

SISTERS, from page 5

In 1884 they hit the big time: A side-show with Barnum and Bailey's Circus, "The greatest show on Earth." P.T. Barnum promoted them as, "The seven most pleasing wonders of the world."

The sisters were different from their colleagues. They weren't viewed as "circus people" shunned by polite society.

They conducted themselves as dignified proper ladies. Though his girls were now bona fide celebrities, it still wasn't enough to satisfy their father's voracious greed.

So Fletcher Sutherland partnered with promoter Harry Bailey, distant cousin of the Bailey in Barnum and Bailey.

They resurrected Ma Bailey's hair

ointment, changing the formula so it wasn't so disgusting smelling. Soon "The Seven Sutherland Sisters Hair Grower" was being sold.

They got a chemist to write, "I hereby certify that I found it free from all injurious substances ...and I cheerfully endorse it." In the days before the FDA, that was good enough for gullible consumers.

By 1884 the company had raked in \$90,00 in sales (about \$2.7 million today).

Sutherland was a wealthy man when he died in 1885. The sisters gradually got involved in the company and proved themselves shrewd businesswomen.

They expanded the product line to include brushes and other hair-related products, all marketed to upper-class women who could afford their extrava-

gant prices. By 1890, their Hair Grower (also sold as "Hair Fertilizer") had sales of \$3 million (around \$97.6 million in 2022).

The sisters married, started families, and became eccentrics. They lived together in a gaudy 14-room mansion built on the family farm.

Despite their facade of Victorian respectability, behind closed doors, they would have been "The Real Housewives of Cambria, New York." There was alcoholism, complicated extramarital affairs, and even whispers about witchcraft—enough fodder for a tabloid.

Naomi died suddenly in 1893 before turning 40, dramatically shaking the surviving sisters.

They toured on and off with Barnum until 1907. But the 20th century's arrival saw Americans' fascination with hair

rapidly fading.

Sales of their products plunged as extravagant living caught up with them.

Desperate for cash, the last three sisters went to Hollywood in 1919 on a trip so disastrous that not only did a movie deal fall through but Dora was killed in a car crash. Things only got worse from there.

The mansion was sold in 1931 (burning in 1938); the hair business went belly-up in 1936; Mary died in an insane asylum in 1939; and when Grace, the final sister, passed away in 1946 at age 92 she was dirt poor.

In the end, the Sutherland Sisters wound up right back where they had started.

Holy Cow! History is written by novelist, former TV journalist and die-hard history buff J. Mark Powell.

Public Notices

City of Holyoke Notice of Public Hearing

The Ordinance Committee of the Holyoke City Council and the Planning Board will hold a joint public hearing on **Tuesday, August 22, 2023 at 6:30pm** to hear a zone change application from DR to BC for Jose Almonte at 549-551 South Bridge St (029-08-002) to rebuild convenience store following a recent fire. Meeting will take place at Holyoke City Hall 536 Dwight St and can be accessed remotely via www.zoom.us Meeting ID 831 7743 6694 Meeting Passcode 289877 or by call in at 1-646-558-8656 with same Meeting ID and Passcode. Written public comment can be submitted to publiccomment@holyoke.org. For a copy of this application or to submit written comment for the hearing, please contact City Council Admin Asst Jeffery Anderson-Burgos at Anderson-BurgosJ@holyoke.org or by phone 413-322-5525.

Ordinance Chair
Linda Vacon
Planning Chair
Mimi Panitch

08/04, 08/11/2023

Commonwealth of Massachusetts
The Trial Court
Hampden Probate and

Family Court 50 State Street Springfield, MA 01103 (413)748-7758 Docket No. HD23P1660EA Estate of: Michael J Abel, Jr. Date of Death: 07/02/2023 CITATION ON PETITION FOR FORMAL ADJUDICATION

To all interested persons: A Petition for **Public Administration** has been filed by **John J Ferriter of Holyoke, MA** requesting that the Court enter a formal Decree and Order and for such other relief as requested in the Petition.

The Petitioner requests that: **John J Ferriter of Holyoke, MA** be appointed as Personal Representative(s) of said estate to serve **With Corporate Surety** on the bond in **unsupervised administration**.

IMPORTANT NOTICE
You have the right to obtain a copy of the Petition from the Petitioner or at the Court. You have a right to object to this proceeding. To do so, you or your attorney must file a written appearance and objection at this Court before: 10:00 a.m. on the return day of 09/05/2023.

This is NOT a hearing date, but a deadline by

which you must file a written appearance and objection if you object to this proceeding. If you fail to file a timely written appearance and objection followed by an affidavit of objections within thirty (30) days of the return day, action may be taken without further notice to you.

