

# Bankers Get Lessons, Good Food And Long Walk In Study of Jones Countian's Well-Groomed Acreage



Jones County had a large group of distinguished visitors from banking circles in nine Eastern Carolina counties last Wednesday. It was the gathering of members of the North Carolina Bankers Association in a meeting with officials of the Federal Reserve System and the State Extension Service. The leaders of the group were Edward Wayne, vice-president of the Federal Reserve System in Richmond; Fred Greene, executive secretary of the Bankers Association; and Dean I. O. Schaub

of the State Extension Service. But the stars of the whole show were the family of Harold C. Mallard and their farm three miles north of Trenton. It was there that the bankers gathered in the afternoon for a two-mile walking tour of a business that is outstanding in this section. Since taking over the farm in 1946 Mallard has increased the net worth of the 203 acres from \$15,125 to \$21,952.

The bankers' tour through pastures, livestock pens, field crops, poultry yards and the fam-

ily's home was conducted by Jones County Farm Agent A. V. Thomas. He was assisted by Soil Conservationist Mack Griffin, Assistant Agent George Wiggins and Home Agent Mary Helen Loftin.

Dean Schaub said the practices carried on by Mallard must come to Eastern Carolina to take up the slack brought by quota control of tobacco, cotton, peanuts and potatoes. He stressed complete utilization of farm labor.

The bankers from Sampson, Duplin, Wayne, Onslow, Jones, Craven, Pamlico, Lenoir and

Currituck County were in session at the Trenton Extension Service building. It was arranged by Mrs. Alta Kessner of Trenton's Branch Banking and Trust Company, the host bank. It was served by the Women's Auxiliary of the Legion. Principal speaker was Federal Reserve Vice-President Wayne.

In his talk Wayne stressed that bankers need to know the farm better. Three points made by the Federal Reserve official were efficient utilization of labor, application of "know-how" available from many agencies and by putting capital into farm business by re-investing profits. He said the third point was most important to the assembled bankers and called for a more complete understanding on their part.

Color photographs of the Mallard Farm progress made by the staff of the Federal Reserve System, and accurate statistics, emphasized to the bankers the outstanding project. It was shown that although tobacco acreage had dropped from nine to seven acres during the record period, all other crops had increased. The acreage increase was shown to be from 18 to 24 in corn, none to eight in peanuts, and five to 10 in pasture. Production rose at the same time.

Other figures given showed the program of the Mallard Farm in swine and poultry had doubled since 1946, and that the beef animals had increased from nothing to nine, with a registered herd bull. Another factor which went to give the family an income of over \$2,000 each year was the reduction of hired farm labor from \$830 to \$495 a year.

## HOME CLUB MEETS

The meeting of two Jones County Home Demonstration clubs has been announced by Home Agent Mary Helen Loftin for the coming week. The Food Club will meet today (Wednesday) at 2:30 p. m. at the home of Mrs. Elliott Spence, and the Pleasant Hill Club will meet at 2:30 p. m. Friday at the home of Mrs. T. L. Reynolds.

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