

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 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

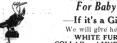
- Parents of baby must be residents of Birmingham, Bloomfield Hills or Bloomfield Township.
- Report of baby's birth must be filed with The Eccentric, giving exact time of arrival.
- Reports must be verified by attending physician or hospital record.
- All entries must be turned in not later than noon,

We Will Present The First Baby With A
De LUXE JOHNSON & JOHNSON **BABY GIFT BOX** 



**CUNNINGHAM'S** 





If it's a Girl! WHITE FUR COLLAR and MUFF SET

If it's a Boy!-We will Clean and Glaze MOTHER'S FUR COAT

**DIMAS FURS** 227 So. Woodward

B'ham Theatre Bldg.

FOR Babv-Mother-Daddy-A Supply of KARMELKORN.

THE KARMELKORN SHOP



For The First Baby A Case of CARNATION MILK

KROGER'S

C. C. Girodat, Mgr.



We Will Give Baby A Quart of MAXWELL FARMS GRADE "A" MILK

Each Day for a Week

MAXWELL FARMS -GRADE "A" MILK-

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

PARISIAN BOOTERY WEST MAPLE AVENUE



In Glass Jars

STROUP'S MARKET WEST MAPLE AVE.

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



VAN'S PHARMACY EAST MAPLE AVENUE



We Will Give Baby STERLING SILVER

BABY SPOON

WALTON'S WEST MAPLE AVENUE

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



YOUNG'S SHOE STORE

NORTH WOODWARD AVENUE



For Mother and Dad

100

CORRESPONDENCE CARDS

**ENVELOPES** 

THE BIRMINGHAM ECCENTRIC



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

Everything the well dressed baby wears 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 \$5.95 doz. \$1.25 Coat and Hat Sets 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 Bonnets ..... Sweater Sets \_\_\_\_\_\$2.95 and \$3.95 Curity and Panelette Diapers doz. \$1.95