UNSUPERVISED ADMINISTRATION UNDER THE MASSACHUSETTS UNIFORM PROBATE CODE (MUPC)

A Personal Representative appointed under the MUPC in an unsupervised administration is not required to file an inventory or annual accounts with the Court. Persons interested in the estate are entitled to notice regarding the administration directly from the Personal Representative and may petition the Court in any matter relating to the estate, including the distribution of assets and expenses of administration.

WITNESS, Hon. **Barbara M Hyland**, First Justice of this Court.
Date: August 08, 2023
Rosemary A. Saccomani
Register of Probate
08/11/2023

City of Holyoke PUBLIC HEARING

NOTICE

The Holyoke Planning Board will hold a Public Hearing on **Tuesday, August 22, 2023 at 5:30 p.m.** via Zoom.com ID: 836 3939 8493; CALL IN *67 646 558 8656 to hear, pursuant to the Holyoke Zoning Ordinance Section 6.4.6.4, a Special Permit for an Increase in Sign Size and Multiple Signs per wall for Gary Rome Carwash, at 180 Whiting Farms Road (Parcel 116-00-020), submitted by New Holyoke Realty, LLC.

The complete application may be viewed through the Holyoke Planning Dept M-F, 9-4 p.m.

Applicant:
New Holyoke Realty, LLC
Planning Board:
Mimi Panitch
08/04, 08/11/2023

City of Holyoke PUBLIC HEARING NOTICE

The Holyoke Planning Board will hold a Public Hearing on **Tuesday, August 22, 2023 at 5:30 p.m.** via Zoom.com ID: 836 3939 8493; CALL IN *67 646 558 8656 to hear, pursuant to the Holyoke Zoning Ordinance Section 6.4.6.4, a Special Permit for an Increase in Sign Size and Multiple Signs per wall for Mass Surgical, at 249 High Street (Parcel 112-

03-003), submitted by Sign Techniques Inc.

The complete application may be viewed through the Holyoke Planning Dept M-F, 9-4 p.m.

Applicant:
Sign Techniques Inc.
Planning Board:
Mimi Panitch
08/04, 08/11/2023

City of Holyoke PUBLIC HEARING NOTICE

The Holyoke Board of Appeals will hold a Public Hearing on **Tuesday, August 29, 2023 at 5:00 p.m.** via Zoom.com; ID: 836 3939 8493; Call In *67 646 558 8656 to hear the appeal of Nilsa Laboy of 475 Northampton St (223-00-012) from the Zoning Ordinance Section 4.4.6 Location of Accessory Structure and Section 6.4.3 Table of Principal Uses.

A complete copy of the application may be seen in the Office of Planning & Economic Development, 20 Korean Veterans Plaza, Rm 406, 8:30-4:30, M-F.
Petition #969
Board of Appeals:
Josh Knox, Chair
08/09/2023

City of Holyoke
536 Dwight Street #3
Holyoke, MA 01040-5078

(413)-322-5650 Real Estate for Sale

The City of Holyoke is seeking sealed offers & proposals for the following properties: 736 Dwight Street & Dwight Street Parcel #006-09-001 Sold together only, 118 Newton Street, Newton Street Parcel #011-03-009, & 94 Newton Street 3 parcels sold together only, 277 Main Street, and 285 Main Street, Main Street sold Individually.

Proposals are due on 09/12/2023 by 11AM. The Public Opening will start at 11AM and go every 30 min until finished.

Documents are available by email request at: morrowj@holyoke.org

The City of Holyoke reserves the right to reject any and/or all proposals. No electronic submissions will be accepted.
08/11, 08/18, 8/25/2023

NOTICE OF PUBLIC AUCTION

Swinging Bridges Auction Company, Lic #2755 will hold a Public Auction on **August 19, 2023. Unclaimed items to be sold at 9 a.m. at Pawn Depot Inc., 448 Appleton St., Holyoke, MA 01040.**

20% buyers fee, 6.25% MA sales tax.
08/04, 08/11/2023

The Holyoke Sun
OBITUARY POLICY

Turley Publications offers two types of obituaries.

One is a free, brief **Death Notice** listing the name of deceased, date of death and funeral date and place.

The other is a **Paid Obituary**, costing \$225, which allows families to publish extended death notice information of their own choice and may include a photograph. **Death Notices & Paid Obituaries** should be submitted through a funeral home to: obits@turley.com.

Exceptions will be made only when the family provides a death certificate and must be pre-paid.

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PUBLIC NOTICES ARE NOW ONLINE

- 1 Email all notices to notices@turley.com
- 2 Access archives and digital tear sheets by newspaper title.
- 3 Find a quick link to the state of Massachusetts' public notice web site to search all notices in Massachusetts newspapers.

Public notice deadlines are Mondays at noon, Fridays noon for Monday holidays.

visit www.publicnotices.turley.com

This paper publishes birth, engagement, wedding and significant anniversary announcements free of charge.
Simply log on to our web site, choose the paper you want the announcement to appear in, then use our SUBMISSION link to email your information.







www.turley.com