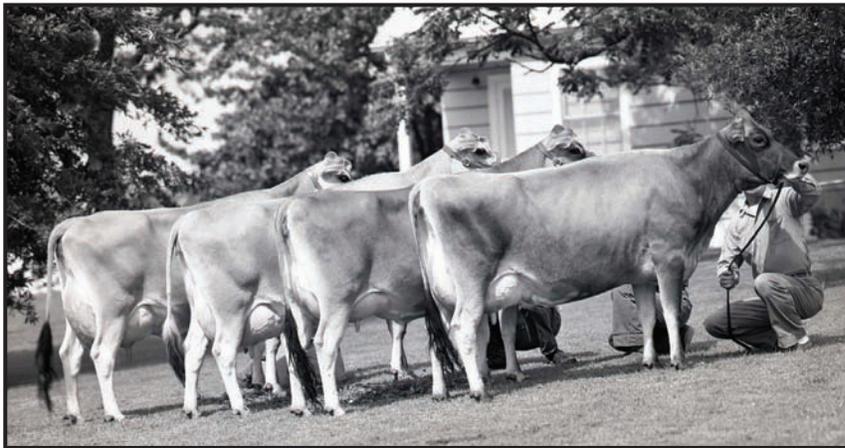


## C. Grier Beam

C. Grier Beam's involvement in providing health care, education, and employment opportunities to his community and region secured his legacy, despite the fact that the big trucks with the red lettered "Carolina" on their white trailers disappeared from America's highways after the company was sold and dissolved after his death. Yet his story was dramatic enough for him to be remembered for his rise from a farm-boy entrepreneur in the Depression to chief executive of what became the nation's sixth largest trucking company.

Born on January 15, 1906, in Lincoln County, Beam was one of ten children of farmer, carpenter, and businessman Charles Beam and his wife, Nancy Carpenter Beam. Grier learned about hard work from an early age on his family's farm and in businesses - cotton gin, sawmill, and wheat threshing - and his own poultry enterprise that he started with a dozen chicks. He didn't plan on going to college, although his older siblings had done so, but the grueling hard work in his father's enterprises taught him that he could do better in life with an education.

Beam worked his way through Weaver Junior College (later Brevard College) by sweeping the halls and cleaning bathrooms. At first his studies were a struggle, but he persisted and transferred to North Carolina State College, where he majored in animal husbandry and poultry science.



Brampton Victory daughters at Sunbeam Farms, June 1967. Bred at Brampton Jerseys in Canada, Brampton Victory came to Sunbeam from Victory Jersey Farm in Tullia, Texas, where his first daughters were showing exceptional promise; his daughters subsequently born at Sunbeam had a significant impact on the development of the Sunbeam herd.

Imp. Lynn's Ceres Princess was the top selling female in the May 7, 1960 Spann Golden Anniversary Importation Sale at \$4300. She sold in absentia - still in quarantine from importation - with Mr. Beam as the buyer. Her Island picture had appeared in the sale catalog, and Mr. Beam (left) and Mr. J.A. Selley (right), Sunbeam Farm manager in that era, are pictured with the picture of the purchased cow, photographed at that sale.



## Sunbeam Farms

*Written by Jack C. Nisbet.*

*This article first appeared in the March 20, 1964 Jersey Journal.*

Sunbeam means many things to many people. To some, it may mean a truly remarkable nursery for great production. Others may put emphasis on the number of outstanding show cows that are in the herd. Still others may think of Sunbeam entirely as a large herd operation.

The real Sunbeam in Cherryville, North Carolina is a beautiful bit of agricultural land efficiently, economically, and practically managed to produce tons of milk-making food for one of the top herds of Registered Jersey™ cattle in the nation and for a sizable poultry unit. Up until recently, this unit consisted of 15,000 brooder hens, but this operation has been changed to broilers with a capacity of 70,000 every 8.5 weeks.

C. Grier Beam, owner of Sunbeam Farms, is a man of action. He was born on a farm, and was one of ten children reared on the farm. He loved the soil; it held few secrets he had not learned by long and arduous experience.

Mr. Beam graduated from NC State College in 1931, with the Depression staring him directly in the face. There was no hope of this young college graduate establishing sufficient credit to step out and buy a farm. However, he had the determination that some day he would own a practical farming venture.

Mr. Beam secured a used truck with no money down, and soon was making regular trips between Florida and New York, successfully finding loads each way. In 1935, he arranged to buy a defunct trucking line in Cherryville, and three years later was joined in the venture by his brother. Today this firm, known as the Carolina Freight Carriers Corporation, is one of the largest trucking concerns on the eastern seaboard. There are over 1,600 pieces of equipment and more than 1,700 employees. The annual gross income is over 22 million.

