



Lucky Baby! Lucky Daddy and Mother to be the Parents of the First Bloomfield Township Baby to be Born in 1936

Hail to the first born baby of 1936 . . . and our hearty congratulations to the proud parents. The baby or its parents will receive the gifts listed on this page by the merchants who are joining in welcoming the first baby of the year to this community. The parents will be notified, and they may call at the various business houses and claim the awards.



FOR THE MOTHER

A BASKET OF FRUIT

FINE GROCERIES — FRESH FRUITS AND VEGETABLES AND CHOICE MEATS

SFIRE'S

180 W. Maple

RULES

- Parents of baby must be residents of Birmingham, Bloomfield Hills or Bloomfield Township.
- 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.
- All entries must be turned in not later than Jan. 7th.



THE FIRST RIDE

From the Hospital will be FREE—in the

MANLEY BAILEY Ambulance

PHONE 727

24 Hour Service



A 3-WAY ALUMINUM COOKER

We are always glad to show our fine stock of kitchen ware for the home. You will find an excellent selection—reasonably priced.

Birmingham Hardware

152 N. WOODWARD



Pancakes for the Family—

MADE EASIER AND BETTER WITH FAMO

10 POUNDS FAMO PANCAKE FLOUR

McCLELLAN FEED AND SALT CO.

S. Woodward—Near Theater

Phone 314



FOR THE FAMILY TENDERLOIN STEAK DINNERS

Lunches served at all hours. Special Lunches at noon and Dinner at night. Try our fine, fresh doughnuts.

WHITE'S INC.

W. MAPLE AVE.—JUST OFF WOODWARD



FOR DAD AND MOTHER

Mother's Dress or Coat and Dad's Suit or Overcoat—Cleaned and pressed—Delivered to your home.

BECK CLEANERS

POSTOFFICE BLDG.

PHONE 2200

"Our Trucks Pass Your Door Twice Daily"

A Handmade Knitted Sweater, Bonnet and Booties



In this little Shop, mothers will find beautiful handmade garments for the baby and the little folks.

The Little Folk Shop

W. MAPLE AVE.

Next to LaBelle's



A BABY BUNTING

To Keep the Baby Warm

Here you will find a complete line of baby and infant apparel, including the famous Mrs. Days' shoes—for infants and children.

Mulholland's

233 N. Woodward

A Pair of PIED PIPER BABY SHOES



These shoes are approved and recommended by leading physicians throughout the country. A shoe with foot comfort and support built right in.

Williams Boot Shop

115 W. MAPLE



50 BIRTH ANNOUNCEMENTS

READY FOR MAILING

Send the "Good News" to your friends and relatives. Just furnish us with the information you wish included on the card.

Birmingham Eccentric

Phone 11

Best Wishes to the Baby—and to Dad and Mother

A 2 POUND FRUIT CAKE



Our Fruit Cakes, as well as everything we bake, are made of the finest ingredients that are available.

MACHUS BAKERY AND PASTRY SHOP

150 W. Maple



For a warm welcome to the new Born Baby—

1/2 TON OF POCAHONTAS COAL, STOVE SIZE

PARKS COAL CO.

283 BROWNELL

PHONE 2020



A HOT WATER BOTTLE FOR THE BABY

We will be glad to acquaint all the mothers of this community with the really fine line of baby necessities which we carry at all times.

WILSON DRUG CO.

163 N. WOODWARD

PHONE 2500