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## Farm Women's Markets

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# *Farm* WOMEN'S MARKETS



SOUTH DAKOTA STATE COLLEGE  
EXTENSION SERVICE  
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# *Farm Women's Markets*

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Extension Work

This circular is written in response to the many requests regarding the organization and operation of farm women's markets. There is no satisfactory outlet for the surplus that farm women have to sell after family requirements have been satisfied. However, the women feel that this extra amount should be turned into cash as good use can be made of the money. This "pin-money" as it is often called, is many times about all that is available for some of the things the family needs. In normal times, this extra money is used for improving the home and many times is the means of sending the son or daughter to high school or college. The situation today of materially reduced incomes has demonstrated the real value of this extra income in that it has been one of the principal means of supplying ready money.

This circular is intended to answer the questions as to methods of organization, what to sell, how to manage a market, and also to describe the markets already in existence in South Dakota. The plan and principles of cooperation as applied to other agricultural marketing associations can be applied successfully to farm women's markets.

## **Advantages of Women's Market**

**1. Provides Regular Place:**—By having a regular market and by having it open on certain days of the week, a place is provided where the buyer can come to secure his needs. It also provides an outlet for marketing products at a higher price than is ordinarily received when selling through the regular channels.

**2. Eliminates Peddling:**—The common practice of peddling from door to door is eliminated.

**3. Develops Specialties:**—A demand can be created for specialized products.

**4. Provides a Cash Income:**—Under this method products need not be traded in at the stores, but can be sold for cash and purchases made wherever desired. It also provides opportunity for securing a premium for quality products.

**5. Establishes Better Relationships:**—The opportunity for contact that the market gives in bringing together the country and city women makes for better feeling and finer working relationships.

**6. Provides Fresh Products for City Consumer:**—Through these markets the city consumer can secure fresher vegetables, eggs, and other products than is possible to secure under the usual method of merchandizing.

### Products Usually Sold

All kinds of products may be sold through the market. The usual products are (1) baked goods such as bread of all kinds, buns, pies, cakes, doughnuts, cookies, rolls; (2) dairy products—butter, cottage cheese, buttermilk, and under sanitary regulations, milk and cream; (3) dressed poultry—springs, broilers, turkeys; (4) vegetables—carrots, peas, beans, radishes, cucumbers, cabbage, in fact all kinds of garden vegetables; (5) meats—head cheese, sausage, cured meats; (6) home canned goods—pickles, jellies, and preserves; (7) eggs, featuring one-day or two-day eggs; (8) cooked goods such as potato salad, baked beans; (9) handicraft, such as hooked rugs, piece quilts.

### Method of Organization

#### First Meeting

When a group of women become interested in establishing a farm women's market, the first step in its organization would be for some women of the group to call a meeting. To this meeting should be invited the women who have expressed themselves as interested in the proposition. No general call or notice should appear as it is not desirable to have too many present at this meeting. The person calling the meeting will act as chairman. She will explain the reason for calling the meeting, outline briefly what a market is and how it operates. The meeting will then be thrown open for general discussion. It is advisable to have someone present who has had experience in the organization and operation of a market, to act in an advisory capacity. It may be possible to secure someone from the South Dakota State Extension Service or some experienced woman from a nearby market. It is advisable to have the same advisor present at all the organization meetings in order that he may be in a position to give best assistance to the committees that are appointed to set up the organization.

It is not good policy to let the discussion last too long, but after it appears that all sides of the proposition have been brought out, the chairman should suggest that someone make a motion that a survey committee be appointed to look into the whole question and report its findings at another meeting. The committee should consist of from 3 to 5 members and is usually appointed by the chairman. The next meeting should be called by the chairman as soon as the survey committee is ready to report.

#### Duties of the Survey Committee

The survey committee will need to secure the following information:

1. Is the community large enough to support a market.
  - a. Volume of products in demand.
  - b. Kind of products in demand.
2. How is the community served at present.
  - a. Through stores.
  - b. Through peddling by farmers.
3. Number of contributors necessary to maintain a market.
4. Possible locations.
  - a. Rent.
  - b. Desirability.
5. Equipment and cost of same.

---

After the survey committee members have made a thorough investigation and are ready to report, they should notify the chairman, and the chairman will then call the second meeting. Sufficient notice should be given so that everyone can arrange to be present.

