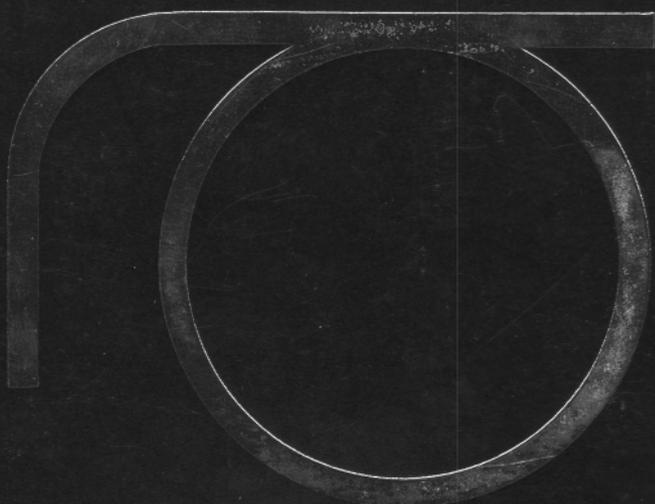
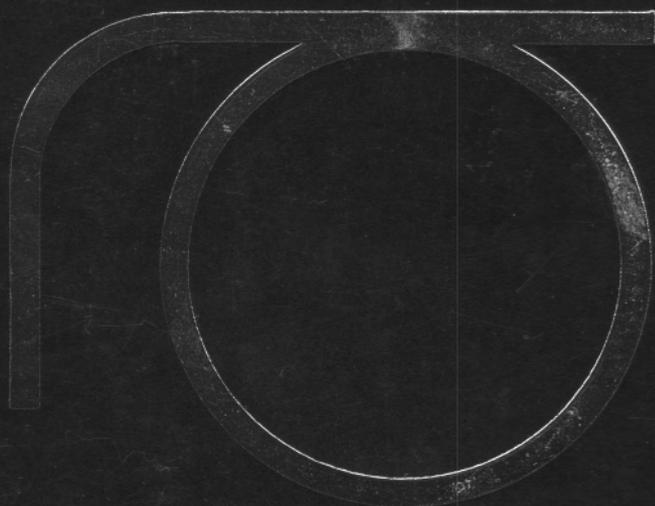


The original documents are located in Box 8, folder “9/6-8/74 - Birmingham, AL (2)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Betty Ford donated to the United States of America her copyrights in all of her unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.



10

10

100

It takes a diamond to cut a diamond—it takes a human person to reach a human person. And so for seventy-five years St. Vincent's Hospital has been reaching thousands of people through loving service.

As a result of these many years, fourteen "Outstanding Women" are being honored for their vibrant and joyful contributions of reverence and sensitivity to the needs of their fellow men.

Saint Vincents Hospital



SAINT VINCENT'S HOSPITAL

Wishes to acknowledge with deep appreciation

PARISIANS

for its countless contributions and sincere friendship during



THE LINDSEY FAULT

and the friendship and assistance of

Parisians' Courtesy - St. Vincent's

On behalf of the Daughters of Charity, the entire administration
and the staff,

SAINT VINCENT'S HOSPITAL

wishes to acknowledge with deep appreciation

PARISIAN'S

for its countless contributions and sincere friendship during

GALA 75

as well as in the past years of association.

It is with pride and gratitude that we dedicate

This souvenir book to the memory of

MR. LEONARD SALIT

and the management and personnel of

Parisian's Department Store.



The new St. Vincent's completed May, 1972

ST. VINCENT'S HOSPITAL

BIRMINGHAM, ALABAMA

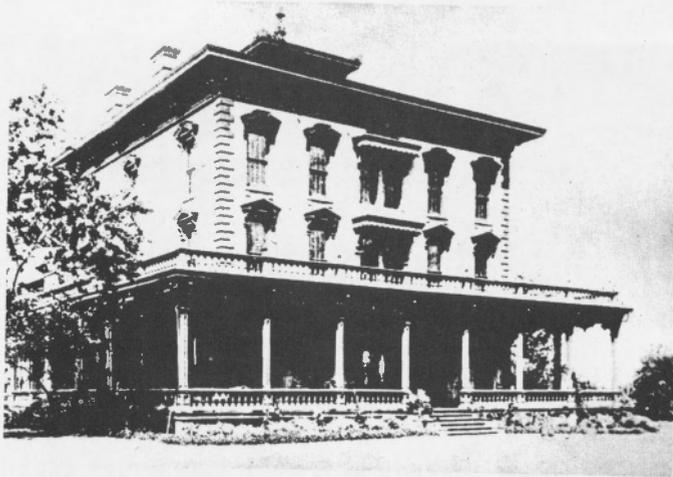
On November 21, 1898, St. Vincent's Hospital was officially opened to care for the sick in Birmingham, Alabama. The hospital had its beginning in the former DeBardeleben home at 15th Street and Second Avenue, South. Two years later it was moved to the present location at 2701 Ninth Court, South.

St. Vincent's Hospital has a history rich in romance and service. It was started as a mission by four Daughters of Charity of St. Vincent de Paul, who had served as Army Nurses in the Spanish American War. By 1900 their number had grown to six.

In their limited facilities at the old DeBardeleben residence, the four Sisters began caring for patients. Often because of crowded conditions some patients in emergency were placed on pallets on the floor. The new building was opened in 1900. Sister Chrysostom was the first Administrator of the hospital and she was also the first graduate nurse registered in the State of Alabama.

At the time St. Vincent's Hospital was opened, there was no public hospital in Birmingham. The hospital of the United Charities had just burned in Smithfield. The people in Birmingham were behind the movement to build St. Vincent's Hospital. Reverend Patrick O'Reilly, pastor of St. Paul's Catholic Church, was credited with providing the initiative to obtain funds and a hospital site. Father O'Reilly visited the Provincial House of the Daughters of Charity at Emmitsburg, Maryland, and was successful in obtaining a group of Sisters to staff the first hospital.

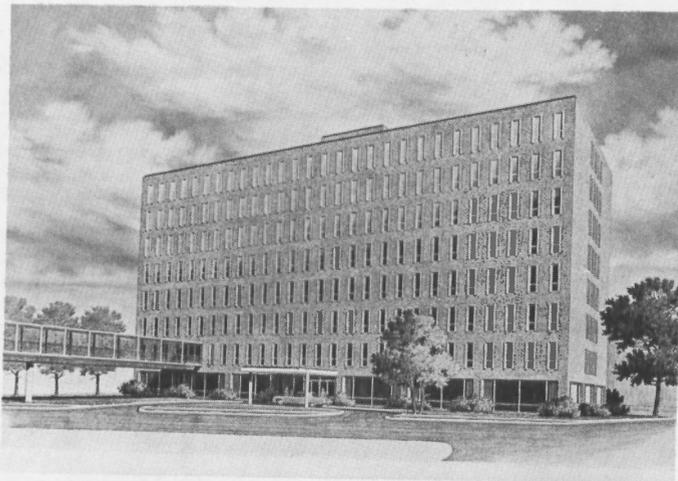
He promised the Sisters in the name of the citizens of Birmingham \$10,000.00 if they would erect a structure costing \$40,000.00. The hospital was built at a cost of, not \$40,000.00, but approximately \$200,000.00 with the most modern and best appointed operating rooms in the South.



First St. Vincent's Hospital, opened Thanksgiving Day, 1898
Old DeBardeleben Residence, 15th Street and 2nd Ave., South



St. Vincent's original structure opened in 1900



Presently under construction is St. Vincent's Professional Building. The 3.9 million dollar structure will house 50 physicians on its seven floors. The new facility will include a six floor parking deck. The building will be ready for occupancy in the fall of 1974.

The School of Nursing was organized in 1900 and the first three graduates were the first nurses trained in Alabama. At the time of the First World War, in 1917, the Provincial Superior of the Sisters, Mother Margaret of Emmitsburg, Maryland, journeyed to Washington, D. C. to offer the services of her Sisters as Government Nurses. The first and only band of American Sisters to engage in work overseas during that World War was made up of ten Daughters of Charity from the St. Louis Province with Sister Chrysostom as Chief Nurse.

In 1917, Sister Chrysostom was replaced at St. Vincent's Hospital by Sister Magdalen. In 1920, Sister Angela O'Brien was appointed as Administrator. Sister made numerous improvements in the hospital during her term of office. In addition to the erection of the School of Nursing, the entire hospital was renovated and paramedical departments such as X-ray and Pathology were added. In 1952 the East Wing was added under the direction of Sister Lydia Hoffman.

The initial plans for the new St. Vincent's Hospital began under the direction of Sister Carlos McDonald, Administrator from 1961 to 1966. They were brought to completion during the administration of Sister Mary Bourke at which time the complex became a reality. The present Administrator, Sister Xavier Ballance, succeeded Sister Mary in May 1972.

The modern concrete, glass and brick building with the most technological aids to medical treatment, was made possible by the reputation that the hospital has earned in nearly three-quarters of a century of service to the community. Of total building costs, \$1.4 million was contributed from the community.

The hospital is administered by the Daughters of Charity of St. Vincent de Paul operating as a voluntary, non-profit corporation under the Board of Trustees of the Order and a Lay Advisory Board of community leaders.

THE DAUGHTERS OF CHARITY

The Daughters of Charity of St. Vincent de Paul, who have operated St. Vincent's Hospital since 1898, are part of a world-wide community of some 44,000 members.

Founded in France in 1633 by St. Vincent de Paul, the Daughters of Charity were the first uncloistered community in the Church and the first to work directly with the poor, the sick, the aged and the afflicted.

Following the guidelines of her Seventeenth Century sister, the present-day Daughter of Charity remains dedicated to the unfortunates of humanity and continues to work effectively—from one end of the globe to the other in the fields of teaching, social service and health care. In the United States the Daughters of Charity operate forty-four hospitals.

This imposing army of women, the largest and one of the most progressive in the Church today, sprang from a nucleus of "four or five good peasant girls."

