

FIRST 1937 BABY



GIFTS For the 1st Baby of 1937 . . .


and our hearty congratulations to the proud parents. The 1st baby of 1937 or its parents will receive the gifts listed on this page by the Merchants who are joining in welcoming the newcomer to this community. The parents of the winner will be notified and they may call at the various business houses and claim the awards.



Birmingham Retail Merchants Ass'n

RULES

- Parents of baby must be residents of Birmingham, Bloomfield Hills or Bloomfield Township.
- Report of baby's birth must be filed with The Eccentric, giving exact time of arrival.
- Reports must be verified by attending physician or hospital record.
- All entries must be turned in not later than Jan. 6th.



The First Ride
from the hospital will be FREE—in the


MANLEY BAILEY
Ambulance
PHONE 777 24 HOUR SERVICE



For the Mother
A WEAR-EVER 3-piece
Sauce Pan Set!

You can depend on our fine line of kitchen ware—and you'll find an excellent selection reasonably priced.

BIRMINGHAM HARDWARE
132 N. WOODWARD



BEST WISHES

To the proud Daddy
10 Gallons of Gasoline

DRIVE IN FOR CAREFUL SERVICE
3 Stations To Serve You

McKEE SERVICE



HAPPY NEW YEAR

A Basket of Fruit
For the Mother

Here you'll always find a fine line of Fresh Fruits—and Vegetables—Quality Groceries—and High Grade Meats—

SFIRE'S
150 W. MAPLE



Dad and Mother

Mother's Dress or Coat and Dad's Suit or Overcoat—Cleaned and pressed and delivered to your home.

BECK CLEANERS
POST OFFICE BLDG. PHONE 2200
Plant located at 328 N. Woodward



A Baby Sweater
To Keep Baby snug and Warm

In this little shop, mothers will find beautiful garments for the baby and the little folks.


THE LITTLE FOLKS SHOP
W. MAPLE AVE. Next to LaBelle's



A Baby Bunting
and our best wishes

Here you will find a complete line of baby and children's apparel, including the famous Mrs. Day's Shoes—correct shoes for infants and children.

MULHOLLAND'S
231 N. WOODWARD



A Pair of
PIED PIPER BABY SHOES (1937)

These shoes are approved and recommended by leading physicians throughout the country. A shoe with comfort and support built right in.

WILLIAMS BOOT SHOP
115 W. MAPLE



50 Birth Announcements

READY FOR MAILING
Send the "Good News" to your friends and relatives. Just furnish us with the information you wish included on the card.


The
BIRMINGHAM ECCENTRIC



10 Pounds of Famo Pancake Flour

PANCAKES FOR THE FAMILY
made easier and better with Famo

MCCLELLAN FEED & SALT CO.
S. WOODWARD - NEAR THEATER



BEST WISHES

For a Warm Welcome to the new born babe . . .

1/2 Ton of Pocahontas Coal
STOVE SIZE

PARKS COAL CO.
243 BROWNELL PHONE 2020



A Hot Water Bottle
For the Babys

We will be glad to acquaint all the mothers of this community with the really fine line of baby necessities which we carry at all times.

WILSON DRUG CO.
WOODWARD AT MAPLE PHONE 2500