

# Plattsmouth Merchants' Big Annual Baby Derby!



What A Lucky Baby - The First Cass County Baby of 1961. These Plattsmouth Merchants Are Co-operating To Give Him Or Her - A Rousing Welcome - And Wonderful Gifts To The Parents Of The First Baby Born to Cass County Residents.

## 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. Give name, sex and weight of baby.
4. Parents MUST Be Residents of Cass County.
5. Mail Entry to FIRST BABY CONTEST, PLATTSMOUTH JOURNAL, Not later than January 15th, 1961.
6. All gifts MUST Be Claimed By March 1st 1961.
7. In case of tie, Prizes Will Be Awarded to THE EARLIEST ENTRY SUBMITTED.

## PRIZES FOR THE FIRST BABY

EACH YEAR EVERY ONE ANXIOUSLY AWAITS THE NEWS OF THE ARRIVAL OF THE FIRST CASS COUNTY CITIZEN OF THE NEW YEAR. WHO WILL BE FIRST IN 1961? WATCH THE JOURNAL!!



**Soennichsen's**  
Extend Congratulations To  
The Parents Of  
**THE FIRST BABY OF 1961!**  
WE OFFER A  
\$5.00 GIFT CERTIFICATE  
TO HELP OUTFIT THE NEW BABY.

• **SOENNICHSEN'S** •



**Grove's**  
"The House Of Gifts"  
For Every Occasion  
Joins In Welcoming  
**THE FIRST BABY OF 1961!**  
CONGRATULATIONS TO THE PARENTS!  
OUR GIFT  
A CHILD'S FEEDING SPOON

• **Grove's Jewelry** •



The  
**Style Shop**  
Joins In Extending  
A Welcome To  
**THE FIRST BABY OF 1961!**  
Our Heartiest Congratulations To The Lucky Parents!  
OUR GIFT  
A \$3.00 GIFT CERTIFICATE  
TO THE MOTHER FOR HER USE.

• **STYLE SHOP** •



**B & H Shoes**  
Are Happy To Be On  
The Welcoming Committee For  
**THE FIRST BABY OF 1961!**  
Our Congratulate To The Proud Parents  
OUR GIFT  
A PAIR OF BABY SHOES  
TO START BABY WALKING RIGHT!

• **B & H SHOES** •



**Helen Eiting**  
Is Happy To Join  
In Welcoming  
**THE FIRST BABY OF 1961!**  
OUR GIFT  
IF A GIRL -  
A PRETTY NEW DRESS  
IF A BOY -  
A DARLING SUIT

• **Wee Wardrobe** •



**Chas. Warga**  
Joins The Plattsmouth  
Merchants Who Welcome  
**THE FIRST BABY OF 1961!**  
WE PRESENT A  
\$5.00 GIFT CERTIFICATE

• **CHAS. WARGA** •  
SALES & SERVICE



**Hinky Dinky**  
Is Happy To Help  
Welcome  
**THE FIRST BABY OF 1961!**  
We Want Him or Her To Get Acquainted With  
Our Store Early In Life So We Offer . . .

\$5.00 GIFT CERTIFICATE

• **HINKY DINKY** •



**Ray & John's**  
Congratulate The  
Parents Of  
**THE FIRST BABY OF 1961!**  
We Know The Parents Will Be Proud and Happy.  
OUR GIFT A  
\$5.00 GIFT CERTIFICATE

• **RAY & JOHN'S** •  
SALES - SERVICE



**Ruback's**  
Are Happy To Welcome  
The First New Customer  
**THE FIRST BABY OF 1961!**  
To The Parents Of This Lucky Baby We Offer . . .  
\$5.00 WORTH OF ASSORTED  
BABY FOODS

• **RUBACK'S** •



**Feldhousen's**  
Congratulate The  
Parents Of  
**THE FIRST BABY OF 1961!**  
And All The Other Parents To Be In 1961.  
OUR GIFT A  
\$5.00 GIFT CERTIFICATE  
Good On Merchandise In Our Store

• **Feldhousen Drug** •



**Gamble's**  
Are Proud  
To Help Welcome  
**THE FIRST BABY OF 1961!**  
We Offer Our Sincere Best Wishes To This  
New Citizen and Give The Parents A  
\$5.00 GIFT CERTIFICATE

• **GAMBLES** •  
HERB FREEBURG



**Knorr's**  
Join In Welcoming The First  
New Cass County Citizen  
**THE FIRST BABY OF 1961!**  
We Are Happy To Offer The Parents Of This  
Lucky Baby A  
\$5.00 GIFT CERTIFICATE  
Good On Merchandise In Our Store

• **Knorr's 5c & 10c** •




**Ruse says:**  
"Once Again We Are Happy  
To Be On The Welcoming  
Committee For The  
**THE FIRST BABY OF 1961!**  
OUR GIFT A  
\$5.00 GIFT CERTIFICATE  
Good On Merchandise In Our Store

• **C. A. RUSE** •  
APPLIANCE



**Edith Farley**  
Is Happy To Congratulate  
The Parents Of  
**THE FIRST BABY OF 1961!**  
Our Gift To The Lucky Parents A  
\$5.00 GIFT CERTIFICATE  
Good On A Crib, High Chair, Stroller or Baby Buggy

• **Farley Furniture** •



The  
**Alamito**  
Dairy Route Men  
Congratulate  
The Parents Of  
**THE FIRST BABY OF 1961!**  
We Are Happy To Present The New Baby  
20 QUARTS OF ALAMITO MILK

• **ALAMITO DAIRY** •



**The Journal**  
Is Happy To Welcome A  
New Subscriber and Congratulates  
The Parents Of  
**THE FIRST BABY OF 1961!**  
To Make Sure The Child's Learns To Read It  
Early - We Offer . . .  
A 6 MONTHS SUBSCRIPTION  
TO THE

• **Plattsmouth Journal** •