

First Baby Contest



What Lucky Mother Will Beat the Clock?
 Whoever it is, she and that first baby will be a lucky pair indeed. Just take a look at the wonderful gifts they'll receive. Mr. Stork, take heed... a great big bonanza of booty depends on your timing!

CONTEST RULES

- The baby may be born in any hospital but the parents must have a Bloomfield, Franklin or Birmingham Mailing address.
- 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 at The Eccentric office not later than 12:00 noon January 8.
- The winners will be given a letter of recognition so that they may pick up their awards at each store.

To The Little Newcomer—
WE'RE OPENING A SAVINGS ACCOUNT IN YOUR NAME
 with an initial credit of **\$5.00**
BIRMINGHAM FEDERAL SAVINGS and Loan Association
 Woodward at Maple • MI 4-1711

from
LAKE JEWELERS
A STERLING SILVER BABY CUP
 WITH BABY'S NAME ENGRAVED UPON IT
 Woodward and Maple

BABY'S MOTHER Will Receive a Pair of DANIEL GREEN COMFY SLIPPERS
 from
Mitter's SHOES
 100 N. Woodward at Maple

A Collapsible Aluminum LAUNDRY CART
 For all of the New Baby's Laundry and Diapers Will be the Gift of
THE BIRMINGHAM HARDWARE
 152 N. Woodward Ph. MI 4-7524

We Want to Welcome the First Baby of 1957 with a \$5.00 Gift Certificate GOOD AT ANY ONE OF THE

 Birmingham—Royal Oak—Ferndale—Mt. Clemens

What Could Be More Practical Than A...
DIAPER PAIL
 A GIFT FROM
HUSTON HARDWARE
 205 N. Woodward MI 4-7330

THE FIRST BABY of 1957 Will Receive an
INFANTS' SWEATER SET
 Consisting of a Sweater, Bonnet and Booties of 100% Nylon from
KRESGE'S
 West Maple at Henrietta

BABY'S FIRST PAIR of WALKING SHOES
 will be the Gift of
WILLIAMS BOOT SHOP
 115 West Maple

A BABY BLANKET
 of the new light-weight Estron material that will keep baby snug and warm with a minimum of weight.
 Baby's Gift from
CHEER SHOP
 191 So. Woodward Ave. Phone MI 1-4101

\$5.00 Gift Certificate
 To be used on any of
BABY'S FUTURE NEEDS
 from Mark Bearss
 PRESCRIPTION CENTER WABEEK PHARMACY
 624 N. Woodward Wabek Building
 Birmingham, Michigan Birmingham, Michigan

For the Parents of the New Baby
 A Pair of
BATHROOM SCALES
 ... Useful to Every Member of the Family
McBRIDE HARDWARE INC.
 154 S. Woodward MI 4-3010

for Mother...
 One FREE personal demonstration to advise you on complexion and individual makeup. Plus FREE gift pack of cosmetics. Please phone for appointment.
 For the First Three Babies Born in 1957...
 Hand-Painted Ceramic Banks
MERLE NORMAN
 COSMETICS
 233 E. Maple Avenue MI 4-2236

For the First Baby of 1957
A CASE of GERBER'S STRAINED BABY FOODS
 To Be Selected by Baby's Parents from
SFIRE BROS. MARKET
 180 West Maple

One of our finest to the First Baby of 1957
A BABY BUNTING
 Rayon quilted with new insulated lining of acetate fibre, 100% washable.
The F. J. MULHOLLAND Co.
 Infants' & Children's Department

A Wonderful Gift... to Help You Remember!
BABY RECORD BOOK
BODINE'S
 172 N. Woodward MI 4-1177

A MANHATTAN SHIRT
 FOR THE PROUD FATHER of THE FIRST BABY of 1957 from
Dickinson's
 WABEEK BUILDING—BIRMINGHAM

BABY'S FIRST SHOES!...
 A Gift Certificate for Baby's first pair of hard sole shoes will be waiting at McSweeney's for the Mommy to pick up.
McSWEENEY'S FINE FOOTWEAR
 277 Pierce St. MI 6-4488

for Baby's picture
8x10 Photo Frame
 Complete With Glass, Backing and Easel
ACME
 QUALITY PAINTS, INC.
 163 N. Woodward MI 4-8500

from **HIGGINS and FRANK** for the Proud Papa
A DOBBS HAT
 Wabek Building, Birmingham

from The Birmingham Eccentric
A Years' Free Subscription to The Eccentric
 and
100 Printed Birth Announcements

to you, little 1957...
CRADLE SYMPHONY
 Just like the famous "cradle gym"... hangs over baby's crib... and PLAYS BRAHM'S LULLABY.
 from...
Alice's Wonderland of Toys
 362 E. Maple MI 6-1113

from **HANSEL 'N' GRETEL**
A Gift Certificate for Baby's First Pair of SLIPPERS
 185 S. Woodward MI 6-4722

Look, Dad! Here's Our Gift To You...
COME IN AND SELECT A HAMLEY HAND-BOARDED TOP-GRAIN COWHIDE LEATHER BELT
PECK'S MEN'S WEAR
 108 S. Woodward MI 4-7744

for Daddy...
10 GALLONS of that powerful SHELL GASOLINE
 from
BOB ADAMS SHELL
 corner of Hunter & Maple

for mother... with our compliments
\$5 GIFT CERTIFICATE

 190 W. Maple MI 4-7744

A Hankscraft BABY BOTTLE STERILIZER
 Will Be Our Gift to the First Baby of 1956
WILSON DRUG CO.
 Woodward at Maple