

FIRST BABY

Gifts for the First Baby of 1938

There's a happy start in life for the first baby of 1938—and that grand beginning is to be made possible by the merchants of this city, who are offering VALUABLE FREE GIFTS to the first little boy or girl to become a member of our community after the stroke of midnight which divides the old year from the new! . . . Our hearty congratulations to the proud parents. The first baby of the new year or its parents will receive the gifts as listed on this page by the merchants who are joining together in welcoming the newcomer. The parents of the winning baby will be notified, and they may call at the various business establishments listed and claim the awards.



RULES FOR CONTEST

- 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 noon, Jan. 5th.

1938

THE FIRST RIDE
from the hospital will be FREE—in the

MANLEY BAILEY
Ambulance
PHONE 777 24 HOUR SERVICE

Esmond Dia-Fleece
BABY ROBE
AND A PAIR OF
MRS. DAY'S IDEAL BABY
BOOTIES

VISIT OUR INFANTS' WEAR DEPT.
MULHOLLAND'S

J & J
Baby Powder
and
Baby Soap

THINGS FOR MOTHER AND BABY
at
SHAIN'S

50
Birth
Announcements

Send the "Good News" to friends and relatives. The announcements and envelopes will be awaiting your call.

at **BODINE'S**
172 N. Woodward

A
BABY SHAWL
TO KEEP BABY WARM
AND SNUG.

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

LITTLE FOLKS SHOP
141 W. MAPLE — Next to LaBelle's

A BABY'S
PHOTOGRAPH
ALBUM

LaBELLE'S
Birmingham's Shop of Gifts and Books
137 W. MAPLE

BEST WISHES

To the proud Daddy—

10 Gallons of
Gasoline

DRIVE IN FOR CAREFUL SERVICE
McKEE SERVICE

CHEFRIO

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

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

1/2 Ton of Pocahontas Coal
STOVE SIZE

PARKS COAL CO.
283 BROWNELL. PHONE 2020

A HOT WATER
BOTTLE
For the Baby

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

10 Pounds of
Famo Pancake
Flour

PANCAKES FOR THE FAMILY made easier and better with Famo

McCLELLAN FEED & SALT CO.
S. WOODWARD — NEAR THEATER

A Bouquet
of Flowers
FOR MOTHER
AND BABY—

Daddy please call at our shop and receive our gifts for Mother and the baby.

PARMENTER FLORIST
159 W. Maple

A FEDERALWARE
BABY BATH
For the Baby

SEE US FOR COOKING UTENSILS

HUSTON HARDWARE
205 N. Woodward

\$5.00 in Trade
IN OUR INFANTS' WEAR
AND ACCESSORY DEPT.

Here, in this store devoted to infants, toddlers and older boys and girls, mothers, and their friends, will find a complete selection of wearing apparel and accessories for the little folks.

THE CHEER SHOP
Wearing Apparel, Toys and Games for Children
In the Theatre Building

A Pair of
PIED PIPER
BABY SHOES

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

100
Correspondence
Cards
and Envelopes

THE BIRMINGHAM ECCENTRIC