Sunbeam's owner has taken time to do much for his neighbors and community. He has served on the Official Board of the First Methodist Church in Cherryville and is a member of the board of the North Carolina Children's Home Society. For twelve years he has been a member of the County Commissioners of Gaston County and is a trustee of Brevard College. His election to the Board of Directors of the American Jersey Cattle Club is evidence of his being recognized by his fellow breeders as a man of great stature, talent, and boundless energy. Several years ago, his own trucking industry associates elected him as president of their state association, the North Carolina Motor Carriers, and have honored him by naming him to the Committee of One Hundred, which is the official organization of 100 of the largest trucking companies in the country.

Today, Sunbeam is made up of 1,700 fertile acres. Four barns house 325 cows. At present, the herd consists of 670 head. Just seventeen years ago, the Jersey beginning at Sunbeam was heralded by the purchase of 25 cows. The greater return for crops grown on the farm soon had the best beef cattle on the way out. Chickens fit well into the operation and were maintained as a fairly large farm project. Slowly but surely, the Jersey enterprise grew, and foundation cattle with international reputation moved onto the scene at Sunbeam.

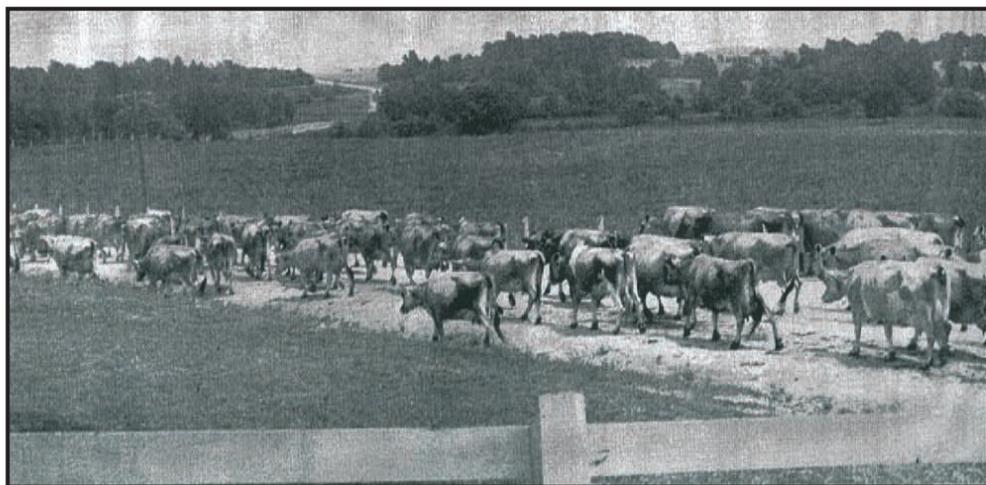
Among the cows with noteworthy tanbark winnings is P.F. Lindale Beacon Gladys, Excellent, and the first and only 20,000 lbs. milk or 1,000 lbs. fat Grand Champion of the All American, winning there in 1958, and the same year was Reserve Grand Champion at the Royal Winter Fair. She is Excellent in 12 points of the breakdown, a Ton of Gold and two-time Silver Medal cow. Her two top records are 21,530 lbs. milk, 975 lbs. fat in 365 days, two time milking, at seven years, eight months of age, and 18,360 lbs. milk, 1,010 lbs. fat on

two time milking in 305 days at nine years, seven months of age. Masteraim Sleeper Dora, Excellent, was the Grand Champion Female at the 1957 National. Her record at eight years, eight months of age in 303 days was 13,367 lbs. milk, 583 lbs. fat. Dora was a \$7,000 purchase in the Folck Classic and she has a number of offspring in the herd today.

Standard Maryland, Excellent, Tested Dam and brood cow of distinction, was a grand champion in her own right, and has several nice records with a top of 16,140 lbs. milk, 763 lbs. fat in 305 days at ten years, four months of age, and is the dam of Sunbeam's great breeding "Prince" bull.

Emily Scott's Dream, Excellent, was Grand Champion Female at Waterloo and has a record of 14,754 lbs. milk, 747 lbs. fat in 305 days at five years, six months of age, She also was the best udder winner at the 1950 Eastern States Exposition and the Canadian National Exposition.

As already pointed out, the show ring champions have measured up in milk production as well as blue ribbons. Some of the national production record breakers owned at Sunbeam



have won their niche in the Hall of Fame. The record of Syndicate Sybil Rose Ophelia, Very Good, of 13,597 lbs. milk, 621 lbs. fat in 305 days at one year, eleven months of age was a yearling National Class Leader when made. Her latest record at four years, one month of age is 15,560 lbs. milk, 778 lbs. fat in 305 days. Beechland Marigold Lou, an Excellent paternal sister to the produce winning "Barbara Sisters," twice produced over 932 lbs. fat, and in her latest effort at seven years, nine months of age, she made 19,498 lbs. milk, 997 lbs. fat, coming in over the 1000 lbs. fat mark in just three days over the year.

