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VOLUME LXXVIII

MAY 1956

NUMBER FIVE

No Fort Sumter Today

NOW THAT the NAACP is opening its Virginia campaign of litigation to force an unwanted integration upon the white population, sufficient time has elapsed since the Court's edict for the dust to settle and the outlines of the situation to become clear. It is apparent that the Negro leaders for "Integration Yesterday" have waited in vain for incidents of violence that could be used to cause pressure from the outside.

In Alabama, the out-of-state ambulances that waited for victims had to drive off empty and, despite all efforts to blow up the University affair into a minor civil war, the flurry soon lost its newsworthiness. Southerners everywhere

have been very chary of providing any news. Even the demagogues, usually dependable for providing ammunition to the Lehmans of the North, have shown unprecedented restraint, and it was New York's vocal humanitarian who was answered by our own senator. By now, the moderate Northerner, with no violence to incite him, has come himself to regard the race problem as not necessarily the South's alone and to doubt the wisdom of enforcement.

Students of the events leading to the Civil War, with whatever disagreements as to basic causes, are fairly well in agreement on the fact that the sectional differences got out of hand as the

moderates on both sides were swayed by extremists. Northern abolitionists were matched by Southern "fire-eaters," and the average citizen, as always, was swayed by passion and false generalities.

One of the false generalities of the North went so deep into the public consciousness that people believe even today that Lincoln "freed the slaves," and reputable national magazines refer to the Emancipation Proclamation as the great humane act which freed them. The famous Proclamation was, by Lincoln's own admission, introduced as a war measure, nearly two years after secession began, in repudiation of the President's own stated beliefs, and it never applied to the whole United States. Slavery was ended officially in this country only after Lincoln's death.

At this stage in the new troubles over the colored race in a white society, the pious hosannas from north of the Potomac have not contained any of those sonorous generalities which provide a slogan for the well-intentioned uninformed, and in the South the leaders have stressed the moderation which is the essence of eventual solution.

In practical terms, then, the moderates across the borders have established what amounts to a tacit working agreement, and the burden of this intelligent, patient moderation has been carried by the white Southerner.

As of now, no guileful enemy has, as Lincoln did, been able to provide a Fort Sumter for integration. This lack is certainly through no fault of the NAACP. For this organization has assumed the attitude of the enemy.

(Continued on page 18)

CONCERNING OUR FEATURE

The cover photo (courtesy of Soil Conservation Service) shows how cattle-breeders, shooting for the show ring, have many also-rans that help blood lines of commercial beef herds.

All of the material for this Third Annual Virginia Agricultural Edition, which will certainly interest you and probably surprise you, was prepared by John H. Wessells, Jr., of the Virginia Department. Also, all pictures for the three articles were supplied by the Department.

The gentleman to the right is Parke C. Brinkley, Virginia's Commissioner of Agriculture, who is so greatly responsible for our state's "keeping up with the times"—a job indeed, as you will discover when you read Mr. Wessells' arti-

cles on the revolutionary turn the agricultural scene is taking.

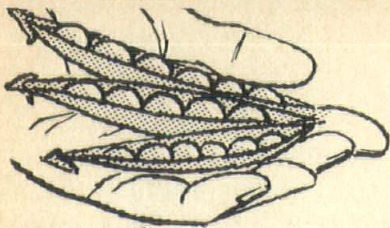


MAY 1956

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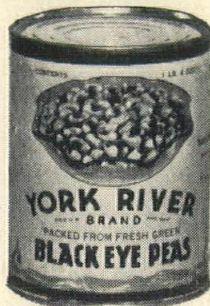


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Letters to the Editor...

Dear Mr. Dowdey:

The April issue of *Virginia Record* reached my desk this morning, and I was so impressed with your editorial "We Ain't Gonna Do It," that I determined to write immediately for permission to reproduce it (with due credit) in next week's issues of our four papers.

Your sentiments as to the NAACP and its use of the school issue as a rallying point for a program of race mongrelization are our sentiments. We have, as you know, been having a lot of trouble with the so-called "progressives" (we call them squirrels) up in these parts, and anything we can do to preserve Southern Conservatism in this area as well as a lot of others will help our cause.

Because we go to press Tuesday morning with our first paper, the *Fairfax Journal*, I'd appreciate a letter granting your permission to pick up and use the "Gentlemen, We Ain't..." as an editorial in our papers as soon as possible.

Sincerely,
G. T. Kellogg
The Alexandria Journal
Alexandria, Va.

* * *

Sir:

Your column, "Gentlemen, we ain't gonna do it," has been copied in our local *Journal*. It is the most comprehensive and concise declaration of our Southern principles yet read by this writer.

Surely an effort should be made to place it in every newspaper of this area. We must be awakened, quickly, if we are not to share the fate of the City of Washington, where the assistant principal of McKinley High has recently issued an ultimatum on integrated dances—or none!

Very respectfully yours,
Miss M. Alexander
Alexandria, Virginia

P.S. *The Evening Star* has recently begun to publish letters in defense of segregation, so, perhaps its eyes are being opened. Your letter in this paper would have wide circulation.

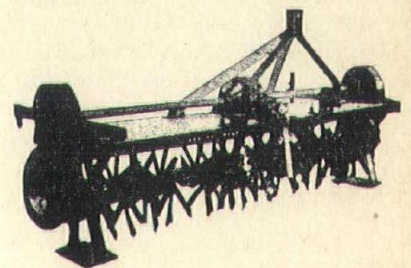
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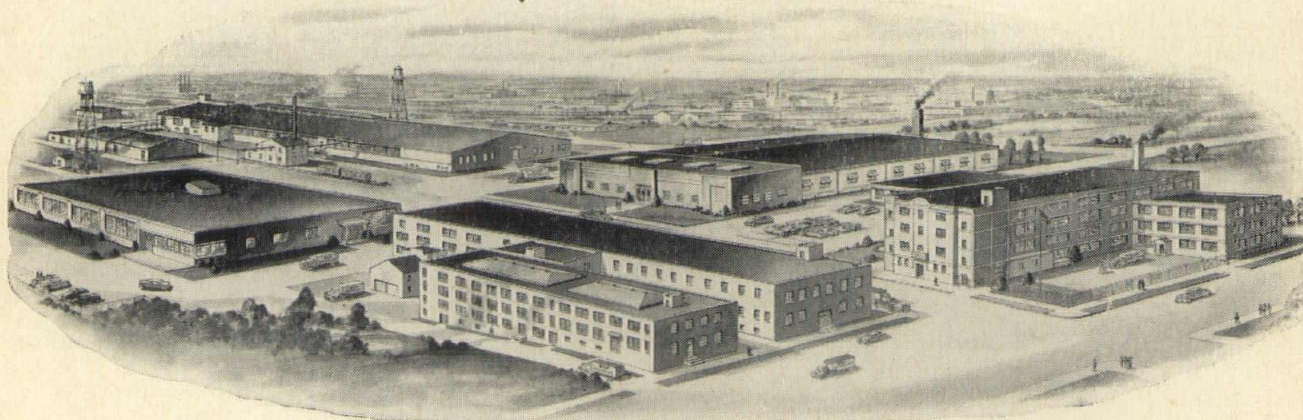
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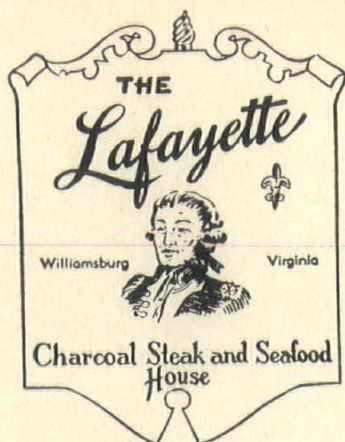
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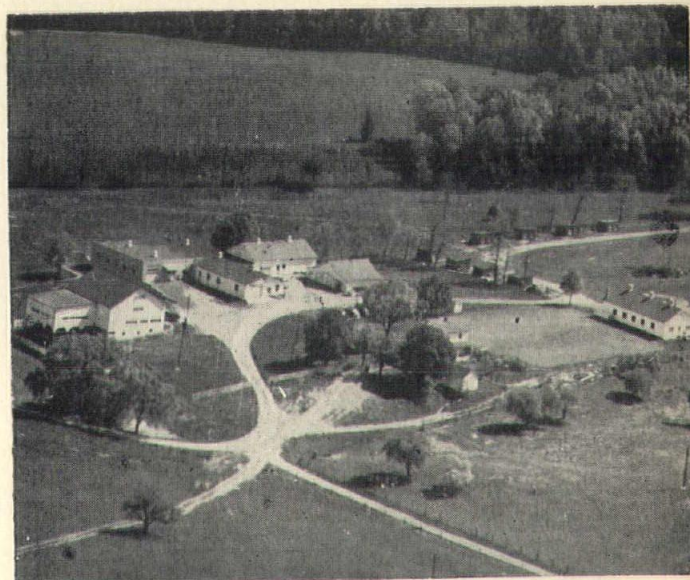
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Letters...

Gentlemen:

The members of Old Dominion Chapter, National Secretaries Association (International) wish to thank you for printing the article on National Secretaries' Week in your April issue of *Virginia Record*.

The splendid cooperation our association has received from wonderful people like you has been the principle factor for our progress in elevating the standards of the secretaries as a profession.

Thank you so very much.

Most sincerely,
Margaret E. Cook, Chairman
National Secretaries' Week
Committee

* * *

Dear Mr. Dowdey:

Thanks ever so much for the splendid way you handled our little forestry contribution to your magazine.

We are especially appreciative of your reference to the importance of forestry and fire prevention in particular in your editorial. We have enjoyed our association with you.