### Second Meeting

The chairman should ask for the report of the "Survey Committee" as soon as the meeting has been called to order. After the report, the chairman will call for discussion. Give everyone a chance to talk and be sure the proposition is discussed from all angles. After the question has been well threshed out, a motion should be made either to go ahead with the organization of the market, or to drop the question at least for the time being. If it is decided to go ahead, the chairman should appoint a committee on constitution and by-laws, a committee on membership, and a committee on housing and equipment. The chairman of each committee together with the general chairman should compose the general committee. After the committees have been appointed, the meeting is ready to adjourn.

### Duties of the Committees

**On Constitution and By-laws.**—This committee should draw up a constitution and by-laws. A suggested form will be found on page 13.

**On Membership.**—This committee should find out how many contributors will be necessary to supply the market regularly and the kind of products that should be featured. It is desirable not to have too many members to start with and to definitely assign the products to be brought by each. See page 13 for qualifications of members.

**On Housing and Equipment.**—This committee should look for a location and try to secure a few second-hand show cases or display cases. Location is very important but the item of rent should be watched very carefully.

**General Committee.**—The committee will formulate the general policies, assist the committees in their work and perform such duties as are not covered by the other committees.

When the chairman is satisfied that all the committees are ready to report she should call the third meeting. To this meeting a food specialist of the State College Extension Service should be invited and asked to discuss "Market Standards and Grades."

### Third Meeting

The chairman calls for the reports of the various committees. Each report should be discussed and acted upon separately. After all have been acted upon, the organization is perfected and the election of officers and providing for an executive committee is in order. See suggested constitution, Section III, page 13. A plan for controlling the quality of the products should be developed. The food specialist can assist in setting up standards and giving information on preparing products for the market.

## Management

The outstanding problems connected with a farm women's market from the standpoint of management are the same as those which are common to any retail establishment.

It is necessary to recognize the laws of good business and cooperative procedure and to develop business practices accordingly. The products handled must appeal to the needs of the customers sought and possess outstanding qualities in order to stimulate a successful market.

Some of the fundamental things to consider from the very beginning are: how to maintain quality, what system of records to use, what kind



An attractive and sanitary display of baked goods.

and amount of advertising to be done, what constitutes an attractive and appealing market which will make the customers return. These are some of the problems which will constantly confront the association.

### Maintaining Quality

The backbone of a permanent market is a good volume of business built on the return customer. This results very largely from a high quality product at all times. The question of keeping a high quality product is the most important and also the most difficult problem and has to be worked on constantly regardless of how long the market has been established.

The fundamental principle on which the market is built is that it provides a means of procuring a better quality product than can be obtained elsewhere. It is important that at the very outset the market members appreciate the importance of quality and the obligations they owe to the market as a whole in this regard.



Before the market opens it is desirable to set up standards and grades for at least a few of the products which are considered to be the best sellers. This can best be done at the third meeting of all market members. It has already been suggested that the assistance of an extension specialist be secured for this meeting and she can assist in setting up the standards and can demonstrate how products should be prepared and graded for the market. A series of such meetings might be held dealing with different products. This would not only help establish good standards but also to maintain quality. There seems to be more markets closed because of poor quality stuff appearing for sale than for any other one reason. Customers lose faith when they get a good product today, and tomorrow a poor one. Supplying good quality products at all times by the different members is an absolute necessity to place the market on a successful permanent basis.

### Grading and Standardization

Grading products means to sort them into lots of uniform quality, size, and color. Certain rules of standardization are used in grading.

**Vegetables and Fruits.**—"Graded fruits and vegetables" implies a first grade product free from defects in form and quality. All must be usable, sound, and at the right degree of maturity. It implies a uniformity in size and color. Usually a medium size is considered best. For example, potatoes sorted to a uniform size and shape without blemishes for baking sell for more than retail prices of usual grades. A display of this grade along with the usual grade of potatoes selling at a lower price is effective. The customers to whom these markets cater look for something better than the usual run and are willing to pay for it but justly expect full value. It may be desirable to have different grades of the same products to attract customers of different buying levels.

