

1st Baby Contest!

Birmingham Merchants Offer Many Gifts to Winner...



As you can see by one glance over the advertisements on these two Baby Contest pages, Birmingham Merchants are again offering a real welcome to the first baby to be born in this community in 1943! They are the same merchants on whom you can rely all the months and years your baby is developing and growing up... for every means to health, alertness, comfort and enjoyment. Check the simple contest rules carefully. And, now, Congratulations to the first baby and all his new-born neighbors...

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 Inkster 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.

For "Him" or "Her"

We Will Give A

BABY OIL
and
TALCUM SET




VAN'S PHARMACY
EAST MAPLE AVENUE

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

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



**MATTHEWS CLEANERS
& DYERS**
244 E. MAPLE AVENUE

A PIN-UP
LAMP
For the Baby's
Room



Convenient for mother when attending baby at night

LEONARD ELECTRIC
Buy War Bonds and Stamps Regularly
162 W. MAPLE PHONE 223

For Baby's Mother...

A Satin
BED JACKET




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

THE JAY SHOP
133 NO. WOODWARD

To the Proud Daddy

One Oil Change
of
**Gulf Pride
MOTOR OIL**




Drive in for Careful Service

McKEE SERVICE
204 N. WOODWARD 1104 S. WOODWARD
Official Tire Inspection Stations

For Baby's Mother

A Pair of
**ARCHER
HOSIERY**



RB SHOPS
Small - Permanent - Approved

To The Lucky Daddy
for His Automobile

A FREE
LUBRICATION
Complete



**SCULTHORPE'S STANDARD
SERVICE**
WOODWARD AT HAMILTON

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.

For Baby's Health


A Case of
**HEINZ
BABY FOOD**



SFIRE BROS. MARKET


For Baby

A DOZEN CANS
Assorted
Heinz Baby Foods



OLSEN'S MARKET
120 S. Woodward

We Will Present
The First Baby
With A
DeLUXE
**Johnson & Johnson
Baby Gift Box**



CUNNINGHAM'S
WOODWARD AT MAPLE

For the Baby...


**3 Vanta
Infants' Shirts**



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

For Mother
and Dad

100
Correspondence
Cards
and Envelopes



The Birmingham Eccentric

For the Baby...

**BABY'S
HOT WATER
BOTTLE**



"Things for Mother and Baby"

SHAIN'S DRUG

For Dad and Mother...

Mother's Dress or Coat
and Dad's Suit or Over-
coat — Cleaned and
pressed and delivered to
your home.



BECK CLEANERS & DYERS
Plant located at 332 N. Woodward Phone 2200