Intent on combating the poverty and ignorance rampant in Seventeenth Century France, St. Vincent de Paul, then a parish priest and known as Monsieur Vincent, began his mission in Paris in the early 1620's. To help those in need, he organized the Confraternities of Charity, later to become the Ladies of Charity. A short time afterwards, with the assistance of Louise de Marillac, he founded the Daughters of Charity.

Louise de Marillac, later to become St. Louise, was a young woman of remarkable energies and spiritual development. Always concerned with helping the sick and needy, Louise recruited a group of young village girls, set up a small community in her home and began to train them in the skills of housekeeping, teaching and nursing. It was this original company, described in an account of the time as "four or five good peasant girls," which St. Vincent named "Daughters of Charity, Servants of the Sick and Poor."

The Community grew rapidly. The Sisters were called upon to assist in caring for the patients at the Hotel Dieu Hospital in Paris; to care for unfortunate waifs at the Foundling Home; to visit patients at the Asylum for the mentally ill, to instruct children.

During the Thirty Years' War the Daughters of Charity set a precedent and amazed their contemporaries by going onto the battlefield to bring first aid to the wounded. With the founding of primary schools and homes for the aged, their works continued to multiply. "We are in urgent need of Sisters," wrote Louise de Marillac, "because of the great demand there is for them."

By 1790 the number of establishments had grown to four hundred and fifty, with twenty of this number in Poland.

During the French Revolution the Sisters suffered cruel persecution, but their status was restored in 1830 by a decree from the Minister of the Interior: "Considering that the necessary aid to the sick can only be rendered by persons dedicated to their calling and directed by the enthusiasm of charity."

During the latter part of the Eighteenth Century the Daughters of Charity began to extend their houses throughout Europe, but the major expansion abroad did not come until the Nineteenth Century, between 1830 and 1890. Today their works extend to sixty-five countries.

In 1809 Elizabeth Ann Seton, a young widow from New York, founded the Daughters of Charity in the United States.

Mrs. Seton set up a charitable congregation in Emmitsburg, in the Maryland mountains near Baltimore. She appealed to the Mother House in Paris for the rules of the Daughters of Charity and modeled her community on the teachings of St. Vincent de Paul.

The "Little Company" quickly grew in numbers and the works of the Sisters spread to the surrounding states and beyond. Because of the obvious transportation and communication problems of the day, the union with the Daughters of Charity did not take place until 1850, when 300 Sisters of one of Mother Seton's communities officially joined the parent body.

Today there are houses of the Daughters of Charity all over the United States.



Saint Vincent de Paul, Founder of the Daughters of Charity



"We believe that mental, moral, spiritual, and physical rights and responsibilities are identical for every man, regardless of race, creed, or social or economic status and, in assisting him we must consider the total person."

Daughters of Charity



THE WHITE HOUSE

August 8, 1973

Dear Friends,

I am delighted to extend my warmest congratulations on this very special occasion — the 75th anniversary of St. Vincent's Hospital. As all of you gather to celebrate this event and pay tribute to outstanding women in America, you have my best wishes for a memorable and successful weekend.

Through your personal commitments of time, talents and resources not only will you enjoy the rewarding satisfactions of offering the greatest gift — that of genuine responsiveness to the needs of others — but your generosity will also remind us that the accomplishments of our Nation arises from the compassionate concern and deep sense of responsibility of citizens in our communities.

Sincerely,

Patricia Nixon

**St. Vincent's Hospital
GALA 75
Birmingham, Alabama 35201**



MRS. GEORGE C. WALLACE
Alabama's First Lady
and
Official Hostess of GALA 75



September 22, 1973

Dear Honored Guests and Friends of St. Vincent's Hospital:

Thank you for making our 75th Anniversary one that will long be remembered.

Not only have we at the hospital experienced a tremendous delight at being so favored by the presence of our outstanding guests but also the entire City of Birmingham shares in this privilege.

We are grateful, too, to our many great citizens who have kept St. Vincent's going when the going was most difficult. There are those who have always stood and are continuing to stand in readiness to assist us in our every need.

We would be remiss were we to over-look the tremendous contributions of our Doctors and personnel. The remarkable services rendered by them to the sick have made St. Vincent's an institution second to none. Then there is our Advisory Board. The members of which are ready and willing whenever the need arises...and the need has a way of presenting itself quite frequently.

The Sisters join me in saying thank you to the many, many beautiful people who have in any way been connected with the progress of St. Vincent's Hospital. We feel that our gratitude can be best expressed in our prayers for you and may God bless and reward each of you as only He can.

Sincerely in His Love,

Sister Xavier
Sister Xavier
Administrator

PROGRAM

Mrs. George C. Wallace, Official Hostess of GALA 75

Mrs. John Swearingen, Honorary Chairwoman

Presentation of Honored Guests	Mr. Donald D. Wear, Master of Ceremonies
Honor Guard Ceremonies	U. S. Marine Corps Mae Nolden Pickens
Welcome	Mrs. George C. Wallace
Invocation	Most Rev. Joseph G. Vath, Bishop Diocese of Birmingham in Alabama

DINNER

Introductions	Mr. Donald D. Wear
Fashion Show	Parisian's Special Guests: Kasper Sebou
"God Bless America"	Mae Nolden Pickens
Presentation of "Outstanding Women of America" Awards	Recipients: Mrs. Lyndon Baines Johnson Mrs. Walter Annenberg Mrs. Alfred Bloomingdale Mrs. Donald Chipman

Mrs. William B. Harris

Miss Helen Hayes

Mrs. John Johnson

Mrs. Leonard H. Lavin

Mrs. Jules Lederer

Miss Anita Loos

Mrs. Aileen Mehle

Mrs. Henry Paschen

Mrs. Ronald Reagan

Mrs. John Swearingen

Appreciation

Sister Elise Boudreaux,
Provincial Superior of the
East-Central Province of
The Daughters of Charity

Sister Xavier Ballance
Administrator,
St. Vincent's Hospital

Choral Closing

Mildred Ann Tatum
Andrew Gainey
Members of Town & Gown Theatre

Dance

First Dance led by
Mrs. John Swearingen,
Honorary Chairwoman,
with Mr. Swearingen

Reception featuring George and Madelyn Poole, Duo-pianists

Music by Buddy Morrow Orchestra

Staged and Produced by Mr. James Hatcher

FASHIONS FROM PARISIAN

Introduction

CAROL WOODS CHERASKIN

Outstanding Designers

Act I

David Barr	Harold Levine
Geoffrey Beene Boutique	Anthony Muto for Marita
Mr. Blackwell	Leo Narducci
Blassport	Mollie Parnis Boutique
Branell	Pat Sandler
Pierre Cardin for Men	Malcolm Starr
Oleg Cassini for Men	Phyllis Sues
Casa di Cole	John Weitz for Men
Kiki Hart	Les Wilks
Anne Klein	

Sebou

Act II

Kasper for J. L. Sport Ltd.

Kasper for Joan Leslie

Kasper



MRS. LYNDON BAINES JOHNSON

"Always, I think . . . I have lived tully, deeply, the drama of our situation, the events that have buffeted our country, and the part we have shared in them. I have been tuned in on the tragedy and glory, the warmth and color and pain, of these times. I have kept an impassive face, I hope, even a rather dignified face. I have said to myself that sometime I would cry, but it would probably be when some third-grade class in some little community broke into "America", and not at a great State occasion, not at any glittering event."

The words are from *A White House Diary*. The woman who wrote them—Mrs. Lyndon B. Johnson—a first lady . . . a great lady . . . who only has to remain here to keep America beautiful.

Born in Karnack, Texas, Mrs. Johnson attended a small rural elementary school in Harrison County, Texas, and later graduated from Marshall High School in 1928. From 1928 to 1930, she attended St. Mary's Episcopal School for Girls in Dallas.

She entered the University of Texas in 1930 and received a Bachelor of Arts Degree in 1933 and a Bachelor of Journalism in 1934. She has since been awarded honorary doctorate degrees from many colleges and universities throughout the country.

The former first lady married Lyndon Baines Johnson November 17, 1934. She later chronicled the record of her activities during her husband's administration in *A White House Diary* which was published in 1970.

Full of first-hand accounts of "the events that have buffeted our times," *The Diary* was undertaken by Mrs. Johnson in an attempt to record the events of the day through her eyes. It stands as a tribute to an administration and to a marriage between two very dedicated individuals.

While her husband was President, Mrs. Johnson served as Honorary Chairman of the National Head Start Program, although perhaps the major portion of her first lady duties were involved in environmental projects. She is Honorary Chairman of the Town Lake Beautification Project to plant flowering trees along the Colorado River. She is a member of the Advisory Board on National Parks, Historic Sites, Buildings and monuments.

Mrs. Johnson's awards are too numerous to list. Included among them are the following: George Foster Peabody Award, 1966; Eleanor Roosevelt Golden Candlestick Award, Women's National Press Club, 1968; Togetherness Award, Marge Champion, 1958; Humanitarian Award, B'nai B'rith, 1961; Theta Sigma Phi Citation, 1962; Distinguished Achievement Award, Washington Heart Ass'n, 1962. Industry Citation, American Women in Radio and Television, 1963.



MRS. WALTER ANNENBERG

Although her husband, Walter, is the appointed U. S. Ambassador to Great Britain, Leonore Annenberg is a diplomat in her own right—deeply involved in the cultural exchange of the two countries.

Mrs. Annenberg is a native New Yorker although she moved to Los Angeles in her youth, where she remained through her college years attending Leland Stanford Junior University.

This outstanding woman of America is Chairman of the Embassy Wives Association. Through this organization she is involved in many Anglo-American activities. She guides this group of “mini-ambassadors” with effective leadership. The implementation of her constructive ideas has given the Association an excellent reputation among diplomatic corps circles.

The attractive Lenore Annenberg has a favorite hobby to which she devotes more time than she can spare. This hobby includes hours and hours spent in trying to keep pace with three daughters and six wonderful grandchildren. Despite her monopoly with her family and the countless other activities to which she is committed, she manages time for music and ballet. In connection with this interest she founded the American Friends of Covent Gardens and Royal Ballet.

