

Santa "Shops" HERE This Year!

A Million Dollars' Worth of Gift Merchandise to Choose From



Here's to a Merry Christmas!
 Wide variety,—wonderful bargain values.
 Children's books and games and toys, for example,—you'll find EXACTLY what they want.
 Gifts for the home, and for friends, are here by the hundreds, ready for the Christmas tree.
 Mother, father, brother, sister, baby, grandmother and grandfather, sweethearts, relatives and friends of all degrees, can be pleased 100% with unique gifts "bought-in-Birmingham."

That Christmas List

A list! Yours to make at Christmas-time
 To help you when you go to find
 A gift! For father, grandpa, hubby, brother,
 Sister, sweetheart, friend and mother
 There must be, on Christmas morning
 Something with your card adorning.

A task! This puzzling problem finds you
 Unprepared, but never mind you—
 Friendly merchants paved the way,
 Looked straight forward to this day
 Knowing that you would be seeking
 Just the things that they are keeping.

Vivid are the scarfs for brother
 And complete are all the other
 Gifts! For dad, perchance a cozy chair,
 While mother may want silverware.
 Sister wants her photograph
 (Something she can autograph).

Time is going every minute
 And your list—you should begin it,
 For you're speeding toward the splendor
 Of a day you'll long remember.
 Christmas! Every girl and boy
 Should be radiating joy.

—Clarence S. Warner.

It's "Open-House" in Birmingham's Friendly-Service Shops

"Open House!" Christmas cheer flows up and down Woodward Avenue, and across and back Maple, and in-and-out of all the "friendly service" shops. Windows and counters and shelves fairly glow with pride in the value-full gift-suggestions they display.

Discovery-tours through all the shops, missing none, is the rule with Birmingham shoppers this month. Learning new things is the finest fun in the world, and countless new ideas in home and personal comfort and convenience are represented in the million-dollars-worth-of-merchandise gathered in Birmingham for Christmas-giving.

A cross-index of gift-suggestions has been made for the further convenience of shoppers in Birmingham.

Complete list of merchants and their special gift-merchandise is found in the pocket-directory being furnished free this week to merchants and villagers by The Birmingham Eccentric to simplify Christmas gift-buying. This "cross-index" (below) follows the general list of merchants and their gift-merchandise in the pocket-directory.

- Antiques**
 Diamond-Hill Antique Shop
 Taylor Antique Shop
- Automobiles**
 Bell Brothers Garage
 Clark-Birmingham Buick
 Hudson-Cases-Bushnell Bros.
 Dwyer-Plymouth-Bodge Sales
 Graham-Plymouth-Cadillac-People
 Chevrolet-Jordan-J. D. Jordan
 Cadillac-Lafayette-Cadillac
 Packard-Lawson-Lynch
 Ford-A. W. Oshro
 Oldsmobile-Viking-Ramsey Auto Service
 Chrysler-Ford-Cadillac-Cadillac
 Oakland-Parkinson-Slow Motor Sales
 Studebaker-Edwards-Studebaker Sales
- Books**
 Wilson Drug Co.
 Economical Drug Store
 Woodward Pharmacy
 Shain's Drugs

- Cameras**
 Bergman Drug Co. (Anson, Eastman)
 Scheller Drug
 Shain's (also movie equipment)
 Woodward Pharmacy
 Wilson Drug (also Kodaks)
 Waback Pharmacy
- Candy**
 Bergman Drug (Mary Lincoln, Cecil, Thorpe's)
 Gray Sweet Shop (Duggitts, Schrafts, Brook, Betty Brown, Dillig, Brandis & Smith)
 LaBelle's Bookstore (Kuhnl)
 Scheller Drug (Gilbert, Whitman, Louis Sherry)
 Shain's (including Stover's)
 Waback Pharmacy (boxes \$1 to \$5)
 Woodward Pharmacy (Lambert, Artstyle \$1.00 lb.)
 Mary Lincoln (C. H. Bunte, Diana Stiefel)
 Thomas Market
 Charles's Tea-Room (Bunt's "Mc-Chair")
 Wilson Drug (Mary Lee, Bunte, Gilbert, Golein, Max-Charles, Fudge)
- Children's Clothing**
 22 1/2" Shoe Store (Kid-steps)
 Clyde Horning (made-to-measure shoes)
 Wilson's Boot Shop (Fried Piper shoes)
 Fred L. Young (Simplex, Pezetas shoes)
 Mulholland Co. (practically everything)
 Peck's (great variety for boys) Boy Scout outfitting headquarters
 Birmingham Dept. Store (everything)
 Mathew's Tailor Shop (suits for boys)
- Children's Jewelry**
 L. R. Mix (bracelets, rings, lockets)
 Mulholland Co. ("costume jewelry")
 Child's Toys, Games, and Books
 McNeill's Jewelry (bead-stringing also)
 LaBelle's Bookstore (wonderful line)
 LaBelle's Bookstore (wonderful line)
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 LaBelle's Bookstore (wonderful line)
- Electrical Appliances**
 Hoover Hardware (kettles, toasters, electric footballs, watches, hot chests, irons, kites, electric toys, helmets, heating stoves, skis, alphalines, miniature golf)
 Mulholland Co. (kittles, roller-tops, names of all kinds, vacuum-cleaning)
 David Fish (games \$1.50 up; football miniature, back-gammon, poker-toys, ping-pong, badminton, skis, toboggans, skates, golf equipment, riding accessories)
 Leonard Electric Co. (electric toys) . . . engine, train, solenoid, small electric ranges and toasters and deep pots
 Birmingham Hardware (kettles, footballs, basketballs, volleyball, boxing gloves, baseball mitts, skis, toboggan, pocket billiard tables, electric trains)
 Wilson Drug Co. (toys, cameras, motion picture outfits, novelty gifts)
- Electrical**
 Antique shops
 Hartmann Electrical Co. (all kinds)
 L. R. Mix (45 to \$125; also alarms)
 Hudson Hardware (all kinds)
 Boston Jewelry (all prices cut)
 Detroit Edison Co. branch office
 D. J. Healy Co. (watches, clocks, wall-lights, heaters)

