

\$37,304 Worth of Farm Produce Sold At Exchange Here in 1937

1/4/38
*One Woman Realized \$2,302 From Sale of
Cakes Alone; Many Topped \$1,000*

Started more than seven years ago, the county home demonstration curb market, operated at the farmers exchange, has become an important business with the farm women being given a fine outlet for seasonal produce and the housewives a central point for the purchase of farm produce. During the period of the market's operation, ending December 31, 1937, the sales totaled \$181,351.57 with the biggest year being the 12 months just ended when \$37,304.39 worth of farm produce was sold.

Miss Rose Ellwood Bryan, for several years county home demonstration agent for Durham county, conceived the idea for founding the curb market here. Through her daily contacts with the farm women she learned that the farmers and farm women produced more food than their families required. The curb market offered an excellent outlet for this surplus food and eventually the project began.

The market now occupies most of the basement of the farmer's exchange and twice a week farm women and men from Durham and nearby counties bring their vegetables, poultry, eggs, flowers and other homegrown items to offer for sale to the Durham housewives. And, according to Miss Bryan, the patronage has grown steadily with the result that some of the sellers have built up good businesses from which handsome returns are being received.

No business in Durham is operated on so small a margin of expense than is the curb market. The quarters are rent free for the home demonstration department but a number of small items of expense, such as paper bags, cake boxes, glassine paper etc., make it necessary that a small charge be made the seller for the use of space, and the amount of the rental varies according to the feet of space desired by the seller in displaying his or her wares. The total expense for each operating day is only \$3.75.

A statistical report compiled by Miss Bryan for the county officials reveals that each year of the curb market's operation has brought an increase in the volume of busi-

ness done.

During the past year 158 sellers did business on the curb market here and they were not restricted to Durham county. This county, naturally, had the greatest number of sellers, with 106 of the total being residents of the county. Wake, Orange, Chatham, Granville, Person and Franklin counties were represented with the number varying from one seller to 27. Seventy-eight of the Durham county sellers last year were home demonstration club members. For the entire year the average of sellers per Saturday was 73.8 while for Wednesday the average was 20 sellers.

Poultry led all commodities offered for sale on the local market during the past year with the chickens sold by the farm women and men representing \$7,568.17 of the year's total receipts of \$37,304.39. The other commodities were as follows: Cakes, \$6,905.89; eggs, \$6,086.70; vegetables, \$5,594.55; meat, \$3,627.69; butter, \$2,721.05; flowers, \$2,345.04; fruits, \$992.29; arts and crafts, \$710.64; canned goods, \$585.02; bread, \$187.35.

Some of the outstanding examples of the value of the curb market as an outlet for surplus crops to the farm women and men are contained in Miss Bryan's annual report.

For instance, Mrs. Cassam Tilley realized \$2,536.95 from her stand in the curb market last year. Of that amount \$2,302.25 represented cakes. She baked her cakes in a wood stove with none of the conveniences of the modern city kitchen.

Mrs. J. W. Powell, another cake maker, did a gross business of \$2,045.23 with all but \$12.20 being for cakes.

Mrs. E. A. Perry held third place in the volume of business last year with her total receipts being \$1,898.20. Eggs were her greatest money-maker with \$1,182.35 being realized from their sale. Poultry sales amounted to \$565.04.

Several other women realized gross revenue in excess of \$1,000 each from their participation in the curb market phase of the Durham county home demonstration club program.