### Canned and Preserved Products

1. Every can put on the market should contain at least a minimum amount of a standard quality product.
2. Canned products should be made by a standard recipe decided upon.
3. The type of container should be decided upon and all market members use the same kind. This is a factor in making an attractive display and associating a certain product with the market.
4. Every container should be properly labeled as agreed upon. The quality of canned products can be determined by the following questions:

#### Quality of Product

- Is the product uniform in size and shape?
- Is the product retaining natural shape?
- Is the color of the product natural and fresh?
- Is the jar full with the right proportion of product and liquid?

#### Quality of Liquid

- Is the liquid clear and free from sediment?
- Is the color clear and natural?



**Appearance of Jar**

Is the jar clean?

Is the label appropriate in size and color?

Is the label neatly placed and clearly marked?

**Preserves, Marmalades and Jams may be defined as follows:**—Preserves have a liquid the consistency of a heavy syrup with whole fruit or pieces that have retained their identity.

Marmalade has a jelly like consistency and the pieces of fruits or vegetables of which they are made should have retained their identity.

Jam has a smooth spreading consistency and its ingredients have lost their identity.

Conserve is a combination of small pieces of fruits, nuts, raisins, that can be identified.

For jelly the quality may be determined by the following questions. The quality of the various kinds of preserves may be determined by the same questions except the one in regard to consistency has to be modified to fit the case under consideration:

**Appearance of Jelly**

Is the color natural of predominating fruit?

Is it free of granules or mold on top?

**Consistency**

Does it hold its shape?

Is it tender and quivery?

**Flavor**

Is the flavor natural and pleasing?

**Appearance of Container**

Is it of the right type?

Is it well covered?

Is it properly labeled?

**Baked Goods.**—To set a standard for baked goods score cards used in judging at fairs and contests are helpful. Such score cards are available from the Extension Service, State College, for any class of baked goods. Standard recipes should be decided upon and adhered to to insure uniformity throughout.

**Poultry Products.**—Eggs should be graded as to size and color. Only strictly fresh eggs should be sold on the market. It is appealing to the customer to be assured that no eggs over two days are ever placed on the market and that the eggs are infertile.

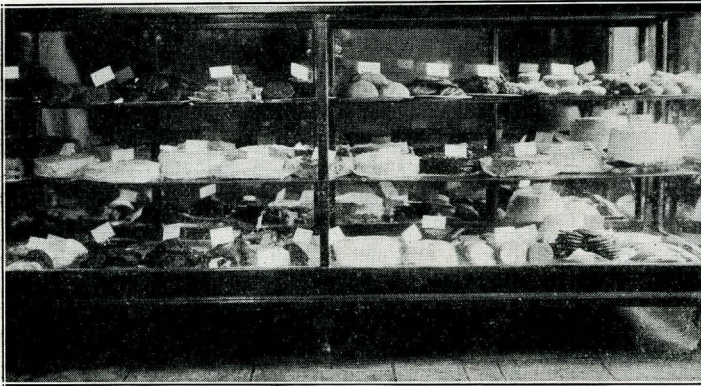
For best quality poultry the birds should be dry picked and kept on ice several hours before selling. The Poultry Specialist's services are available for demonstrations on grading eggs and preparing poultry for the market.

**Dairy Products.**—County butter should be molded in brick molds, wrapped in parchment paper and put in one-pound butter cartons. A standard must be maintained in taste, color, and saltiness. The consumer is most interested in flavor which is almost entirely determined by the

quality of the cream. Without a fine quality cream the most skilful butter-maker can do very little toward making a fine flavored butter. This also determines the quality of buttermilk which is a good seller if extra fine flavor can be depended upon.

It is well to make a definite check on net returns from a given amount of cream marketed in the form of butter and as cream at the creamery before deciding to sell dairy butter.

Cottage cheese and buttermilk are good sellers at many markets to begin with but drop off because some members bring in products with poor



Attractive display of baked goods at Sioux Falls market.

flavor. This can only be avoided if perfectly fresh, sweet skim milk is used according to standard recipe. Directions for making cottage cheese can be secured from the Extension Service, State college.

## Records

One of the chief values of records and accounts is their use in planning for the future. They show which products sell the best and at what seasons they are in greatest demand. Records are the best basis upon which to develop a production plan on the part of the members. Also they are the soundest basis upon which to make changes in regard to market policies, rules and regulations.