Sincerely yours,
George W. Dean
State Forester

By: E. E. Rodger, Chief
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On Virginia Farms: A REVOLUTION!

by JOHN H. WESSELLS, JR.



Above, there's not a hayfork to be seen as a truckload of baled hay moves into the barn.

Below, a bulldozer begins the job of replacing an upright silo with a trench silo, which is more efficient and much easier to fill and empty.



QUIETLY, behind a barrage of words and statistics about the nebulous "farm problem," almost without the people concerned knowing it themselves, agriculture in Virginia and in America has been building a revolution.

It is a revolution without guns, but nonetheless a powerful revolution against what used to be and what in some areas but fewer now, still is.

It is a replacement of traditional ways of farming with scientific ways, a replacement of muscles by machines, the growth of business methods applied to agriculture instead of "just farming."

And it is a revolution as fundamental, as deep seated and as far reaching as the industrial revolution of 100 years or so ago, which saw the end of mercantilism and the beginning of our present day industries based on the capitalistic system.

Take just a look at Virginia during the last 15 years, years which saw one out of every five farmers leave the farm and one out of every 10 farm acres turned to other uses.

With fewer land and fewer farmers, Virginia is now producing 20% more hogs, 30% more milk, 60% more cattle, 35% more eggs, four times as many broilers and seven times as many turkeys as she did 15 years ago.

In the same period, corn yields increased 60%, tobacco 50%, peanuts 50%, wheat 33%. Farmers learned to produce two blades of grass where one grew before and to graze four head of cattle where three used to graze.

They learned to apply the mass production techniques of industry to broilers, so that one man could care for up to 30,000 at a time and turn out nearly 100,000 broilers a year.

They made use of new tools. In this same 15 years, electricity went to 95% of Virginia farms, instead of 25%. Fertilizer consumption tripled. Farmers owned and used twice as many trucks, three times as many combines, four times as many milking machines, five times as many tractors, 25 times as many corn pickers.

Today's farmer can't afford to grow most of his needs on the farm like his father and grandfather did. Today's farmer depends for his very existence on things produced in the city: rubber tires, gasoline, electricity, inorganic fertilizers, machinery, motors, and dozens of other items. He can't farm like Grandpa did and stay in farming, because, as a prominent one has said, "you have to run as fast as you can to stay in one place in farming today."

This revolution has had its effect on the farm itself, a visible effect.

First, the farms are bigger by 15% than they were 15 years ago. Most of them have to be bigger, because today's farm machinery needs lots of land to be used efficiently.

Today's farm uses less labor. Only one in four hires any labor, and tenancy has decreased from 25% to 17% in 15 years.

These two factors account for much of the phenomenon of farm prices declining while the value of farm land remains high. Today's farmers must have more land to pay for their tremendous investment in machinery.

Today's farms also produce much more of much fewer products. One, two, or three money crops and buy the rest in town is the rule. The same forces that make for fewer crops make for those crops to be grown where conditions are best for them. Cotton, for instance, has moved from Southern plantations to West Coast irrigated deserts, and beef cattle have moved from western ranges where 20 to 50 acres are needed to support a cow to lush southern pastures which can support almost a cow to the acre.

In Virginia, wheat is moving out rolling, rocky hillsides of the Shenandoah Valley, the bread basket of the Confederacy, into the flat plains of Tidewater. Why? Because machinery does better on the flatter land.

But replacing grains in the Valley has come poultry, which thrives on the hillsides, and has made Virginia's Rockingham County known throughout much of the world.

The revolution has also made a change in farmers. There are not only fewer of them, but they are often divided among themselves on farm issues. The large, efficient farmer looks more confidently to the future than the small, traditional farmer whose back is coming closer and closer to the wall.

But most of all, and perhaps least understood of all, the revolution on the

farm is perhaps the largest factor behind the "farm problem." Actually the plight of farmers today is easily stated in simple economic terms. He is producing more food and fiber than his markets will take at reasonable prices. Yet with the agricultural revolution rolling inevitably onward, he must produce much, much more or be crushed beneath it.

First, the farmer who intends to stay in farming must produce more, because the future belongs to the man who can reduce his unit cost and make out on a smaller unit margin by increasing his production. This is the oft-repeated pattern of American industrial progress.

But the farmer who is deeply concerned about how he can stay on his land must also produce more. With prices still declining, he must increase his volume in order to make ends meet.



To save marketing costs, some modern Virginia orchardists let customers come out and pick their own.



The egg farmer's basement has become a washing room and sometimes a candling room to meet modern demands for quality.

It's more production from the little farm, or no little farm.

So the agricultural revolution has created surpluses despite record population growth and record consumer income. The farmer's ability to produce has simply far outrun them both.

Nor is this unbalance limited to Virginia or America. Egypt has a cotton surplus, Canada and Argentina have wheat surpluses, South Africa has a tobacco surplus, China has a soybean surplus. Exported, the agricultural revolution has reduced agricultural exports.

It has been this revolution to a large extent which has confounded government efforts at farm stabilization, because the traditional tool for reducing production to fit demand has been acreage allotments.

In normal times, they might work. But when yields per acre soar to new records each year, cutting acreage only makes farmers put their new magic to work on the remainder and grow as much as before.

The revolution also makes the problem of getting rid of stockpiled surpluses tremendously difficult. With production increasing year after year, there is no way that surpluses from former years can be fed back into the market. With foreign markets already loaded with the surpluses of other nations, there is no way that America's surpluses can be added to the pile without the danger of complete price collapse.

While it created a superabundance of farm products and, inevitably, lower prices, the agricultural revolution at the same time made it harder for farmers to get by with reduced receipts. With his costs continually taking a larger and larger share of his gross income, the farmer today cannot take the violent fluctuations that his market prices have always been heir to, by the time-honored technique of just tightening his belt.

So on the one hand, the agricultural revolution intensified the need for some stabilizing influence on the factors that make farm prices and on the other hand made that stabilization doubly hard to achieve.

Oddly, abundance on the farm and low prices in the market place have not always been accompanied by lower food bills for consumers. This is true because the revolution in agriculture has crossed the farm fence into the vast and complicated mechanism called marketing,



With modern fumigants, a farmer can store his own grain successfully on the farm, instead of selling at the usual harvest glut.

the process of getting food from field to dinner table.

Just as on the farm, the tractor replaced the mule and both plants and animals were bred for specific jobs, so on Main Street, the supermarket replaced the corner grocery, self-service cases replaced clerks and a welter of new packages replaced the brown paper bag. More and more, consumers seemed willing and anxious to pay someone else to do much of the tedious job of preparing foods for the stove or table.

But all this costs money. Thus, while the farmer got less and less of the homemaker's food dollar, from 56 cents

to 39 cents in 15 years, marketing absorbed the difference, and in many cases, more than the difference.

The revolution is having another big effect beyond the farm gate. The very forces that have pushed farm prices down and contributed to hard times in the country have stimulated the continued boom in the rest of the economy.

Farmers leaving agriculture have come to town as resourceful, self-reliant employees for industry and as new customers for urban homes, furniture, appliances and other products. Farmers who remained on the farm stimulated the market for farm machinery and for

many of the conveniences of city living which prior to recent years of dropping farm prices had found their way into farm homes in increasing numbers.

The revolution has touched every farm and every crop or form of livestock, but some have been more affected than others. Perhaps the most advanced has been the poultry industry.

Back in 1937, most farm leaders thought commercial broilers had reached their peak production. Today, American poultrymen are turning out 10 times as many broilers, and selling more of them every year.

Broilers are peculiarly adapted to the revolution in agriculture. Their rapid growth makes it possible to change the appearance of a breed in a year's time by selective breeding. Today's broiler is ready for market at eight to 12 weeks of age, so that turnover is quick and volume high.

Broilers do well bunched together in houses, with less than a square foot of floor space per bird. The birds also respond quickly to medicated feeds and new nutrition aids in their diet.

But broilers, like any large-scale farm operation, require what most farmers lack, capital. In the 1930's the frying chicken was only a wing of the poultry industry which revolved around the traditional hen, the barnyard flock which provided eggs, broilers and finally roasting birds. Only a few raised broilers alone.

Then, in a year when times were tough, one of the few broiler growers in Virginia's Shenandoah Valley couldn't pay his feed bill. His birds did not bring enough money on the market.

GOOD MONEY AFTER GOOD

But his feed dealer had an investment in the flock already sold. He also had faith in the future of poultry in the Valley. He told the grower he would carry him along, provided he put in another batch of broilers.

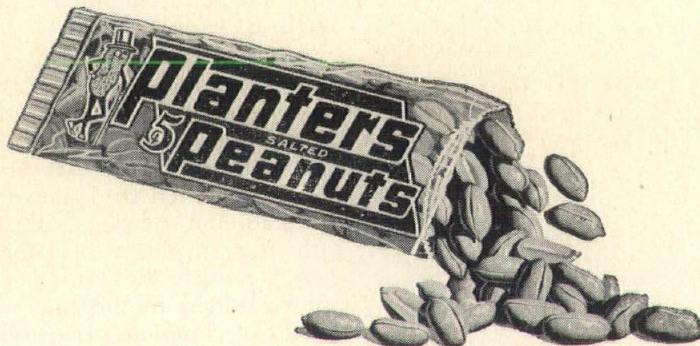
Fortunately, this second batch sold on a high market, and both old and new feed bills were paid. This was the beginning of the contract system of broiler financing, without which today's broiler industry would have been impossible.

Under this system, the feed manufacturer or dealer supplies the chicks, feed and sometimes the litter. The grower furnishes the house, which the feed man often finances, and his labor. Profits are split, usually 90 to the grower and 10 to the feed man, who already has his profit on feed, chicks and litter.

