

FEATURES

Sweet Deliverin's, ice cream to your doorstep

By LISA CARL
Staff Writer

Life is sweet at 104-A North Graham Street.

Tim Toben's Sweet Deliverin's, operating from the front half of a small peach-colored building in Chapel Hill, will deliver your favorite ice cream dessert to your doorstep—with a smile, no less.

"We've had as much business as we could handle since we opened in April," Toben said. He started publicizing his business by placing fliers in six dorms on campus.

"The first night we were open, we were swamped. We had to keep the phone off the hook some of the time," he said.

He pointed to a small back room piled with an assortment of plastic cups, spoons and dishes.

"This was going to be an office," he said without much regret. "Now all these boxes of supplies are only enough for a week, and we're selling 30 gallons of ice cream some nights."

Surviving Chapel Hill's summer season, when the student market dwindles drastically, is the acid test for many young area businesses. However, Toben remains unconcerned.

"If the last two days are any indication, we'll do fine this summer," he said.

In fact, Sweet Deliverin's has been doing so well that Pine State Creamery Co. has encouraged Toben to open another store in Raleigh. Sweet Deliverin's ice cream is made by Pine State and the company has helped the business advertise and has provided its three ice cream freezers.

Although he wears ice cream cone buttons and a banana split applique on a blue

shirt, Toben said he is not much of an ice cream fan.

"When you go home every night with ice cream all over your arms and clothes, you really don't dream of it too much," he said.

Despite Toben's apparent business savvy, he said he had no business experience whatsoever.

"I graduated last year as a zoology and psychology major, then worked at the genetics research lab on campus for five months, until I got tired of that," Toben said.

How did he decide to go into the ice cream business?

"We just worked out a formula where we measured the cost of ice cream against the cost to pay the drivers," Toben said. "We knew ice cream was a popular product. We also knew that pizza delivery businesses did well here," he added gesturing through the window to the new Pizza Hut delivery store

next door.

Although Sweet Deliverin's sells 95 percent of its ice cream by delivery, it also has a small walk-in business. A bench sits outside the peach-colored building for the steady trickle of townspeople who come in the afternoon for a cool treat.

Sweet Deliverin's also caters birthday and office parties, and does co-work with "Balloons and Tunes," a balloon delivery service that operates in the area. The phone number is 929-0333.

Employees of the ice cream service wear bright yellow and red aprons and carry whipped cream and maraschino cherries in their pockets to garnish the desserts with a flourish.

"Our deliverers are really enthusiastic, bubbly kinds of people," Toben said. "They're exciting to get ice cream served from."

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House provides home for families of kids at Duke

By CINDY DUNLEVY
Staff Writer

In 1969, four-year-old Kimberly Hill was diagnosed with leukemia. Her parents along with other parents with critically ill children slept on hospital chairs and benches in corridors. They ate from vending machines and struggled to hide their pain.

Her father was Fred Hill, tight end for the Philadelphia Eagles. Hill worked to engage the Eagles in helping these misplaced families. The Eagles' manager Jim Murray took control of the "Eagles fly for Leukemia."

The Eagles and the Children's Hospital of Philadelphia originated the idea for a house so parents could be near their children. Don Tuckerman, advertising executive for the McDonald franchise, said McDonald's would donate to the purchase of the house if the house could be named for Ronald McDonald.

