

## Broiler Industry Brings Prosperity To Neighboring City Of Gainesville

From The Wall Street Journal  
**GAINESVILLE, Ga.**—Ever hear of a gold mine in a hen house? This Georgia town has found one. A decade ago the Gainesville area was economically destitute. Then it entered the broiler growing business. Today it markets a million broilers weekly. It's the nation's second biggest producer of these birds. It does a \$60-million-plus yearly business.

The region's rapid rise to prosperity parallels the nation wide boom in commercial broiler production. Fifteen years ago the country's "broiler factories" sold less than 35 million chickens in a year. The 1939 total was 106 million. Last year a record high of 351 million was reached. And production in 1949 is racing 15% to 20% above the year-ago level.

### How It Started

The industry in this area had its beginnings in 1938. Farmers were low on money. Hundreds of them were near bankruptcy. They needed a cash crop. A plan was worked out whereby feed dealers would supply them with feed and baby chicks. The farmers grew the chicks to broiler size and got, for their work, the difference between the market return on them and the original cost of chicks and feed.

Soon, however, the farmers found themselves sufficiently prosperous to pay cash for their chicks and feed. The Gainesville area, once financially desperate, moved to third place in per capita income in Georgia.

A pioneer in aiding the poverty-stricken farmers by "trusting" them with feed and chicks was J.

D. Jewell, of Gainesville. Today, Mr. Jewell operates one of the country's finest chicken processing plants. His company owns hens that lay the eggs, a hatchery that produces the chicks, a feed division; it furnishes supervisors for the growing period and then processes the broilers and markets them.

### Week's Work: 200,000 Pounds

Mr. Jewell's company is now processing about 200,000 pounds of chickens weekly and is shipping them, packaged, to the southeast.

About two years ago, Swift & Co. established here one of its 142 plants and today it is processing in Gainesville more birds than at any other of its branches—about 300,000 pounds a week. There are four other processing plants here, operated by individuals.

There are an estimated 500,000 breeder hens in the area to produce the eggs for the broilers.

Under the almost ideal conditions which prevail in north Georgia for broiler growing, the baby chicks are grown to broiler marketing size in 10 to 11 weeks. When dressed and drawn, the average weight is two pounds.

The broilers are packaged in various manners—some whole and some cut up in pieces. Jewell packs and freezes one-pound packages, and Swift packs 10-pound boxes of cut-up pieces for shipping.

### Nothing Is Wasted

In the process, nothing is wasted. Tail feathers are sold for decorating women's hats. The neck hackles are converted into fishing lures, and the refuse is sent to rendering plants.

Some poultrymen in this area grow 100,000 or more broilers annually. Average farmers who have turned to broiler production grow as many as 10,000.

This area was once heavily dependent on cotton for its economy. Now, according to L. C. Rew, Hall County Agent, income from broiler production far surpasses that from cotton, which faces an uncertain future.

Benefits of the broiler production program have been almost immeasurable for this north Georgia area. Thousands of dollars worth of eggs are being handled through the 4-H Clubs with hundreds of farm families benefiting. Mortgages on scores of homes have been paid off in the last few years. Electricity has reached hundreds of farms and, in turn, has enabled greater broiler production.

The Gainesville area, covering five counties—Hall, Forsyth, White, Lumpkin and Dawson—sends its broilers to markets all over the southeastern part of the country, with some of the birds shipped as far west as Texas.

The nation has six other areas where commercial broiler growing has become heavily concentrated. They are the Del-Mar-Va region (the biggest), where Delaware, Maryland, and Virginia come together; eastern Connecticut; the Shenandoan Valley in Virginia; the region around Chatham, N. C.;

## Students At UT Visit Murphy

A party of 18 students from the University of Tennessee, Knoxville, who has just completed a summer course in Field Geology in the Southern Appalachians under the instruction of Dr. Paris B. Stockdale, Ph. D., Professor of Geology and Geography, and head of the Department of Geology and Geography at the University, were overnight guests in Murphy Tuesday.

This course in Field Geology is given every year for five weeks under the direction of Dr. Stockdale and Dr. Harry J. Klepser, Associate Professor of Geology at the University of Tennessee. The field station is located at "Johnson's Bluff" on the rim of the Cumberland Plateau three miles northwest of Dayton, Tenn.

