Baby Food In Our Plattsmouth Store

HINKY DINKY ·



We Welcome The First Baby Of 1959 To Historic Cass County With A

#### \$3 GIFT CERTIFICATE

Good On A Crib, High Chair, Stroller or Baby Buggy

**Farley Furniture** •



A Rousing Welcome To You -

Miss or Mister

1959

We Welcome The First Baby Of The New Year With A Gift Of A Pair Of

BABY SHOES

To Set Your Steps Aright

Your Friendly Family Shoe Store



FELDHOUSEN'S Join In CONGRATULATING The Parents Of The First

Baby Of

1959

Our Gift -A \$5.00 GIFT CERTIFICATE

For Mercandise In Our

FELDHOUSEN DRUG



KNORR'S

Join In Welcoming The

First New Cass County

Citizen or 1959

Our Gift To The Parents

A \$5.00 GIFT CERTIFICATE

Good On Merchandise In Our Store

KNORR'S 5c & 10c ·

#### GROVE'S - -

The House of Gifts For Every Occasion, Joins In Welcoming The First Baby Of 1959

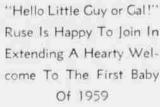


Congratulations To The Parents

Our Gift -

A SILVER FEEDING SPOON

GROVE JEWELRY ·



We Offer The Proud Parents A -

\$5.00 GIFT CERTIFICATE Good On Any Merchandise In Our Store

· C. A. Ruse Appliance ·

#### Congratulations

To The Parents Of The First Baby Of

1959



We Want You To Enjoy The Best Of Health, So - - - We Offer

> 20 Quarts Of Famous Alamito Milk To The First Baby

#### The Journal

Joins In Welcoming The First New Citizen Of 1959 And Our Newest Future Reader.



So That He Or She Will Become Accustomed To Reading It - - - We Offer A

6 Months Subscription TO THE

· Plattsmouth Journal ·