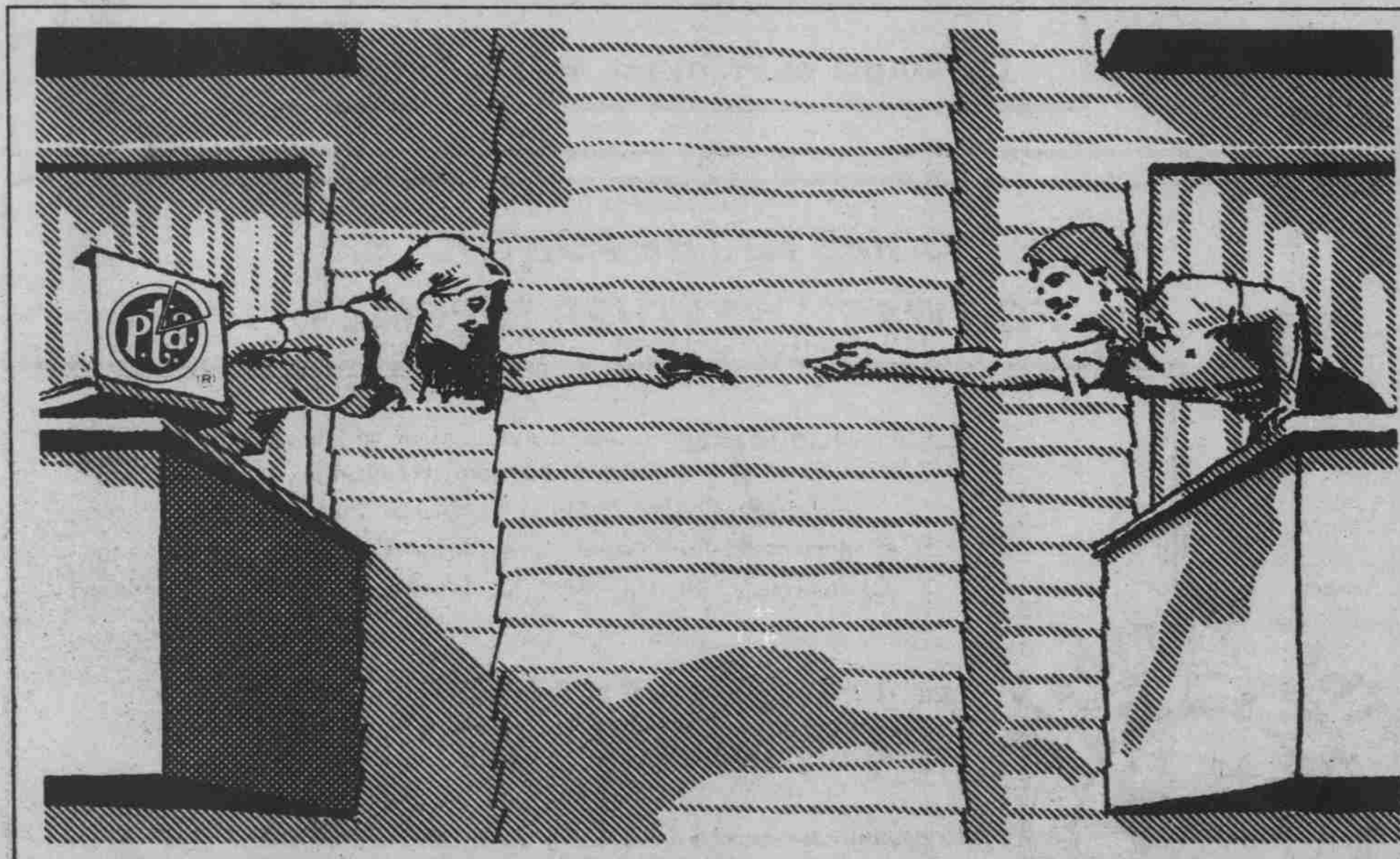
The purchase and modeling of the Ronald McDonald House at Duke was provided by the McDonald's Corporation in North Carolina and part of South Carolina and Virginia.

"The Ronald McDonald House is a house where families can support and help each other," said Brenda Baggett, house manager.

Families, who come from all over the world for the special treatment their children receive at Duke, have to be referred to the Ronald McDonald House by Edith Rosenblatt, Pediatric unit coordinator at Duke Hospital. Cost is \$5 a night but even at this price few families are able to pay; however no family is turned away.

"The House relies on volunteers and contributions for the operation," Baggett said. "People in the community bring food for the people who aren't able to buy food."

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