The record system should be simple and easily maintained and interpreted. A study of the records should show the following:

1. Total amounts of different products sold and receipts by market days and months.
2. Total amounts of different products sold and receipts by market days and months for each member.
3. Amount retained by market from each member's gross sales by day; and months and total receipts of market's income by days and months and the monthly balance.
4. Items and amounts of running expenses by dates when incurred and by months.

**YEAR'S SUMMARY**  
**Quantity of Products Sold by Market Days,**  
**by Months and for Year**

Month, Date	Bread	Butter	Cake	Cookies	Poultry	Eggs	Cottage Cheese	Canned Products	Preserves	Fresh Vegetables
<b>Total for Month</b>										

The best way to enter items under this head is to post quantities sold each week and then add them up for the month in the space provided. Twelve spaces sufficiently large to post by weeks will be needed.

**YEAR'S SUMMARY**  
**Financial Statement by Months**

Month	Number Different Contributors	Total Sales	Total Returned to Members	Total Retained by Market	Total Market Expense	Balance on Hand
January						
February						
<b>Totals</b>						

The totals for each month are posted on this sheet, so twelve spaces should be provided with an additional space for the grand total.



### MARKET SALES RECORD

Month Date	No. Contributors	Kind of Product	Amount Sold	Price per Unit	Total Sales	Total Returned to Members	Am't Retained by Market
Totals							

Since all entries of products sold every market day are listed here, sufficient sheets should be provided to take care of the year's business.

### MEMBER'S RECORD

Name -----

Address -----

Phone No. -----

Month, Date	(Name of Product)					(Name of Product)				
	Am't Bro't In	Am't Sold	Price per Unit	Total Sales	Am't Retained by Market	Am't Bro't In	Am't Sold	Price per Unit	Total Sales	Am't Retained by Market
Totals										

Each member will need three or four sheets of this members' record blank. All the items during the year brought in by a member should be recorded here.

The question of how to mark the products in order that they may be identified as to ownership should not be over-looked. The new and inexperienced markets usually start out by putting the owner's name on the products. This practice has always resulted in establishing a trade for a certain woman's product, when the idea of a market is to have quality products that sell regardless of who brings them. The best method is to give each contributor a number and the checking committee will put these numbers on the products as they are checked in.

### DAILY BALANCE SHEET

Date -----

Receipts:

Balance on Hand -----

Sales Receipts -----

Miscellaneous -----

Total Receipts -----

Disbursements:

-----

-----

-----

-----

-----

Total Expenses -----

Paid to Contributors:

-----

-----

-----

Total to Contributors -----

Balance on Hand -----

Grand Total Paid -----

### Advertising

Effective advertising plays a large part in the success of any commercial enterprise. Any device for calling attention to the market or its products is good advertising.

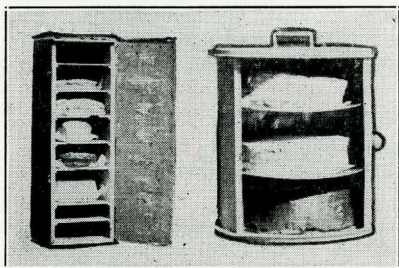
#### Satisfying Customer

The best possible advertisement is a satisfied customer. He not only will return but the chances are he will influence others to come.

The general appearance and surroundings of the market are factors to consider. The display of products is especially important because this is the only means the customer has of judging the established quality of the products. If everything looks fresh and immaculately clean it unconsciously makes a strong appeal.

A well arranged display of a number of varieties helps to sell several products to a customer who comes with intentions of buying only one thing. Variety tempts him to look for something that he might want. Variety also tends to attract more customers by meeting their individual requirements.

Salesmanship practiced in the market is an important factor in satisfying the customer. Salesmanship involves an appreciation of the viewpoint of the customer. Attractive, immaculate appearance of sales women spells clean, fresh, high grade products to the customer. One of the market's greatest assets is a well-groomed saleswoman with a pleasing and courteous personality. A good appearance and good salesmanship go together.



Two types of carriers used in transporting baked products to market. The one on the left is homemade while the one on the right is a commercial product.

that are attractive and suitable for the products should be provided.

Reserved and shy women usually dislike selling because they find themselves handicapped in dealing with customers. Such members, however good their products may be, should not be used in the capacity of saleswomen.

A guarantee of products or of satisfaction tends to establish confidence especially if the market has a reputation for standing back of its guarantee.