- Leonard Electric Co. (Telechron, Hammonds)**
 Melrose Hardware
 McNeill's Jewelry
 Wagner Electric (combination grandfather-clock, radio, and phonograph)
 Christmas Trees
 Bell, Howard J. (for table decorations)
 Washburn's
 Gardner & Landgrave Co. (for tables, also larger trees in great lots)
- Cigars, Cigarettes, Tobacco**
 Bergman Drug (also pipes, lighters)
 Economical Drug
 Gray Sweet Shop
 Scheller Drug
 Wilson Drug Co.
 Waback Pharmacy (\$1.25 to \$1.50 box)
 Woodward Pharmacy (special gift packages, very extensive variety)
 Wilson Drug Co.
- Clothing for Men**
 L. R. Mix
 Mathew's Tailor Shop (made-to-order)
 Wilson Drug (Wilson's shoes)
 Young, Fred L. (Walkover shoes)
 Mulholland Co. (ties, shirts, luggage, hats and caps, hunting coats, sweaters, spats, gloves, work-clothes)
 Peck's (dinner clothes; ready-made suits \$28.50 up; tailored-made clothes \$35 to \$90; overcoats, sweaters, shirts, ties, spats, scarfs, pajamas, raincoats, shoes, and bath hats)
 Birmingham Dept. Store (bathrobes, caps, Stetson and Mallory hats, Adler gloves, Hart-Schaffner-Max coats, pajamas, scarfs, shirts, sweaters, ties, etc.)
 David Fish (overcoats, custom-made suits \$35 up; jackets, shirts, sweaters, hats and caps, windbreakers, chauffeur's uniforms, etc.)
- Clothing for Women**
 Ed's Shoe Store (Arch-Savers, Douglas and Smart styles)
 Shain's (also handkerchiefs and rubber footwear)
 Hick's Hat Shop (Gage and Benny Jean Hats, and berets)
 Dress Hat Shop (hats, dresses, gowns, scarfs, lingerie and pajamas, berets, hostess, house dresses, etc.)
 The Henry Shop (lingerie, handbags, and hosiery of all kinds)
 Young, Fred L. (Garties, Queen Quality shoes, and Washover shoes)
 Mulholland Co. (suits, coats, dresses, bathrobes, pajamas, etc.)
 Birmingham Dept. Store (coats, dresses, bathrobes, pajamas, etc.)
 D. J. Healy Shop (dresses of all kinds including the new "Sunday Night" negligees, dance suits, hats, hosiery, gloves, scarfs, clothing accessories)
- Electrical Appliances**
 Hartmann Electrical Co. (indios, clocks, toasters, ironing boards, stoves, Fridaires, etc.)
 L. R. Mix (45 to \$125; also alarms)
 Hudson Hardware (all kinds)
 Boston Jewelry (all prices cut)
 Detroit Edison Co. branch office
 D. J. Healy Co. (watches, clocks, wall-lights, heaters)

