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ADA

Order

A Tin

To-day

come.

covered it.

a chance

Part of this cellar is stored with boxes and

ong it has been there, its general condition and the

Miss Durand's desk, her typewriter, her telephone, are in one of the charming, chintz hung, mahogany furnished chambers upstairs, and to

walk through her simply but beautifully designed house, you would never dream the cellar har-

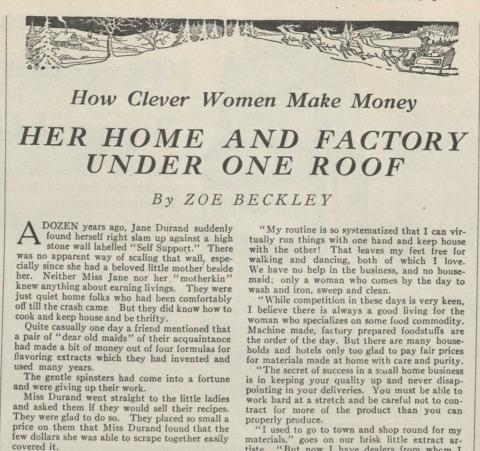
boured a remunerative pusiness enterprise. Miss Durand insists that her work is "as easy as pie, and any child could do it." You are almost inclined to believe her as you note her unhurried air, her crisp white linen frock, her spotless white pumps—and her cheery smile.

"I have been nearly thirteen years in the business now," she says, "and have all I can attend to. We are still a 'one-man concern,'

although my mother helps me when rush orders

boured a remunerative business enterprise.

EVERYWOMAN'S WORLD, TORONTO, DECEMBER, 1915



work hard at a stretch and be careful not to con-tract for more of the product than you can properly produce. "I used to go to town and shop round for my materials," goes on our brisk little extract ar-tiste. "But now I have dealers from whom I can safely order by telephone. "I purchase by the crate, of course. My busi-est season is in the summer, because days are longer and the fruit extracts can be prepared in quantity and set aside, sealed, for use in the winter. Mine is not a seasonal trade, however, for oranges and lemons are in the market practi-cally all the year. The raw materials are deli-vered and called for at my cellar door by the expressman. "Unless a large order has to be gotten out, my

"Unless a large order has to be gotten out, my day's work is usually only three or four hours long. I often think, as I work in my comfortable cellar, of the girls and women who are engaged in uncongenial tasks in factories and shops

"I WISH more women would undertake home-manufactures. There is room for all sorts of home made products in the markets of to-day. Home made candy, for instance, is always in demand for children and grown ups who do not mind paying well for sweets that are pure and harmless harmless.

"Cakes, bread, preserves and other specialties of the home kitchen are saleable. The idea is to stick to a few products—not try to make a little of everything. "To come down to definite, concrete sugges-

tions

"To come down to definite, concrete sugges-tions: "If I had my problem to face again, I should start solving it somewhat in this fashion: I should go to a dozen of the most enterprising grocers, provision men, druggists, caterers and hotel keepers and ask, 'Have you in mind any article which could be made at home and for which there would be a market if it were given the special quality of goodness which the term 'home made' stands for?" "Possibly some of these business men would not be prepared at first with the suggestion I wanted. Then I should go over his stock with him, item by item—or by myself—and ask the question whether that or any other article would find greater demand if it were 'home made.' Most persons' minds are more stimulated by activity, by definite, particular suggestions than by asking them questions in the abstract. "Also many hotel men and restaurant pro-prietors are constantly on the look out for some special dish, side dish or specialty with which to

prietors are constantly on the look out for some special dish, side dish or specialty with which to popularize their menu, If such a thing were suggested to them by a woman—a capable house-wife woman—they would, I believe, welcome it. "At all events, this phase of my search might yield me a number of hints for home made articles. I should then interview some typical housekeepers women of means, boarding house managers and the like the like

the like "I should ask them whether they had thought of anything which they themselves could not or did not bother to make, but would be glad to buy if it were made at home with all the cleanliness, care and honesty of material which the home produced specialty is supposed to have. I should make suggestions to them also, as to what I thought I could successfully furnish, and at what price price

"A NYHOW, I should persist in my inquiries until I did get to some starting point. Then I should visit some friendly manufacturer of a similar article to the one I wished to make and get an idea of the make up, the cost and process. "I chould then are home and details of the source of the source

"I should then go home and devote several "I should then go home and devote several weeks to analyzing, making, re-making, studying and experimenting generally, just as a chemist does, until I had a thoroughly satisfactory article. This I should try out on myself, my family and friends, noting their comments and making improvements until I felt I had a perfect product —a specialty that could not easily be duplicated. Then I should go over the same field I had already canvassed distributing samples and soliciting canvassed, distributing samples and soliciting orders. I should keep on plying them with my samples and trial orders until orders began to come by themselves. This logically follows when the field has been prepared and a really excellent article produced article produced.

"Some things are better for being made in factories. But there is always a longing in the human palate for edibles and condiments prepared by woman's own hands, in woman's own home kit-chen. And so long as women live, there will be lots of them to whom cooking and 'mixing' things for the nutriment of the human body, is always a pleasure—and can be made a profit.:



About Baby

