



# FIRST BABY CONTEST

## Gifts for the First Baby In 1939

There's a happy start in life for the first baby of 1939—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.

### For The Baby . . .

#### Hand Woven BABY BLANKET

to keep the little one snug and warm.

In this little shop, Mothers will find fine garments for infants and children.

#### LITTLE FOLKS SHOP

141 W. MAPLE . . . NEXT TO LaBELLE'S



### 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. 4th.

### For 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 Woodward

### For The Baby . . .

#### A Pair Of PIED PIPER BABY SHOES

These shoes are approved and recommended by leading physicians.

#### WILLIAMS BOOT SHOP

115 W. MAPLE



### For Baby and Mother

#### REED CLOTHES HAMPER

Green or White.

Ideal for bath room or for baby's own room. Seat style.

#### BIRMINGHAM HARDWARE

152 N. WOODWARD



### For The Baby . . .

#### Handy Size HOT WATER BOTTLE

A Complete Line of Baby Necessities carried in stock at all times.

#### WILSON'S DRUG

WOODWARD AT MAPLE



### For The Baby . . .

#### J & J BABY POWDER and BABY SOAP

"Things For Mother and Baby"

#### SHAIN'S DRUG



### For The Baby . . .

#### Hand Made BONNET, JACKET and BOOTIE SET

Visit Our Infants' Wear Department

#### MULHOLLAND'S



### For Baby and family . . .

#### A BABY'S PHOTOGRAPH ALBUM

Birmingham's Shop Of Books and Gifts

#### LaBELLE'S

137 W. MAPLE



### For the Family . . .

#### 10 Pounds of FAMO PANCAKE FLOUR

Pancakes for the family, made easier and better, with Famo.

#### McCLELLAN FEED AND SALT CO.

S. WOODWARD — NEAR THEATRE BLDG.



### For Baby and Mother

#### BABY BATH THERMOMETER

See Us For Cooking Utensils

#### HUSTON HARDWARE

205 N. WOODWARD



### For Mother and Babe

#### DIARY FOR THE BABY

Keep a complete history of the little tot's early life.

Try Us For Baby's Prescriptions

#### WABEEK PHARMACY

WABEEK BUILDING



### For The Baby . . .

#### \$5.00 IN MERCHANDISE

In Our Infants' Wear and Accessory Dept.

#### THE CHEER SHOP

Wearing Apparel, Toys and Games for Children  
IN THE THEATRE BLDG.



### For Mother and Dad .

#### 100 CORRESPONDENCE CARDS And ENVELOPES

#### THE BIRMINGHAM ECCENTRIC



### For The Baby . . .

#### Wm. Rogers BABY SPOON AND FORK SET

A Gift House of Unusual Variety

#### THE VILLAGE GIFT HOUSE

136 N. WOODWARD



### For Mother and Baby

#### The First Ride

Transportation in our modern ambulance—from hospital to home . . . FREE!

Phone 777

24 Hour Service

#### MANLEY BAILEY

FUNERAL HOME

183 OAKLAND



### For Baby's Mother . . .

#### A Potter Moss BED JACKET

Daddy please call at once so Mother may wear it while convalescing.

#### THE TWIN SHOP

160 W. MAPLE



### For Mother and Dad

#### 50 BIRTH ANNOUNCEMENTS

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

#### BODINE'S

172 N. WOODWARD



### To the Proud Daddy .

#### 10 GALLONS OF GULF GASOLINE

Drive In For Careful Service

#### McKEE SERVICE

N. WOODWARD AT WILLITTS

