

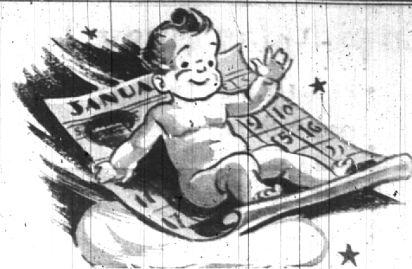
FIRST BABY CONTEST

1942

PRIZES

FROM LOCAL MERCHANTS

See the Free Gift offers from local retailers who sell the things which will help you bring up a healthier, brighter baby. It's their way of congratulating mother, dad, and the new heir! Read the contest rules carefully—and have your entry ready to be promptly submitted when your baby arrives!



To The Lucky Daddy
10 GALLONS OF
RED CROWN GAS



SCULTHORPE'S STANDARD SERVICE

WOODWARD AT HAMILTON

We Will Take
Baby's
First Photograph
and present it to



the proud parents in an attractive baby album.

THE ARNOLD STUDIOS

211 THEATRE BUILDING. PHONE 905

We Will Give Baby

"His or Her"

First Savings Account



and provide a handsome, durable Book Bank!

BIRMINGHAM FEDERAL SAVINGS & LOAN ASSOCIATION

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"

372 N. WOODWARD OPEN EVES. PHONE 9013

For the Baby ...

3 VANTA INFANTS' SHIRTS



THE CHEER SHOP

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

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 Proud Daddy ...

10 GALLONS GULF GASOLINE



Drive In For Careful Service.

McKEE SERVICE
N. WOODWARD AT WILLITTS'

For the Baby ...

A Pair of
PIED PIPER
BABY SHOES



These shoes are approved and recommended by leading physicians.

WILLIAMS' BOOT SHOP
115 W. MAPLE

We'll Give Baby

An Aurora
BABY BOTTLE
WARMER



Keeps Baby's Bottle just right every time electrically.

HUSTON HARDWARE COMPANY

Over 30 Years of Service

For Baby's Mother

A 3-lb. Box of
SCRIB'S
CANDY



SCRIB'S CANDIES

NEXT TO BIRMINGHAM THEATRE

To the Baby's Dad ...

Two Pair of
INTERWOVEN
HOSE



DICKINSON'S MEN'S STORE

WABEEK BUILDING

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

For Baby's Mother ...

BED JACKET

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



THE JAY SHOP

218 NO. WOODWARD

For the Baby

A BOTTLE
WARMER



to ensure the temperature of baby's food.

LEONARD ELECTRIC

162 W. MAPLE. PHONE 223

We Will Present

The First Baby

With A

De LUXE

Johnson & Johnson
Baby Gift Box



CUNNINGHAM'S

WOODWARD AT MAPLE

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 132 N. Woodward. Phone 2290

For the Baby ...

A Pair of Mrs. Day's
IDEAL BABY SHOES

Recommended by Experts



MELHOLLAND'S

For Baby

A Supply of
BROWNIE BABY
FOODS

In Glass Jars



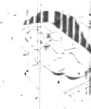
STROUP'S MARKET

WEST MAPLE AVENUE

For The Baby ...

BABY'S
HOT WATER
BOTTLE

Gifts for Mother and Baby



SHAIN'S DRUG

Baby's Daddy ...

Gets A
\$2.00 SHIRT
from



MORTIMER'S

WOODWARD AT MAPLE