Mrs. Annenberg serves as President of Palm Springs Desert Museum. She is a member of the board of the Philadelphia Museum of Art, Philadelphia Orchestra Association, the United Fund of Philadelphia, West Philadelphia Orchestra Committee, Performing Arts Council of the Music Center, Los Angeles, Philadelphia Society for the Preservation of Landmarks, the Annenberg Fund, and the Annenberg School of Communications.

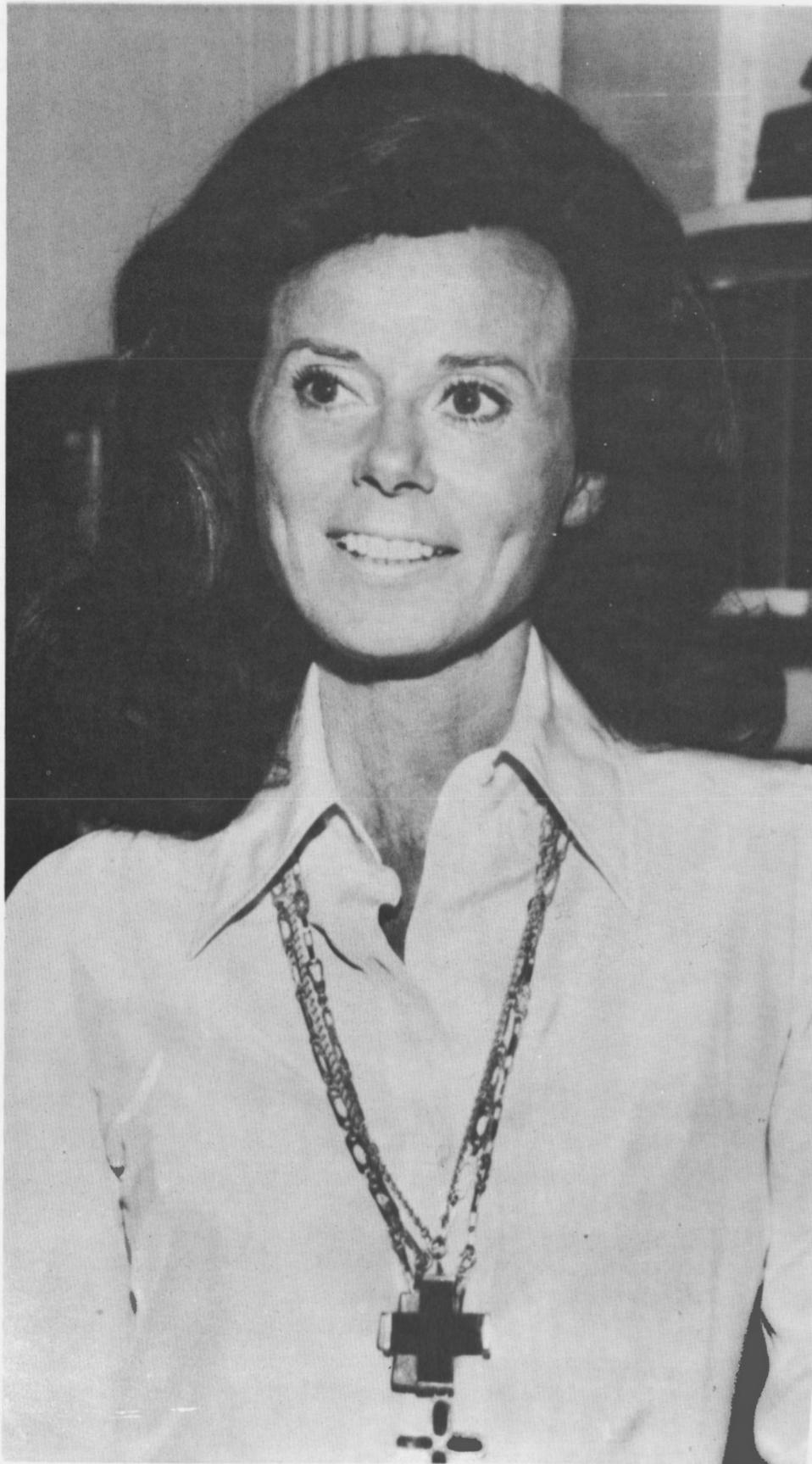


MRS. ALFRED BLOOMINGDALE

Widely loved and respected in international circles, Betsy Bloomingdale is first and foremost a dedicated wife and the proud mother of three marvelous children. She is well known in Los Angeles for her many contributions to the cultural arts and the civic affairs of that city. Even with such a busy schedule, she manages to devote countless hours of her time to several charitable organizations. She is always ready to meet the many demands placed upon her by these organizations.

Mrs. Bloomingdale is a native of Los Angeles and attended Bennett College in Millbrook, New York. In 1946 she married Alfred Bloomingdale, a successful Los Angeles businessman and a member of the Bloomingdale Department Store family. Often she is quoted and appears in magazines such as *Bazaar* and *Woman's Wear Daily*.

This charming and gracious woman is President of the Saint John's Hospital Foundation, a member of The Colleagues, the Los Angeles Orphanage Guild. Several times Mrs. Bloomingdale has been placed on the Best Dressed List. Recently she was received into the Hall of Fame of that group. She is also a member of the Bonwit Teller Advisory Board both in New York and Beverly Hills.



MRS. DONALD J. CHIPMAN

Mrs. Donald J. Chipman is well known in New York and international social circles for her dedicated personal commitment to philanthropic and humanitarian programs for both the young and the aged.

Although Mrs. Chipman, known as "Jan" to her friends, is often interviewed and widely quoted as a leading fashion pace-setter, her primary interest and the major portion of her time is devoted to a wide range of civic and charitable causes.

Her untiring work on their behalf has been recognized by many organizations, which have honored her with numerous tributes, including awards from: both the Boys Town of Italy and the Girls Town of Italy as well as from the Italian Government for her work with that country's orphans; the City of New York for helping to improve the living conditions and health facilities for the aged; the Actors Youth Fund; the AMITA (American Italian Ancestry) for Philanthropy; the Fragrance Foundation's Humanitarian Award; the Fashion Foundation's Charitable Award; and the Metropolitan League's High Achievement Award for her work with the elderly.

A native of Connecticut, Mrs. Chipman serves on the board of the Metropolitan League for the Aged, Boys Town of Italy, American School of Ballet, Girls Town of Italy, President's Council of the Museum of the City of New York and the Flower Fifth Avenue Hospital.



MRS. WILLIAM B. HARRIS

Dr. Patricia Roberts Harris—now a partner in the Washington, D. C. law firm of Fried, Frank, Harris, Shriver and Kampelman—was formerly one of this country's most valuable exports as U. S. Ambassador to Luxembourg from 1965 to 1967.

As a native of Illinois, Dr. Harris received her law degree from George Washington University Law Center. Earlier she had graduated summa cum laude from Harvard University where she returned years later to be Dean of that University's School of Law.

Other positions Dr. Harris has held include Justice Department Criminal Attorney, National Executive Director of Delta Sigma Theta, and Assistant Director of the American Council on Human Rights.

Professionally, she is associated with the American and Federal Bar Associations, Kappa Beta Pi Legal Sorority, and has been admitted to practice before the United States Supreme Court.

Fourteen distinguished institutions of higher learning have conferred on Dr. Harris honorary doctorate degrees. In addition she has been honored with memberships in Phi Beta Kappa, Order of the Coif, and the American Academy of Arts and Sciences.

Her contributions in the area of public service include the American Civil Liberties Union Board of Directors, the United Nations Association of the United States Board of Governors, the YWCA National Board, National Educational Television Board of Directors, and the National Women's Committee for Civil Rights.

She is also on the Board of Directors for the Chase Manhattan Bank, IBM, Scott Paper Company, and Georgetown University.



HELEN HAYES

Two-time Oscar winner Helen Hayes — the actress' actress — is the acknowledged first lady of the American theatre.

Miss Hayes was born in Washington, D. C., October 10, 1900. She made her debut as an actress in 1905 as Prince Charles in "The Royal Family". Her first appearance on the New York stage was in 1909 as Little Mimi in "Old Dutch".

For her portrayal of Queen Victoria in "Victoria Regina", she was awarded the Drama League of New York medal for most distinguished performance of the year.

In "The Glass Menagerie" as Amanda Wingfield she made her first appearance at the Haymarket, London. She has also played roles in "Pollyana", "Youngblood", "Mary of Scotland", "Twelfth Night", and "The Wisteria Trees". Her film career was launched in 1951 and includes box office favorites "A Farewell to Arms", "Airport", "Anatasia", and "The Sin of Madelon Claudet". She won an Oscar as best actress for "The Sin" and another three years ago as best supporting actress in "Airport".

Other awards include television's Emmy in 1954 and a Tony for Broadway's best actress in 1958. She holds honorary degrees from Smith, Hamilton, Columbia and Princeton University.

In 1954 she formed the Helen Hayes Repertory Company to sponsor tours of Shakespeare readings in universities. From 1951 to 1953 she was President of the American National Theatre Academy.

Miss Hayes is the author of two autobiographies, *A Gift of Joy* (1968) and *On Reflection* (1969).

Another "Gala" honoree Anita Loos is a close friend and associate of Miss Hayes. *Twice Over Lightly* — co-authored by the two — is a recounting of their explorations of New York City, from Staten Island to Bellevue Hospital, through museums, to a bartending school and a meeting with His Eminence the Cardinal.

Miss Hayes recently completed filming a new fall television series, "The Snoop Sisters" with Mildred Natwick.



MRS. JOHN JOHNSON

Native Alabamian Mrs. Eunice W. Johnson—secretary-treasurer of a mammoth publishing empire—was born in Selma where her father practiced medicine for four decades. Her mother taught at Selma University which was founded by Mrs. Johnson's grandfather.

