

WOMEN HAVE BEEN THE
ORIGINATORS OF MANY BUSINESSES
IN THE U. S. IN RECENT YEARS

(New York Sun)
Launched fearfully, even desperately, in the era of depression, how many small, new and unusual businesses invented and carried on by women are now being swept forward to success in the general gave of recovery and better times!
An amazing number one would find, if statistics were available.

A motor trip through the country reveals signs nailed on door posts and on trees in front door yards offering for sale fresh eggs, honey, jams, pickles, fruits, vegetables, puppies, kittens, rabbits, canaries and gold fish. They offer too, usually in uneven lettering, such services as quilts made; rugs hooked, braided or woven cakes, pies and cookies baked; slip covers cut and finished to order.

One woman who lives in a suburb of New York boldly hung out a sign, Ideas. Her house, not far from the railroad station, was on the route followed twice daily by a score and more of commuters.

Curiosity prompted one of them to stop and inquire what it meant. It means, the woman said, exactly what it said—ideas furnished. What kind of ideas? All kinds. "My husband has always said that I was the inventingest woman he ever heard of. So I decided to follow that lead, and if that was my talent, to capitalize it, I decided I'd invent a few things for other people that they would be willing to pay me for."

Her method of business was simplicity itself. "You put your problem to me. Let me think over it a day or two and I'll guarantee to give you several ideas. If any of the ideas are new to you or if they start you thinking along a new line you pay me a dollar apiece for them. And if you adopt any of them and they make money for you, you pay me a percentage on the profits they bring in."

Several Bought

Perhaps because it was so simple, perhaps because it held too the fascinating element of chance, several of the men who heard about the new business came to this woman for ideas. They put to her various problems in advertising, in merchandising, and they got from her ideas that reflected the point of view of the very women they wanted to sell their products to.

Of the same order is the service offered by a woman who has managed on a very small income for so many years, and managed so well, that her advice is of real value to other women whose incomes have suddenly been diminished. "Advisor to the New Poor" she calls her profession. She makes out budgets, suggests economies, offers information about times, seasons, places and how to buy; in fact, shares her experience in getting the most out of a small sum with those to whom economy is a new word. Service is well worth the small consultation fee she charges her

clients. Best of all, she is turning her own experience into capital which is paying her interest.

A woman who lives in New York and who is very fond of pets let it be known that she would board canaries and gold fish while their owners went out of town for week ends, or during longer vacations. Her charge is one dollar for the week end and five dollars for a two week's stay. Word of her "service" soon spread about. One woman employed in the office of one of the big insurance companies sent her in the course of three months no fewer than eighteen clients. And best of all, as this woman found, a satisfied client is one who comes back again and again, as this woman's do.

Fortunes in Food

Fortunes in food! How many women suddenly put to it to earn money and with very small capital to start on have found that true! A woman who lives in a large apartment house on the West Side let it be known to other tenants in the house that she would make jams, jellies, bake cakes for special occasions and pies for Sunday dinners. Her clientele is limited to the families in her own apartment house. But they keep her busy and the work she does more than pays her rent. Another woman conceived the idea of making really good sandwiches—with bread that was fresh and well buttered—and placing them at the counter of a drug store located in a large office building. Many of the workers in the building took lunch at the drug store counter and the sandwiches were a success. The proprietor of the store found it paid him better not to make sandwiches in the store, but to sell the woman's product, which were better than those he could make.

Cleaning, repairing, polishing antique furniture—that was what one woman chose to do. And she has built up for herself a business in doing just this. Another, who had long played with photography as a hobby, when she found herself faced with the necessity of adding to her income, started taking photographs of children, gardens and houses, which were made into Christmas cards. Her gift was in finding the unusual angle or light to make the photograph "different." As she had children of her own she was successful in photographing other children at play.

A Wedding

The woman who has a house in the country, particularly if it is well located and with a lovely view of hills or water and not too far from town, has a good capital to start business with. One woman who had just this, opens her house as a week-end inn. It is fifty miles from New York—not far my motor—the place has a swimming hole that guests enjoy, and the hostess plans the week end just as she would plan it for non-paying guests, with the result that week ends there are extremely attractive to business women who may not have many friends in New York, except those they know in their own offices.

In fact, next month, there is to be a wedding at the week-end house. Appropriately there, for it was there that he and she met, and there, on later week-ends, that they did their courting.

But then, matchmaking has always been a business most women like to have a hand in.

HOW THE GAME
IS PLAYED FOR
RADIO FANS

(New York Sun)

"Water seems to bring comedy with it whenever we find we must use it in our broadcasts," says Em of the trio Clara, Lu and Em. "For instance, our script one morning concerned Clara and me. Clara was supposed to be washing my hair and we had to stimulate the sound, so Jean Paul King gallantly offered to be our sound effects man.

