Suburban Life

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Cookie sales

Girl Scouts blanket the area

By Loraine McClish staff writer

HE CHOICES this year are Chocolate Chip, Thin Mints, Samoas, Do-Si-Dos, Trefolls, Tagalongs and

Minis, Samoos, Do-Si-Dos,

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Giri Scouts are on the telephone
and knocking on doors taking orders
mow for their annual cooke sale until Feb. 14. Home deliveries begin
immediately after that. Then the
scouts take to their boths in local
cooperating supermarts and continuntil markets and propers passing by
"We sold more cookets than any
other neighborhood in the council
last year, and we're going to do it
again," said Kathy Bricker of Michigan Metro Giri Scout Council's
Neighborhood 70, made up of 28
troops of Brownies, Cadets and Junlor Scouts in Farmington and Farmington Hills.
"Our initial cookle order this year
was 3,800 cases because we always
to so well in the supermarts," she
said.
"We can always count on Great
Scott, A&P and Farmer Jack for
we're and the sales, and the girls anearly have their schedules made out
for the next four ther schedules made out
for the next four whose was

for the next four weekends.
"The girls also already know what
they're going to do with their money."

OF THE 28 troops in the largest cookie selling neighborhood in the metro area last year, Cadet Scout Troop 3108, which meets in Power Middle School, was the largest cook-ie selling troop.

"We used our money last year for a trip to Toronto," said Cadet Eliza-beth Burton. "This year we're think-ing about going to Chicago. That's not definite. We're still working on gathering up the information, work-ing out the details."

Simultaneously, the young teens are doing all the planning and working out the details for a neighborhoodwide Mother-Daughter banquet coming up this spring.

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"That's pretty typical," Bricker sald. "The girls start making their own decisions when they are in Dalsys (the youngest of the scout agecategories) and then help in the planning to carry out those decisions."

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The annual Girl Scott Cookie Sale supports 50 percent of the annual operating budget for the metro councils and goes a long way toward because the contraction of the council of the contraction of the council o

many travel opportunities, it sup-ports camp maintenance and camp programs, leadership training for adult volunteers, and often will be used for the funding of local troop projects.

ON A PERSONAL level the sales encourage the scouts to set personal goals and help them become more competent and responsible.

The philosophy behind the sales is that as they develop communication and sales skills, they are relating to progressively larger groups of people and realizing they are a part of a larger world.

The leadership skills learned during the sale enable the girls to contribute to society. Actual hands-on experience with the free enterprise system encourages them to use their knowledge and competence in working with others for the good of all.

The scouts in Neighborhood 70 will have their money counted and be celebrating that achievement at their Mother-Daughter Banquet March 16.

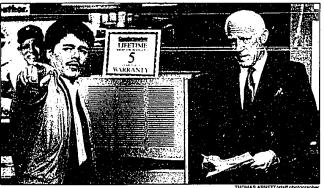
In April and May the scouts will be getting together again for Neigh-bood Encampments. They'll be meeting again in June for "Neighborhood Bridging Ceremony." "There's still time to place your cookie order for home delivery as

cookie order for home delivery as soon as we can get lt to you after Feb. 14." Bricker said. Bricker is taking orders by calling her at 471-0660.



Sarah Bricker, a Junior Scout from Troop 1272; Elizabeth Burton, a Cadet Scout from Troop 3108; and Melissa Mitty, a Brownle from Troop 660, represent the Girl Scouts from 28 troops in

Farmington and Farmington Hills who are soli-ing cookies through mid-March to help sup-port their projects and programs.



Wayne Gutlerrez, executive vice president and Sparky Anderson directions for the making of creative director for Filmcraft Video, gives a Comfortmaker commercial.

Sparky stars in the show and the commercial

what's a typical major league baseball coach do during off season? If he lives someplace where it's colip in the whiter, he probably packs of the country. Many of them do, unless they're Detroit's Sparky Anderson.

Anderson, synonymous with victory during the baseball season, is quickly becoming well known for his starring roles as a spokesman for various products on local television commercials.

Late last month he was in Filmerat Wideo in Farmington Hills to aboot a commercial for Comfortmaker, a commercial healing and air conditioning brand, manufactured by the Supder-General Corp.

"We chose Sparty Anderson to be the spokesperson for the kickelf of and the spokesperson for the kickelf of a commercial healing and air conditioning brand, manufactured by the Supder-General Corp.

"We chose Sparty Anderson to be the spokesperson for the kickelf of a conditioning brand, manufactured by the Sparty and Comfortmaker.

"Sparty's a local celebrity as well as a national one, and he's a burnaniarian, he supports a local cortaints.

John't think we could have chosen a better spokesperson."

Anderson donates his endorsement earnings to local charities and this

year the money will go to CATCH. (Caring Athletes Team for Children's and Henry Ford Hospitals). The CATCH program provides funds for non-medical items that help to improve the quality of a child's life whether physically or emotionally.

"I'M REALLY happy to be involved with this commercial," said Anderson. "It's a lot of fun and the funds I get will be donated to a very good cause."

"We believe in the same philoso-phy that Sparky does," Waldron said. "Good value, honesty and integrity."

This year's commercials, which will be aired early March on WDIV-Channel 4, are centered around Tiger trivia, called "Star Moments." They are the brainstorm of the Pre-gano & Guitterrex Advertising team in Southfield.

"We thought Sparky was a perfect candidate for these commercials," said Catherine Pregano. "He is natu-rally charismatic and he's very well known throughout the state."

After Anderson asks trivia-style questions about Tiger history, he gives the viewers a few moments to solve the question. During the thought process, Anderson plugs Comfortmaker.

According to Waldron, Comfort-mater dates back to 1900 when it was originally called American Fur-nace Co. Later through a series of buyouts and acquisitions, the Singer Corp. purchased American Furnace and operated it under its name for more than 50 years. Recently, in 1983, Singer sold out to Snyder Gen-eral.

"Nobody really thinks about heating or air conditioners until one of them goes on the blink," said Waldron.

"COMFORTMAKER is an excel-lent product in my opinion, the best and most efficient on the market.

"A lot of people out there haven't heard of our product, and that's why we chose to work with Sparky," said Waldron. 'Our goal is to make Com-fortmaker a household name when it comes to healing and air condition-ing products."

Wholesale Heating is a family owned and operated business with two other locations in Pontiac and Dearborn Heights. It was founded in 1974 and reported annual sales at about \$200,000; today the company has 22 employees and reports that in 1989 sales will exceed \$13 million.