- vacuums, refrigerators, etc.)**
 Leonard Electric Co. (Handy-Ann \$68.50, reading day-lamp, lamp \$8, table stove, juicer, extractor, toaster, radio, sewing machine motors, health lamps,—extensive line)
 Wagner Electric Co. (used radios—15 up; new General Electric, lamp, lamp, kitchen-Aid, combination clock with radio and phonograph, exerciser, health lamp, all general appliances, Fluor water-heater, vacuum, washers, ironing ironers)
 Birmingham Hardware (electric-trains)
 Melrose Hardware (electric trains)
 Melrose Hardware (electric trains)
- Flowers**
 Bell, Howard J.
 Doyle, H. P.
 Farmer, W. H.
 Taylor Floral Shop
 Fountain Pens and Pencils
 Bergman Drug (Cocklin, Parker, Diamond)
 LaBelle's Bookstore
 L. R. Mix (Waterman, Cocklin, Schaffer)
 Scheller Drug (Parker, Schaffer)
 Shain's Drug Store (Cocklin, Schaffer)
 Waback Pharmacy (\$2.50 to \$15)
 Woodward Pharmacy (Cocklin, guaranteed to last forever)
 Dwyer-Plymouth-Cadillac-People (as small assortment)
 Dwyer-Plymouth-Cadillac-People (as small assortment)
 Dwyer-Plymouth-Cadillac-People (as small assortment)
 Dwyer-Plymouth-Cadillac-People (as small assortment)
- Fruit-Baskets, Nuts, Cakes**
 Birmingham-Woodward Market (nut meats, imported peels, cherries, fruits, fruit-baskets, and everything for fruit cake)
 Birmingham Fruit Co. (baskets of fruit for special gifts)
 Gray Sweet Shop (fruit cake size 1 lb. orders taken for cakes, cakes, cookies, nut-cakes, mince-meat, salted nuts)
 Kerkling Bakery (fruit cakes)
 Miner Grocery Co. (very extensive line of fruits, nuts, peels, cherries, fruits, fruit-baskets, etc.)
 Myers Bakery (fruit cake, plum pudding, fresh-fruit Gray Sweet Shop (fruit cake size 1 lb. orders taken for cakes, cakes, cookies, nut-cakes, mince-meat, salted nuts))
 Thomas Market (fruit baskets, nuts, spiced fruits, judiciously selected)
- Furniture**
 Antique Shop
 LaBelle's Bookstore (small furniture)
 Trux Furniture (extensive line)
 Woodward Pharmacy (also also radios, refrigerators)
- Greeting Cards**
 LaBelle's Bookstore (extensive line)
 The Birmingham Eccentric (printed or plain cards, all kinds; letters; written-to-order; etc.)
- Holly Wreaths**
 Bell, Howard J.
 Doyle, H. P.

- Jewelry**
 Hick's, Mrs. Gertrude ("costume" \$1 up)
 Dress Hat Shop ("costume" \$1 up)
 LaBelle's Bookstore (latest "costume" jewelry, neckties, etc.)
 Mix, L. R. (watches, rings, silverware, plects, etc.)
 Mulholland Co. ("costume")
 Baxter Jewelry Shop
 D. J. Healy Shoes (\$1 to \$1)
 McNeill's Jewelry (diamonds, rings of all kinds, watches, extensive line)
 Birmingham Dept. Store (costume jewelry)
- Kitchenware**
 (see Electrical Appliances)
 Trux Furniture (also furniture)
 Hudson Hardware (extensive line)
 Birmingham Hardware Co.
- Leather Billfolds, etc.**
 Bergman Drug
 LaBelle's Bookstore
 L. R. Mix
 Shain's Drugstore
 Scheller Drug Co.
 Waback Pharmacy
 Wilson Drug Co.
 Peck's
 Wilson Drug Co.
 Economical Drug
 Woodward Pharmacy
- Lighters for Cigarettes, etc.**
 Bergman Drug
 LaBelle's Bookstore
 L. R. Mix
 Shain's Drugstore
 Scheller Drug Co.
 Waback Pharmacy
 Wilson Drug Co.
 Peck's
 Wilson Drug Co.
 Economical Drug
 Woodward Pharmacy
- Luggage**
 Mulholland Co.
 Birmingham Dept. Store
 Magellan Subscriptions
 LaBelle's Bookstore
 Magellan Subscriptions
 Grinnell Bros. (all instruments)
 (also see Radio Amateurs)
- Newspaper Subscriptions**
 The Birmingham Eccentric (\$3.75)
- Perfumes**
 Scheller Drug (Caron, Guerlain, Gabbia, Coty, Roussin, L'Esperanza, Vanille)
 Shain's Drug Store
 Woodward Pharmacy (Caron, Floride, Rosand, Houbert, Houbert)
 Waback Pharmacy
 D. J. Healy Shoes (\$1 up)
 I. R. Mix (Detroit)
 Economical Drug Store

(Continued on Page Four)

VILLAGE STORES ARE 100 PER CENT LOADED WITH GOOD GIFTS—BARGAINS