

Small businesses in Saturday spotlight



At The Rusty Bucket in Apex, employees offer personal service and sell antiques and gifts not found anywhere else.

APEX, N.C. — Black Friday has long been the kickoff of holiday shopping. More recently, Cyber Monday gained recognition for the rush of online gift-buying after Thanksgiving. In between, a new tradition is forming in support of shopping locally. This year marked the second annual Small Business Saturday.

"With so many big boxes competing for everybody's dollar, it's nice to have a special day for us, the small business owner,

because it's been tough the last three years," said Mack Thorp, owner of [The Rusty Bucket](#) in downtown Apex.

All along Salem Street Saturday, shoppers sought unique gifts.

Julie Steele appreciated the inventory at The Rusty Bucket. "A lot of my friends don't have things that are in here," she said. "This shop has really been a place that has been a go-to place for me the past couple of years."



Apex's emphasis on the small and local even comes with an ambassador. J.G. Knowles spreads the message that success breeds success for business owners in town.

"Every store is occupied," she noted. "We have no vacancies. We got one moving out, but we've got 15 more clammering to get in."

Business owners and employees know they offer something not found in the mall.

"Large chains are not going to take that personal time to get to know you," said Elyse Revelle, an employee of [independent bookstore All Booked Up](#).

That personal touch and keeping dollars in the local economy are two main draws of Small Business Saturday.

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