

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 oftering 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

LITTLE FOLKS SHOP

For The Baby . . . A Pair Of

PIED PIPER BABY SHOES

WILLIAMS BOOT SHOP

For The Baby . . .

BABY POWDER

BABY SOAP

"Things For Mother and Baby"

SHAIN'S DRUG



For Baby and Mother

BABY BATH THERMOMETER

See Us For Cooking Utensils

HUSTON HARDWARE



For Mother and Baby The First Ride

ansportation in our modern abulance—from hospital to me . . FREE!

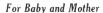
Phone 777 24 Hour Service

MANLEY BAILEY

183 OAKLAND

RULES FOR CONTEST

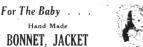
- · Parents of baby must be residents of Birmingham, Bloomfield Hills or Bloomfield Township.
- Report of baby's birth must be filed with The Eccentric, giving exact time of arrival.
- Reports must be verified by attending physician or hospital record.
- All entries must-be turned in not later than noon.





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

BIRMINGHAM HARDWARE



and BOOTIE SET

Visit Our Infants' Wear Department

MULHOLLAND'S



For Mother and Babe DIARY FOR THE BABY

Try Us For Baby's Prescriptions

WABEEK PHARMACY
WABEEK BUILDING

For Baby's Mother . . . A Potter Moss

BED JACKET

Daddy please call at once so Mother may wear it while

THE TWIN SHOP



For The Baby . . .

HOT WATER BOTTLE

WILSON'S DRUG



PHOTOGRAPH ALBUM

LaBELLE'S



For The Baby . . . \$5.00 IN **MERCHANDISE**

THE CHEER SHOP

Apparel, Toys and Games fo IN THE THEATRE BLDG

For Mother and Dad

50 BIRTH **ANNOUNCEMENTS**



Send the "Good News" to friends and relatives

BODINE'S

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.
Plant located at 328 N. Woodwa

For the Family . . .

10 Pounds of

FAMO PANCAKE

McCLELLAN FEED AND SALT CO.



For Mother and Dad. CORRESPONDENCE CARDS

ENVELOPES

THE BIRMINGHAM ECCENTRIC



For The Baby . . . BABY SPOON AND

THE VILLAGE GIFT HOUSE

To the Proud Daddy.

10 GALLONS OF **GULF GASOLINE**



McKEE SERVICE