

# Speaking of Bethlehem traditions

The Bethlehem Gadfly Gadfly's posts, Local Color December 24, 2018

See Dana's comment on the "Helms and Haines" post earlier today. Gadfly #1 Stephen Antalics sent the following:

"The *Globe Times* [1925-1977] gave the city a paper dedicated to the city. The demise of the paper ended many of the local traditions. One interesting one was the celebration of the first-born in the new year."

This page from December 31, 1949:

Any other traditions we've lost and maybe forgotten about? Oldies but goodies?

THE BETHLEHEM GLOBE TIMES—SATURDAY, DECEMBER 31, 1949

**FIRST BABY CONTEST RULES**

1. Both mother and father must be residents of Bethlehem, Pocono Mountain, Hellertown or Pottsville.
2. The baby's birth certificate, or an actual photograph must be received by this newspaper not later than 10 days after the birth.
3. The exact time, minute and date of the baby's birth must be certified by the attending physician.
4. The baby's birth must take place within the limits of Bethlehem, Pocono Mountain or Pottsville, whether in a hospital or at home.
5. Announcement of the "lucky first-born" will be made by the Globe Times on some other closing date as possible.

**WELCOME FIRST BABY OF 1950**  
and Every Congratulations, Parents  
Our Gift To Your Baby is a PATCH QUILT  
FREE WITH BIRTH  
111 N. 2nd St.

**LONG'S COAL**  
A name old in the baby FIRST BIRTH of 1950!  
One-half ton of coal free to the family from...  
LONG'S COAL  
Announces that it will...  
111 N. 2nd St. Phone 4-1111

**1950 FIRST BABY**  
The Brown's Original "Wonder Wash"  
YOUR WHOLE FAMILY'S BESTLY WASH  
\$1.99  
A name old in the baby FIRST BIRTH of 1950!  
One-half ton of coal free to the family from...  
LONG'S COAL  
Announces that it will...  
111 N. 2nd St. Phone 4-1111

**PHILLIPS MUSIC STORE**  
Offers Its Congratulations To The First Baby of 1950  
and will present free a baby's Hot Plate Set  
Phillips MUSIC STORE  
24 E. Third St. Phone 7-1232 Bethlehem

**MAKING OUR STORE YOUR HEADQUARTERS FOR THE BEST IN FOODS**  
We will Present to the Parents of the First Baby Born in 1950 A \$10.00 FOOD CHECK  
We would like to wish the parents of the first baby born in 1950...  
212 E. 4th St. Bethlehem

**WELCOME 1950**  
The baby's first birthday will be made by the...  
212 E. 4th St. Bethlehem

**RYAN STUDIO**  
212 E. 4th St. Bethlehem

**FOR THE BABY NUMBER 1 of 1950**  
Verna's SHOPPE  
111 N. 2nd St. Phone 4-1111

**READY FOR ANY JOB**  
To the Father of Bethlehem's First Born...  
ADAM HAIN  
111 N. 2nd St. Bethlehem

**George's**  
111 N. 2nd St. Bethlehem

**Happy New Year**  
GOODMAN'S WILL PRESENT THE FIRST BABY BORN IN 1950 WITH A BEAUTIFUL METAL BABY WALKER  
111 N. 2nd St. Bethlehem

**Spiegel's**  
EXTEND THEIR BEST WISHES TO THE PROUD PARENTS OF THE FIRST BABY BORN IN BETHLEHEM IN 1950  
AS IN THE PAST — WE WILL AGAIN GIVE A CASE OF SOFT DRINKS TO THESE PROUD PARENTS  
Ballantine's  
111 N. 2nd St. Bethlehem

**Lipkin's**  
OUR SINCERE CONGRATULATIONS TO THE PARENTS OF THE FIRST BABY BORN IN 1950  
FROM LIPKIN'S A WATERPROOF CRIB MATTRESS TO THE FIRST NEW YEAR'S BABY  
LIPKIN'S  
111 N. 2nd St. Bethlehem