



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 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 Schröder
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 Baby

A DOZEN CANS
Assorted
HEINZ BABY FOODS

OLSEN'S MARKET



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 the "First Baby"

A Pair of
Soft Soled

FIRST BABY SHOES

DON & RAY'S SHOES

167 NO. WOODWARD—NEXT TO KRESGES



We Will Clean and Press

A SUIT
and
A COAT

FOR BABY'S DAD

WM. OWEN - TAILOR

WEST MAPLE AVENUE



For "Him" or "Her"

We Will Give a
BABY OIL
and
TALCUM SET

VAN'S PHARMACY
EAST MAPLE AVENUE



For Mother and Dad

100
CORRESPONDENCE
CARDS
and
ENVELOPES

THE BIRMINGHAM ECCENTRIC



We Will Give Baby
A
STERLING SILVER
FORK AND SPOON SET
or a
BABY'S LOCKET

McNELLIS JEWELRY
235 SO. WOODWARD AVE.



We Will Repair & Renew

A Pair Each
of
MOTHER'S
and
FATHER'S
SHOES

PARISIAN BOOTERY
WEST MAPLE AVENUE



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

Wrapping Blankets, pure wool, white and pastel . . . 25c to 59c
Fine Wool Sweaters . . . \$1.00 to \$1.95
Kleinert's Rubber Panties . . . 50c and 59c
Dainty Batiste Dresses . . . 59c to \$2.95
Nell Hart and Carter's Crib Tucker and Sleeping Bags . . . \$1.95 and \$3.50
Also Carter's Vests, Towel Sets, Bath Sheets, Curly Pannette and Birds Eye Diapers doz. \$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 Flannel . . . 39c to \$1.00
Kleinert High Chair Pads . . . \$1.00 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 and kids, intermediate and hard soled. Sizes 0 to 8.

89c to \$3.25

F. J. MULHOLLAND CO.



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

Cleaning or Pressing

MATTHEWS CLEANERS & DYERS
244 E. MAPLE AVENUE



For Baby

A supply of
BROWNIE
CHOPPED BABY FOODS
In Glass Jars

STROUP'S MARKET
WEST MAPLE AVENUE



We Will Clean
and Press

A Coat for Baby's Mother
and
A Coat for Baby's Dad

CHAS. R. PECK'S SONS
108 SO. WOODWARD AVE.



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

Each Day for a Week

MAXWELL FARMS
—GRADE "A" MILK—