

# **FIRST BABY CONTEST**

Prizes galore are in store for 1959's first baby!

Contest Sponsored by  
**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!

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

**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 editorial office not later than 12:00 noon January 6. (4.) The winners will be given a letter of recognition so they may pick up their awards at each store.

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

TO THE FIRST BABY OF 1959  
1 CASE STRAINED  
**BABY FOOD**  
Congratulations from  
**Peabody's Market**

from **The Sportsman**  
... a book to read  
while rocking baby at night ...  
**CONGRATULATIONS!**

A Hanksraft  
**BABY BOTTLE STERILIZER**  
Will Be Our Gift  
to the First Baby of 1959  
**WILSON DRUG CO.**  
Woodward at Maple

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

As soon as you can leave the  
new baby with a sitter ...  
**BE OUR GUESTS**  
Congratulations from  
**Kingsley Inn**

Congratulations to the First Baby in 1959!  
Please accept with our compliments  
**Johnson's BABY KIT**  
from  
**Cranbrook Drugs**  
Birmingham

To the First Baby of 1959  
**We Will Give a ...**  
**MUSICAL BANK**  
**ALICE'S WONDERLAND**  
595 E. Maple MI 4-1113

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

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

Congratulations to the new Mother!  
Make an appointment with us  
for a new  
**Hair Do**  
Compliments of  
**Ann Young Beauty Salon**  
MI 4-0984

For the First Baby of 1959  
**A CASE of GERBER'S  
STRAINED BABY FOODS**  
To Be Selected by Baby's Parents  
from  
**SFIRE BROS. MARKET**  
180 West Maple

TO THE FIRST BABY OF 1959!  
**Infant's Sweater Set**  
Congratulations from  
**KRESGE'S**  
Birmingham

Congratulations!  
to the  
First Baby born in 1959  
we have a  
**Johnson & Johnson Gift Package**  
for you  
Compliments of  
**BIRMINGHAM DRUGS**

For Dad  
A beautiful hand woven tie  
Congratulations from  
**Curiosity Shoppe**  
Bloomfield Hills

We'll Help Keep Track of Baby's Progress  
by Giving Him (or Her) a  
**C. R. GIBSON BABY BOOK**  
**Bodine's** the Greeting Card Shop  
172 N. Woodward Ave. Birmingham  
Next to Detroit Bank and Trust

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

**Baby's First Portrait**  
3 - 8 x 10's for Parents and both Grandparents  
Compliments of  
**James Frederick PERQUETTE**  
BIRMINGHAM

Congratulations Mother!  
**Get Back In Shape**  
Let us schedule a program  
especially designed for you  
with our compliments  
**House of Venus**  
FIGURE SALONS  
MIRACLE MILE FE 4-9582, FE 4-9583

Little Mr. or Miss 1959 Will Receive a  
**Surprise Package of  
BABY NEEDS**  
from  
**SHAIN'S Rexall DRUG STORE**  
105 W. MAPLE

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

To keep Dad warm ...  
while walking baby at night  
**\$10 SWEATER**  
Congratulations from  
**Princeton Prep Shop**  
Birmingham

Mother and Dad May Make  
Their Choice of \$10.00  
Worth of Merchandise from Our  
Complete **BABY DEPARTMENT**  
The **F. J. Mulholland Co**  
"Birmingham's Oldest Department Store"  
223 North Woodward Ave.

**A MANHATTAN SHIRT**  
FOR THE PROUD FATHER  
of  
THE FIRST BABY of 1959 from  
**Dickinson's**  
WABEEK BUILDING—BIRMINGHAM

So the little tyke  
won't have cold meals  
**A BOTTLE WARMER**  
from  
**McBRIDE HARDWARE INC.**  
154 S. Woodward T-1000 MI 4-3010

Look, Dad! Here's Our Gift To You ...  
COME IN AND SELECT A  
**TIE**  
OF YOUR CHOICE  
Congratulations from  
**PECK'S** MEN'S WEAR  
Birmingham

Our Gift to the First Baby of 1959  
will be a  
**Luna Ware Original Plastic  
BABY BATH TUB**  
Skin-Soft to Protect Baby's Delicate Skin  
**THE BIRMINGHAM HARDWARE**  
152 N. Woodward Ph. MI 4-7534

**BABY'S FIRST PAIR OF  
WALKING SHOES**  
will be the Gift of  
**SHERMAN SHOES**  
115 West Maple