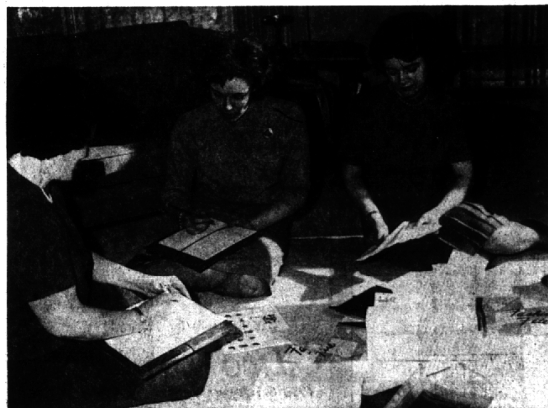


# They're in 'Big Business' Now



MRS. JOSEPH CHURCHES (LEFT) AND MRS. JERRY FLANIGAN



MRS. JOHN G. GIBSON (FROM LEFT), MRS. ANGUS G. GOETZ, JR. AND MRS. PETER J. MONOGHAN III



MRS. ALOYSIUS F. POWER (LEFT) AND MRS. JAMES M. ROCHE



MRS. CLYDE P. CRAINE (LEFT) AND MRS. FRANK J. PERRON

## Sales Promotion Gets Underway

"How to Succeed in Business?"

Well, one answer is selling program advertising and filling the Fisher Theater for a most important benefit by REALLY trying.

This paraphrased approach to the Broadway musical comedy hit premiering in Detroit Monday, April 22, suggests the efficient operation of the Auxiliary to the Dominican Sisters of the Sick Poor which is taking over the entire theater for opening night.

Not only are Birmingham-Bloomfield male executives familiar with big business methods, but their wives, "Friends of the Sick Poor," have a few big ideas on sales promotion, too. Libraries, dens and T.V. rooms have been converted into "home offices." Daily, typewriters are speeding off letters to business friends soliciting ads for a special souvenir program.

MRS. JERRY T. Flanigan, president emerita of the Auxiliary, heads this committee from the Birmingham area and is being assisted by the energetic Mrs. Philip J. Monaghan of Cranbrook Road.

Area ticket chairmen Mesdames Aloysius F. Power, James M. Roche and Joseph J. Churches of Bloomfield Hills are relaying ticket requests to Mrs. John M. Murphy of Fair Acres Road, Grosse Pointe Farms. At this locale a large theater floor plan is being marked off "sold" on a number of seats daily. The orders are being filled on a "first come, first served" basis. Some good seats are still available.

THE DOMINICAN SISTERS, a professional nursing order, give free care in the homes of the needy throughout the metropolitan area, regardless of race or creed. The work is financed solely by fund-raising activities

sponsored by the "Friends of the Sick Poor."

Mrs. Charles T. Fisher, Jr., general chairman, will have as her house guests for the opening her sister, Mrs. Philip A. Hart, and Michigan's Junior Senator, Mr. Hart. They have extended a special invitation to President and Mrs. Kennedy, and hopes are high that the presidential schedule might bring them to Detroit at that time.

Invitations, too, have been sent to Gov. and Mrs. Romney and Mayor and Mrs. Cavanagh.

A number of cocktail and dinner parties are being planned preceding play time.

CAPSULE PROFILES on local committee workers would include Mrs. Frank J. Perron of Falmouth Road, Bloomfield Hills, who has been a "Friend of the Sick Poor" since she was a little girl.

She attended Christmas parties at the old convent on Commonwealth Ave., Detroit, with her aunts, Mrs. Fisher and Dorothy Myers, for many years. Mrs. Fisher gave the sisters their

first car, enabling them to make many more calls. Today, there are three cars transporting the sisters on their errands of mercy.

Mrs. Clyde P. Craine, sister of ticket chairman Mrs. Murphy, has also been a "friend" for many years. Her mother-in-law, the late Mrs. Clyde P. Craine of Palmer Woods, opened her home innumerable times for benefit teas.

Many of the Auxiliary members are second generation, as in Mrs. Peter J. Monaghan III of Foxcroft and Mrs. Angus G. Goetz of Bloomfield Hills. And then there are the newcomers, among whom is Mrs. John Gibson who just recently moved to Birmingham but has already lent assistance to the cause.