The contract system provided the

(Continued on page 43)

PLANTERS



IS THE WORD FOR

PEANUTS



VIRGINIA FARMING— 1975

IF AN Egyptian farmer from the time of King Tut could have been set down on an American cotton farm 30 years ago, he would have felt right at home. Farming had hardly changed enough to bother him in the 4000-year interval.

But if he visited the same farm today, it would be almost like visiting another planet. The difference is that in the last 30 years, mostly in the last 15, American agriculture has begun the same sort of revolution which 75 to 100 years ago in industry brought an end to mercantilism and introduced the capitalistic, mass production economy we know today.

This revolution in agriculture has been just as profound as the industrial revolution that preceded it. In just the last 15 years, it has sent one out of every five Virginia farmers to town for a job, and sent the other four to town for more and more machinery to take the place of the one who left. Thus in two ways, by supplying labor and customers, it has contributed much to the boom in the rest of the economy.

It has piled surplus on surplus of farm products in spite of cuts in prices and cuts in acreage allotments. Farmers have learned to produce half again as much tobacco, peanuts and corn to the acre, to graze four head of cattle where three grazed 15 years ago, and to put mass production to work to produce a better broiler on two-thirds as much feed and to produce and merchandise four times as many of them.

What will another 20 years bring? What will Virginia farming be like in 1975?

One thing is sure. It will be as different from farming today as farming today is from farming 15 years ago. It will be because the revolution in agriculture is just getting well under way.

For one thing, in 1975 there will be still fewer farmers in Virginia. More and more farmers with too little land, too little capital and too little managerial know-how will find it more profitable to go to town for their livelihood.

At the same time, farms will be larger. Even with today's low prices for farm products, farm land is still high. One reason is that today's mechanized farmer must have more land to utilize his equipment more efficiently.

But 1975's farms will produce plenty of food for everyone. Make no mistake about that. Researchers have estimated that if all farmers put to use the scientific know-how already in laboratory files, production would be increased 30 per cent in one year.

Patrick Henry said his only guide to the future was the past. For the last 15 or 20 years in Virginia agriculture, Henry's yardstick would have left him far behind. During the next 20 years, he would be hopelessly lost, unless he adopted the last 10 or so as a new guidepost.

For today's farmer is producing crops without rain. Tomorrow's farmer will be producing crops without soil. Science has given today's farmer the know-how to predetermine the sex of baby chicks, produce turkeys from unfertilized eggs, freshen cows by artificial insemination. Tomorrow's farmer may be putting to productive use the very secrets of life itself.

How was it that man, who has tilled the soil in virtually the same way for over 6,000 civilized years should suddenly, in less than one lifetime, supplant most of the old ways with something new and seriously question even the old which remained?

Much of the answer probably lies in the traditional nature of the man who tills the soil. Independent, self-reliant, subject always to the whims of capricious Nature, he is slow to change. When the industrial revolution began some 200 years ago, the farmer dismissed the furor as new fangled nonsense. Even when the findings of industrial science began to spill over into agriculture, and a few rash neighbors were willing to experiment, the great mass of farmers stuck to the old ways. Many of them were still resisting when a far-seeing government set up a system of agricultural science in colleges throughout the land, and a parallel extension service to take the laboratory findings out to the farm for practical application.

Then farmers began to wonder. Many would not change themselves, but sent their sons to college to learn the new fangled things just in case there was something to them. Those sons brought on the real revolution in agriculture.

It was as though some guiding genius had planned it all. Farmers were spared much of the trial and error that accompanied the industrial revolution because they resisted change until there were enough laboratories, enough test plots, enough information in science films, and enough trained county agents and vocational agriculture teachers to carry the word. Then suddenly, like a flood turned loose, they embraced the new, often faster than the machinery of agricultural science could bring it to them.

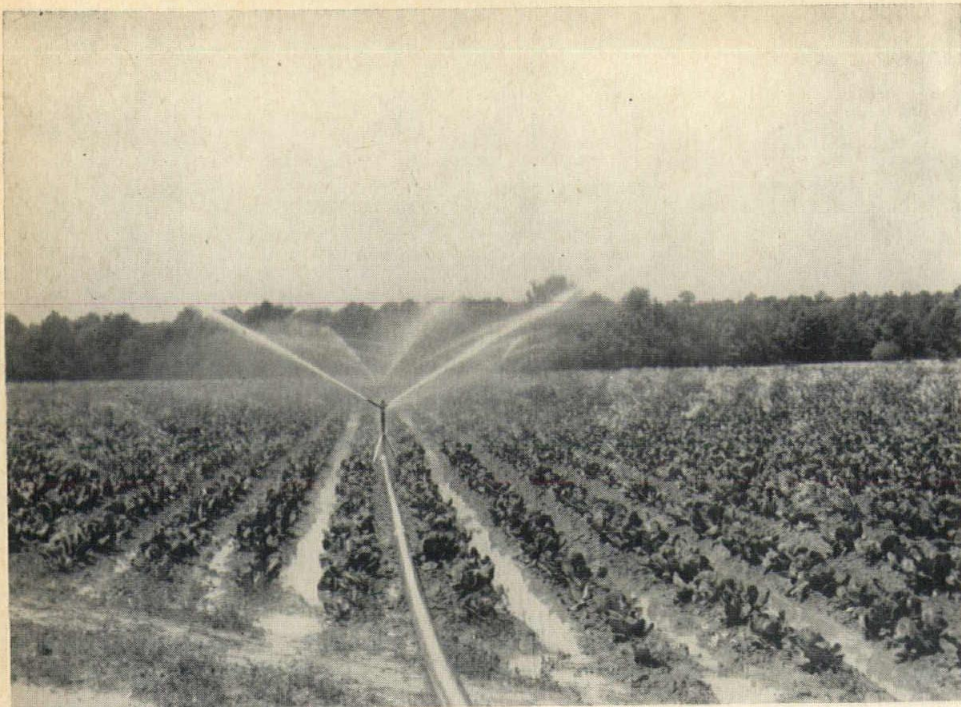
But they did not embrace it blindly. They still maintained the farmer's traditional independence of thought, and so brought the heaven of practical, down-to-earth experience to agriculture's revolution.

Even so, the changes cut deep into traditional agriculture. First, the horse began to disappear. This was a difficult one, because with literal horsepower, the farmer could grow his own fuel and mechanical repairs were largely limited to new sets of shoes. But the tractor could not be denied. It got much more work done, and besides it replaced the hired man who had gone to town to find an easier job.

But that was only the beginning. From then on, everything changed. Loose housing replaced stanchions, the old upright silo went underground, electric fences replaced some of the old barbed wire, machinery of all sorts replaced manpower. Elec-



One tractor was better than a team of horses, but on the farm of tomorrow, three tractors will prove to be better than one.



When there is no rain, the farmer must make his own. But tomorrow's farmer probably will have learned that irrigation pays even when rain falls, because of more even application of water.

tric power came in to revolutionize the home. Among crops, hybrids of all sorts, tailored to do the job, replaced the old seed stocks which the farmer raised himself, and gave much higher yields. Even hybrid poultry and meat animals

began to appear, bred to do a particular production job.

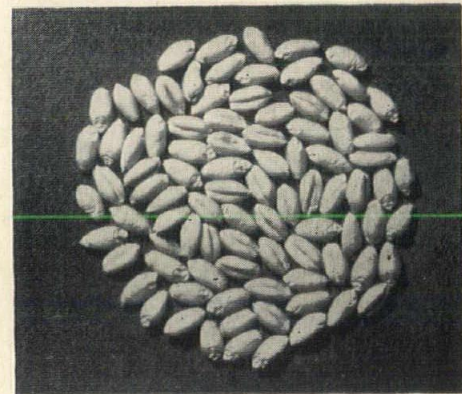
The farmer himself changed—he had to. For centuries, he had been a man close to the soil, whose greatest knowledge was of Nature and her ways. Now

he had to become in addition a mechanic, a veterinarian, a chemist, an electrical engineer, and above all, a modern business planner. In 20 years of revolution, many could not make the new grade.

In another 20 years, more will doubtless fall by the wayside. The United States Department of Agriculture estimates that at present rates of attrition, farmers by 1975 will make up only about 7% of the population of America, instead of the present 13%.

Farms will be larger. In Virginia the average size has been increasing about one acre a year for the past 10 years. Farms must increase in size to make efficient use of machinery, and machinery is becoming bigger and better all the time.

But there is little indication yet that farming will become something that only big corporations can afford to do. So far, agriculture has not offered the



Good seed of the right variety will be a "must" for the farmer of tomorrow. It will also be treated for seed-borne diseases and soil-born fungi.



Tomorrow's farmers will accept more responsibility for promoting the sale of the things they produce.

returns on investment to attract many big corporations, except in areas especially adapted to large scale farming, as in the western plains or the far western irrigated valleys.

Even in Virginia, while many small farmers with too little capital and too little land are going out of farming, extra large farms also are being sold off or broken up. In between, many new farms, just large enough for one family to work with modern machinery, are springing up. There seems much to be said for their future in agriculture.

