



—Photo by Arneid

Above is little Charles L. Harris, Jr., the first child born in Bloomfield Township in 1932. He is the son of Mr. and Mrs. Charles L. Harris of 187 West Merrill Street.

To Greet the First Baby of 1933

THE FIRST BABY born in Bloomfield township in 1933 is going to be a lucky child. Will it be a boy or girl? It makes no difference, the new-comer will receive a mighty worthwhile welcome in the form of the many substantial gifts described below.

We are asking that parents report to The Birmingham Eccentric (Telephone 11) the day and the hour that the new baby is born. We will notify the parents of the first arrival and they will call at the various business houses whose advertisements are on this page, where they will receive the gifts. The First Baby of 1933 will receive them.

These Many Fine Gifts Will Be Given by Birmingham Merchants!



A Sweater Set

Bonnet, Jacket and Booties to match! Baby's clothing needs can be taken care of here, for we sell a complete line of infant and juvenile needs in clothing.

Mulholland's
233 N. Woodward



We're Giving the New Baby 3 Cans of Laco Baby Powder and 3 Cakes of Laco Pure Castile Soap

Mothers, make our store your 1933 headquarters for baby's many needs: Clapps Strained Vegetables, Carbert Foods—Meads, Laco, Mennens and Johnsons Products—Cod Liver Oil, Halver Oil, Rubber sheeting, etc.

Wilson Drug Co.
163 N. WOODWARD AVE.



One Pair Baby Shoes

It's surprising what a big item baby shoes can become in the family budget—seems like the new pair is no sooner purchased before they are outgrown or worn out. Luckily many parents have discovered the PIED PIPER infants' and children's shoes which we have. To show how confident we are of their quality we're giving the new youngster a pair.

Williams Boot Shop
111 WEST MAPLE AVE.



A CAMERA AND ROLL OF FILM

So that you may keep a picture record of the little one—we are giving a complete picture-taking outfit. We will also develop the first roll containing pictures of the baby and will give you one print of each.

Woodward Pharmacy
1ST NAT. BANK BLDG. PHONE 746



We'll Clean and Press DAD'S SUIT WITHOUT COST

Because it will be a little early in life for the new arrival to start patronizing a tailor (providing it's a "he") we're going to do the next best thing by Cleaning and Pressing Dad's suit free of charge. It's a good time to celebrate and there's no better way of doing it than by being smartly dressed and smartly pressed.

Peck's
108 S. WOODWARD AVE.



A KANTLEEK BABY HOT WATER BOTTLE

There will be many times when you need the services of a reliable drug store. We have all of baby's needs such as creams, talcs, bottles, etc. As our welcoming gift we want you to accept this Kantleek Baby Hot Water Bottle.

SHAIN'S DRUGS
W. MAPLE & PIERCE



A 5-lb. Box of "RAIN-DROP" Water Softener Salt

Baby's clothes must be carefully laundered... and Mother will find that our "Rain-Drop" Water Softener Salt, manufactured by us especially to soften Birmingham water, will do the job, and do it well. It softens hard water so that it is just like rain water. Call Birmingham 1645, we will deliver this gift to the parents of Bloomfield Township's first baby of 1933.

Lee Chemical Co.
We also manufacture specially prepared soaps for use in Birmingham water for laundry purposes.
533 N. WOODWARD AVE.



50 BIRTH ANNOUNCEMENTS
Ready for Mailing

May your joy and happiness be reflected in the "Good News" announcements you will send out to your friends.

The Birmingham Eccentric
Printers and Publishers



10 GALLONS OF GAS to the Proud Father

That car of Dad's will just roll along on the new Staroline Gasoline. Starts easier—runs smoother... and gives you premium performance at regular prices.

R-C Service Station
492 S. WOODWARD



A Basket of Fine Fruit For the Mother

Of course, we join in welcoming the New Arrival—and wish that it will be HEALTHY—WEALTH and WISE.

Birmingham Fruit Co.
N. Woodward at Maple



1/2 Ton SEMET-SOLVAY COKE

Baby must be kept warm, so we're giving the proud parents a half-ton of our Semet-Solvay Coke, delivered. (Just phone 2020.) This will keep your home comfortable... and will prove the real satisfaction of getting full value for every dollar spent for fuel.

Parks Coal Co.
283 BROWNELL STREET