

Prizes Galore ARE IN STORE FOR 1958's First Baby



Contest Sponsored By The
BIRMINGHAM CHAMBER OF COMMERCE

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!

RULES: (1.) The baby may be born in any hospital but the parents must have a Bloomfield, Franklin or Birmingham mailing address. (2.) 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. (3.) All entries must be turned in at The Eccentric's office not later than 12:00 noon January 9th. (4.) The winners will be given a letter of recognition so they may pick up their awards at each store.

Little Mr. or Miss 1958
Will Receive a
**Surprise Package of
BABY NEEDS**
from
SHAIN'S Rexall DRUG STORE
105 W. MAPLE

We Want to Welcome the
First Baby of 1958
with a \$5.00 Gift Certificate
GOOD AT ANY ONE OF THE
RB SHOPS
Small Retailers Approved
Birmingham—Royal Oak—Ferndale—Mt. Clemens

from The Birmingham Eccentric
**A Year's Free
Subscription to The Eccentric**
and
**100 Printed Birth
Announcements**

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

THE FIRST BABY of 1958
Will Receive an
INFANT'S SWEATER SET
Consisting of a Sweater, Bonnet and Booties
of 100% Nylon from
KRESGE'S
West Maple at Henrietta

For the First Baby of 1958
**A CASE of GERBER'S
STRAINED BABY FOODS**
To Be Selected by Baby's Parents
from
SFIRE BROS. MARKET
180 West Maple

So dad won't have
to bite his nails . . .
A MANICURE SET
from
Princeton Prep Shop
237 Pierce MI 6-6166

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

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

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

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 6-4188

To the lucky mother . . .
A \$5.00 Gift Certificate
from
Kay Baum

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 4-7724

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

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

For the first baby born in 1958!
Two week's diaper service FREE
Congratulations from
**Baby's Valet Sterilized
Diaper Service, Inc.**
16311 Hamilton, Detroit UNiversity 2-9292

A Hanksraft
BABY BOTTLE STERILIZER
Will Be Our Gift
to the First Baby of 1958
WILSON DRUG CO.
Woodward at Maple

A MANHATTAN SHIRT
FOR THE PROUD FATHER
of
THE FIRST BABY of 1958 from
Dickinson's
WABEEK BUILDING—BIRMINGHAM

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

To the first baby of 1958!
One Dozen Diapers
from
Ethel M. Pollock
INFANTS' & CHILDREN'S SHOP
1054 N. Woodward at Hunter

One of our finest
to the First Baby of 1958
A BABY BUNTING
Rayon quilted with new insulated lining of acetate
fibre, 100% washable.
The F. J. MULHOLLAND Co.
Infants' & Children's Department

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

from
LAKES' JEWELERS
**A STERLING SILVER
BABY CUP**
WITH BABY'S NAME ENGRAVED UPON IT
OR "NAMES" IF NECESSARY
Woodward and Maple

To the First Baby of 1958
We Will Give a . . .
MUSICAL BANK
ALICE'S WONDERLAND
595 E. Maple MI 6-1113