The region studied embraces portions of the Appalachian Valley the Cumberland Escarpment, the Walden Ridge unit of the Cumberland Plateau and the Sequatchie Valley. The party broke camp the 19th, came through the Copper Basin to Murphy where they spent the night, Tuesday visited the Hitchcock Corporation Talc Mines Wednesday morning and returned through the Great Smoky Mountains National Park to Knoxville. Those in the party included:

Dr. Stockdale, Werner W. Beugger, Ohio Wesleyan University, Delaware, Ohio; Julius R. Bozman, Ohio University, Athens, Ohio; John Dail, University of Tennessee, Knoxville; Rhea A. Dail, Knoxville; Robert W. Gerwig, University of Illinois, Urbana, Ill.; Edward Arthur Griffin, University of South Carolina, Columbia, S. C.; Paul R. Guinn, University of Tennessee; Frank R. Hays, University of Cincinnati, Ohio; Donald Hebert, Southwestern Louisiana Institute, Lafayette, La.; Edward Hughes, College of Wooster, Wooster, Ohio; Donald H. Jones, University of Tennessee; Duane Larson, University of Wis-

nconsin, Madison, Wisconsin; Hugh MacMillan, Jr., College of Wooster, Wooster, Ohio; Charles E. Meredith, Jr., Southwestern Louisiana Institute, Lafayette, La.; Marvin H. Morris, and John B. Parrott, Southwestern Louisiana Institute, Lafayette, La.; Charles D. Rinehart, College of Wooster, Wooster, Ohio; Lewis R. Runion, University of Tennessee.

## Liberty

Mr. and Mrs. Olen Ledford and family visited Mr. and Mrs. Lester Ledford Sunday.

Bobby Kilpatrick has returned home after spending some time in a hospital in Knoxville, Tenn.

Mrs. Isum Payne recently visited her son, Carlson, who underwent an operation in an Asheville hospital a few days ago.

Mr. and Mrs. Charlie Payne visited Mr. and Mrs. Greely Murphy Sunday.

Mrs. K. W. Shearer visited Mrs. Elvira Ledford recently.

Mr. and Mrs. Willie Eller visited Mr. and Mrs. Bill Hamby last week.

Mrs. Richard Cobb and children have returned home after spending a few days with relatives in Gastonia.

## Marble

Mr. and Mrs. Wig Hughes and daughter, Shirley, and Mr. and Mrs. Hugh Hughes and daughters, Lucy and Wanda, all of Martin's Creek spent Sunday with Mr. and Mrs. Leonard Palmer.

Mrs. Henry Palmer and children of Candler spent last week with Mrs. Palmer's parents, Mr. and Mrs. Elbert Queen.

Mrs. Vaye Jenkins and Geraldine visited Mrs. Anna Lee Hancock Sunday.

Madean Trull and Barbara Barton visited Mrs. D. M. Birchfield of Andrews this week.

The "raw pack" method of canning tomatoes has several advantages over the "hot pack" method, say food specialists of the U. S. Department of Agriculture. The main advantage is that raw-packed tomatoes hold their color, shape and fresh flavor better.

consin, Madison, Wisconsin; Hugh MacMillan, Jr., College of Wooster, Wooster, Ohio; Charles E. Meredith, Jr., Southwestern Louisiana Institute, Lafayette, La.; Marvin H. Morris, and John B. Parrott, Southwestern Louisiana Institute, Lafayette, La.; Charles D. Rinehart, College of Wooster, Wooster, Ohio; Lewis R. Runion, University of Tennessee.

## State Producing More Hybrid Seed

A record-breaking hybrid seed corn crop of 4,935 acres will be produced in North Carolina this year, according to Dr. R. P. Moore, director in charge of the Crop Improvement Association at State College.

This total is more than one-fourth larger than the previous record crop of 3,899 acres produced in 1948, Dr. Moore said.

The agronomist said the acreage of hybrid corn grown for seed has increased steadily in the State during the past six years. The total in 1944 was 67.2 acres; in 1945, 614 acres; 1946, 1,685 acres; 1947, 2,286 acres.

N. C. 27 is by far the leading variety in the 1949 production, with 3,541 acres devoted to this hybrid. Dixie 17 is second with 937 acres, and N. C. 1032 third with 213 acres. Other varieties include U. S. 282, 96 acres; N. C. 26 and N. C. T20, 52 acres each; Tenn. 10, 33 acres; W. Va. 1163, 10 acres; and N. C. T23, 0.5 acre.

The North Carolina Department of Conservation and Development distributed more than six million seedlings to 1440 cooperators, of whom most were farmers, this year.



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