

Gifts for the First Baby In 1940

There's a happy start in life for the first baby of 1940-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 mer-chants 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. 3rd.

For Mother and Baby The First Ride

Transportation in our moder ambulance—from hospital home . . . FREE!

Phone 777

24 Hour Service

MANLEY BAILEY

FUNERAL HOME



For Baby BEGINNER'S **CUP AND PLATE SET**

See Us For Cooking Utensils

HUSTON HARDWARE

205 N. WOODWARD



Dad's Suit or Overcoat-Cleaned and pressed and delivered to your home.

Post Office Bldg.
Plant located at 328 N.





PHOTOGRAPH ALBUM

Birmingham's Shop Of Books and Gifts

LaBELLE'S



FAMO PANCAKE FLOUR

Pancakes for the family, made easi

McCLELLAN FEED AND SALT CO.

S. WOODWARD - NEAR THEATRE BLDG



FIRST SAVINGS ACCOUNT and provide a handsome

durable Book Bank!

Birmingham Federal SAVINGS & LOAN ASSOCIATION



nd the "Good News" to friends and relati ts and envelopes will be awaiting your call.

> BODINE'S 172 N. WOODWARD



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

In Our Infants' Wear and

THE CHEER SHOP Wearing Apparel, Toys and Games for Childre IN THE THEATRE BLDG.



To the Proud Daddy . . . 10 GALLONS OF **GULF GASOLINE**

Drive In For Careful Service

McKEE SERVICE



from

MORTIMER'S



For Baby's Health A Case of CLAPP'S BABY FOOD

SFIRE'S



SHAIN'S DRUG



BABY BLANKET HAND WOVEN B_{Y}

> Churchill Weavers Berea, Kentucky

For the Baby .

Visit Our Infants' Wear Department

MULHOLLAND'S



To The Lucky Daddy 10 GALLONS **RED CROWN GAS**

SEARS STANDARD SERVICE

WOODWARD AT HAMILTON





WILLIAMS EOOT SHOP

Daddy please call at one

convalescing.

THE TWIN SHOP

Mother may wear it while

For Mother and Babe

DIARY FOR THE

BABY

Keep a complete history little tot's early life.

Try Us For Baby's Prescriptions

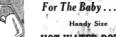
WABEEK PHARMACY

For The Baby

A Pair Of

PIED PIPER

BABY SHOES





WILSON'S DRUG

