

Farm Agent Koonce Urges Broader Development of Farming Industry

By F. J. Koonce Jr.,
County Agent

The basic seed of any area is to have enough economic activity to provide income producing employment for its citizens and to provide for essential economic growth. It is preferable for this income producing activity to come from as many sources as possible in order to have a balanced economy.

Lenoir County and the Kinston Trade Area are fortunate to have economic activity generated from three sources and an opportunity to further expand in some if not all of them.

One of these sources is farming. This area has a strong agricultural economy which provides employment opportunities for many persons. The problem here is to further develop the farm potential in the area.

Said another way, this means we need to fully use all of the resources available such as land, labor, and capital in the production of such agricultural commodities that farmers can sell and that can be either marketed or processed, or both, in this area or in some other area. This will tend to slow down the movement off-the-farm as well as provide more farm income for those remaining on the farm.

Whenever any effort is made by an area to expand its farming the questions of surplus is almost always mentioned. It is very true that there is a surplus on a national basis, and policies must be developed to try to deal with them. However, agriculture is competitive and if a county or area does not plan and look ahead it can get squeezed out of farming just as many individuals are getting squeezed out.

There are probably areas in this nation that are drying up so far as farming is concerned. Some at the same time will expand and

Pictorial INTELLIGRAM

Check your knowledge of recent events by completing the following six statements.

- 1—The OAS, headed by pictured (Raoul Salan) (Mouloud Feraoun), continued to terrorize Algeria in wake of the cease fire.
- 2—Premier Khrushchev has announced that Russia would consider working together with the U.S. on (space) (farming).
- 3—Boxer Floyd Patterson had signed to fight (Sonny Liston) (Archie Moore).
- 4—Newton Minow remarked that television showed signs of slight improvement in programming, mentioning (coverage of John Glenn's flight) (decline of westerns).
- 5—Actor Edward "Kookie" Byrnes (applied for a marriage license) (was drafted).
- 6—Pictured actress (Greta Garbo) (Veronica Lake) was found working as a waitress in a New York hotel restaurant.

Count 10 for each correct choice. A score of 60 is excellent; 50, good; 40, fair; less than 40, poor.

Decoded Intelligram
1—Salan, 2—Space, 3—Liston, 4—Glenn, 5—Marriage, 6—Lake.

probably face a growing demand for farm commodities. Those that get pushed aside will likely not be able to take full advantage of any opportunities to produce farm commodities that may develop in the future.

The area that can develop production programs that will enable them to produce and market quality products on a competitive basis will be the areas that can take advantage of their opportunities in the future.

Another incoming producing ac-

tivity is the industries and business involved in the marketing and processing of farm commodities that are grown in the area.

Already this area has made progress in this area of industry development. The Frosty Morn Meat Company, the many corn buying stations and feed processing plants are good examples of such industry development in the past 15 years.

One old such industry that is frequently overlooked is the tobacco marketing and processing industry that plays a tremendous role

to achieve its goal in this direction. Those that can will be fortunate and will be able to carry on their economic growth in a more consistent manner.

The Kinston Trade Area has an excellent opportunity to develop an economy based on farming, agribusiness industries and other industries. There can be no better base on which to build the economy of our area.

The third approach is the establishment of new industries and it is an important part of the economic growth of this area. The Kinston area has been favored by having such industries move into the area, thus creating new job opportunities and economic activity. It is desirable for this area that other such industries choose this area when plant expansions are made.

It is well to realize that there is competition for industry and that all communities may not be able

PRINTING COURSES
in accredited college
OFFSET, LETTERPRESS, LITHOGRAPH AND TELETYPESET COURSES
Two year courses include academic subjects for degree.
Ready Employment for Graduates
Write for literature to
Director of Graphic Arts
CHOWAN COLLEGE
Hertfordshire, North Carolina

AMOCO
FARM and HOME Requirements
Of Petroleum Products
Hodges Oil Co.
Phone JA 3-2338 P. O. Box 666
U. S. 70 EAST OF KINSTON, N. C.

WHEN YOU NEED
AMBULANCE SERVICE
CALL
Garner's Funeral Home
DIAL JA 3-2124 or JA 3-2125
Ambulance Equipped With Oxygen
For Emergency Use
"COURTEOUS ATTENDANTS"

Frosty Morn Meats Inc.
"Helping to build a better Livestock Market for Eastern North Carolina"
Top prices paid for
Hogs & Cattle Daily
No Commission Charge
No Waiting
Phone JA 3-5103 Kinston, N. C.

J. C. WEST, JR.

Service Agent
Farm Bureau
Insurance
"Complete Insurance Service to Farm Bureau Members"
Auto - Fire
Farm Liability
NORTH CAROLINA FARM BUREAU MUTUAL INSURANCE COMPANY
Protection & Savings
Educational
Mortgage
Retirement
SOUTHERN FARM BUREAU LIFE INSURANCE COMPANY
We Specialize In Service & Low Net Cost Insurance
Telephone 3401
TRENTON

Use Ready-Mixed CONCRETE

No Mess — No Waiting — Our Ready-Mixed Concrete Is on the Job When You Need It.
Also Sand, Gravel and Crushed Stone.
Barrus Ready Mixed Concrete Company
Free Estimates — New Bern Highway, Kinston, N. C.

REAL HOME MADE CAKES, PIES AND PASTRIES
Donuts, Glazed, Chocolate, Jelly and Cream — Good Variety of Breakfast Buns — Fresh Daily
Special Orders for Wedding, Birthday and Party Cakes.
Aunt Jennie's Bake Shop
813 N. Queen St. Kinston, N. C. Phone JA 3-4611

REMEMBER!
WHEN YOU NEED GAS SERVICE
CALL EASTERN RULANE SALES
IT'S ECONOMICAL
Eastern **RULANE** Sales
FREE! Bottles or Tanks Furnished
201 East New Bern Road
Kinston, N. C. — Phone JA 3-4725