From this long line of achievers, Mrs. Johnson is no exception. She received her B.S. Degree from Talladega College and her Masters Degree in Social Work from Chicago's Loyola University. She has also completed courses at the University of Chicago, Northwestern University and at the Ray Vogue School of Interior Decorating. Her secretary-treasurer duties at Johnson Publishing Co., Inc., involve work with *Ebony*, *Jet*, *Black World* and *Black Stars* magazines. She is also Director and Producer of Ebony Fashion Fair, a position she has held for the past ten years.

Mrs. Johnson is an active member of the Women's Board of the University of Chicago, the Board of Directors of the Educational Foundation for the Fashion Industries, the Board of Trustees of Harvard St. George School, and the Chicago Women's Division of the United Negro College Fund.

In addition to directing the Ebony Fashion Fair, Mrs. Johnson is also director of two junior Johnsons—John and Linda. She is a member of the Good Shepherd Congregational Church on Chicago's south side.



MRS. LEONARD LAVIN

Female financier Bernice Lavin is a native Chicagoan where she is associated with her husband, Leonard, in the Alberto-Culver Company. Since the Lavin's take over in 1955, the company has grown from modest size to total sales of over \$182,000,000 per year.

Fortune Magazine recently singled out Mrs. Lavin as one of the ten highest-ranking women in American business. The article reported she never took longer than a month's leave of absence when each of her three children were born. Working never interfered with running a home as evidenced by the success of her children. Her son Scott is now in business in California. Daughter Carol is a senior at Sophie Newcomb College in New Orleans, and another daughter Karen is a student at Wyckham Rise School in Connecticut.

A year-round gardener, Mrs. Lavin is a golf and thoroughbred racing enthusiast. The Lavins' Glen Hill Farms includes a breeding farm in Ocala, Florida. She also manages to accompany her husband on frequent foreign business trips, and works with the University of Chicago Cancer Fund. In addition to her Alberto-Culver duties, Mrs. Lavin is an official with Capital Packaging Company, the Leonard H. Lavin & Company, Masury-Columbia Company and Milani Foods, Inc.



MRS. JULES LEDERER

Mrs. Jules Lederer, whose pen name is Ann Landers, is the most widely syndicated columnist in the world. With 54 million daily readers, her column appears in almost 800 newspapers.

Born in Sioux City, Iowa, Mrs. Lederer attended Morningside College in her home town where she majored in psychology and journalism. She now lives in Chicago with her husband. The Lederers are the proud parents of one daughter who has blessed them with 3 grandchildren.

One would be lead to believe that with such a widely read column and with the millions of letters that cross the desk of this outstanding woman she would have little time for outside activities and interests. However, one would wonder how she manages to find time to write her column and to keep abreast with her correspondence once her many activities are known.

Mrs. Lederer is the only woman member of the American Medical Association Advisory Committee. She is also the first woman elected to the position of Trustee of the National Dermatology Foundation. She is a member of the Founder's Committee for the Mayo Medical School and a member of the Visiting Committee for the Board of Overseers of Harvard Medical School. Mrs. Lederer also serves as Trustee of the Menniger Foundation. With her vested interest in medical education, it is no surprise that she was given the "Golden Stethoscope Award" in 1967 by the Illinois Medical Society.

On six separate occasions, Mrs. Lederer was selected as Woman of the Year by national organizations. The United Press International poll named this dedicated woman as one of the ten most influential women in the United States. The Gallup Poll has repeatedly listed her as one of the most admired women of the world. For her exceptional work on alcoholism, President Lyndon Johnson bestowed on her a Presidential National Citation.

Mrs. Lederer is the author of three books: *Since You Asked Me* (1962); *Teenagers and Sex* (1964); *Truth is Stranger* (1968); The awards and honors this humanitarian has received are too numerous to mention. They reflect a life dedicated to the service of others.



ANITA LOOS

Anita Loos leads one of those "believe it or not" lives.

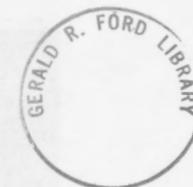
Perhaps best known for her novel *Gentlemen Prefer Blondes*, Miss Loos wrote the book during a five-day train ride to California. According to the *New York Times*, "Anita was in a pique because a silly little blonde in the bar car had picked up Anita's then ruling passion, H. L. Mencken." Brunette Miss Loos locked herself in her compartment and started writing *Gentlemen Prefer Blondes*. The book has had 83 American printings to date and has been translated into 13 languages.

Gentlemen Prefer Blondes has also inspired two movies and with this year's debut of *Lorelei* three stage versions. In addition she has written or collaborated on over 300 screenplays.

Her first screenplay was written in 1912 while she was still a teenager. A young director named David Wark Griffith accepted it. The result was "The New York Hat" starring Lionel Barrymore, Lillian and Dorothy Gish and Mary Pickford.

Miss Loos, who recently celebrated her 80th birthday, is 4-feet-11 and weighs 94 pounds. She rises daily at 4 a.m., exercises rigorously and, according to *The Times*, "manages four hours of writing before the phone starts ringing."

Her more successful plays have included *Happy Birthday* starring Helen Hayes, *Gigi*, and *Cheri*. Her books include *No Mother to Guide Her*, *But Gentlemen Marry Brunettes*, *A Mouse is Born* and *A Girl Like I*, the first half of her autobiography. Another book, *Twice Over Lightly*, was co-authored with Helen Hayes.



AILEEN ELDER MEHLE

When Aileen Elder Mehle was dared by a Miami newspaper publisher to create a better socialite feature than the one she was heard criticizing at a cocktail party, the future "Suzy" little suspected that she would attain the worldwide stature she now enjoys. She's been doing her own column ever since.

Professionally, Mrs. Mehle hadn't written a line when she took up the challenge offered her. The "Suzy" pen name took life as the author attempted to keep her identity hidden from those Miami bon vivant friends about whom she was writing. In fact she helped perpetuate the secret by suggesting to her cronies that "a man was writing the column."

In 1962 King Features started syndicating "Suzy," and in 1963 more than 35 papers carried her byline. When the New York Mirror went out of business in that year the Suzy name was combined with the Hearst "Cholly Knickerbocker" and the New York Journal American's "Suzy Knickerbocker" was born.

In June, 1967, "Suzy" switched outlets to the Chicago Tribune-New York News Syndicate. "Suzy's" appearance in the New York News topped an already imposing list that included dailies in Philadelphia, Los Angeles, San Francisco, Detroit, Boston, Miami, Cleveland, Denver, Montreal, Madrid, and Mexico City. She appears in 90 newspapers.

"Suzy works 12 to 18 hours a day. She takes up to 50 phone calls, and attends, by invitation, often 6 parties a night in the quest for grist for her mill. She states that action and movement are the hallmarks of the jet set with whom she fraternizes on four continents.



MRS. HENRY PASCHEN

Classical ballerina Maria Tallchief Paschen, prima donna of the arts as well as the dance, received her earliest instruction from Bronislava Nijinska, innovator and choreographer with the now famous Diaghelev Ballet. After finishing high school, Miss Tallchief joined the Ballet Russe de Monte Carlo where she achieved soloist stature. When George Balanchine formed the New York City Ballet, she became its Prima Ballerina.

For the NYCB, Miss Tallchief, of American Indian descent, created roles in many ballets that projected the company to prominence. Among these ballets were "Four Temperaments", "Orpheus", "The Nutcracker", "Swan Lake", and "Sylvia-pas de deux".

"Firebird", set to Stravinsky's score, was created especially for her artistic and technical talents. Miss Tallchief headed NYCB tours the world over. She has been guest Prima Ballerina with the American Ballet Theater in Russia, Romania, Greece and Bulgaria. She has guest starred with the Paris Opera Ballet and the Royal Danish Ballet in Copenhagen.

Several years ago Miss Tallchief gave up her performing career to live in Chicago and to devote herself to her family. She is Mrs. Henry Paschen in private life and is the mother of a daughter, Elise. Currently, she conducts workshops for the Illinois Arts Council and serves on that Council's Advisory Panel on Dance.

Mrs. Paschen has been awarded many honorary degrees and was recently presented the Distinguished Service Award by the University of Oklahoma in her home state.

Among her many other awards are the following: the Mademoiselle Merit Award, Women's National Press Club Achievement Award, the Arnold Constable Citation, Dance Educators of America Award, the Dance Magazine Award, and the National Society of Arts and Letters Capezio Award.



MRS. RONALD REAGAN

California's first lady Nancy Davis Reagan is a native of Chicago where her father, Loyal Davis, was professor of surgery at Northwestern University for over 30 years. He is now Professor Emeritus.

Mrs. Reagan, a graduate of Smith College in Northampton, Massachusetts, is a former Woman of the Year as selected by *The Los Angeles Times*. She has also been chosen by the National Art Association as California's Most Distinguished Woman. In 1971, she was named Woman in the News by Theta Sigma Phi (women's journalistic society). She has been listed twice as one of the country's Ten Best Dressed Women.

The Reagans spend many weekends and holidays visiting military hospitals throughout their state—especially those with wounded Vietnam veterans. She has also been named Honorary Co-Chairman of the Executive Hospital Committee of the California Hospital Medical Center and is an honorary member of the Women's Auxiliary of the California Pediatrics Center.

The first lady also spends many hours visiting homes and schools for mentally retarded and physically handicapped children.

In 1970, the Reagans became active in projects concerned with prisoners of war and those missing in action.

Last year, Mrs. Reagan began writing a syndicated question and answer column for Copley News Service with the proceeds going to the National League of Families of American Prisoners and Missing in Southeast Asia.

She is the mother of a daughter, Patricia Ann, born in 1952, and a son, Ronald Prescott, born in 1958.



MRS. JOHN SWEARINGEN

One of Alabama's more notable exports is Birmingham born Bonnie Bolding Swearingen, who in turn is responsible for inviting and importing the outstanding women honored at St. Vincent's Gala 75. Mrs. Swearingen is Honorary Chairwoman for this event.

