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One day Dorothy Campbell decided she was through being an employee.

If you've got to work, she told herself, you might as well work for yourself. So she set about looking for a business she could start.

Crocheting and crewel work were her favourite hobbies and since they were increasing in popularity, it made sense to sell needlework supplies. As a sideline, she would tie in picture framing.

That resolved, she had to find a location. Dorothy was living in downtown Toronto but Mississauga seemed a fast-growing area and the centre of Mississauga was the intersection of Highway 5 and 10.

It took about six months of planning, visiting different stores to see what was available, meeting the suppliers, finding a good importing firm, learning about books and basically how to organize a business before Crewel World was ready to open Sept. 1, 1971 on Hurontario Street at Highway 5. (Because of planned construction, the store recently moved to 34 Dundas St. E.)

During this time, Dorothy was advised by a friend David Ingram, sales manager for a wall covering firm, "because I really had no idea what to do. I had never been in business before."

And good business managers being hard to find, Dorothy became Mrs. Ingram last January. She's expecting their first child in a few weeks.

"Sales started off better than expected," Dorothy recalls. "September and October both were busy and then at the end of October they started to rip up Highway 10 and cars had to detour. "In January we had a sale of picture frames. We took off from there and things have gone well ever since."

Last November, Dorothy opened a second Crewel World in Hopedale Mall in Oakville. "The store might have expanded again this year except that I expanded instead." She pats her stomach.

Business is different at the two stores, Dorothy says. Picture framing accounts for about 65 per cent of her Mississauga customers and only about 35 per cent of her Oakville clientele.

"It's a different atmosphere, being in a mall," she explains. "People wander in to buy some yarn or crewel patterns things like that. Not many people go shopping with an unframed picture under their arm."

Dorothy divides her time between the two stores, checking stock, placing orders, helping customers. She works a long day—the Oakville store is open from 9:30 a.m. to 9:30 p.m. Monday through Friday, and from 9 to 6 p.m. on Saturdays. The Mississauga store is open daily from 9 to 6, later on Thursdays and Fridays to 9 p.m.

Meanwhile her husband manages the picture framing with the help of one part-time and two full-time employees.

After the baby arrives, Dorothy plans to semi-retire for a few months, organizing the business over the phone. Then she hopes to find a good baby sitter and get back to work.

She expects that life will be hectic, although not more than usual. "I enjoy knitting and crocheting but I'm not really the type to sit at home."

"Things aren't too bad once you get organized." She laughs, "as long as you get used to no time for yourself."