AMONG OPENING night reservations already in are those for Mr. and Mrs. Judge W. Bearden (just back from Florida), Mr. and Mrs. George Russell, the Peter J. Monaghans, Mr. and Mrs. Lawrence Heintz and Mrs. John W. Butler. Others include Mr. and

## The Birmingham Eccentric

Thursday, March 28, 1963

Every human being, from his earliest recollection, is subjected to a variety of truths, half-truths, actual falsehoods, and plenty of baseless rumors. One of life's greatest challenges is to learn how to prevent most of such conditions from reaching one's thought—and an equally important need is to learn how to erase one's tendency toward negative thinking. Mankind still flounders about in the shallow waters of spiritless materialism!

BIRMINGHAM,  
MICHIGAN  
SECTION  
CC

### Bride-Elect

Sandra Sue Vincent, daughter of Mr. and Mrs. Robert Vincent of Bannville Ave., Birmingham, has set April 20 as the date of her marriage to Terry Anthony Trifanico, son of Frank Trifanico of Townsend Ave., Birmingham. The bridegroom-elect is currently stationed with the U.S. Army in Fort Knox, Ky., where the couple will make their home. The wedding will take place in Greenfield Methodist Church.

Mrs. J. Fred Selman, Mr. and Mrs. Charles W. Jones, the John S. Mahonys, Mr. and Mrs. William J. Markley and the Henry M. Hogans.

Still others are Mr. and Mrs. Frank Audette, Mr. and Mrs. James K. Campbell, Mr. and Mrs. Walter O. Briggs, Jr., the George A. Dungsans, the John W. Fishers, Mr. and Mrs. Douglas Mann and Mrs. M. M. Burgess.



### Pembroke Manor

The Pembroke Manor Branch of the WNFGA will hold its monthly meeting on April 4 at the home of Mrs. A. Gordon Healy, 2000 Manchester. The program will be "Identification and Care of House Plants." The guest speaker will be John Moss.

feel like a long lad on a short pad...?

the bedding that's long on comfort is here!

## Stearns & Foster

# king size mattresses and box springs

STEWART-GLENN gives you king-sized savings on famous STEARNS & FOSTER king-size bedding in a very special purchase sale! Each features heavy gauge, extra-firm innerspring units, felt upholstery, Insuloc cushions, Seat-Edge Construction and heavy ticking with side vents! Don't miss this special mattress event!

77 x 80 Size  
(2 Box Springs)  
**\$179.90**

Set sketched above features two 38x80 heavy gauge matching box springs and extra-firm innerspring mattress which is over 6 feet wide and almost 7 feet long! You CAN afford king-size bedding by STEARNS & FOSTER!

QUEEN SIZE 60 x 80  
mattress and box spring  
by STEARNS & FOSTER.  
**60 x 80 \$129.90**

LONG BOY 4'6 x 80  
mattress and box spring  
by STEARNS & FOSTER.  
**54 x 80 \$99.90**

LONG BOY 39 x 80  
mattress and box spring  
by STEARNS & FOSTER.  
**39 x 80 \$99.90**

Open Thursday, Friday, Monday Evenings 'til 9 P.M.

## Stewart-Glenn

1680 South Telegraph Road • Federal 2-8348  
Just South of Orchard Lake Rd. — Park Free

Interior Decorating  
Counsel At  
No Extra Cost

Budget Terms  
10% Down  
Delivers

ARE YOU FASCINATED BY

## stamps and coins?

... then here's the place for you!

A complete stamp and coin department on the balcony in Jacobson's Children's Shop... planned to please the most discerning collector. In addition to an extensive selection of popular and unusual stamps and coins, you will find a complete line of supplies and equipment.

**Jacobson's**  
childrens shops  
275 N. Woodward, 2nd Floor

STAMPS—United States mint and used, plate blocks, first day covers; World Wide Foreign, mint sets, packets, mixtures, topicals, singles, lots.

COINS—full range United States, mint marks; paper money. Foreign, gold, commemoratives.

SUPPLIES—all major lines plus many unusual items. Professional appraisal and buying service on stamps and coins.