Customers prefer an easily handled parcel that keeps the products in good condition and free from dust and dirt. Cartons and bags that are attractive and suitable for the products should be provided.

A successful market is operated on the basis of satisfying the consumer. Marshall Field of Chicago is said to have built one of the world's largest department stores around the slogan, "The Customer is Always Right."

#### Labels or Trade Names

Distinctive labels on packages are especially helpful in building up a return customer business. It is particularly so in regard to such articles as canned goods, jellies and preserves, candies and gift packages.

To fix a good name or slogan in the minds of the customers every possible use should be made of it. It should appear on the package label, market signs, wrappers, letters and in newspapers.

#### Signs

A sign is almost a necessity so that customers can locate the market readily. Principles of good advertising should be applied to selecting and placing the sign. It should be brief, original, easy to recall and should emphasize some distinctive and appealing feature of the market.

It should be so placed that it allows for a sufficiently long approach to



allow time to read it and to decide to stop. To do this the sign must be easily read. Some of the things to consider in working up a readable sign are: The height at which it is to be placed, kinds and sizes of letters used, contrast to aid readability, message briefly and simply stated, suggestion of service of products, and appeal in novelty and originality.

#### Window Display

The cash value to a market in having a good window display is well illustrated by the experience of the Sioux Falls Farm Women's Market. The days' sales more than tripled when the market moved across the street to a location making an attractive window display possible, from a building where this could not be done.

A good window display helps to bring customers by:

1. Attracting favorable attention to the products handled.
2. Holding and intriguing the attention until the passer-by has time to consider a purchase.

An effective window display must therefore be planned and constructed on a foundation of attractive qualities. By skilful manipulation of window space and products, the display must have power to attract and hold the attention of the passer-by from the many conflicting interests of the street.

Favorable attention may be secured through:

1. Novelty of products, of price, of arrangement, or of lighting.
2. Appeal to one or more of the senses, such as taste, sight, smell.
3. Action, suggesting something one likes to do, or what is possible for one to do.
4. Appeal to instincts, habit, ideals.

#### Letters and Cards

Occasional letters or mailing cards might be sent to regular customers and other selected mailing lists calling attention to seasonal articles to be placed on market. It is also a good medium of introducing new articles placed on the market.

#### Prices

Prices must be fair and satisfactory to the customer, if repeat orders are to be expected. Some purchasers feel that since the market is run on a cash and carry plan prices should be lower than at places having delivery services, while other purchasers are willing to pay higher prices than elsewhere if they can secure the kind of products they want. In many cases higher than market prices can be secured from articles that can be sold fresher or of better quality than that secured locally, such as guaranteed, 2-day eggs, dressed chickens, or jar or packaged butter. Price levels must be kept somewhere within going prices if the business is to be maintained and grow through repeat orders.

In recent studies conducted in some states as to prices asked at Farm Women's Markets, a great variation was found. In Michigan a study of 100 selected markets showed that 68 of them received about the same prices as retail markets, 16 of them received about 10 per cent higher prices, and the remaining about 10 per cent lower prices than the surrounding retail stores.

## Suggested form of Constitution

### Section I, Name and Object

**Article I, Name:** The name of this association shall be the -----  
----- Farm Women's Cooperative Marketing Association.

**Article II, Object:** The object of this association shall be to market farm-home produce cooperatively.

### Section II, Membership

**Article I, Qualification of Membership:** Any woman living in the ---  
----- community abiding by the rules and regulations shall be eligible for membership.

**Article II, Condition of Admission:** To become a member, a person must receive a majority vote of the association, and agree to abide by the constitution and by-laws.

**Article III, Membership Limitation:** Membership shall be limited to the number agreed upon at any regular annual meeting.

**Article IV, Method:** Any person wishing to join may list her name with the market manager, who in turn will present it for membership.

### Section III, Officers, their Election and Duties

**Article I, Officers:** The officers shall be a president, a vice-president, and a secretary-treasurer. Each shall perform those duties customarily pertaining to her office.

**Article II, Executive Committee:** There shall be an executive committee composed of the president, vice-president, secretary-treasurer and two other members chosen by the association. The county home extension agent and the market manager shall be advisory members.

**Article III, Duties of Executive Committee:** The executive committee shall determine the general policies of the market. It shall appoint a market manager who shall have full charge of the market and shall not be a contributor.

