

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 new-comer. 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 ?



We Will Present The First Baby With A De LUXE

JOHNSON & JOHNSON BABY GIFT BOX

CUNNINGHAM'S WOODWARD AT MAPLE

For the "First Baby" A Pair of Soft Soled

FIRST BABY SHOES

DON & RAY'S SHOES

167 NO. WOODWARD-NEXT TO KRESGES



McNELLIS JEWELRY 235 SO. WOODWARD AVE

BABY, MOTHER OR DADDY We Will Give \$1.00 IN TRADE

Cleaning or Pressing

MATTHEWS CLEANERS & DYERS 244 E. MAPLE AVENUE



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

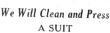
Each Day for a Week

MAXWELL FARMS GRADE "A" MILK

For Baby A DOZEN CANS Assorted

HEINZ BABY FOODS

OLSEN'S MARKET



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

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PARISIAN BOOTERY WEST MAPLE AVENUE

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

STROUP'S MARKET

We Will Clean and Press A Coat for Baby's Mother and

A Coat for Baby's Dad



CHAS. R. PECK'S SONS

HERE ARE THE CONTEST RULES

- Parents of baby must be residents of Birmingham, Bloomfield Hills or Bloom-
- · Report of baby's birth must be filed with The Eccentric, giving exact time of
- Reports must be verified by attending physician or hospital record.
- All entries must be turned in not later than noon, Jan. 3rd.

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

TALCUM SET

VAN'S PHARMÁCY EAST MAPLE AVENU



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



For Mother and Dad

100 CORRESPONDENCE **CARDS** and

ENVELOPES

THE BIRMINGHAM ECCENTRIC

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 CARTER'S CRIB TUCKER if yours is the first baby of 1941.

Wrapping Blankets, pure wool, white and Wrapping Blankets, pure wool, white and pastel
pastel
pastel
Fine Wool Sweaters
Fine Wool Sweaters
Sl.00 to \$1.95
Kleinert's Rubber Panties
Soc and \$95
Kleinert's Rubber Panties
Soc and \$95
Reli Hart and Carter's Crib Tucker and 59 cto \$2.95
Nell Hart and Carter's Crib Tucker and 59 cto \$2.95
Nell Hart and Carter's Crib Tucker and \$1.95 and \$3.50
Also Carter's Vests, Towel Sets, Bath Sheets, Curity
Panelette and Birds Eye Diapers Jov. \$1.25 to \$2.75
Infants' Pastel Dresses, sizes 6 mo. to 1 yr. \$1 to \$1.95
Buntings, Zipper Closings, pastel shades \$1.25 to \$2.95
Infants' Gowns, Carter's Knit and Cotton
Flammel
39c to \$1.00
Kleinert High Chair Pads
Meinert High Chair Pads
Sl.00 and \$1.59
Hand Woven Carriage Robes by Churchill
Weavers
\$2.25 to \$3.95

MRS. DAY'S IDEAL BABY SHOES

Recommended by experts. Soft soled crepes, felt an kids, intermediate and hard soled. Sizes 0 to 8. 89c to \$3.25

F. J. MULHOLLAND CO.



