



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.



We Will Present
The First Baby

With A
De LUXE
JOHNSON & JOHNSON
BABY GIFT BOX



CUNNINGHAM'S
WOODWARD AT MAPLE

For Baby
A DOZEN CANS
Assorted
HEINZ BABY FOODS



OLSEN'S MARKET

We Will Clean & Press
A SUIT
and
A COAT
FOR BABY'S DAD



WM. OWEN - TAILOR
WEST MAPLE AVENUE

We Will Give Baby
A
STERLING SILVER
BABY SPOON



WALTON'S
WEST MAPLE AVENUE

FOR
Baby—
Mother—
Daddy—
A Supply of
KARMEKORN.



THE KARMEKORN SHOP
151 SO. WOODWARD

We Will Repair & Renew
A Pair Each
of
MOTHER'S
and
FATHER'S
SHOES



PARISIAN BOOTERY
WEST MAPLE AVENUE

For the "First Baby"
A Pair of
Soft Soled
FIRST BABY SHOES



YOUNG'S SHOE STORE
NORTH WOODWARD AVENUE

For The First Baby
A Case of
CARNATION
MILK



KROGER'S

West Maple Store C. C. Girodat, Mgr.

For Baby
A supply of
BROWNIE
CHOPPED BABY FOODS
In Glass Jars



STROUP'S MARKET
WEST MAPLE AVE.

For "Him" or "Her"
We Will Give a
BABY OIL
and
TALCUM SET



VAN'S PHARMACY
EAST MAPLE AVENUE

We Will Give Baby
A Quart of
MAXWELL FARMS
GRADE "A" MILK
Each Day for a Week



MAXWELL FARMS
—GRADE "A" MILK—



For Mother and Dad

100
CORRESPONDENCE
CARDS
And
ENVELOPES

THE BIRMINGHAM ECCENTRIC

all
BABY
needs

From the first Wrapping
Blanket to a Smart
Winter Wardrobe! . . .

Everything the well dressed baby needs
can be found in this one shop. Let us
help you pick your layette now—and
get a FREE BABY BLANKET if yours
is the first baby of 1940.

Pure Wool Pastel
Blankets \$1.75 to \$3.50
Cashmere Sweaters \$1.00 to \$2.95
Rubber Panties 50c and 59c
Batiste dresses 59c to \$1.95
Wool and Cotton Stockings 25c & 50c
Hooded Sacques \$1.25 to \$3.25
Coat and Hat Sets \$5.95
Birdseye Diapers doz. \$1.25
Nightgowns 79c and \$1.00
Bibs, Madeira \$1.00
Gertrudes 59c and 69c
Belly Bands 25c and 29c
Undershirts 50c and 59c
Silk Bennets \$1.00
Sweater Sets \$2.95 and \$3.95
Curity and Panolette
Diapers doz. \$1.95



F. J. MULHOLLAND CO.