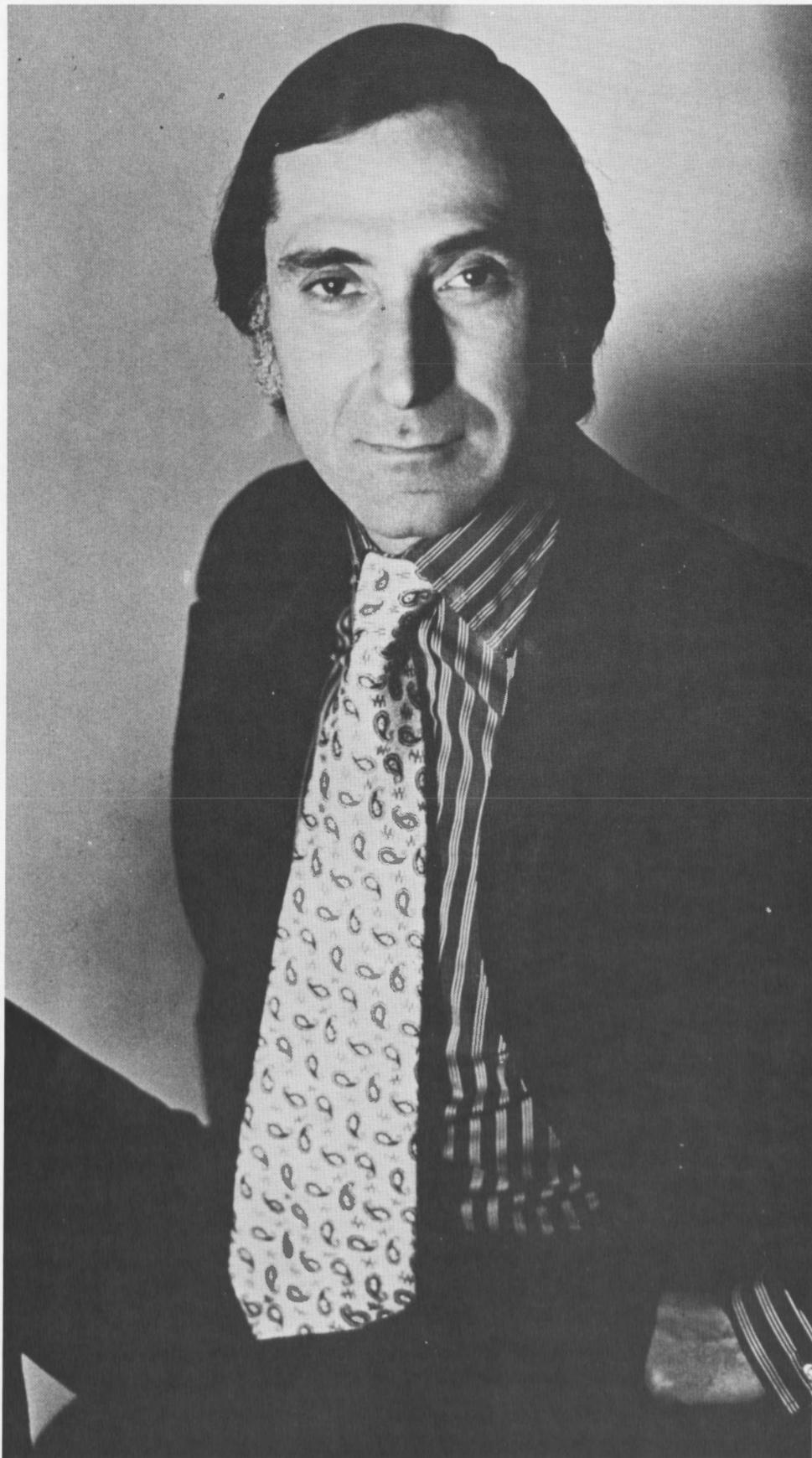
Now a resident of Chicago, Mrs. Swearingen is no a-stay-at-homer. She has captured golf championships from Acapulco to Illinois and sports trophies from the world over for her big game shooting.

Her beauty has captured the eye of many a judge. A former Miss Alabama finalist, she was the state's Alabama Maid of Cotton in 1953, and was National Sweetheart of Pi Kappa Alpha fraternity while a student at Samford University. Mrs. Swearingen has had considerable acting experience in summer stock with Town and Gown Theater and the Pasadena Playhouse. She has had feature roles in many motion pictures. While at Samford, she was voted outstanding actress for two years.

Mrs. Swearingen is a member of the Fine Arts Department for the U. S. Senate Department, the New York Public Library Diamond Jubilee Committee, the Journal Committee for HOPE and the Alliance Francaise de Chicago. She is also active in YMCA and Chicago Boys Club activities.

In Chicago, Mrs. Swearingen is a member of the Mayor's Committee for Economic and Cultural Development. She was voted one of the Ten Outstanding Women of Chicago. She was selected as Outstanding Citizen—Town and Country Magazine's Salute to Chicago.

Mrs. Swearingen is a member of the Advisory Board of Bonwit Teller and serves on the Board of Directors of Burlington House. She is listed in Who's Who in American Colleges and Who's Who of American Outstanding Women.



KASPER

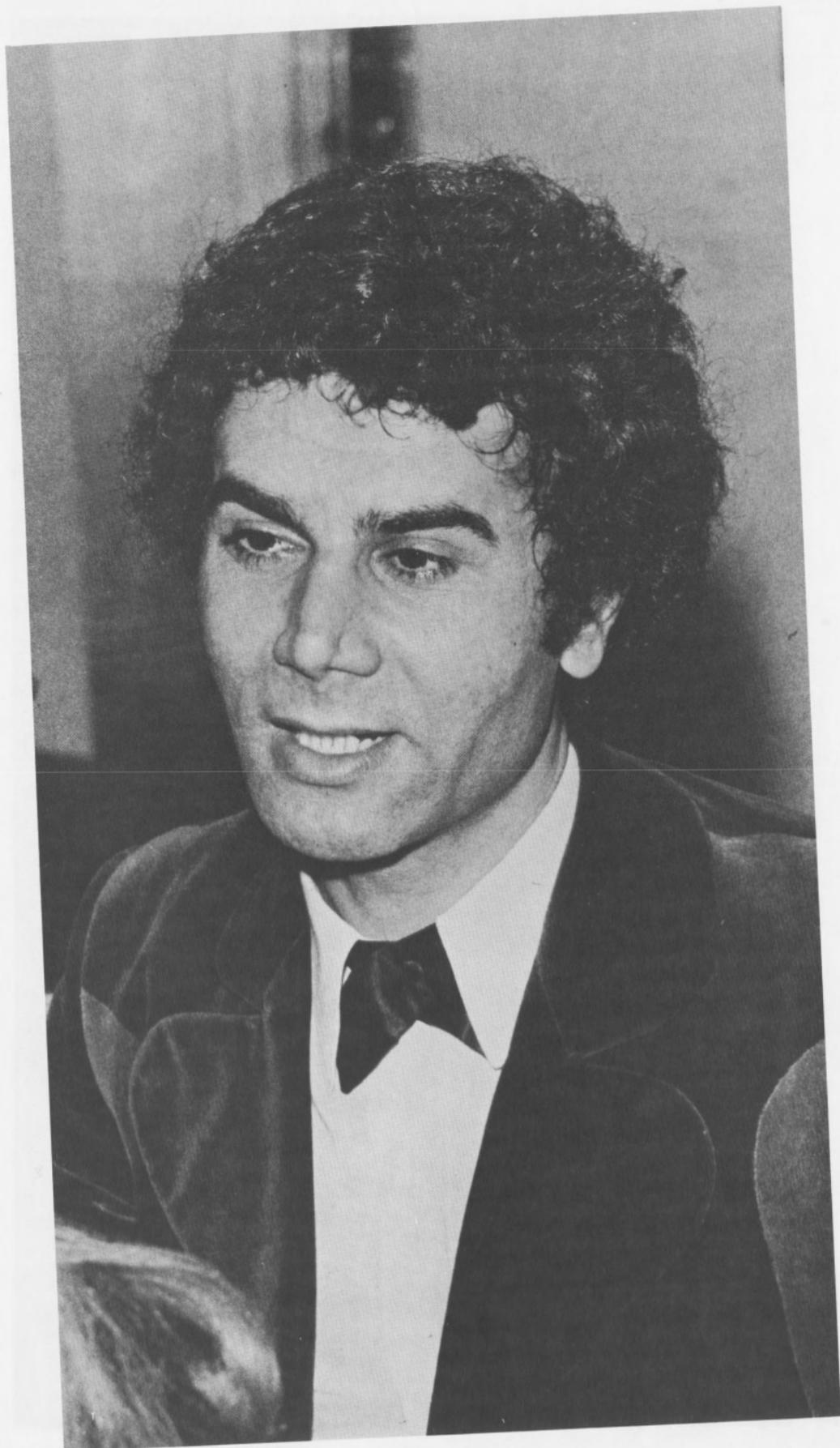
Award-winning designer Kasper flashes a fashion education founded deep in the style solons of New York and Paris.

Twice honored by the Coty American Fashion Critics, Kasper is a designer for Joan Leslie since its founding 10 years ago. His designing frequently anticipates the trends to come and is often recognized by his unusual and exciting combinations of prints, fabrics and color. The label "Kasper for Joan Leslie" is well known for a collection with a wide range of design from casual, town, country and travel clothes to the most elegant cocktail and evening ensembles.

Kasper began his education studying English and advertising at New York University. During World War II, he served with Occupation Forces in Germany where he began to design costumes for army shows. When he returned to New York, he entered the Parsons School of Design and became a protege of Fred Frederics, a partner in the millinery firm of John Frederics.

At Mr. Fred's suggestion, Kasper went on to Paris where he worked for Jacques Fath and Marcel Rochas. He was also a freelance designer-sketches for "Elle" Magazine.

On his return to America, he designed hats for John Frederics and costumes for Broadway revues before joining Arnold and Fox 1953. Kasper lives in an old New York Brownstone in the Murray Hill area, which he describes as high-ceilinged furnished with French antiques and modern paintings.

