



# First Baby CONTEST

## GIFTS FOR THE FIRST BABY IN 1941

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 . . . . . ?



## HERE ARE THE CONTEST RULES

- 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



### We Will Give Baby 2 CASES OF BABY FOOD

Choose Your Own Brand

JOHN HAYMAN'S MARKET

WOODWARD AT MAPLE PHONE 9074

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### For Dad and Mother . .

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



BECK CLEANERS & DYERS

Plant located at 332 N. Woodward Phone 2200



### We'll Give Mother A 32-OZ. PYREX BLOWN MEASURE

With permanent red graduations for measuring Baby's formula.

HUSTON HARDWARE COMPANY

"Over 30 Years of Service"

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

from

MORTIMER'S

WOODWARD AT MAPLE



### For The Baby . . . BABY'S HOT WATER BOTTLE

"Things for Mother and Baby"

SHAIN'S DRUG



### We Will Give Baby "His or Her"

### FIRST SAVINGS ACCOUNT

and provide a handsome, durable Book Bank!



Birmingham Federal SAVINGS & LOAN ASSOCIATION

### For Baby's Mother . . .

Downy Soft

### BED JACKET

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



THE JAY SHOP

133 NO. WOODWARD

### For the Baby . . .

### Carter's Crib - Tucker SLEEPING BAG

Visit Our Infants Wear Department

MULHOLLAND'S



### For Baby's Mother . . .

A Pair of

### LADY MADISON HOSIERY

THE TWIN SHOP

160 W. MAPLE



### 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 NEWS "The Greeting Card Shop"

172 N. WOODWARD OPEN-EVES. PHONE 9013



### 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 OF RED CROWN GAS

SCULTHORPE'S 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 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.

### To the Proud Daddy . . .

### 10 GALLONS 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 BROS. MARKET



### For The Baby . . .

A Pair Of

### PIED PIPER BABY SHOES

These shoes are approved and recommended by leading physicians.

WILLIAMS BOOT SHOP

175 W. MAPLE

