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Arkansas Democrat-Gazette**LENGTH:** 626 words**BODY:**

A mail-order business dealing exclusively in Arkansas-made products has been bought by two Little Rock entrepreneurs who hope to expand its scope.

Gifts of Arkansas will mail a basket of Arkansas goods anywhere in the world. The company deals with more than 30 vendors from around the state that supply products ranging from jam and honey to pottery and whetstones. They'll even mail the gifts packed in an authentic "Hog Hat," if the customer desires.

Carol Pettus and Marty Vestal, the new owners, hope to expand into a year-round operation. Historically, Pettus said, the bulk of the company's sales have come during the holiday season.

"We're trying to reach the corporate market," Pettus said. "For example, the Hilton gave Billy Graham one of our gift baskets when he was in town this fall."

The company's baskets are priced from \$12 to \$50, with shipping (via UPS) extra. For a catalog, write to P. O. Box 22005, Little Rock, Ark., 72221, or call 501-225-7624. Credibility creates problem

Credibility is the No. 1 problem faced by entrepreneurs trying to run a business out of their homes, according to a recently published book.

That was just one of the obstacles reported by Paul and Sarah Edwards in their book, "Working From Home: Everything You Need to Know to Live and Work Under The Same Roof" (Jeremy P. Tarcher Inc., Los Angeles, \$19.95).

The Edwards, who interviewed more than 100 full-time home-based businesses, also found:

Lack of an office or retail outlet outside the home sometimes leads to lost contracts, less attention from suppliers and difficulty in being taken seriously by lenders.

Loss or privacy: children, customers, employees and friends are around all the time.

Lack of self-discipline, making it hard to get started in the morning and sticking to business all day.
Arkansas's business booming

Small business is booming in Arkansas, according to the U. S. Small Business Administration.

The SBA says in its latest fact sheet for Arkansas that most sectors of the state's economy created new jobs in 1988 while proprietorship income grew faster than the national average.

The SBA, which provided a potpourri of information in the fact sheet, described a small business as one that employs fewer than 500 workers.

On the jobs side, the SBA said that, in industries dominated by small businesses, only employment in construction fell from April 1988 to April this year. That sector dropped 1.8 percent. Jobs in the services sector showed the highest gain, at 4.7 percent, followed by a 2.5 percent gain in retail trade and a 1.7 percent gain in wholesale trades.

Proprietorship income, meanwhile, grew 11.7 percent in 1988 to \$3.71 billion from the \$3.32 billion the previous year. This compares to a national average increase of 3.8 percent. Operating truck in state costly

A typical tractor semi-trailer truck operating in Arkansas would pay more in taxes and fees than in neighboring states, according to Transport Topics, an industry publication.

The total came to \$4,798 for the typical truck one that travels 80,000 miles and consumes 14,035 gallons of diesel fuel a year, according to the publication.

That wasn't the highest total in the nation for taxes and fees per truck, though. Oregon would charge that typical truck \$9,245 in fees and taxes in a year. THE ARKANSAS GAZETTE 11/20/89 338795 Mail-order baskets sell state NEWS Databank A mail-order business dealing exclusively in Arkansas-made products has been bought by two Little Rock entrepreneurs who hope to expand its scope. **Gifts of Arkansas** will mail a basket of Arkansas goods anywhere in the world. The company deals with more than 30 vendors from around the state that supply products ranging from jam and honey to pottery and whetstones.

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*Arkansas Democrat-Gazette November 21, 1986*Copyright 1986 Little Rock Newspapers, Inc.
Arkansas Democrat-Gazette

November 21, 1986, Friday

LENGTH: 591 words**BODY:**

HOLIDAY SHOPPING is in full swing at stores and shopping malls all over the state and the crush of people and cars is enough to make the idea of shopping by phone or mail an attractive option. To heighten that attraction, colorful catalogues have been arriving by the armful for weeks now, slick publications touting everything from elegant pates to doggie beds. Two brochures that arrived in this office recently are of particular interest because they advertise Arkansas products and crafts as gift items.

" **Gifts of Arkansas**" is a business that specializes in packaging handcrafted items, agricultural or manufactured products from Arkansas as gifts and mailing them to the purchaser or directly to the recipient. The company's choices this year include an Ozark breakfast (sugar-cured bacon, strawberry preserves, honey and buckwheat pancake mix), barbecue accessories (sauce, seasoning, hickory chips, jar of pickles and a hot pad), a Razorback omelet pan and a wooden basket of pecans. We've pictured the company's " Children's Book Bundle," which contains Charlie May Simon's The Arkansas Stories, a " Someone in Arkansas Loves Me" tote bag and a package of Jackson Vanilla Wafers. For more information, call 666-2127 or write **Gifts of Arkansas**, Box 55184, Little Rock, 72225.

JOBS, Inc., a nonprofit community economic development agency at Pleasant Grove, sent an ARVAC Heritage Folk Crafts brochure, with pictures of a variety of handcrafted items for sale. Included in the publication are handloomed placemats and " Mug Rugs," herbal wreaths, carved items, crocheted Christmas ornaments, handmade jewelry and Ukrainian eggs. Another brochure for a company called Infinitree, described designer furnishings _ a bed, chaise, chair and settee _ made of twigs and branches. For catalogues and a price list, write JOBS, Box 537, Pleasant Grove, 72567, or call Donna Elliott at 652-3334.

HOME TOURS ARE very much a part of holiday festivities around the state, as various community groups make money by offering the public a chance to trek through wonderful houses that have been decorated lavishly for the season.

A tour that's become an annual tradition is the one sponsored by the Cleburne County Republican Committee, and this year's version is set for December 6 and 7, beginning at 1 p.m. each day at the Oak Tree Inn on West Main Street at Heber Springs. Four houses will be featured _ a new house in a woodland setting, a contemporary dwelling with an antebellum facade, a home on Eden Isle overlooking Greers Ferry Lake and a country home filled with antiques.

Local florists will decorate the homes for the holidays and other shops will provide seasonal table settings, gift items and holiday finery. Tickets may be purchased for \$ 5 each at the Oak Tree Inn. Refreshments will be served and maps provided for tour participants. For more information, call 362-6203. THE ARKANSAS GAZETTE LINDA BENNETT 71378 Gifts include " Children's Book Bundle."

Buy the best of Arkansas via catalogues LINDA BENNETTFEATURES On the Home Front HOLIDAY SHOPPING is in full swing at stores and shopping malls all over the state and the crush of people and cars is enough to make the idea of shopping by phone or mail an attractive option. To heighten that attraction, colorful catalogues have been arriving by the armful for weeks now, slick publications touting everything from elegant pates to doggie beds. Two brochures that arrived in this office recently are of particular interest because they advertise Arkansas products and crafts as gift items.

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Of course, we had to come up with this unique basket in the shape of that old "Razorback" himself for those Arkansas fans all over the country. It includes Brent & Sam's Chocolate Chip & Pecan Cookies, Razorback Coffee Mug, Classic Candies' gold foil block of chocolate, and a pack of Razorback Playing Cards

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Gifts of Arkansas