

# Wally Amos built a better cookie...

Imagine for a moment a theater full of people giving the performer a standing ovation. The curtain rises and there, taking a bow is The Famous Amos Chocolate Chip Cookie.

Unlikely, yes, but that's probably a recurring dream for Wally Amos, father of the aforementioned gooey-packed culinary delight.

Amos is scheduled for an appearance in his cookie boutique at Southfield's Northland Center tomorrow from noon to 3 p.m. The Famous Amos Chocolate Chip Cookie (TFACC) is truly a superstar having been called by Vogue magazine the L.A. rage, already sharing the taste-sensational spot with beluga caviar.

ACCORDING TO REPORTS, Carol Burn-

ett, Mary Tyler Moore, Diana Ross, Rod McKuen, Ann-Margaret, John Denver, Editor John, William Holden, Raymond Burr and even Jack Webb love TFACC — "the cookie that conquered the jet set" as press pundits have put it. But how did TFACC manage to capture the taste buds of celebrities and chocolate chip lovers of America?

Supposedly, Amos — ex-theatrical agent and Hollywood manager who promoted such stars as the Temptations, the Supremes and Marvin Gaye — promotes his cookies with the same promotional flair usually reserved for celebrities of the magnitude that he managed.

But Amos was not born into the world of travel and glamor.

AT 17, HE LEFT THE Food Trades Vocational High School in New York and joined the U.S. Air Force. After four years of learning electronics and fixing radios, he spent the next four years as manager of the Saks Fifth Avenue supply department, during which time he tried to support a wife and two kids on \$85 a week.

When a raise fell through, Amos quit. A little after that, the business school

Amos had been attending placed him with the William Morris Agency, which wanted a black trainee. Amos says he was the Jackie Robinson of the theatrical agency business.

Starting out in the office mail and letter-paper-changing department, Amos in six years became a crack personal manager.

HE INTRODUCED the cookies as a calling card — just some goodies he passed out at meetings and on television and motion picture sets.

When a perspicacious friend finally had a serious talk with Wally about selling his cookies, and when show business people like Helen Reddy, Marvin Gaye and Bill Cosby agreed to act as backers in the venture, TFACC was launched down the yellow brick road to fame and fortune.

The cookies now sell for \$2.25 per pound. At his cookie shop on Sunset Boulevard in Hollywood, cookie toots Wally Amos averages sales of \$16,000 a month.

And if TFACC could talk what would it have to say? "Probably, 'Have a very brown day.'"

TFACC is available in the Pantry Shop at Hudson's, Northland.



Wally Amos wears his cookie on his chest.

## Beaumont committee plans pre-concert tour and dinner

Mrs. Samuel J. Lang, honorary chairman for the fund-raising concert Sept. 19 to aid the William Beaumont Hospital-Troy building fund, will host a dinner for the performers and Troy officials the preceding evening.

The concert, featuring pianist Roger Williams, TV and radio personality Frank Blair and the Max Dwyer Singers and Orchestra, will be held at the Baldwin Pavilion at Meadow Brook in Rochester.

Guests at Mrs. Lang's dinner party at the Bloomfield Hills Country Club that evening, in addition to the performers will be

Troy Mayor and Mrs. Richard Doyle, Mr. and Mrs. Rinehart S. Bright, Mr. and Mrs. Richard C. Gerstberg, John B. Poole, Mr. and Mrs. Edward Jerchen.

Also Dr. and Mrs. Ivan Mader, Dr. and Mrs. Frederico A. Arcari, Mr. and Mrs. Kenneth E. Myers, Mr. and Mrs. Kenneth J. Patrick, Mr. and Mrs. William E. Braun, Mr. and Mrs. W. Michael Williams and Mr. and Mrs. Max Dwyer.

Troy Jaycees are selling tickets to the concert. Persons interested in buying a ticket may write to William Beaumont Hospital, Royal Oak, or to the Troy Jaycees, Box 44, Troy.

Reserved seats may be purchased for from \$12.50-\$50. Seats on the lawn are \$4.

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