

Miss Albertson, Home Agent in Pasquotank, reports her two campaigns as follows: "Last fall, our Farm Agent, the Public Welfare Office and I cooperated in a garden campaign. Circular letters were sent out, and a large gathering of representative men and women of the county and town met in the Chamber of Commerce rest room to discuss plans for this campaign. A publicity committee was appointed and committees to hunt up vacant lots and interest people in cultivating gardens. The Welfare Office and I canvassed the mill district and interested families in backyard gardens. The mills gave a number of vacant lots rent free to their employees, who availed themselves of this opportunity and quantities of vegetables were raised. Vegetable seeds were sent us by our Congressman, Mr. Ward. These we distributed through county and town. A number of children had patches of vegetables in their backyards, and everybody seemed to have the garden spirit. In the home demonstration clubs a discussion of gardens was held, and roll call was answered by giving the names of the vegetables each was planting. As a result much more interest is shown in fall and winter gardens.

Markets.

No. markets established for club products...7 curb...2 stall.
 No. demonstrations given in standardizing products for market -
 agent..172..Specialist..37..No. club members selling products through
 markets..1325
 No. dressed poultry products sold through markets..4531..Value 5664[#]
 No. live poultry sold through markets.....5822..Value 5822[#]
 No. dozen eggs sold through markets.....5345..Value 2672[#]
 No. pounds butter sold through markets.....1597..Value 638.80[#]

The Division of Markets has helped the farm women by sending out its specialists to teach them how to make standard and salable packs of their products, and has advised also regarding the equipment necessary for markets. Their specialists have been present at and before the opening of a market, helping to arrange an attractive booth and making suggestions of good business methods for conducting the business.

The Curb Market.

If it is decided that a curb market might meet the need of both the producer and the consumer a committee from the council visits the city fathers seeking to secure a parking space on a good street and when this is assigned each home demonstration club becomes responsible for definite supplies on definite days.

The council decides how many days per week the market shall operate in the beginning and the amount of patronage and the steady flow of eggs, poultry, butter, vegetables, canned goods, etc. are the deciding factors afterwards.

The extreme cold of winter days shortens the life of the curb market in most sections to six to eight months.

The need of better marketing facilities for farm home products was discussed in Greensboro last March and a movement for a curb market was launched by the united efforts of the farm and home agents, the County Federation of Rural Women's Clubs, the Chamber of Commerce, and the Woman's Club of the town.

The country producers were promised the cooperation of the city folks and the market was opened May 15. Tuesdays and Thursdays there is an average of 35 cars selling products and on Saturdays 100 cars.

One family sends its produce by a twelve-year old boy, Tom Pemberton, and he usually sells about \$20.00 worth before 10:30. He brings butter packed in ice, the butter properly molded in brick shape, and fruits and vegetables.

To stimulate interest special feature days were inaugurated. One day blackberries would be offered at 10 cents or 8 1-3 if bought in quantity, and demonstrations of how to make them into jelly were carried on at the warehouse in front of which the market was located.

The Lumberton curb market has grown to gratifying proportions. The home agent says, "We take it turn about for the sales. The St. Paul Club brings its club car filled with market products on one day, the Philadelphus on another, the Fairmont on a third, and so on. With this arrangement we have products of each kind each market day including cakes.

"We have two poultry associations in the county and these have a sale every market day. We can thus supply the town with fresh eggs and chickens of the best quality.

"On Saturday, November 18th, the Philadelphus home demonstration club brought in twenty home-made cakes, eggs, butter, vegetables, and ^{nuts} butts; the Rowland car brought twenty dressed hens, from seventy-five to a hundred broilers, and twenty pounds of butter. One club member brought twenty pounds of excellent home-made mincemeat, another lettuce and celery home-grown, and a third the best parts of a hog made up into sausage, liver pudding, etc."

The Cumberland county council of farm women organized the Fayetteville curb market and Miss Talbot, President of the Riverside Club, tells the following story of the success of the venture:

"We did not know exactly what to take to Fayetteville to sell on our first day of the curb market, but I loaded up my car with

cabbage, turnips, potatoes, buttermilk, butter, eggs, and chickens, and when I got to town displayed them as attractively as possible in my car. One of my neighbors whom I called for on my way to town said she had nothing but one dressed hen to bring. I persuaded her to take it and we drove into town and backed the car up to the curb. All around us were other cars and it wasn't long before the street was filled with cars and housewives were crowding around to purchase. There have been as many as 45 cars whose occupants were selling at one time. A fair price committee was appointed by our county council of rural women, one member from the council and the other from the city buyers. The prices for commodities agreed upon are posted on the cars and everybody abides by the ruling of the committee. We were all literally cleaned out on the first day of the market and my friend who brought the dressed hen had an order for 12 for the next market day. These days come twice a week, but our customers are demanding that we make it three. The hours are from 8:30 to 11:30 in the morning. We producers are learning what the consumers demand and from the way they are taking our offerings, we believe they are satisfied. I was late one morning getting in and found every space on the curb filled; turning my car, I started round the corner but was halted in the turning by customers who blocked the traffic until they seized my products and later followed me to pay for them.

I take in from \$12.50 to \$19.00 each market day, and feel amply repaid for any work I may have done in helping to put the curb market on its feet. The market came out of the need of the country woman for a place to which she could bring her products for sale. She has neither the time nor the inclination to peddle them around the town. The county home demonstration council talked the matter over

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called some town women in with whom it conferred, and after getting the consent of the city officials for the use of the curb, started business. It was not only the members of the home demonstration clubs of the county, but any farmers interested who were asked to bring their products for sale.

"Success has been beyond our most sanguine hopes and we are now wondering how we can arrange and where we can go when the cold, bad winter weather comes".

A Stall in the City Market.

Renting a stall in the city market is a more ambitious proceeding and the organization that runs it needs to carefully plan. There is the matter of stall rent, cost of scales, show cases, ice for refrigerator, etc., and the salary of a good person to act as salesman.

The Durham and Raleigh home demonstration markets have solved the expense question by taking an agreed upon per cent of all sales for defrayment and permitting those only who agree to abide by regulations to sell through the organization.

The responsibility for operating the market and supplying products rests upon the county council of rural women and frequent are the consultations with the home agent and the marketing specialists.

Durham County Market.

Early in June a stall in the city market of Durham was opened with a county club woman in charge. Every woman's home demonstration club in the county sent produce and so far these women have been pleased with their sales.

Miss Rowe, Home Agent, was sent by the council to visit the State Horticulturist and the marketing specialist in the Department of Agriculture in Raleigh and obtained valuable data for standard-