

'Sell Me An A' Raises Money For Charity

By MARTHA MAHAN

Why does it cost more for Fashion Shoes to advertise its Farmington and Livonia stores on the ceiling of Mike and Tom's Pub than it does Seng Tire?

For the same reason Babe McDonald paid more than Les Moss.

It takes more dimes to cover the extra letters.

Mike Chapman and Tom Goers, proprietors of the tavern at 31650 Eight Mile, have been selling wall and ceiling space for the past eight years and giving the money to the March of Dimes.

They collected over \$3,000 a couple of years ago and \$3,700 last year. They're going for \$3,000 again this year. And that adds up to 30,000 dimes. It started as a joke eight

years ago at a bar Chapman then owned in Pontiac. A patron, spotting a sign for a wild game dinner, Chapman was serving to benefit the March of Dimes, offered to pay in dimes to have his name on the ceiling.

Chapman took him up on it. He cut out the letters of the name, figured out how many dimes would be needed to cover each letter, stapled the letters to the ceiling and charged \$30.

Now Chapman and Goers have a ready supply of the alphabet on hand with a price list for each letter.

An "I" costs \$1.80, for example, and a "W" \$3.50. There's even a set price for "A" and "M."

They begin the March of Dimes collection around the first of each year, just after conclusion of the Thanksgiving-to-Christmas



YOU CAN DRINK AND DO GOOD DEEDS at the same time at Mike and Tom's Pub in Farmington. The proprietors have figured out a price for each letter of the alphabet and will staple your name on ceiling or wall for the total cost of the letters. The money goes to the March of Dimes.

sale of Lions Club candy canes which they also feature. They wind up with the wild game dinner as the national March of Dimes campaign ends in the spring, this year on March 20. There's honor among stog-

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Almond Bark
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1/16" Laminite

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STOCK COLORS AND SIZES

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NOW ONLY **\$7.39** 4"x8" SHEET

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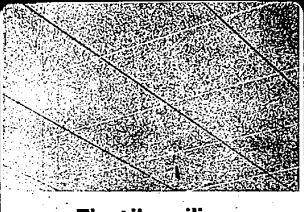
LOONA (Contemporary or Traditional)

BOSSANOVA FLORAL (New as Today Modern as Tomorrow)

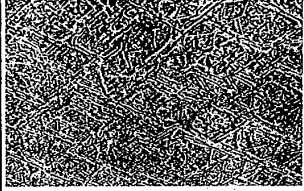
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by Armstrong

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Fresh Frozen **Rainbow Trout** **99¢** lb.

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