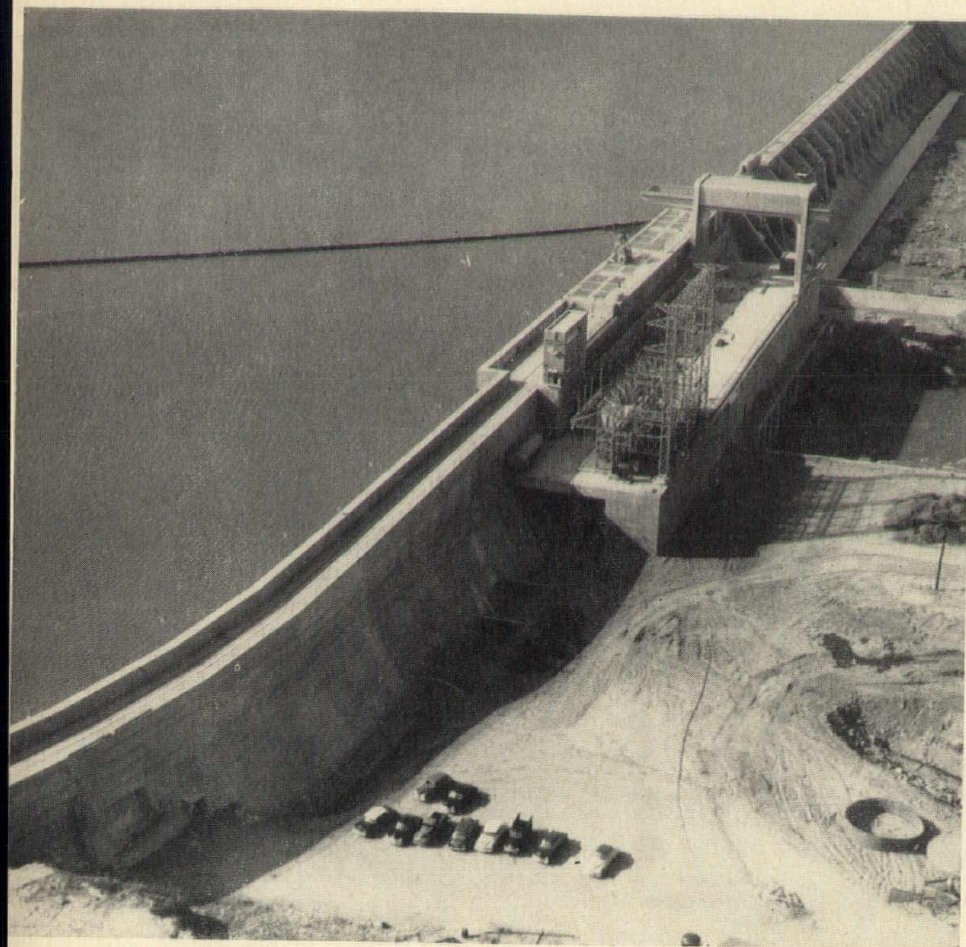
The revolution probably will make even easier the combination of job in town and farm in the country. By 1975, we may see a return to the soil in part-time form, more former farmers working full time in town and part time in the country and more city folks scratching around on a few acres on the side.

(Continued on page 50)

VIRGINIA BUSINESS REVIEW

By WILLIAM BIEN

Business Editor, *The Richmond News Leader*



(TV & Motion Picture Productions, Inc.)

Looking from south bank, aerial view shows power station, small section of mile and one-half tailrace and 3,050 foot concrete dam. Above the dam is part of the 4,900-acre Lake Roanoke Rapids, created by Vepco's \$32,000,000 hydro electric development on Roanoke River at Roanoke Rapids, N. C.

IF ANYONE felt the need for a Spring tonic of confidence last month, the two largest utilities in Virginia provided a full measure.

First, the Chesapeake and Potomac Telephone Company announced a 1956 construction program costing about \$40,000,000 and J. Rhodes Mitchell, vice-president in charge of the Virginia company, predicted that "1956 will exceed all record performances of 1955."

Then, a week later, officials of Virginia Electric and Power Company announced that its 1956 construction program will amount to about \$50,000,000.

These were indications of the most positive sort that all's well in the Virginia economy, that the very largest companies are not afraid to invest heavily in Virginia's future.

* * *

to tell the Virginia Story

MEN IN THE BUSINESS NEWS . . .

EDWARD ACREE, formerly account executive and food merchandising consultant with Cargill & Wilson, Inc., has been elected a vice-president of the Richmond advertising agency. Acree formerly served in Norfolk as advertising and promotion director for Colonial Stores, Inc.

H. R. HUMPHREYS, JR., of Standard Products, Inc., at White Stone, has been elected vice-president of the National Fisheries Institute. . . .

W. SHERMAN STOKES, a native of Martinsburg, W. Va., has been appointed general manager of the James E. Crass Coca-Cola Bottling Plants. The concern operates 19 plants throughout Virginia, Maryland and Pennsylvania. W. M. NOONAN, Richmond representative for Socony Mobiloil, has been

elected chairman of the Virginia Petroleum Industries Committee to succeed W. T. HYDE, of Gulf Oil in Richmond.

* * *

Virginia Electric and Power Company, incidentally, also provided what may have been the most significant business story of the month—the formal dedication of its \$32,000,000 hydro electric development on the Roanoke River.

Just three years ago most of the present lake bed was covered with brush and timber. The clearing alone cost almost \$1,000,000.

The dam is a monument to the success of private enterprise.

Work on the project took two years and nine months. But Vepco's hopes of building it dates back more than a quarter of a century to the early 20's when the company acquired the land from the Roanoke Rapids Power Company.

When conditions made it practicable, Vepco applied for the necessary license from the Federal Power Commission and in due time the approval was granted.

The then Secretary of the Interior, however, contested the right of the FPC to grant the license to Vepco and four years of litigation followed before the Supreme Court upheld and confirmed the decision of the Federal Power Commission.

* * *

The Brunswick Lumber Company, Inc., at Alberta in Brunswick County, has announced plans to begin manufacturing prefabricated homes.

Officers of the 30-year-old concern said they will continue their activities in the lumber business "until such time as the new division will have need for all the lumber manufactured."

J. T. Avery, president and general manager, said the homes will be marketed as the "Brulco" line and that the first unit will be a three-bedroom model to be known as "The Brunswick."

Members of the company's board of directors are V. W. Stewart, of Petersburg; W. T. Harrison, of Dolphin; V. E. Hammonds, of Dundas; and E. B. Walthall, H. C. Flinn, E. K. Avery, all of Alberta.

(Continued on page 16)

Revolution on the Farm Reflected in Virginia's Department of Agriculture



Modern agriculture finds inspectors doing strange jobs. Here a veterinarian checks the temperature of garbage being cooked before it is fed to hogs to prevent disease spread.

REVOLUTIONS once started never seem to stay within bounds, and the revolution on the Virginia farm has inevitably spilled over into the enforcement and marketing agency of agriculture, the State Department of Agriculture.

In the process, it has made laboratories obsolete, conferred college degrees on what were once sample takers, created a host of new titles and scrapped bushels of tried and true procedures.

Given the tremendous advances on the farm and in the great middleground between farmer and consumer known as marketing, it was inevitable that the Department should change. It is axiomatic that a policeman must be as smart as the law-breaker if he hopes to enforce the law, and surely the salesman must above all know his product.

Yet keeping abreast of agriculture in this day and time has been a hectic process, because never before have Department personnel had to cope with so many advances in so many different directions.

Take the tremendous advance in the field of refrigeration. To the home owner or the farmer, it means a home freezer, possibly air conditioning, but in the Department its application runs the gamut.

A marketing agent, for instance, must keep abreast of the new contracts under which farmers grow produce for frozen food plants. At the retail level, frozen foods present a new challenge in store displays and at the wholesale level, new problems in transportation.

For the grading service, frozen foods have an impact on the grading of the farmer's product, because only top quality can hope to pay the cost of freezing.

For the bulk buyer of frozen foods, the processed food graders must learn new standards and new procedures to make sure that quality is maintained.

On the enforcement side, adjustments and problems are just as numerous. There must be new regulations for frozen food locker plants and for frozen food processing plants. Food inspectors must take on additional duties and checks in the retail store to make sure that proper precautions are taken with the new product.

And as always, the problem develops tangents. One time-consuming one for the Department in the frozen food department was horse meat for dogs, which inevitably followed the freezing of meat for human consumption.

NEW RULING ON HORSE MEAT

The problem was that while all the meat for man's consumption had to be inspected and slaughtered under sanitary conditions, some of the horse meat for man's best friend was inspected and some of it wasn't. Any enforcement dealing with frozen food of course includes the possibility that it may thaw out, and it wouldn't do for frozen steak and frozen uninspected horsemeat to thaw out together unexpectedly some night when the power went off. The horsemeat might contaminate the steak.

So there had to be a ruling that when horsemeat for dogs was prepared under the same conditions as beef for human consumption, it could accompany beef through transportation and wholesaling and retailing, but when it was not inspected, it would have to be transported and stored separately.

Sometimes even a new fashion note reflects itself in a new problem of agricultural law enforcement. My lady's quest for a slimmer figure is a case in point.

As the dietary trend gathered momentum, special dietary foods, designed for diabetics or others under a doctor's care, came out of the specialty food shops and began to appear in the supermarkets. This brought up the question, how about my lady who isn't worried about her figure but picks up a sugarless item by mistake and is shortly confronted with an irate family complaining about the taste?

So there had to be a solution to the

problem of how dietary foods should be displayed to keep them from being confused with the conventional product.

When the calorie clamor spilled over into beverages, it became a legislative matter. Laws prohibiting the use of artificial sweeteners had to be amended to allow sale of soft drinks sweetened with them, under appropriate regulations to prevent misbranding or mistaken identity.

For the consumer, it is only a small hop from soft drinks to ice cream, but not so for the food law enforcement man. Ever since the hand churn, ice cream has had a special law of its own. This law differentiated among ice cream proper, sherbets, and other dairy delicacies by setting up required ingredients. Here, the problem was not only artificial sweeteners, but substitutes for butterfat and other standard ingredients of ice cream mix. The ice cream problem was only solved with an entire new law.

