

Use Lemonade Profits To Buy Mom A Gift

By CAROL KATZ

A good way to earn money for a Mother's Day gift for your mom is by selling lemonade.

The lemonade stand business, in which you can make your own hours depending on the benevolence of the weatherman, can net profits which exceed even weekly allowances, according to local venders.

Since no ceiling exists on the lemonade stand market, you can expect to charge from between a penny to five cents a glass for an order. It all depends on what the market will bear, and everyone seems to agree that the market is wide open.

Overhead is low. A small table, a tablecloth, some paper cups and a brightly lettered sign will put you in business.

Don't forget the lemonade, though, or whatever soft drink you think will sell in your neck of the woods. It's prime requirements are that it be very cold—you'll need lots of ice—and sweet enough to soothe the throat of the thirstiest home run hitter on the block.

Location can make or break a lemonade stand. If there are lots of kids playing tag in front of your house, you've got a ready-made market. If things from the front window look abandoned, you'd better go where the action is.

Portable stands set up in wagons can take you to new territories around the block or a long ways down your own street. Just be sure

that there aren't a lot of bigger kids around who'll try to wreck your merchandise. Competition, it seems, can really get tough.

And then there's publicity. A sandwich sign which advertises your wares will draw attention nicely.

Or you might try the old town crier method of simply calling out, "Lemonade for sale, fresh lemonade in the shade!" It's the easiest form of advertising, and according to those who've done it, quite effective.

If you have a large and willing staff, you might send some of them out on bikes in order to drum up business.

In such a case, a profit sharing plan should be worked out. It will definitely increase incentive—and, who knows?—you might be able to afford that 10 speed bike in addition to your mother's gift.

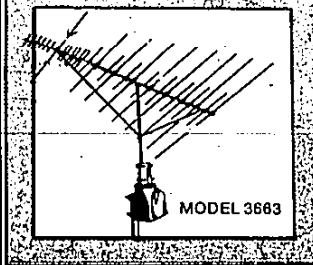
A definite pitfall is great thirst among the proprietors themselves. There are unfortunate cases on record which tell the sad story of so much lemonade being consumed by the venders, that there wasn't enough left over for any of the customers!

Probably the best way to avoid this is to go into business right after filling up on ice water or anything else that will quench your thirst during business hours.

That way the public can best be served—and the profits, instead of being swallowed up, can go toward that really super gift you have picked out for that really super mom.

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THE ROWLEYS' THREE are ready for thirsty customers in their area to come to their lemonade stand. Nora, Dan and Barry, (left to right) are the super salesmen. (Evert photo)