**Article IV, Market Manager:** The market manager shall have the right to reject any article not up to standard. She shall pay all bills, transact the necessary business, and report to the executive committee when requested. She shall enforce rules and regulations laid down by the executive committee. She shall instruct sales ladies as to methods of selling. Her compensation shall be fixed by the executive committee and changed from time to time if found necessary by the executive committee.

**Article V, Election of Officers:** All officers shall be elected at the annual meeting which shall be held the first ----- of ----- of each year and shall hold office for one year or until their successors are elected.

**Article VI, Meetings:** Meetings may be called by the president whenever it is deemed advisable.

**Article VII, Quorum:** A quorum shall consist of one more than half of the membership of the association.

**Article VIII, Amendments:** The constitution may be amended by a three-fourths vote of the members.

### By-Laws

Section I: All consignors shall have their products checked into the market by 9 o'clock, selling to begin at that time. Any contributor coming later than the time set must leave her products in the check room and wait until check ladies have time to receive them.

Section II: A price-setting committee of three, of which the manager is a member shall set a standard price on all articles.

Section III: The checkers and sales ladies will be appointed by the manager.

Section IV: The checkers and sales ladies are to work three consecutive market days.

Section V: The checkers shall list products by numbers.

Section VI: Sales ladies shall keep show cases and show room clean and attractive.

Section VII: Products must be up to standard or otherwise they can be refused by the checking committee.

Section VIII: In order to avoid an over supply of one particular product, the manager may assign certain products to each contributor that she is to supply.

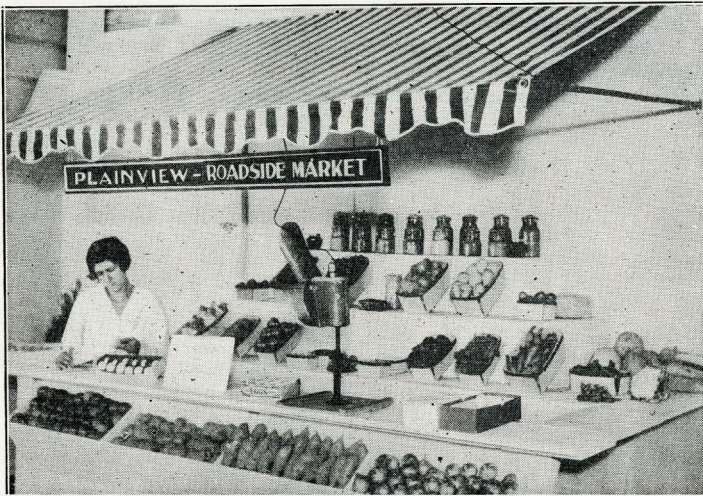
Section IX. No one, except members, may contribute to the market.

### Summary of Factors That Make for Success

1. Carefully worked out plans in regard to conducting the market before opening the market.
2. A thorough understanding on the part of all members of what cooperative marketing means. The responsibility of the individual to the enterprise as a whole.
3. Fundamental rules and regulations for carrying on the market which are binding on every member should be gone over carefully so that they are clearly understood by all.
  - a. Member will guarantee product to comply with standards and grading set by the market.
  - b. Member to accept any adjustment that market feels necessary to make in regard to her product.
  - c. Member agrees not to solicit trade and sell products outside of market.
  - d. All products of certain kind and grade be sold for price set by market.
  - e. Member agrees to bring products regularly to market.
  - f. Member violating any rule of market automatically forfeits right to sell on market.
4. Constant study of supply and demand to the end that the commodities in greatest demand will be handled by the market.
5. Members should plan their production jointly to get uniform products and to take care of demand without over production.
6. A sufficient variety of products to attract a large number of buyers.
7. Market conducted according to sound business methods both from the standpoint of members and public.



8. Products attractively displayed. Consumers prefer to buy where they have an opportunity to inspect wares in quantity.
9. Products always of high quality.
10. Customers so well satisfied that they talk only favorably of market.
11. Market kept neat, clean and attractive, and above all, sanitary in every detail.
12. If products below standard happen to be sold, the market should offer to make adjustment as soon as discovered.
13. Sales ladies neat, clean, and attractive, and who know how to meet public and to handle food products in an appealing manner.
14. Market located favorably.
15. Advertising that is appealing.
16. The person in charge, or manager must be able to handle people, smooth out difficulties between market members, meet customers, favorably advertise market, keep accurate records and accounts, determine supply and demand, determine fair prices, etc. Usually it is desirable to have a manager who is not a contributor.
17. A volume of business is necessary so that there will be a sufficiently large income to the market to operate effectively and to yield an income to the members that will be worthwhile.



