

The Poultry Industry Wrought Many Changes

Beaulieu Hardware and Implement Company owned and operated by Leon Lanier is an example of the impact the poultry industry has had on business operation.

Give Thanks For Blessings Poultry Provides

By Inez B. Wilson
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This year the poultry jubilee is being recognized as the "North Carolina Poultry Jubilee." This is the first time it has been recognized as such. The Rose Hill Jaycees are to be congratulated for sponsoring an event that gives recognition to North Carolina as well as Duplin County. This is the Seventh Annual Poultry Jubilee and promises to be the biggest and best since it is a state-wide event. The Poultry Jubilee can take pride in that it had the first North Carolina Poultry Queen, Miss Gayle Sloan of Chincapin, North Carolina. Gayle has served Duplin and North Carolina with honor and dignity during her reign.

One of the most significant aspects of the Poultry Jubilee is giving thanks for the many blessings that the poultry industry has provided. It is truly a home-grown industry that has grown from almost nothing in fifteen years to over \$37 million dollars gross income in 1968. This is a 94 percent increase over 1963, the first year the Poultry Jubilee was held. One can see the real importance of the poultry industry in Duplin and the impact it has made on the economy of a rural county. The gross income from poultry makes up 52 per cent of the total gross agricultural income in Duplin County. The Duplin poultry industry is a fine example of what local people can do through hard work, initiative

and industry. The poultry industry has had on business operation.

At one time the business firm was primarily a tractor dealer. The needs of the farmer in the area changed from tractors to Poultry supplies and Beaulieu Hardware and Implement changed with the times.

"We still carry parts for tractors and implements," said Lanier, "but the demand is now much greater for poultry supplies than for new tractors".

And this general supply store for the produce carries a complete line of poultry items including brooder guards for the baby chick, plastic water fogs, custom waterers, plastic for curtains, incinerators and many other items. They also order automatic feeders and metal covers for the buildings.

The poultry industry has indeed wrought many changes in this area.

BEE-T GENERATION

In order to maintain the wholesome of the hive, the versatile bee can quickly grow old, or even grow YOUNG; the sterile can lay eggs and the sterile re-juvenate glands that have atrophied.

..... and a desire to make things better for its citizens. Everyone is to be congratulated who have a part in making the industry what it is. The proof of the pudding is that the poultry industry has provided better job opportunities and a higher standard of living for its people; otherwise, we would have had a higher out-migration of people from the county.

Yes, the poultry jubilee this year salutes, not only the people in Duplin, but all of the people in North Carolina who have contributed to an industry that has made it possible in providing a wholesome protein product for the consumer, cheaper than what it was fifteen years ago. We, in the poultry industry, invite you to attend this galore event so that you may see first hand the magnitude of a great industry.



Leon Lanier, Owner Operator of Beaulieu Hardware And Implement Company

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