Usually, however, the problem has a more conventional root than something which temporarily catches the public fancy, like the current concern about weight reduction. Usually, the problem is a direct result of rapid advance in food processing or marketing technology which has accompanied the revolution on the farm itself. For instance, the food law required screens on food processing establishments where there was a possibility of insect contamination. However, some of the modern processing plants use a continuous blast of air across a doorway in place of screens or in place of a door. The blast not only keeps out insects, it keeps in the heat, and is thus a tremendous boon to establishments where a continually opening and closing of the door was a problem.

AIR BLAST MADE LEGAL

Under the old law, this air blast innovation was illegal, so the law had to be changed without eliminating screens or conventional doors and windows.

Again in the old days apple processors used special varieties of apples or whole apples considered unsaleable and squeezed them for cider or vinegar. In fact, the old law specified that vinegar must be made from fresh, whole apples.

Today, however, modern processors use not only whole apples but peelings and cores from which to crush their

juice and vinegar. Once again, a law had to be brought to the legislature for modernization.

Even advances in the field of medicine sometimes become agricultural problems. Perhaps the most significant is the advent of anti-biotics, the so-called "wonder drugs."

As drugs to cure human or animal ills, they were much like other drugs, but these new ones would do other jobs too. In infinitesimal amounts, they were most effective as growth stimulants for poultry and to a lesser extent hogs. This brought up the question, "when is a drug not a drug?"

For the State Department of Agriculture, it also brought up another problem. How, with our present laboratory equipment are we going to identify an ingredient that only amounts to a few grams in a ton of feed? The answer was that with present facilities it couldn't be done. The Department is now looking for a location in which to put a brand new laboratory, designed specifically to hunt these needles in the feed sack.

LABS BECOME A "MUST"

But the problem would not stay confined to the laboratory. As new poultry feeds began incorporating as many as 10 or 20 nutritional elements, growth stimulation and disease preventive ingredients in small amounts, Virginia's smaller millers found they had trouble formulating competitive feeds without the laboratories maintained by the larger firms.

At the same time the larger firms were leaning more and more on their own laboratories and trained technicians, for whom the enforcement man had to be some sort of a match.

For the Department then, the change meant a new approach to the field force as well as a new laboratory. A man could no longer enforce the feed laws and be just a taker of feed samples. He had to be a trained man, capable not only of finding law violations, but of helping the industry avoid more violations in the future.

With poultry and livestock feeds becoming more of a problem, it wasn't long before another area was heard from, canned dog food. As it became more and more popular, there were problems about how formerly waste products from meat packers, fish canneries, even poultry processors could be incorporated to the benefit of the dog, and how these new ingredients were to appear on the label to the satisfaction of the purchasing master of that dog.

Finally, the problems of feed and food became entirely too much for the force of inspectors who up until a few

years ago had been doing inspection of both products. The Department was forced to create two field forces, one for food and one for feeds, each with its own supervision and area of responsibility.

This brought vast improvement, but there was still a problem. The fieldman was far too removed from the laboratory chemist with whom he had to work closely. And so the revolution on the farm created its largest visible sign in the Department. An entire Division of Dairy and Foods was abolished, and its functions divided.

Food and feed work went into the Division of Chemistry, which already inspected fertilizers and insecticides, and also did the food and feed laboratory work. Thus, food and feed inspectors and laboratory personnel were finally brought under one roof in a new Division of Chemistry and Foods.

Dairy inspection went into the Division of Animal Industry, which now become the Division of Animal and Dairy Industries. This time, the sanitation of the dairy farm was united with the health of the cow and the laboratories which checked the chemistry of both.

But even united, dairy law enforcement still had problems of progress in the industry. On the farm, dairymen found it more economical and much more conducive to better breeding to use artificial insemination to produce their calves. For a relatively small fee, they could have the breeding of a bull they couldn't begin to own.

But artificial insemination is tricky. First, the health of the bulls on the insemination farm must be scrupulously guarded, not just for diseases which might go along with the milk, as in the days of the bull on every dairy farm, but for breeding diseases that might be transmitted to the cow alone and produce abortions or other physical damage to the milk production plant.

ANOTHER NEW FIELD

The process of insemination itself also was a troublemaker if not properly performed, and so the new Division of Animal and Dairy Industries had to move into a new field of regulation, rules for artificial insemination.

There was more work to be done too in the age-old field of dairy farm inspection in order to insure pure, wholesome milk for consumers. With the advent of refrigerated trucks, milk could be shipped from Wisconsin to Virginia in tank trucks built like thermos bottles, with only a few degrees loss of temperature. In the same trucks, it was also possible



New, gaseous fertilizers have meant that the State Department of Agriculture laboratories had to take to the field.

to ship milk from one section of Virginia to another.

These new transportation lines cut across well established production lines. Traditionally, milk for each metropolitan area had been produced by nearby farms, but with cities burgeoning into the countryside, this was no longer possible.

In Virginia today, Norfolk gets milk from Amelia, Augusta and other far-off countries, while Richmond's milk shed spreads far north and west. From Rockbridge County, farmers ship to five different milk markets, and from some of them, milk is shipped raw to North Carolina, pasteurized and bottled, and shipped back into Lexington, a few miles from where it started.

Yet, while milk has overflowed its

(Continued on page 37)

Below: more food processing means more work for Department food inspectors, to see that everything is wholesome.



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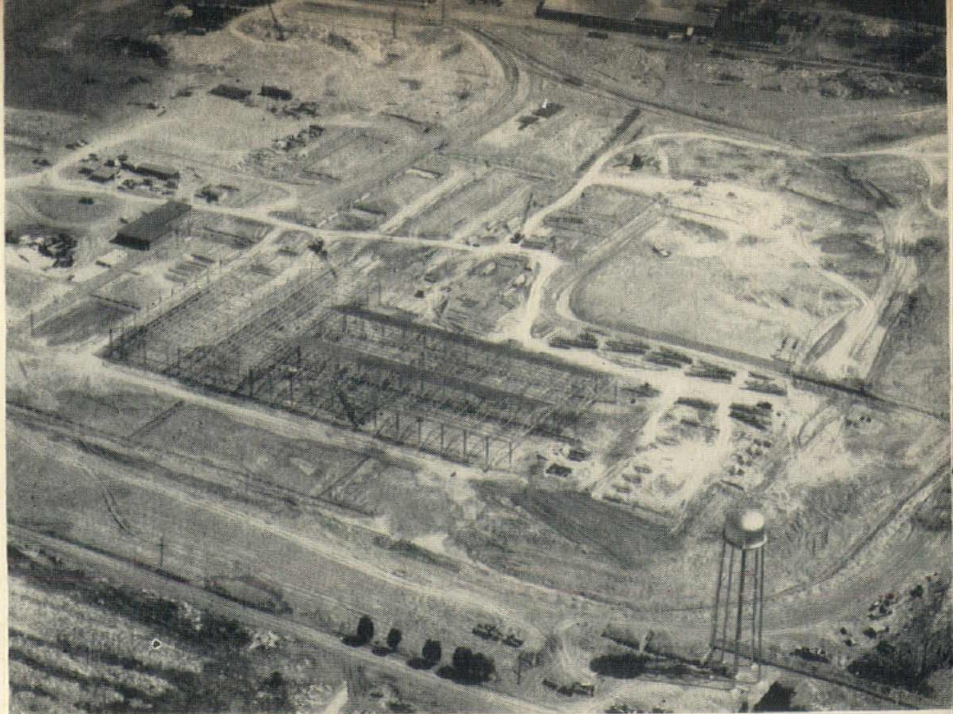
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(Dementi Studio)

VIRGINIA BUSINESS REVIEW

Continued from page 13)

Commonwealth Natural Gas Corporation has announced the formation of a new subsidiary—Commonwealth Gas Distribution Corporation—to supply natural gas to areas along and adjacent to the parent company's main pipeline which cannot be served economically by its utility customers.

At the same time, it was announced the new organization has a contract to supply about 1,400,000 cubic feet of natural gas per day to the new \$5,500,000 aluminum extrusion plant being

built by Reynolds Metals Company in Chesterfield County, near Bellwood (shown above).

William H. Trapnell, president of the parent company, will head the staff for the subsidiary. He announced that Commonwealth Gas Distribution will purchase gas from the parent company's 18-inch main line through a delivery tap near Chester and will build a 6-inch pipeline, approximately four miles in length, to the Reynolds plant site. Gas deliveries are due to begin on or before July 1.

*Felicitations to the Virginia
Department of Agriculture*

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Pocahontas Was An Indian

Story and illustration

by ROSE BRAY



SINCE VIRGINIA will celebrate next year the 350th anniversary of the Jamestown settlement, historians should take a new look at the heroine of that venture, for nobody has done right by our Pocahontas.

All people of King James's day had a respect for royalty which by our more democratic standards seem absurd. They even deferred to savage royalty, particularly in England, where nobody knew what rough characters Indian chiefs were. Jacobean writers described Pocahontas, the big chief's favorite daughter, in such fulsome terms that a lively little Indian has been made to appear a goody-goody prig.

Modern historians fall into two classes: those who still idealize her unduly, and those who say with dark implications that she wasn't all she might have been. The truth lies somewhere between these two points of view.

No student of old records can deny that Pocahontas was an intelligent and kind-hearted girl. Yet some of the franker writers of her day, now ignored by the idealists, set down facts which don't look well when judged by civilized standards. But when one remembers that she was, despite her superiority to her people, just a little savage, governed by her Indian nature and her race's customs, all the records concerning her fit neatly into place, leaving her still quite a person.

This premise, oddly enough, helps to prove that she really saved Smith's life. Among the Powhatan Indians, women were admitted to the council, and had the right to decide whether captives should be killed, or saved by adoption into the tribe. Though Pocahontas was in 1608 only about 13 years old, she no doubt was well aware of this right of women.

