



Gifts for the First Baby In 1940

Baby contest

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 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. 3rd.



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... BEGINNER'S CUP AND PLATE SET

See Us For Cooking Utensils

HUSTON HARDWARE
205 N. WOODWARD

For Dad and Mother...

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



Post Office Bldg.
Plant located at 328 N. Woodward

For Baby and family... A BABY'S PHOTOGRAPH ALBUM

Birmingham's Shop Of Books and Gifts

LaBELLE'S
137 W. MAPLE



For the Baby... BABY BLANKET

HAND WOVEN
By

Churchill Weavers
Berea, Kentucky
Visit Our Infants' Wear Department

MULHOLLAND'S



For Baby's Mother... Downy Soft BED JACKET

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

THE TWIN SHOP
160 W. MAPLE

We Will Give Baby "His or Her"

FIRST SAVINGS ACCOUNT

and provide a handsome,
durable Book Bank!

Birmingham Federal
SAVINGS & LOAN ASSOCIATION



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.



To The Lucky Daddy 10 GALLONS RED CROWN GAS

SEARS STANDARD SERVICE
WOODWARD AT HAMILTON



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 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 WILLIAMS



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

SFIRE'S

For The Baby... A Pair Of PIED PIPER BABY SHOES

These shoes are approved and recommended by lead-
ing physicians.

WILLIAMS EOOT SHOP
115 W. MAPLE



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.

Baby's Daddy... Gets An ARROW SHIRT from

MORTIMER'S
WOODWARD AT MAPLE



For The Baby... BABY POWDER and BABY SOAP

"Things for Mother and Baby"

SHAIN'S DRUG



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