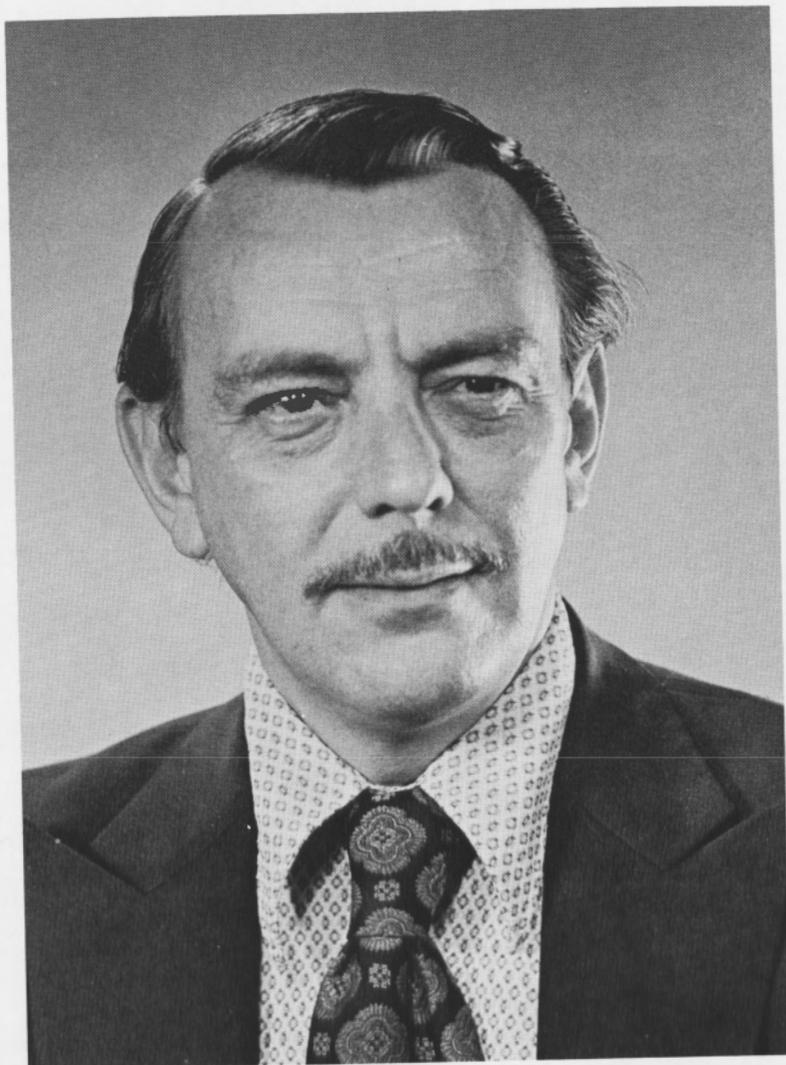


SEBOU

International make-up wizard Sebou was reared in Iran where he was the son of an Iranian diplomat. At the age of 15 he became beauty stylist to the Iranian royal family who he continues to serve today—including H.I.M. Queen Farah Pahlavi and H.R.H. Princess Asharif Pahlavi.

Sebou speaks eight languages fluently. In addition, he's studied acting, psychology and even has been a teacher. He has done the make-up and created the hairstyles for several Broadway productions and for two major motion pictures.

Today, Sebou owns a consulting salon on beauty on New York's upper East Side. He offers a complete range of beauty treatments for both men and women including all facets of make-up and hair styling.



St. Vincent's Hospital
pays tribute to one of its dearest friends

GEORGE DELFAVERO

whose unselfish and tireless efforts
gave birth to GALA 75



For his devotion to St. Vincent's Hospital
and for the services he has rendered as
Coordinating Co-chairman of GALA 75
we extend our sincere appreciation to

EDDIE LEITMAN

Saint Vincent's Hospital gratefully acknowledges the support and cooperation during the preparation and execution of GALA 75 to:

HONORARY CHAIRWOMAN

Mrs. John Swearingen

HONORARY CO-CHAIRMEN

W. Cecil Bauer

Abe Berkowitz

John S. Jemison, Jr.

Crawford Johnson III

William L. Lathrop

Frank Samford, Jr.

S. Vincent Townsend, Jr.

COORDINATING CHAIRMAN

George Delfavero

COORDINATING CO-CHAIRMAN

Eddie Leitman

We express our sincere appreciation to the
United States Marine Corps
Recruiting Service
Birmingham, Alabama
for their kindness to St. Vincent's Hospital through
the many services they have rendered
during the GALA 75 weekend.



*Color Honor Guard
United States Marine Corps*

We wish to acknowledge three gifts given to Saint Vincent's Hospital in
honor of Mrs. Lyndon Baines Johnson:

A 1973 Fiat 128 Coupe automobile

DR. GIOVANNI AGNELLI
*Chairman of the Board
The Fiat Company
Turin, Italy*

An Admiral color television set

MR. ROSS SIRAGUSA
*Chairman of the Board
The Admiral Company
Barrington, Illinois*

A Gold Necklace and Matching Earrings

MRS. JOHN SWEARINGEN
Chicago, Illinois

The Sisters and staff of St. Vincent's Hospital are most appreciative of
the kindness and generosity of these individuals.

WOMENS' COMMITTEE FOR GALA 75

FRIDAY EVENING DINNER

Miss Eleanor Kidd — Hostess and Benefactor

SOUVENIR BOOK ADVERTISING

Mrs. Dock Godsey, Jr.

Mrs. George D. H. McMillan, Jr.

HOSPITALITY HOSTESSES

Mrs. Jack H. Becker

Mrs. Alfred Habeeb

Miss Peggy Bonfield

Mrs. Daniel B. Haralson

Mrs. Houston Brown

Mrs. R. Rex Harris

Mrs. Alston Callahan

Mrs. Joseph Healy

Mrs. Ernie Crates, Jr.

Mrs. William J. Kearney

Mrs. J. Mason Davis

Mrs. J. Vernon Patrick, Jr.

Mrs. James Davis

Miss Margaret Peterson

Mrs. George Delfavero

Mrs. David Roberts, III

Mrs. Alan T. Drennen, Jr.

Mrs. Henley Smith

Mrs. William Fife

Mrs. Hall Thompson

Mrs. Robert L. Franklin

Mrs. S. Vincent Townsend, Jr.

TABLE DECORATIONS

Mrs. Harold I. Apolinsky

Mrs. Glenn Ireland, II

Mrs. W. Houston Blount

Mrs. Thomas Magruder

Mrs. Houston Brown

Mrs. Albert S. Naughton

Mrs. Don L. Hawkins

Mrs. J. Vernon Patrick, Jr.

Mrs. R. Larry Hawkins

Mrs. A. Jack Washington

WELCOME COMMITTEE

Mrs. Harold I. Apolinsky

Mrs. Don L. Hawkins

Mrs. Richard Dominick

Mrs. L. Daniel Morris, Jr.

Mrs. Thomas R. Elliott

Mrs. J. Vernon Patrick, Jr.

Mrs. Leta Roubicek

RESERVATIONS

Mrs. Thomas R. Elliott

Mrs. Don L. Hawkins

Mrs. J. Vernon Patrick, Jr.

FASHION SHOW

Mrs. Emanuel Cheraskin, Coordinator

Mrs. Eddie Leitman, Assistant Coordinator

INVITATIONS

Mrs. William W. Bonds

Mrs. George Delfavero

Miss Mary Bruno

Mrs. Alan T. Drennen, Jr.

Mrs. Joseph S. Bruno

Mrs. Robert Fierman

Mrs. J. Mason Davis

Miss Joy Magruder

Mrs. Anthony Russo

GIFTS

Mrs. Thomas R. Elliott

Mrs. Don L. Hawkins

Mrs. L. Daniel Morris, Jr.

TABLES OF EIGHT

Mrs. Jack H. Becker

Mrs. Fred K. Medley

Mrs. Keehn Berry

Mrs. J. Vernon Patrick, Jr.

Mrs. Marvin R. Engel

Miss Margaret Peterson

Mrs. William Fife

SATURDAY LUNCHEON

Mrs. Samuel K. Cohn

Mrs. Emil Hess

Mrs. Edward M. Friend, Jr.

Mrs. John S. Odess

Mrs. Joseph Volker

SATURDAY EVENING DINNER BENEFACTORS

Mrs. Sam M. Boykin, Jr.

Mrs. Robert P. Shook

ARLINGTON BELLES

Mrs. James L. Cox

CHAMBER BELLES

Mrs. George D. H. McMillan, Jr.

ACKNOWLEDGEMENTS

With heartfelt gratitude, St. Vincent's Hospital acknowledges the tremendous contributions that have made GALA 75 a successful celebration of its 75 years of service to the Birmingham Community to:

Adamsville Flowers	Horst's Flowers
Arlington Belles	House of Flowers
Mr. Bill Bagwell	Mr. Robert Johnson
Miss Donna Baldone	J. Ortman Company, New York
Bart Starr Lincoln-Mercury	Mr. Tom Kelly
Mrs. Elma Bell	Mrs. Kay Kent
Birmingham Chamber Belles	Mrs. Margaret Krebs
Birmingham Chamber of Commerce	Mr. Julian Lackey
The Birmingham News	Mrs. Eleanor Lambert
The Birmingham Post-Herald	Mr. Al Lichtenstein
Birmingham Police Department	Martin's Flowers
Birmingham Trust National Bank	Mountain Brook Flower Shop
Blach's Department Store	Lt. Allen Needham, Jr.
Mr. Stan Bradley	The New York Times
Mr. Don Brown	Miss Jo Ellen O'Hara
Mr. Joe Bruno	Parliament House
Buds & Bows Flower Shop	Chief James Parsons
A. H. Cather Publishing Co.	Phipp's Piano Company
Central Bank of Birmingham	Mae Nolden Pickens
Contri Brothers Gift Basket	Captain Connie H. Pitts
Crawford and Company	Madelyn and George Poole
Mr. Greg Crosby	Miss Jane Rice, Miss Alabama, 1973
Crown Automobile Company, Inc.	Room Makers
Dennis Florist	Royal Oldsmobile
Drennen Buick	Mrs. Leonard Salit
Drennen Cadillac	Saturday Evening Post
Doug Willey Pontiac	Steel City Oldsmobile
Edwards Chevrolet Company, Inc.	Mrs. Susan Strickland
Ester's Flowers	Mrs. Mildred Ann Tatum
First National Bank of Birmingham	Mrs. Sara Teague
Frances Flowers	Miss Mary Pat Terhart
Mr. Robert L. Franklin	Town and Gown Theatre
Futura Couture	Mr. S. Vincent Townsend, Sr.
Mr. Andrew Gainey	University of Alabama in Birmingham, Faculty Women
Girl Scouts of American, Cahaba Council	Mr. A. J. Virciglio
Mr. Henry G. Gobeil	WAPI—Channel 13
Greater Birmingham Convention & Business Bureau	WAPI—Radio
Mr. James Hatcher	WBRC—Channel 6
Mr. Don L. Hawkins	WBMG—Channel 42
Mr. R. Larry Hawkins	WCRT—Radio
Mr. Joe Healy	WERC—Radio
Herbert Blatt Displays	WQEZ—FM Radio
Mr. Emil Hess	Mr. Donald D. Wear
Homewood High School Band	Mr. H. Jack Wills
	Women's Wear Daily

A New Idea... Beautiful!