One of the greatest production innovations involves a dam and daughter, the only pair in the breed with more than 20,000 lbs. milk on twice daily milking. Ann Arbor Confident Gem, Very Good, has 22,217 lbs. milk, 1,184 lbs. fat, at seven years, one month of age in 365 days, two time milking. Her daughter, Ann Arbor Baronet Dolly, Very Good, has 20,977 lbs. milk, 885 lbs. fat in 365 days at five years, two months. This pair, together with four others in the family, brought the record price of \$20,400 in the Ann Arbor dispersal on May 20, 1963, which averaged \$844 and was second to the record high Lindow dispersal sale that had a \$1250 average. Sunbeam added four to its herd from this Ann Arbor sale. At the Sibley dispersal in October 1963, Sunbeam Farms was the top buyer, taking eleven head. Sunbeam was also the runner-up on many of the top animals in the Brigham Farm dispersal in November 1962.

This story would grow far too long if it listed all of the great cows that have made Sunbeam the mecca of outstanding inheritance. However, we would be remiss if we did not mention one or two more. There is the most worthy Beneventum Bittersweet, an Excellent with the fine lifetime production of 120,252 lbs. milk, 5,192 lbs. fat. She started a six generation family line that is known to all students of the breed. Jester Sir's Sparkle, another Excellent addition to the herd, made 14,304 lbs. milk, 720 lbs. fat in 305 days at four years of age.

Marlu Favorite Etta came to the farm for \$5000. She is a three-quarter sister to Marlu Commando Etta, a six time National Class Leader, three times making 1,000 lbs. fat and twice winning grand champion honors at the Ohio State Fair.

There are many, many more.

Mr. Beam has studied the breed long and diligently to find the greatest possible sires to introduce into the breeding picture at Sunbeam. He received great acclaim when he purchased Mister Jester Pinn in 1958, the first American-bred bull of the Jersey breed to sell for \$20,000 at public auction. He was recently qualified for the Century Sire award. More than 200 daughters of the Mister Jester Pinn are coming on in the Sunbeam herd.

Three sires currently figure prominently in the breeding program at Sunbeam. They are Brampton Victory, Sunbeam Marvel, and Sunbeam Standard Prince. These three sires trace back to a cow that Mr. Beam has often said “measures up in about every possible way.” She is Brampton Basilua, a cow that lived to be 17 years of age. She was the world’s record holder for 19 years. Three of her fantastic production records are:

5 years, 365 days, 19,012 lbs. milk, 1,313 lbs. fat

7 years, 365 days, 19,119 lbs. milk, 1,251 lbs. fat

8 years, 365 days, 17,862 lbs. milk, 1,239 lbs. fat

Her son, Brampton Basileus, an Excellent, Medal of Merit, Gold Medal, Silver Medal Superior Sire, had 31 sons awarded Superior Sire honors. Six of his daughters made seven Medal of Merit records, 28 Gold Medal daughters had 41 Gold Medal records, 43 Silver Medal daughters had 60 Silver Medal records, and 32 daughters are Excellent. His get won the blue ribbon at the 1947 Royal Winter Fair.

Brampton Basilua had a daughter, Brampton Lady Basilua, Excellent, eight times Medal of Merit, twice 1,000 lbs. fat, and long distance champion of Canada with 141,869 lbs. milk, 9,119 lbs. fat in ten lactations. Her son is the Excellent Favorite Commando, Medal of Merit, Gold Medal, Silver Medal, Century Senior Superior Sire with 112 daughters averaging 11,849 lbs. milk, 646 lbs. fat, and 130 classified daughters averaging 89.6%; he has 67 Excellent daughters, 18 Medal of Merit winners, and 23 Superior Sire sons; nine 1,000 lbs. fat producing daughters have 18 records over the 1,000 lbs. fat mark.

Brampton Victory is an Excellent sire. His first five daughters average 11,326 lbs. milk, 688 lbs. fat; his first four classified average 86.25%. He is by Brampton Acme, a grandson of Brampton Basilua Aim, Excellent, twice 1,000 lbs. fat daughter of Brampton Lady Basilua. Victory’s dam is Brampton Lady Bas Beacon, Excellent, Medal of Merit with 14,501 lbs. milk, 882 lbs. fat at seven years in 365 days, and a daughter of Brampton Lady Basilua. In fact, this great daughter of Brampton Basilua appears four times in the pedigree of Brampton Victory.

Sunbeam Marvel is by the Excellent, Superior Sire Brampton Marvel. His dam, Brampton Lady Bas B. Acme, Excellent, with 12,603 lbs. milk, 747 lbs. fat in 365 days at five years, six months, is a Gold Medal daughter of Victory’s dam, Brampton Lady Bas Beacon. The relationship on this sire to Brampton Basilua and her fantastic lineage is thus very close.

Sunbeam Standard Prince is Excellent and is out of Sunbeam’s wonderful brood cow, show ring winner and top producer Standard Maryland. His sire is Marlu Etta Commando, Excellent, Senior Superior Sire son of Favorite Commando.