



HEADS OF COMMITTEES who will plan and produce "Variety in Autumn" standard flower show are (seated, from left): Mrs. E. J. Mechem, entries; Mrs. Henry Chastain, publicity; Mrs. Carl Rape, schedule; Mrs. L. B. McAbee, conservation; Mrs. W. R. Turner, Sr., general chairman;

and (standing, from left): Mrs. Carl Stowe, staging and property; Mrs. R. G. Henderson, classification; and Mrs. W. A. Keever, hospitality. Other committee heads are: Mrs. G. A. Perry, junior chairman; Mrs. W. E. Pope, clerk; and Ralph Johnson, awards.

OCTOBER 4 AND 5

Autumn Flower Show Project Of Variety Garden Club

The first standard flower show ever to be held at the plant is scheduled for October 4-5, at the Girls' Club, soon to be known as the new Recreation Center.

Plans are already underway for arrangements of the program based on the theme "Variety in Autumn." The show is sponsored by the Variety Garden Club here and will be conducted according to standards set by the North Carolina Garden Club, with which the plant organization is affiliated.

Mrs. W. R. Turner, Sr., general chairman of the event, said that entries will include horticulture pieces, arrangements and compositions, and potted plants that will have been in the exhibitor's possession for at least three months prior to the show.

She explains that entries will be exhibited and judged according to standard procedure of the North Carolina Garden Club. She points out that in the standard flower show, ribbons are awarded for the winning pieces.

Dates of October 4-5 were selected because they fall on Saturday and Sunday, thus allow-

ing all interested employees to take part in the program, or to see the exhibits.

Concerning the show, members of the Garden Club will be making announcements throughout the upcoming months of the flower-growing season. The plant newspaper will carry material on flower culture and instructions relative to the October show.

New Motor Routes Lure Travelers

Wherever you go in North Carolina this summer, chances are your travel will be more convenient and more pleasant than ever before.

Some vacationlands—including resorts and parks of the mountain country—are accessible for the first time over many newly-opened motor routes.

Across the state there are major improvements on highways, while new traveler attractions are to be found from the Great Smoky and Blue Ridge Mountains to the Coast.

Firestone Participates In First F-B Day

Businessmen and representatives of industry in the Gastonia area learned one day last month that the storied Old McDonald on the farm is keeping pace in a world of automation and streamlined production.

Some 200 men from business and industrial establishments were guests of Gaston County farmers at the first annual Farm-Business Day, May 8. This year's program, conducted jointly by the Gastonia Chamber of Commerce and the Gaston County Farm Bureau, was a return courtesy for a program a year ago when farmers of the county were entertained by business and industry. On that occasion, Firestone Textiles was among the industrial plants toured by the visiting farmers.

At the Farm-Business Day program in May, visitors were entertained at a free luncheon in the newly-opened county Agriculture Center near Dallas.

FOLLOWING the luncheon a brief program was offered for the purpose of acquainting business-industry representatives

with some of the more common problems of the farmer, and to emphasize the inter-relationship of business, industry and farming. After this, the group assembled at the rear of the Agriculture Center to watch the Gaston County Home's irrigation system in operation. Visitors saw an artificial breeding demonstration, before dividing into small groups for tours of some of the county's more progressive farming operations.

Stops on the tour introduced the visitors to general farming, dairy and poultry raising, pasture culture, beef cattle raising, vineyard and tree planting, farm building construction, and irrigation.

Demonstrations included full-time, part-time and even city-operated farming.

AT ONE of the tour stops, a group saw the county's only commercial vineyard, with several varieties of grapevines beginning to bear. At others of the several stations, different breeds of cattle were shown, including Jerseys, Black Angus, White

Face and Holstein.

Representing Firestone at the program were T. B. Ipock, Jr., L. B. McAbee and Claude Callaway, all of the Industrial Relations Department. They made the tour of general farming procedures, as demonstrated on the Sunbeam Farms near Cherryville.

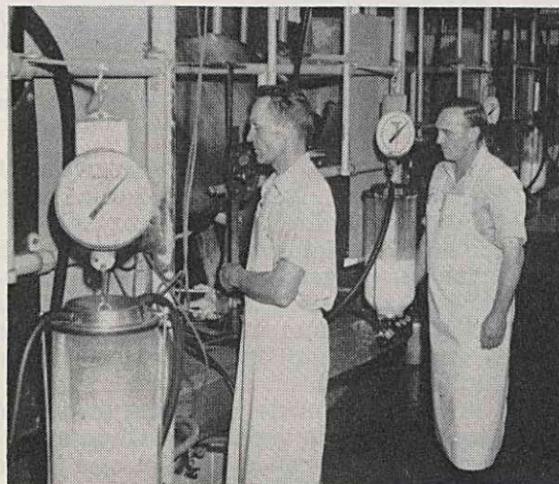
There, the visiting group saw a registered Jersey herd of 350 milk cows, of which 175 are of milking age. They also saw a calf barn setup; poultry operations with 10,500 laying hens, 4,000 pullets, and 500 roosters; hay-curing and grass silage operations; and lakes and creeks for water storage and irrigation.

ALONG the various tour stations the business-industry men were introduced to the change-over from cotton-growing to cattle farming, which has gained rapidly in the county in recent years.

On the tour, modern farming methods and the latest in agricultural equipment impressed the visitors, many of whom were not aware of the degree of mechanized farming now carried on in Gaston County.

"We hope to establish Farm-Business Day as an annual event on our calendar," said Brice T. Dickson, executive secretary of the Chamber of Commerce.

AT SUNBEAM FARMS—One of the many top milk producers is the conversation object of Firestone's L. B. McAbee (left), and T. B. Ipock, Jr., (right). In background (from left): Gaston County Farm Agent Fred Kiser; Leonard Wilson, retired businessman and farmer; Ralph Dickson, co-owner of an automotive parts store; and C. G. Beam, owner of Sunbeam Farms.



NO MILKMAIDS—Human hands operate the machinery of a modern milking parlor, but never touch the product. This equipment at Sunbeam Farms milks six cows at a time. It routes the milk through stainless steel pipes to a large refrigerated tank, thence to specially-equipped trucks for the journey to processing plants.



POPULOUS FLOCK—At Sunbeam there are almost 11,000 White Rock hens producing eggs for hatching. Some 4,000 pullets are also numbered in the flock. In chickenhouses, an electrically-driven conveyor belt for feeding is one example of automation that has come to the modern poultry farm.

Company PR Program Is Recognized

The Company has again been awarded a certificate "in recognition of outstanding achievement in public relations" by the American Public Relations Association.

The sixth such award in seven years, the certificate is being given in the category of international understanding, originating in the United States, and covers Firestone's public relations program in connection with its Liberian operations.

The program demonstrated two truths:

(1) That underdeveloped countries can gain great and lasting benefits under the American system of doing business, and that such benefits can be gained without any threat to national independence or limitations of personal freedom; and (2) that investors of private capital have in the underdeveloped areas of the world a large field for profitable investment provided it is made with the sincere intent of bringing to those areas the economic and social benefits dictated by the principles of sound business management.

Give Gay Blades A Chance To Grow

American homeowners in 1956 operated almost 12 million power lawn mowers. And during this year there will be another three million sold.

Of the millions of mowers in use this summer, at least half the owners who are not veterans with the power machines will commit the most common error—cutting the grass too short.

With the exception of bent-grass lawns, grass which is to remain healthy should be cut not less than one and a half to two inches above the ground in moderate weather. During hot spells, it should be cut at least three inches above the ground. Bent grass may be safely clipped three-quarters of an inch high.