"Then the fun began. I could hardly go on with our lines as I watched Jean sloshing and splashing in a couple of buckets of water, scrubbing his hands with a little brush to get the right effects. He had his coat off and his shirt sleeves rolled up, and you'd have thought it the most serious work he'd ever done, but he looked so funny with soap all over him, and so undignified for a radio announcer.

"Yes," chimes in Em, "Jean Paul King was the gallant on that day, but I earned my medals one cold morning in the dead of winter when our sketch called for a swimming lesson.

"I was learning to swim, and to get the effect of coming up choking out of the water I had to put my face in a basin of the liquid and splash, and come out of it gurgling. When the broadcast was over my face was blue with cold.

"Honestly, to be in radio, you've got to be just a little bit crazy."

"Another thing we must do for our art," this from Clara, "is eat when our sketch presents us at a meal. There is only one sure way of making a character sound as if he had something in his mouth and that's to have something in his mouth. We usually munch apples."

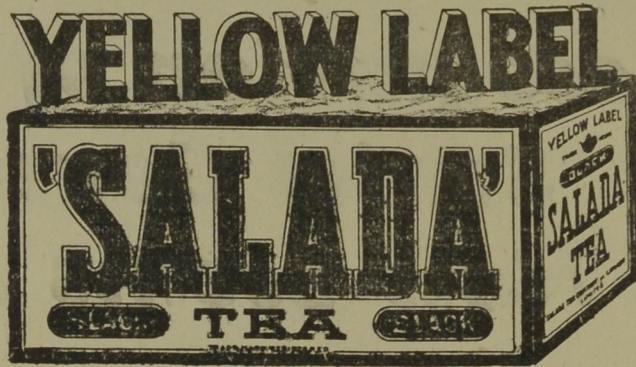
YOUNG REBEL
TRIES HARD TO
STUMP TEACHER

Startled one evening to see his son diligently conning a dictionary, Burton tiptoed up behind him to ascertain the reason for such unwanted mental exertion and found him making a list of multisyllable words. It was too deep a puzzle for him to solve but Junior reluctantly explained.

"Teacher is always scolding me for not being able to spell words", he said, "and tomorrow I'm going to ask her if she can spell these for me."

But he didn't, for dad's advice was freighted with so dire a threat that he feared the consequences. However, he is hoping that he can induce some other member of his class to carry out the idea.

Unfailingly ★
Good!



Sold throughout the Maritimes

Baking powder has done so much for the male sex. There isn't a man who isn't fond of biscuits. A youngish man may be called a whited sepulchre, but as he grows older and bolder the paint flakes off. Blessed are the poor. When their phone rings, it isn't always somebody trying to sell them something.

Come to —
A Printing Office
FOR YOUR
PRINTING
Requirements

- | | |
|---------------|----------------------|
| Envelopes | Financial Statements |
| Programmes | Auction Sale Hangars |
| Bill Heads | Wedding Invitations |
| Books | Butter Wrappers |
| Dodgers | Visiting Cards |
| Menus | Circulars |
| Receipt Books | Legal Forms |
| Posters | Reports |
| Statements | Catalogues |

All Kinds of
CIRCULARS AND PAMPHLETS
Printed to Order

PRINTING IS OUR BUSINESS

The Entire Printing Department of
THE MAIL Is at Your Service In Your
Printing Needs

Mail Printery
Phone 67 627-29 Queen Street
FREDERICTON, N. B.
Printing That Combines Price With
Satisfaction

Here's a Genuine
NEWSPAPER
BARGAIN
FOR YOU

Until Further Notice the Daily Mail and
The Family Herald and Weekly Star
will be sent to Any Address in New
Brunswick for the Exceeding-
ly Low Price of

\$2.50 Per
Year

Everybody is Looking for an Opportunity to Save
Money in these Trying Times and
Here is a Golden Opportunity

Two Papers for Less than the Regular Price of One

The Family Herald and Weekly Star is by long odds Canada's
Greatest Weekly Newspaper. Its pages teem with matter of interest
to the Farmer... the Lumberman... the Artizan and members
of their families. Farm women will find in its columns matter of
special interest and value to them. The children will also enjoy it.

Send in Your Subscription without Delay
and use this Order Blank

THE MAIL PRINTING COMPANY,
Fredericton, N. B.,

Enclosed find the sum of \$2.50 (cash or postal note) for which
send me The Daily Mail and Family Herald and Weekly Star for
the period of one year.

Name
Address R.R. No.