

while they still retained their quality.

So, like generations of farmers, he went to market. He rented sites at Wolverhampton, Wellington, and Chester, Birkenhead and Stockport.

"All our sites were a great success and the customer response was, and still is, marvellous," said Mr. Hollins.

"There is no doubt about it," he went on, "we have tapped something, selling these products. There was a demand for them, of course, but the secret of success has been being able to sell direct from the farm."

Despite his successful market sites, he felt there was still an opening for his products in the larger stores.

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He horn intro Jersey

And then he had his first set-back.

"I found that for commercial purposes selling milk produced by the herd was not a really good

herd he now employs only one.

His present stockman, Stan Worth, milks the total herd in two sections using a battery of six machines. The milk flows

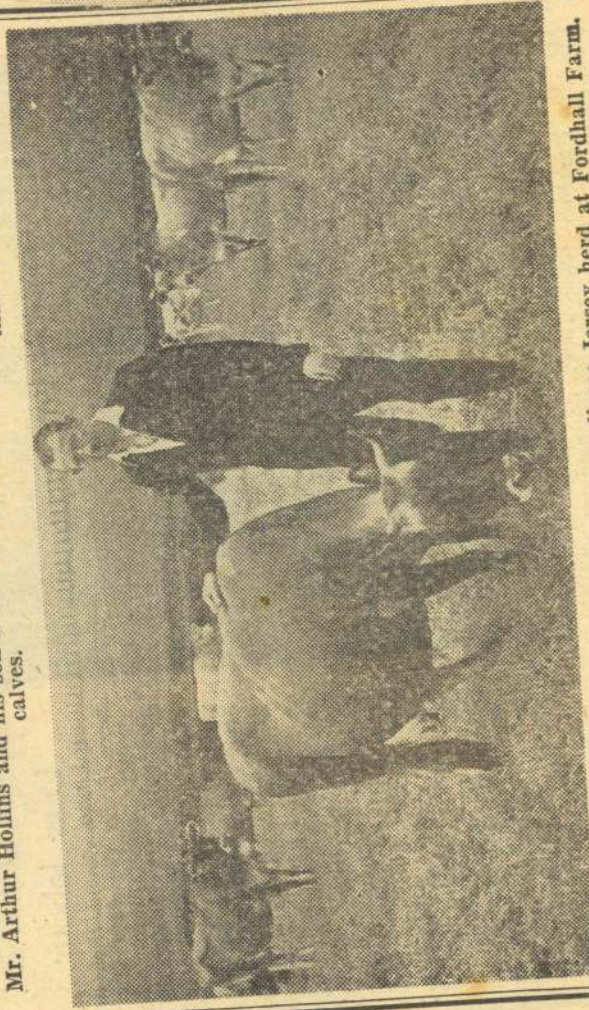
early product which will have customer appeal.

As well as his cream and cheese lines, he now does a flourishing and ever-increasing trade in milk and butter.

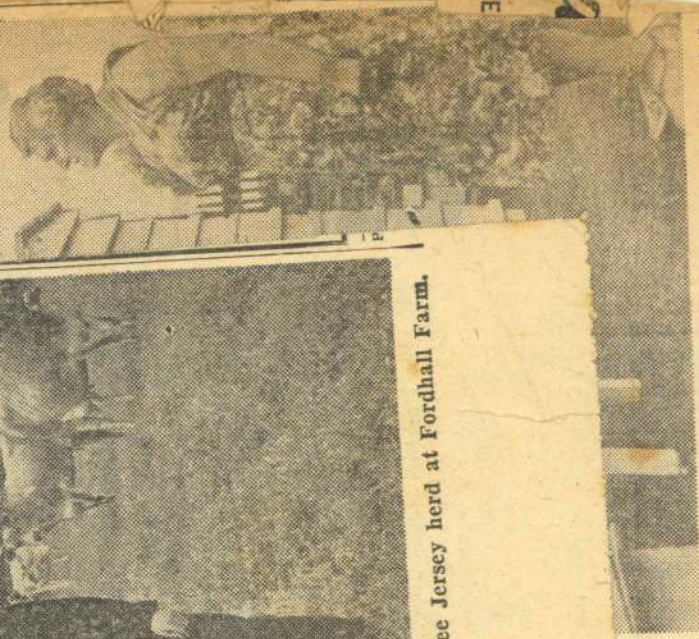
A new product from his



Mr. Arthur Hollins and his son Robert with two Jersey calves.



Stockman Mr. Stan Worth with some of the pedigree Jersey herd at Fordhall Farm.



Mrs. Holtam looks up at the "skyscraper" hive of the colony of bees which stored 262lb. of honey.

atomic pile—are now harvested at the Breeding Department Twyford near Banbury.

The object of bombing, or irradiating, seed is to induce changes in its genetic make-up to produce mutations. The most promising mutation seeds are grown and re-selected over a period of years in attempts to "fix" the desirable qualities in natural seed.

These desirable qualities include shorter, stiffer straw to permit higher fertilizer dressings for high yields, resistance to diseases and earlier ripening.

SUCCESES

Competing at the recent produce show at Ashley, Mrs. Holtam won no fewer than 11 prizes, including

Mr. and Mrs. Holtam with occasional assistance at week-ends, cultivate the greater part of an acre of land besides looking after some 200 head of poultry.

Bunches of large, luscious grapes hang overhead in one of their greenhouses, and others are devoted to the culture of tomatoes and cucumbers. Neatly mowed terraced lawns; trim, colourful flower borders; and large, well-stocked vegetable plots also testify to their keen interest in the gardener's art.