Baking-Powder Ladies Didn't Loaf Around

Calumet demonstrators from the early 1900s
visited potential buyers at their homes.

My mom, Donna Eubanks Ward, became a demonstrator for the Calumet Baking Powder Company in the early 1900s, possibly about 1910.

She married my dad, Orman Ward, in 1916. The Calumet demonstrators were not allowed to be married, so my parents kept their marriage secret until Mom became pregnant with my oldest sister, in 1918.

She later had four more children. Sadly, she died when I was just 7 years old.

I found this Calumet textbook (above left) that my sister had. It's in bad shape, but still interesting.

The introduction explains the mission of the Calumet demonstration ladies.

"There are millions of smart women who use Calumet daily because they know its goodness. There are others who have never used it, because they have had no opportunity to learn of its superior quality.

"You are to call on these housewives and show them Calumet Baking Powder exactly as it is. You are to tell the truth and nothing but the truth. You are to tell them what Calumet is and show them what Calumet will do."

The pocket-sized book gave instructions for putting on demonstrations, complete with prepared speeches, and showed the

demonstrators how to keep records of sales.

Suggestions from the Book

Don't forget to put a Reminder sticker on the lady's can of baking powder.

Don't talk so fast. You waste time and energy if the lady does not understand what you say.

Ask the housewife if her grocer DELIVERS goods. If he does not deliver, make it plain SHE MUST CALL OR SEND AND GET THE CAN OF POWDER.

When working big homes in what is called the elite district, ask for the butler or the cook. Don't expect the maid to ask her mistress to come to the kitchen. Test to the butler or the cook, especially the cook, who will use the powder. In big homes you find that the cook does most of the buying and is the one to convince.

You will find a few families who "don't bake." They buy bread, etc., at the stores because it is so conve-nient. The chances are they are poor cooks. Show them how easy it is to bake delicious food with Calumet.

Show them how much they can save besides having better cakes, etc. Show them the recipe for Colonial Bread and the other cakes and pastries they cannot buy anywhere. Many of them will bake if they know how easy it is with Calumet.

Remember that your work in the home is wasted unless the house-wife tries the powder. It isn't enough to get an order. Leave her anxious to get the can and try the powder. If you make the test properly and make her understand what a great help the powder will be, the order will be given without solicitation.

—Ida P., Colorado Springs, Colorado