Yet her deed had its element of bravery, for when her persuasions failed to move her father, she laid her head on Smith's, so that the executioners could not strike him without killing her. Whereupon Powhatan agreed to spare the Captain. Evidently, the chief then expected Smith to remain with the Indians as a member of the tribe, for a writer included in Simon's compilation said "The Emperour was contented he [Smith] should live to make him hatchets and her bells, beads, and copper", for they thought Smith, like Powhatan, was a man of all trades.

Furthermore, Powhatan gave Smith the country of Cappa-noosick, and promised forever to esteem him as he did his favorite son. Once or twice each week for some time thereafter, Powhatan sent presents of food to Smith and continually importuned him by the messengers "to come . . . and take the country he had given him".

It seems strange that few if any historians cite this right

of Indian women as having any connection with Pocahontas's intervention in Smith's behalf.

Of course, other reasons are given for belief in this beloved story. In answer to an inquiry, Dr. M. W. Stirling, Director of The Bureau of American Ethnology of The Smithsonian Institution, wrote: "We have every reason to believe that Pocahontas did save Smith's life for Smith said so himself: 'she hazarded the beating out of her owne braines to save mine; and not onely that, but so prevailed with her father, that I was safely conducted to James towne; . . .' The above is quoted from 'Generall historie of Virginia, New England and the Summer Isles,' John Smith, London, 1624."

Edward Arber, who edited a compilation of writings by Smith and others, said that to deny the truth of the Pocahontas incident is to create more difficulties than are involved in its acceptance. He pointed out that Powhatan, then 60 years old, had many wives and no particular love for any; "constantly fixed his heart on a pet child (like an old man's grandchild with us) . . . When Pocahontas was taken [captive] in 1613, he chose another of 12 years old . . . and 'delighted in none so much as shee, whom if he could not often behold, he could not possibly live' . . . There was nothing miraculous in Powhatan's thus yielding to the solicitations of such a pet child.

"Savages have often shown such sudden revulsions of feeling; and Powhatan before that year 1608 was out, returned to his frenzied attempts to kill Smith. . . ."

The Indians captured three men, including Smith, on the Chickahominy River. The other two were killed. If the Pocahontas story is untrue, Arber asked, why was Smith spared and sent back to Jamestown a week later with gifts and every evidence of Powhatan's friendliness? "Every man in the colony must have believed Smith's account of his rescue when he thus saw Pocahontas and her supplies of food. The subsequent uniform and unwearied friendship

(Continued on page 51)

NO FORT SUMTER

(Continued from page 3)

Certainly without any abiding interests in the tenuous relations of the two races in a single society, its purpose (which, of course, would be denied) seems to be to promote an alignment of antagonistic forces between the Southern white and the rest of the country.

If they succeed in this undeclared purpose, the only result can be chaos, and this for a most simple reason.

The paternalism of the substantial Southern white to the Negro might be an extremely objectionable attitude in ideal terms, but we must proceed on the tangible fact that it exists. It exists with considerable inequity to the Negro and

considerable cost to the white, but, viewing history as it happened and not as we might wish it, the paternalism was the result of the conditions forced on the prostrate South by its quite unidealistic conquerors.

With all its ills, and all the political uses that Russia might make of it, the paternalism evolved between the two races caught in mutual upheaval and dislocating poverty and, within its pattern, a peaceful co-existence developed within the whole structure. It is this sense of paternalism in the responsible white that has caused his moderation in the present crisis. No one else in the country has anything like it (as see Harlem and Chicago's Black Belt).

So far, nothing the Supreme Court nor the NAACP has done disturbed this ingrained, if patronizing, protectiveness, this very real, if unequal, affectionate responsibility. Committed sinfully and totally to this basic inequality as the responsible white might be, if his paternalism is suddenly removed, there will be tragedy for everybody.

Once the Southerner comes to regard the Negro as, say, the Boston Brahmins did the Irish peasants, or the East Coast entrepreneurs (with all George M. Cohan-ish flag-waving) regarded the Italians and Poles, the Negro will be on his own—and at this age he is simply not qualified to carry his own weight in an alien white society.

Nothing yet has occurred to make the responsible white Southerner turn against the Negro. In noble abstractions he "keeps him down," as does the North, but he doesn't want the Negro hurt. If the Southern white's heart is ever hardened—as was the proper Bostonian to the Irish—it is not only the Negro who will suffer.

After all the harsh things that have been said about the white Southerner, and many of them justly, the responsible white Southerners today are maintaining a most difficult society in the face of irresponsible pressure from the outside and a pressure from the NAACP from within which is designed to use the South as a testing-ground for a social equality that exists nowhere—except in words.

Let us continue in our sense of responsibility, and permit no maneuvering to precipitate us into another Fort Sumter.

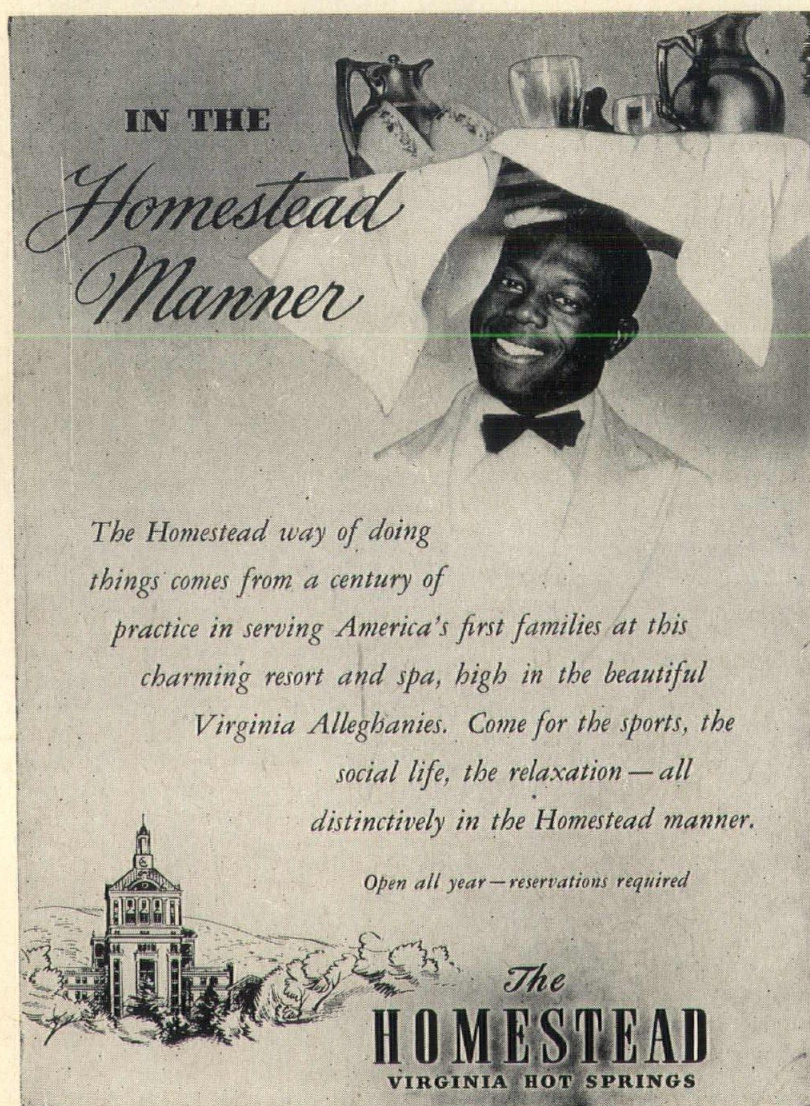
Clifford Dowd

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Woodrow Wilson: From Whence He Came

WOODROW WILSON, or rather Thomas Woodrow Wilson, was the third child of Rev. Joseph R. Wilson and his Scotch wife. Their home, which is now preserved as a shrine, was the Presbyterian Manse. The family is said to have been neither rich nor poor. The twelve-room house, four rooms on each of the two main floors and basement, with its spacious grounds, provided the setting for the advent of a future President of the United States.

Even now as we prepare this story in the kitchen of Woodrow Wilson's first home—the home he knew until he was about two—it seems almost that we can hear the patter of his little feet as he followed the aroma of cooking food that led him to the basement kitchen or as the call of the out-of-doors coaxed him out through the back door to play in what is now a terraced formal garden.

On the first main floor of the house he must have spent many happy hours in the nursery adjoining the room in which he was born. While he was entertained here, his parents no doubt, across the hall, received visits from parishioners and others in the front and back parlors. Young Woodrow's father's study upstairs is furnished in keeping with the period. The desk belonged to Woodrow Wilson as did the students lamp on it. Here is preserved one of the young man's letters to his father and a copy of the Versailles Peace Treaty and the signatures of the men who signed it. In the upstairs bedroom one may see the gown which Mrs. Woodrow Wilson wore at the signing of the treaty.

The entire house has many, many Wilson mementos and tributes of various kinds to the man who made the house famous.

Plans are in the making to purchase the remainder of the original Birthplace property and construct on it a reproduction of the barn that once stood there. This building would house an information center, a museum, auditorium, and souvenir shop. Funds to purchase this additional property are being sought in a campaign which began early in May. It is estimated that \$593,000 will be needed to carry out the project program. The campaign to raise these funds will be conducted

to tell the Virginia Story



(Photo by Beverley Studio)

Entrance to the old Presbyterian church where the Reverend Joseph Ruggles Wilson was pastor at the time of the birth of his son, Thomas Woodrow. It is now Waddell Chapel of Mary Baldwin College. Woodrow Wilson was baptised here.

throughout the nation, with the Hon. Claude G. Bowers of New York City, formerly Ambassador to Spain and Chile serving as national general chairman. In Virginia, the campaign committee is headed by Thomas E. Hassett,

Jr., of Staunton. Persons who wish to have a part in preserving the Woodrow Wilson Birthplace may send their contributions to Woodrow Wilson Birthplace, Staunton, Va. All contributions are income tax deductible.

