



King Jim of the House of Barton

A descendant of Carnival royalty, King Jim is the 53rd King of Carnival following a family tradition established by his father, the late Frank G. Barton, the 4th King of Carnival and his brother Frank G. Barton, Jr., the 41st King. The King's wife, the former Carol Lee Piplar, served as princess to the President in 1963 and her father, Charles L. Piplar was President of the Association in 1962. Children of the royal family are James H. Barton, Jr., a sophomore at Dartmouth, and two daughters, Coleman, a junior at Hutchison, and Hardin, a seventh grader, also at Hutchison.

Our emissary from the agribusiness industry, King Jim realizes the importance of the Business and Industry Salute. "Carnival's salute to Agribusiness showcases the contributions of our industry to the Mid-South community," said King Jim. "It is an honor for me to serve as ambassador and spokesman for our industry, the largest industry in the region accounting for at least 25% of the areas Gross Domestic Product." The King's involvement in agribusiness includes farming, farm implement distribution and retail farm equipment sales.

King Jim received his degree in economics at the University of North Carolina, where he was a Morehead Scholarship recipient. He continued his education at Vanderbilt University where he received his law degree.

Active in the community, King Jim serves on the Board of Directors of the Morgan-Keegan Southern Capital Mutual Fund and Trezevant Manor. He is a member of the Board of Trustees of Memphis University School and The Hutchison School.

The King's life long involvement in Agribusiness and Carnival have prepared him well for his role as ambassador to the industry and spokesman for Carnival. "It is most appropriate that Agribusiness



Photography by Gary Culley

was chosen as the first industry to be honored by the Association, because of the significant impact that our industry has on the economy," the King commented. "The commitment of Carnival to refocus on the original purpose of the organization is a positive and significant step forward. Carnival is truly, A Party with a Purpose."

King Jim's leisure time is usually centered around family activities. He admits to being a "less than championship caliber" tennis player and enjoys golf and an occasional game of handball.