On behalf of Southern Telephone Systems, Mrs. Margie Crates, Chairwoman of the STS Board of Directors, would like to congratulate the outstanding women of the United States being honored by St. Vincent's Hospital.

An exploding young company in the fast growing interconnect industry, Southern Telephone Systems is founded on a beautiful new idea. An equally beautiful idea is appointing a lady as the new chairman of the STS Board. . . .

Together, they make an unbeatable combination.



SOUTHERN TELEPHONE SYSTEMS INC.

"Thanks for 75 years of outstanding and dedicated service and best wishes for the years ahead."

**Jefferson County
Soft Drink Advertising
Committee**

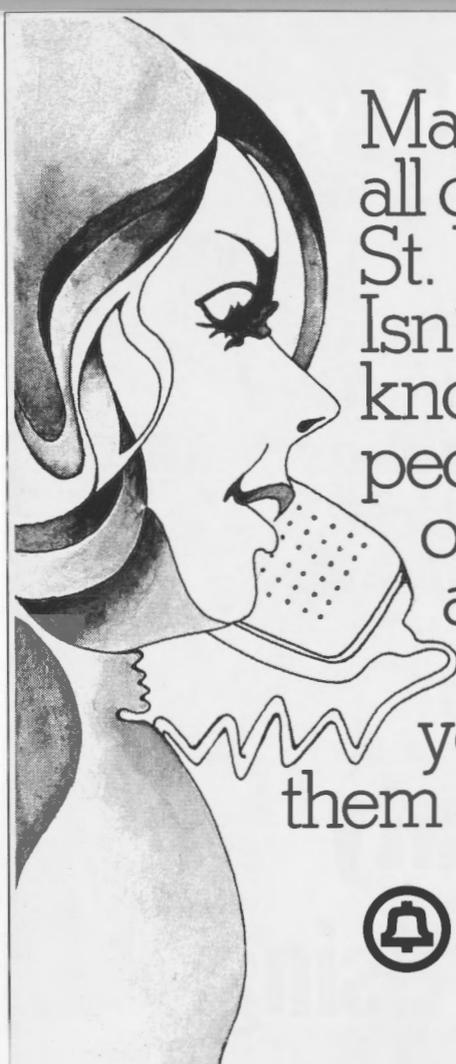
Buffalo Rock / Pepsi-Cola Company

Coca-Cola Bottling Company

Grapico Bottling Company

Royal Crown Bottling Company

Seven-Up / Dr. Pepper Bottling Company



Many of you came from all over the country for St. Vincent's Gala 75. Isn't it reassuring to know that the special people in your life are only a phone call away, no matter how far from home you are. Why not give them a call, right now?



South Central Bell

Keeping you in touch

RENT OR LEASE FROM SAUNDERS

There's a lot we can do for you, at Saunders.

We can rent you late-model dependable air-conditioned vehicles to back up your own fleet. Or we'll tailor a full-service lease to your individual situation. We keep our equipment in top shape with one of the best service and maintenance programs in the industry. And, thanks to our nationwide network of fuel stops and over 100 branches, we can put you on the road and keep you rolling.

Maybe we can do all that because we didn't just get into the truck leasing and rental business. We started it, in 1916. And we've had over a half-century to learn to do it right. Call us for a no-cost, no-obligation analysis of your transportation needs.



SAUNDERS LEASING SYSTEM

National Headquarters, 201 Office Park Drive, Birmingham, Alabama 35223, (205) 879-2131. Call toll free (800) 633-6566.



PARISIAN



is proud to present its designer fashions

**HONORING
LEGENDARY WOMEN
OF AMERICA**

for being what they are:
courageous in their beliefs,
devoted to their professions,
and inspiring to the world

**AND COMMEMORATING
THE 75th ANNIVERSARY
OF ST. VINCENT'S
HOSPITAL**

for its continuing contribution to
the well-being of our growing
community.

DRESS BY KASPER

Congratulations

to

St. Vincent's Hospital

on

75 years of outstanding

service to the

Birmingham Community

☆ ☆ ☆

Jemison
Investment Co., Inc.

JOHN S. JEMISON, JR., President & Treasurer

☆ ☆ ☆

Bank for Savings Building

Birmingham, Alabama

Compliments of

Cobbs, Allen & Hall
Mortgage Co., Inc.

2119 North 6th Avenue

BIRMINGHAM, ALABAMA 35203

Compliments of

☆ ☆ ☆

A FRIEND

Compliments of
EXECUTONE BIRMINGHAM CORP.

3019 South 6th Avenue
 BIRMINGHAM, ALABAMA 35233
 Telephone 322-1718

CONGRATULATIONS



Dixie Vault Works

Birmingham, Alabama

Wilmer S. Poynor, Jr., C.L.U.
Wilmer S. Poynor, III, C.L.U.
Frank B. Poynor

1333 Bank for Savings Bldg.
 Birmingham, Alaabama
 TELEPHONE: 328-8594



Compliments of



A FRIEND

BEST WISHES ON YOUR
75th anniversary

NUGGET The Preferred Brand
 Quality Food from
 Around the World

Arnold Institutional Foods
 3625 1st Ave. So. 35222 324-3366

CONGRATULATIONS
 ON YOUR 75th ANNIVERSARY



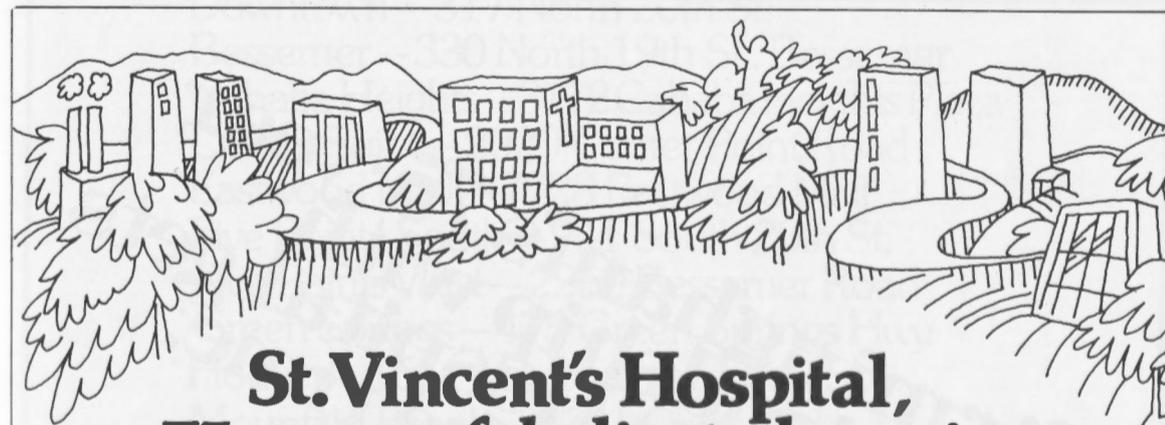
Standard Casket Company

1340 26th Avenue, North
 BIRMINGHAM, ALABAMA

Compliments of



A FRIEND

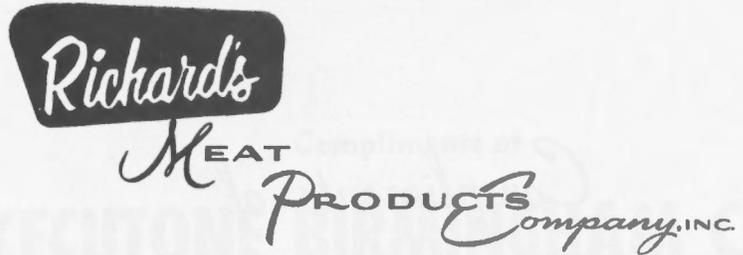


**St. Vincent's Hospital,
 75 years of dedicated service
 to Birmingham**

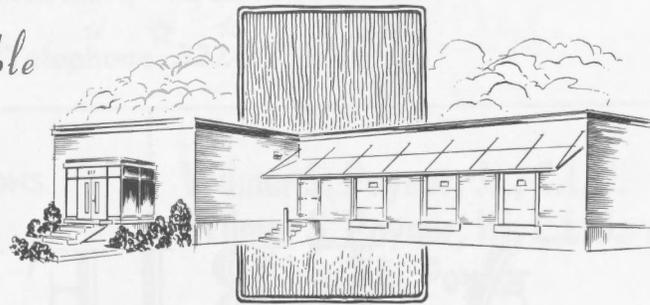
St. Vincent's Hospital has kept a 75-year vigil over the city, and the people of Birmingham are thankful. St. Vincent's is still growing, too. And still providing a dedicated service to those in need.

St. Vincent's Hospital has helped to make Birmingham a great city and her citizens a great people.