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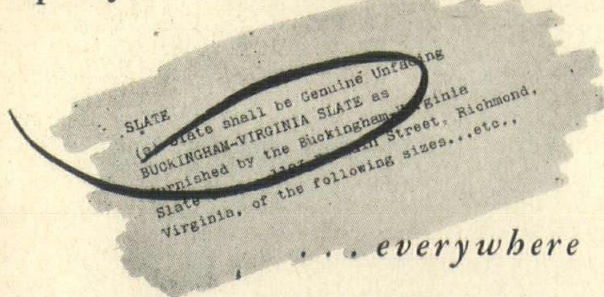
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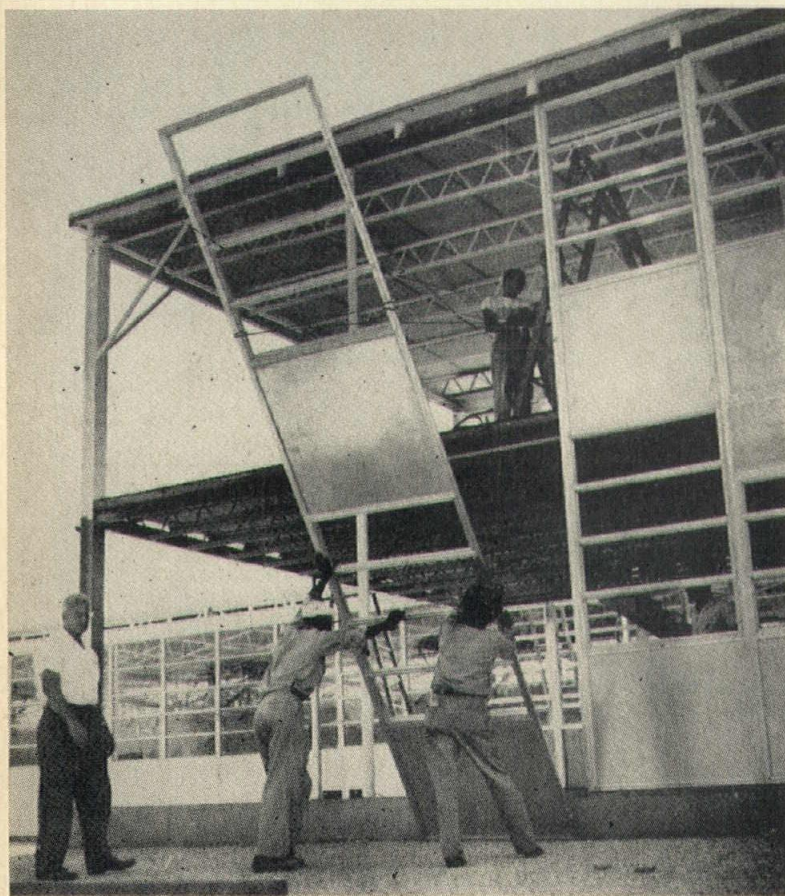
A building is a better investment if well planned and attractive in appearance.

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VIRGINIA WAR MEMORIAL



(Danfoto)

(For story and more photographs, see page 23)

VPI APPOINTS MR. CURRIE TO SUCCEED PROFESSOR COWGILL

Virginia Polytechnic Institute has announced the appointment of Mr. Leonard J. Currie to succeed Professor Clinton H. Cowgill, F.A.I.A. who has been Head of the Department of Architecture for 28 years and who will retire effective the end of the summer quarter of this year.

Mr. Currie comes to V.P.I. from Bogota, Columbia where he has been Director of the Inter-American Housing Center since 1951. He received his B. Arch. degree from Minnesota and his M. Arch. from Harvard. He was a winner of the Wheelwright Travelling Fellowship, is a member of the A.I.A., the

American Society of Planners and Architects, and an honorary member of the Columbian Society of Architects. He has previously served on the architectural faculty at Harvard, where he was a member of the famous "Architects Collaborative", the firm headed by Professor Gropius. He has had years of architectural experience, is registered in Massachusetts, and holds the certificate of the National Council of Architectural Registration Boards.



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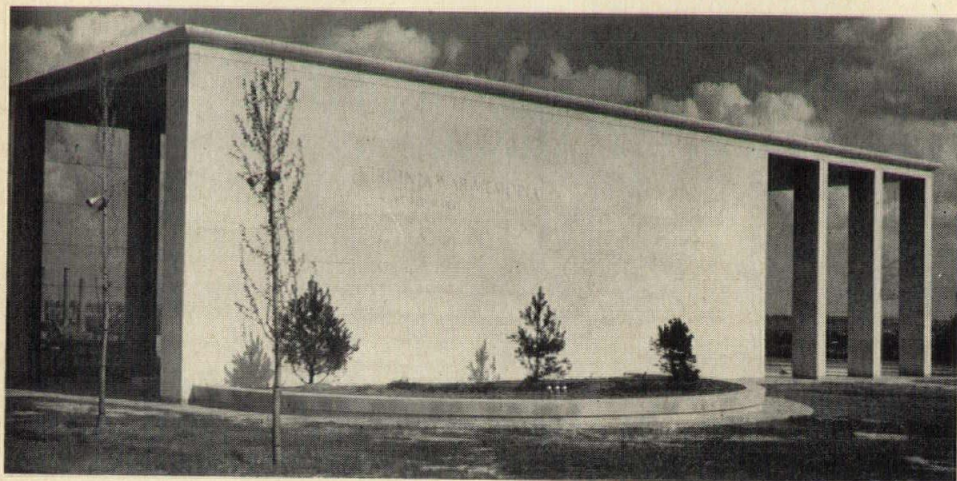
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VIRGINIA WAR MEMORIAL

Architect:
Richard Collins,
Silver Spring, Md.
General Contractor:
Thorington Construction Co., Inc.



(Illustrations by Danfoto)

Subcontractors and material suppliers on the project were as follows: glass and glazing, Pittsburgh Plate Glass Co.; roofing and waterproofing, N. W. Martin & Co.; masonry, Willis & Sharpe Inc.; plastering, Douglas & Williams; millwork, R. E. Richardson & Sons; plumbing, heating and ventilation, Wm. H. White, Jr., Inc.; structural steel and miscellaneous iron, Liphart Steel Co., Inc.; marble, tile and terrazzo, Oliva & Lazzuri; Ironite waterproofing, Western Waterproofing Co., Charlotte, N.C.; resilient flooring, McL. T. O'Ferrall & Co.

Also, Modernfold doors, toilets and partitions, J. S. Archer Co.; Stonyhurst stone, flagstone and granite, Empire Granite Corp.; electrical work, Northside Electric Co.; concrete, Southern Materials Co., Inc.; bronze, Newman Bros., Inc., Cincinnati, Ohio; reinforcing steel, Bowker & Roden, Inc.; excavation and fill, E. G. Bowles; landscaping, Greenbrier Farms, Norfolk.

Also, flagpoles, American Flagpole Equipment Co., Bronx, N.Y.; fence, Cyclone Fence Co.; painting, J. C. Hungerford; hardware, Pleasants Hardware; metal door frames, John J. Bagley; paving, Kenneth L. Black, and lathing, John G. Duggan. All firms, unless otherwise indicated, are of Richmond.

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RICHARD COLLINS, Silver Spring, Md. was winning architect in the competition for the Virginia War Memorial, located at the approach to the Lee Bridge in Richmond. Thorington Construction Co., Inc., was general contractor.

The design of the Memorial was directed to three general ends.

A: the creation of a long vista in which Leo Friedlander's figure of Memory would be silhouetted against the sky and the river view. B: the use of the names on the glass wall to create a pattern against the sky and C: the long line of the office building to catch the terraces against and to block off view to the north. It was the architect's idea that the small size of the Memorial and the limited funds pointed to a more intimate scale and a less contrived landscape than memorials generally admit of. These ideas influenced the original design very strongly. There was also a desire to create a memorial which was timeless, neither an echo of a vanished time, nor a specifically "modern" building.

During the course of the working drawings some few changes took place,

mostly in detail. The general plaza surrounding the Hall was lowered, mainly to secure a better grade relationship and avoid an excessive fill, but partly also to help screen the area from heavily travelled Belvidere Street. The opening through the subsidiary building to lengthen the vista of the main axis also occurred at this time.

When the action of the legislature deleted the office building, some redesigning had to occur to meet the new conditions. The general landscaping was revised to do some of the work in forming a foil that the office building had accomplished, and various interior changes occurred to make an adequate entrance to the auditorium.

The changes brought about by the higher bids than had been hoped for were, generally, confined to the landscaping, principally the deletion of the stone terrace walls.

The discovery, after the bids had been let, that over 10,000 names (rather than 8,000, as had been supposed) must be included, resulted in the addition of names to the interior wall which had been designed to be bare.