A simple but effective roadside market display.

### Roadside Markets

Roadside markets have gained popularity in the last few years because of the development of improved highways and the increased touring by car. In many sections of the country this selling of farm products to tourists has developed into a highly lucrative enterprise.

The location of the stand is very important. The stand should be located on a road with heavy traffic. It is well to locate it so that it can be

seen for some distance in either direction. If a town trade is being catered to, the stand should be located on the right hand side of the road as the motorists are returning to town. Then again the question of ample parking space is important. The normal flow of traffic over the highway should not be obstructed and if the prospective purchaser has a feeling of insecurity, he will not stop.

A permanent building is not necessary but some sort of an attractive, temporary structure will answer the purpose. It is important that the market be advertised by suitable signs and that the display be as large as is consistent with the business.

The same principles of good business and management hold true in a roadside market as in a women's market in town. Quality, freshness and condition of the product offered for sale are vital factors. Motorists who buy in the country usually have freshness particularly in mind. If the customer finds the product to be wilted or over-ripe, disappointment is inevitable.

Prices must impress the customer as fair if repeat sales are to be developed. Some customers hope to buy at cash and carry prices since they are furnishing the delivery but many are not so much concerned with the price if they can get what they want.

Some of the other things that make for a successful roadside stand can be listed as follows:

1. Attractive appearance of stand, surroundings, and products.
2. A fairly steady supply thereby building up a reputation and encouraging repeat orders.
3. Prompt and courteous attention to customers at all times.

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**FINANCIAL STATEMENT OF SIOUX FALLS MARKET**  
January 1 to December 31, 1932

Month	Total Sales	Total Returned to Members	Total Retained by Market	Market Supplies				Telephone and Misc.
				Supplies	Rent	Book-keeper		
January	\$168.79	\$154.26	\$14.53	\$3.25	\$25.00	\$4.00	\$	
February	169.28	138.31	20.97	2.93	25.00	4.00		
March	175.13	152.56	22.57	6.56	25.00	4.00		
April	174.71	136.99	37.72	5.74	25.00	5.00		
May	126.93	115.67	11.29	4.80	25.00	4.00		
June	112.99	104.40	8.59	5.74	25.00	4.00		
July	421.93	332.48	89.45	17.86	25.00	7.00		
August	431.90	391.35	40.55	17.09	25.00	6.50		
September	409.56	368.58	30.98	15.67	25.00	6.00	16.60	
October	374.31	320.98	53.33	61.81	25.00			
November	329.56	288.61	40.95	42.29	25.00		3.60	
December	318.82	257.18	61.64	43.28	25.00		3.75	
<b>Total</b>	<b>\$3213.91</b>	<b>\$2761.37</b>	<b>\$432.57</b>	<b>227.02</b>	<b>\$300.00</b>	<b>\$44.50</b>	<b>\$23.95</b>	

**SUMMARY OF THE FOUR SOUTH DAKOTA MARKETS**

Market	Date Opened	Months Operated	Per Cent Sales Retained by Market	Monthly Sales from Jan. 1 to Oct. 1, 1932									Total for Sales Period	Monthly Average Sales
				Jan.	Feb.	Mar.	April	May	June	July	August	Sept.		
Aberdeen --	Nov. 22, 1930	12	10%	Not available	131.96	142.71	303.11	264.39	226.95	339.72	223.13	275.38	1907.35	238.41
Rapid City --	June 6, 1931	5	10%						59.24	164.07	129.81	71.96	425.08	106.27
Sioux Falls --	June 13, 1931	12	10%	168.79	169.28	175.13	174.71	126.96	112.99	421.93	431.90	409.56	2191.25	243.47
Vermillion --	Dec., 1931	12	10%	158.00	155.00	123.60	155.00	113.00	73.30	80.00	63.00	69.30	990.20	110.13
				326.79	456.24	441.44	632.82	504.35	472.48	1005.72	847.84	826.20	5513.88	183.79