

HERE ARE THE CONTEST RULES

- Parents of baby must be residents of Birmingham, Bloomfield Hills or Bloomfield Township; also south to 13-Mile West of Woodward, and west to Inker Road.
- 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. 5.

There's Luck for You—and for your baby boy or girl—just in the fact that it's born an American, with every right to an opportunity for the pursuit of happiness! Lucky too, to be born in Birmingham, a city where it will have every opportunity that could be afforded a child. Added to these blessings is the fact that Birmingham merchants are giving the first baby born in 1942, within the boundaries of the communities stated in the contest rules, many valuable gifts. Our hearty congratulations to the first baby to be born after the stroke of midnight on New Year's Eve. We congratulate the parents too. They will share in the many valuable gifts as will be attested by the reading of the advertisements on these pages. The parents of the winning baby will be notified, and will be given a letter of identification so they can go to each of the contest stores and claim the awards.




For Baby
A DOZEN CANS
 Assorted
HEINZ BABY FOODS




OLSEN'S MARKET

For Mother and Babe
DIARY FOR THE BABY
 Keep a complete history of the little one's early life.
 A Prescription Pharmacy
WABEEK PHARMACY
 WABEEK BUILDING




For Baby's Mother . . .
 A Pair of
LADY MADISON
HOSIERY




THE TWIN SHOP
 160 W. MAPLE

FOR
BABY, MOTHER
OR DADDY
 We Will Give
\$1.00 IN TRADE
 Cleaning or Pressing.
MATTHEWS CLEANERS
& DYERS
 244 E. MAPLE AVENUE



For Baby's Health
 A Case of
CLAPP'S
BABY FOOD




SFIRE GROS. MARKET

For "Him" or "Her"
 We Will Give a
BABY OIL
 and
TALCUM SET




VAN'S PHARMACY
 EAST 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.

For Mother and Dad
 100
 Correspondence
 Cards
 and Envelopes



The Birmingham Eccentric

PREVIOUS CONTEST WINNERS

1937 Larry Schroder	1939 Mary Louise Smith
1938 Joseph French Strother	1940 Pamela Anne Taylor
1941 Mariann Ulrich	

Who will be the Lucky Baby in 1942? ? ?

all
BABY
needs

from the first Wrapping Blanket
 to a Smart Winter Wardrobe

We have everything the well-dressed baby wears. Everything can be found in this one store in our baby department. . . . Let us help you pick your favorite now. . . .

Carter's Baby Wear	Flannel
Jiffon Infant's Shirts, 59c and 69c	Gowns and Kimonos
Wool Sackies and Sweaters	59c
\$1.25 to \$2.95	Crib Sheets and Cases
BATH ROBES	59c and up
Soft fluffy cotton in white and pastel shades	Imported
\$1.00 to \$1.95	Handmade Dresses
Full Line of	and Gertrudes
Kleinert Infants' Rubber	99c to \$3.95
Goods	
MRS. DAY'S IDEAL BABY SHOES	
Recommended by experts. Soft-soled crepes, felt soles, kids, intermediate and hard-soled. Sizes 9 to 32.	
\$1.00 to \$3.00	

F. MULHOLLAND CO.