

Your baby is already blessed by the very fact that it's going to be born in this land of liberty-and in Birmingham where it will have so many opportunities to grow up healthy, loved and wise. But added good fortune 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.

Previous Winners

1937 Larry Schroder

1938 Joseph French Strother

1939 Mary Louise Smith

1940 Pamela Anne Taylor

1941 ?





For Mother and Baby the First Ride

MANLEY BAILEY

183 OAKLAND



We Will Give Baby 2 CASES OF BABY FOOD

JOHN HAYMAN'S MARKET

PHONE 9074



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



BECK CLEANERS & DYERS

We Will Give Baby

FIRST SAVINGS ACCOUNT

and provide a handsome durable Book Bank!

"His or Her"



We'll Give Mother A 32-OZ, PYREX **BLOWN MEASURE**

HUSTON HARDWARE COMPANY

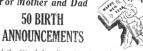
"Over 30 Years of Service





THE JAY SHOP





Birmingham Federal

SAVINGS & LOAN ASSOCIATION

end the "Good News" to friends and relativ

BODINE NEWS

172 N. WOODWARD





In Our Infants' Wear and Accessory Dept.

THE CHEER SHOP

Wearing Apparel, Toys and Games for Children
IN THE THEATRE BLDG.







For the Family . . . 10 Pounds of

FAMO PANCAKE **FLOUR**

McCLELLAN FEED AND SALT CO.

To the Proud Daddy . . .

10 GALLONS **GULF GASOLINE**

Drive In For Careful Service

McKEE SERVICE N. WOODWARD AT WILLITTS



- · 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.

Baby's Daddy . . . Gets An ARROW SHIRT

from

MORTIMER'S

WOODWARD AT MAPLE

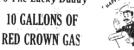
For the Baby . Carter's Crib - Tucker

SLEEPING BAG

Visit Our Infants Wear Department

MULHOLLAND'S

To The Lucky Daddy 10 GALLONS OF



SCULTHORPE'S STANDARD SERVICE

WOODWARD AT HAMILTON



For Baby's Health

A Case of CLAPP'S BABY FOOD

SFIRE BROS. MARKET

For The Baby . . . BABY'S, HOT WATER



Things for Mother and Baby'

SHAIN'S DRUG

For Baby's Mother . . .

A Pair of

LADY MADISON HOSIERY

THE TWIN SHOP



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

For The Baby . . A Pair Of

PIED PIPER

WILLIAMS BOOT SHOP 115 W. MAPLE