Birmingham Trust National Bank



The Finest Meats For
Your Table



617 TWENTY-FIRST AVENUE, WEST

(Near Farmer's Market)

FINLEY AVE. BY-PASS

324-6544

**Birmingham's 75-year
friendship with
St. Vincent's Hospital gets
better all the time.**

With all the new innovations in medicine, and the continuing quality of St. Vincent's patient care, Birmingham is assured of the highest standards in medical facilities and treatment. St. Vincent's and Birmingham have grown side by side for 75 years.

The first 75 years is just the start of a lasting relationship.



EXCHANGE SECURITY BANK

For almost more years than we can remember, we've called ourselves "the friendly bank." And that's the kind of bank we've always tried to be.

But maybe we should have been saying "the friendly neighborhood bank" instead. Because, wherever you are, there's a pretty good chance we are, too.

If you'll check the list, you'll find the Exchange Security branch that's closest to you. We'll bet it won't be very far away.

After all, if we're going to be friends, we ought to be neighbors, too.

WHERE TO FIND US, WHEREVER YOU ARE:

- Downtown — 317 North 20th St.
- Bessemer — 330 North 19th St., Bessemer
- Cahaba Heights — 3172 Cahaba Heights Plaza
- * Center Point — 2020 Center Point Road
- * Eastwood Mall — 7728 Eastwood Mall
- Five Points South — 941 South 20th St.
- Five Points West — 2250 Bessemer Road
- * Green Springs — 475 Green Springs Hwy.
- * Hoover — 1651 Montgomery Hwy., So.
- Mountain Brook — 2721 Culver Rd.
- 32nd Street South — 3121 Third Ave., So.
- University — 832 South 19th St.
- Valley Avenue — 234 West Valley Ave.
- Vanderbilt — 1013 Vanderbilt Rd.
- Vestavia — 529 Montgomery Hwy.
- West Lake — 731 North 9th Avenue, Bessemer
- * Western Hills Mall — 43 Western Hills Mall

*Bank here 24 hours a day with Exchange Security's MiniBank Master Charge.



Compliments Of

Alabama Trailer Company

2720 North 7th Avenue
Birmingham, Alabama 35203

Telephone 328-4210

ANCHOR Insurance Agency

General Insurance - Surety Bonds

C. W. WORLEY
PHONE BUS. 251-5121 RES. 822-1221

1236 BANK FOR SAVINGS BLDG.
BIRMINGHAM, ALABAMA 35203



STANDARD DUPLICATING MACHINES AGENCY



4415 South 3rd Avenue
Birmingham, Alabama 35222

TELEPHONE 595-3778

Compliments Of



Horst's Flowers

2508 South 7th Ave.
Birmingham, Ala.

TELEPHONE 322-5482

“And whatever town you enter
and they receive you, ...cure
the sick that are there...”

This you have done very
well...for 75 years.
Thank you.



Member F.D.I.C.

Congratulations

to

St. Vincent's Hospital



A FRIEND

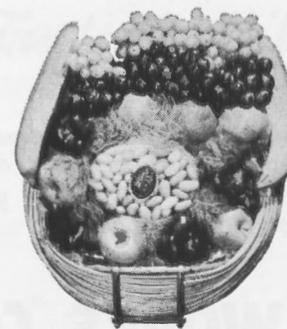
An Invitation to Enjoy . . .

CONTRI'S GIFT BASKETS With "Personality"

SEE OUR SPECTACULAR ASSORTMENT OF
THOUSAND OF GOURMET ITEMS
Domestic and Imported Cheeses
Smoked Turkey and Jaffa Oranges

INDUSTRIAL ACCOUNTS A SPECIALTY

CITY WIDE DELIVERY
836-7236



6911 1st AVE., N.

Contri Bros.
GIFT BASKET

DIETETIC AND DIABETIC BASKETS

Authorized Member Telefood

63 YEARS OF PROGRESS
1910-1973



SERVING THE UNITED STATES

A MAJOR FABRICATOR OF STRUCTURAL STEEL FOR
MULTI-STORY BUILDINGS, BRIDGES, POWER
PLANTS, MANUFACTURING PLANTS, STEEL
TANKS AND PLATEWORK, BARGES,
TOWBOATS AND MARINE
REPAIRS

SERVICE CENTERS

Atlanta, Ga., Birmingham, Ala., Chicago, Ill., Knoxville, Tenn.,
Memphis, Tenn., Mobile, Ala., Nashville Tenn.,
Roanoke, Va., Savannah, Ga., and
Washington, D. C.

Ingalls Warehouses Maintain a Diversified Stock of Steel for all Types
of Fabrication and are Conveniently Located for
Quick, Economical Delivery.

Whatever the Need — Whatever the Project — IF IT CALLS FOR
STEEL AND SKILL — INGALLS Serves the Purpose Better!

THE INGALLS IRON WORKS CO.

620 FOURTH AVENUE, SOUTH

BIRMINGHAM, ALABAMA

Compliments of the Employees of

HAYES INTERNATIONAL CORPORATION

BIRMINGHAM
DOTHAN

HUNTSVILLE
LEEDS

ALABAMA

Compliments Of

Eagle

MOTOR LINES, Inc.

830 North 33rd Avenue

Birmingham, Alabama 35222

Telephone 324-6671

A. G. Edwards & Sons, Inc.

ESTABLISHED 1887
MEMBERS NEW YORK STOCK EXCHANGE

JACK H. KRUEGER
FRANK B. FALKENBURG

POST OFFICE BOX 7445A
200 OFFICE PARK DR.
BIRMINGHAM, ALA. 35223
(205) 879-8685

*"Taste the difference
Quality makes"*



P. O. BOX 9127 - BIRMINGHAM, ALA. 35213

592-6394

CONGRATULATIONS
ICE MAKERS, INC.
Distributor

 SCOTSMAN ICE SYSTEMS



3711 No. 5 Ct.
Birmingham, Alabama 35222
Phone: 591-2791

*"Thanks for 75 years of
outstanding and dedicated
service and best wishes
for the years ahead."*

CONGRATULATIONS !

TO
SAINT VINCENT'S
ON THEIR
"GALA 75"

Guaranty SAVINGS

...AND LOAN ASSOCIATION

MAIN OFFICE 2012 2nd AVE. N.

Barber's

Natural Goodness

COMPLETE FAMILY OF DAIRY PRODUCTS

*McBride
Sign Company*

29 2ND AVENUE, NORTH, BIRMINGHAM, ALA. 35204

Owners

ROSS W. McBRIDE

JAMES W. DANIEL

Licensee of



PHONE (205) 251-9122

A Nationwide Sign Service

NEON - PLASTIC - SALES - SERVICE - MAINTENANCE - LEASING - ERECTION

Marshall Durbin

QUALITY FOR 43 YEARS



Chicken — U. S. Government
Inspected

Compliments Of



**BROWN SERVICE
FUNERAL HOME**

1300 North 4th Avenue
Bessemer, Alabama

**COMPLETE
TRAVEL SERVICE**



We sell travel every-
where, U. S., Europe,
Orient, West Indies,
Tours, Cruises.

Birmingham's Most Experienced Agency
featuring
Professional Area Specialists

Brownell TRAVEL BUREAU, INC.

1001 South 22nd Street
Birmingham, Ala. 35201
Phone: 323-8981

Compliments of



A FRIEND

Compliments of

WAITE'S

"Good Things to Eat"

2101 7th Avenue, South
Birmingham, Alabama

QUALITY PRESS, INC.

Printers and Lithographers

1300 Fifth Avenue, South
Birmingham, Alabama 35233
Phone 322-4678

Compliments of



A FRIEND

JOBE  ROSE

Fine Jewelers Since 1902

1918 Third Avenue North • Birmingham
2830 Culver Road • Mountain Brook

mead

Metals & Minerals Group

2144 Highland Avenue, South
Birmingham, Alabama 35205

Ridout's - Brown-Service, Inc.

General Offices:

1231 Bank for Savings Building

•
R. JULIAN LACKEY,
President and Chairman of the Board

•
Serving the citizens of Alabama through
the following locations

BROWN-SERVICE FUNERAL HOME

2507 North 12th Avenue
Telephone 254-3111

JOHNS-RIDOUT'S FUNERAL PARLORS

(Southside Chapel)

2116 South 8th Avenue
Telephone 251-5254

RIDOUT'S VALLEY CHAPEL

1802 Oxmoor Road, Homewood
Telephone 879-3401

ROEBUCK CHAPEL FUNERAL HOME

9012 Parkway East
Telephone 833-7171

JOHNS-RIDOUT'S MORTUARY

(Elmwood Chapel)

1512 Montevallo Road, S.W.
Telephone 251-7227

BROWN-SERVICE FUNERAL HOME

711 Memorial Drive
Decatur, Alabama

Bruno's

*Alabama's Finest
Food Stores!*

**SERVING YOU BETTER...
SAVING YOU MORE!**

Bruno's is Alabama's fastest growing food stores with 37 stores in Birmingham, Montgomery, Tuscaloosa, Jasper, Dora, Cullman, Haleyville, Decatur, Huntsville, Pell City, Sylacauga, and Albertville to serve you.



**BRUNO'S TAKES
GOOD CARE
OF YOU**



ARLENE FRANCIS

Arlene Francis is best known as the glittering lady of the "Whats My Line" television series since 1950, and is also well known for Broadway productions and radio programs.

Miss Francis' warmth, charm, wit, and infectious vivacity quickly won her an audience of admirers numbered in the millions and NBC recognized her status as the media's outstanding woman when it named her Mistress of Ceremonies of its extravaganza "Home" from 1953 to 1957.

She starred Broadway plays such as "All That Glitters," "The Women," "The Doughgirls," and "Once More With Feeling," produced by her husband, Martin Gabel, who is also an actor and director.

For the past several years Miss Francis has conducted a daily program on WOR radio called the "Arlene Francis Show."

She has received numerous awards for her civic and charitable activities, a Peabody Award for her NBC show, Family Living, and the Honorary Doctor of Humanities Degree from American International College and from Kenka College. In 1967 she received the United States Hall of Fame Award.

Perhaps a remark made by one of Miss Francis' close friends best describes this remarkable gifted lady: "She is the only person I know who acts as though **life** were the best party she ever attended."