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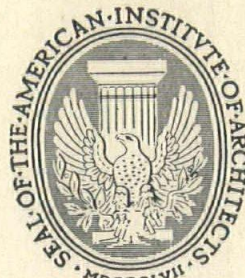
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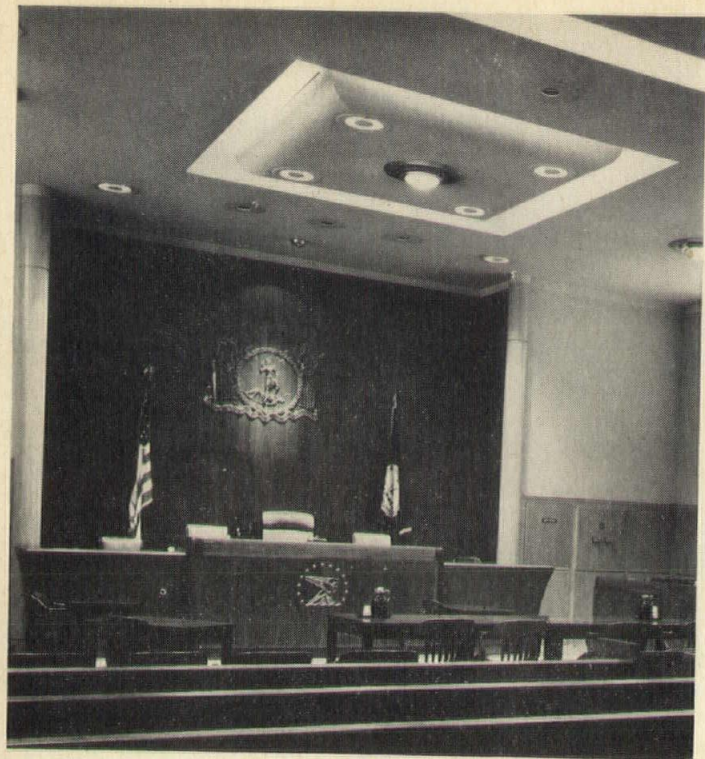
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New Lynchburg Courthouse

Architect: J. Everette Fauber, Jr.

General Contractors: C. L. Lewis & Co., Inc.



(Photos by
Gene Campbell)

THE CITY OF LYNCHBURG has just recently completed the construction of a new Courthouse to take the place of the old Courthouse standing at the head of Monument Terrace. J. Everette Fauber, Jr. was architect for this structure.

The new building is thoroughly modern and contains facilities for both the Corporation Court and the Circuit Court. Easily accessible off of Monument Terrace are the commodious new offices for the Clerk, including fire and theft-proof storage vaults for records and ample space for the conduct of the Clerk's business.

The new building is constructed of light-gray face brick with Indiana limestone trim. Horizontal spandrels between the windows are faced with Cold Spring red granite. Likewise, the large inscription panel over the main entrance is polished red granite. Superimposed on this panel is a deep relief sculpture in white bronze symbolizing Justice, with an appropriate inscription above.

Each Court has a large Courtroom with Judge's Chambers and the necessary anterooms. The second floor contains the local Bar Association Law Library. The basement on the east end has been temporarily set up for sheltered offstreet parking, but it is planned for future facilities related to the Courts. A portion of it can be used for future expansion of the Record Room if and when this becomes necessary.

The main lobby has its walls lined

with polished Tennessee gray marble and accented with polished black serpentine as quarried by Alberene Quarries at Schuyler. Opposite the bank of main entrance doors is a wall covered with black alberene stone over which has been placed a group of nine relief sculptures representing the history of Lynchburg and the surrounding community. Suitable inscriptions in the lobby relate to and explain the sculptural elements.

The Courtrooms are paneled with a seven-foot wainscot of black walnut in one Court and pickled oak in the other. Accents are obtained in both Courtrooms with the use of contrasting woods. Over the Judge's Bench in the Corporation Court is the obverse side of the Virginia Seal executed in relief sculpture and cast in white bronze on a

black walnut background. Over the Judge's Bench in the Circuit Court is the reverse side of the Virginia Seal in sculptural relief cast in bronze and superimposed on a pickled oak background.

The building is completely air conditioned using a heat pump system with mechanical equipment divided equally between the penthouse and basement blower room. There is separate critical humidity control provided for the Record Room so as to preserve all paper records under ideal conditions.

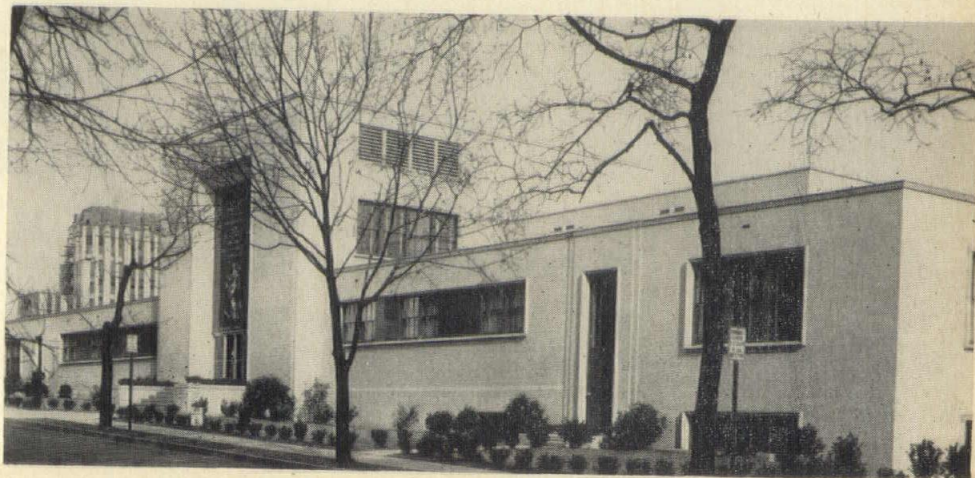
There are 55 parking spaces in the open parking area at the east end of the building and a service drive across the backside of the property.

Particularly noteworthy is the manner in which the architecture and the sculptural relief blend and relate one to the other. The sculpture is the work of Michael Lantz of New Rochelle, New York.

Fraioli, Blum & Yesselman, Norfolk, were consulting engineers and C. L. Lewis & Company, Inc., Lynchburg, was general contractor. Subcontractors were as follows:

Mechanical, Wachter & Wolff Corporation, Richmond; electrical, Talley Electric Company, Greensboro, N. C.; roofing, Consumers Company, Lynchburg; plastering, Atlantic Craftsmen, Inc., Roanoke; flooring, W. Morton Northern & Co., Richmond; tile & marble, Ajax Tile & Marble Corp., Norfolk; millwork, Danville Lumber Company, Danville; miscellaneous metal, Montague-Betts Co., Inc., Lynchburg; painting, G. C. Scott & Sons, Lynchburg.

Material suppliers were stone, Forburger-Harris Stone Co., Bloomington, Ind.; Alberene Stone Corporation, New York City; North Carolina Granite Corp., Mt. Airy, N. C.; Cold Spring Granite Company, Cold Spring, Minnesota; metal doors, Hankins & Johann, Richmond; light fixtures, Noland Company, Inc., Lynchburg; furnishings, John J. Morrison & Sons, Lynchburg.



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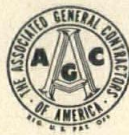
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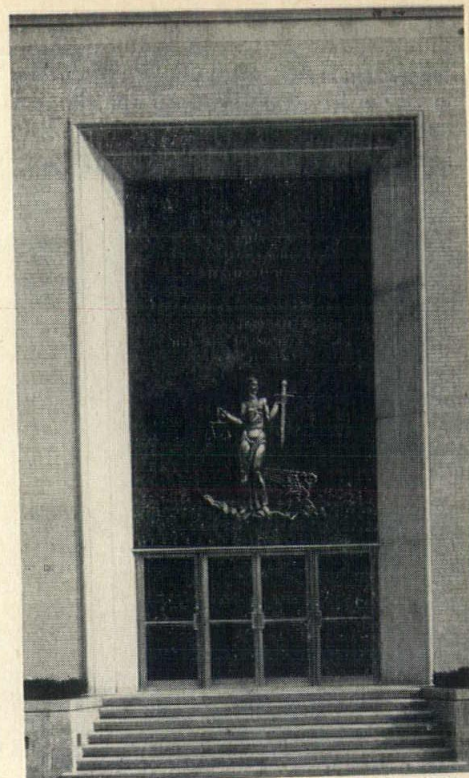


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(Gene Campbell)

Main entrance detail, new Lynchburg Courthouse.

22

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Auritt Residence In Norfolk

Architects:
Leavitt Associates

General Contractor:
W. L. Hughes Construction Co.



(Leavitt Associates photo)

Leavitt Associates, Norfolk, were architects for the new residence of Mr. and Mrs. Jack Auritt, Wexford Terrace, Norfolk. The architects also served as engineers on the project. The general contractor was W. L. Hughes Construction Co., also of Norfolk.

Each room of this informal house overlooks the Lafayette River and captures the view as well as the prevailing southerly summer breezes. By carefully

developing the plan in context of the desires of the client and the nature of the site, the architect has unfolded the best qualities of the site to their use.

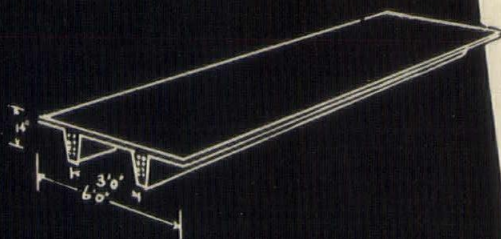
The materials of construction are utilized as ingeniously as the site. Brick and darkly stained cypress wood, arranged logically, dominate the exterior design. The floor plan is compact, minimizing both intra mural travel and cost.

Subcontractors were heating and

plumbing, E. F. Emanuelson; electrical, Bruffy & Sons; tile work, Bonney Tile & Terrazzo; roofing, Atlas Contractors; brick work, Dan Henson, and plaster, Wood's Plastering Co., all of Norfolk.

Material suppliers were hardware, Seaboard Paint & Supply; wood paneling, Burton Lumber Corp.; windows, Gate City Wood Awning; wood floors, J. A. Miles.

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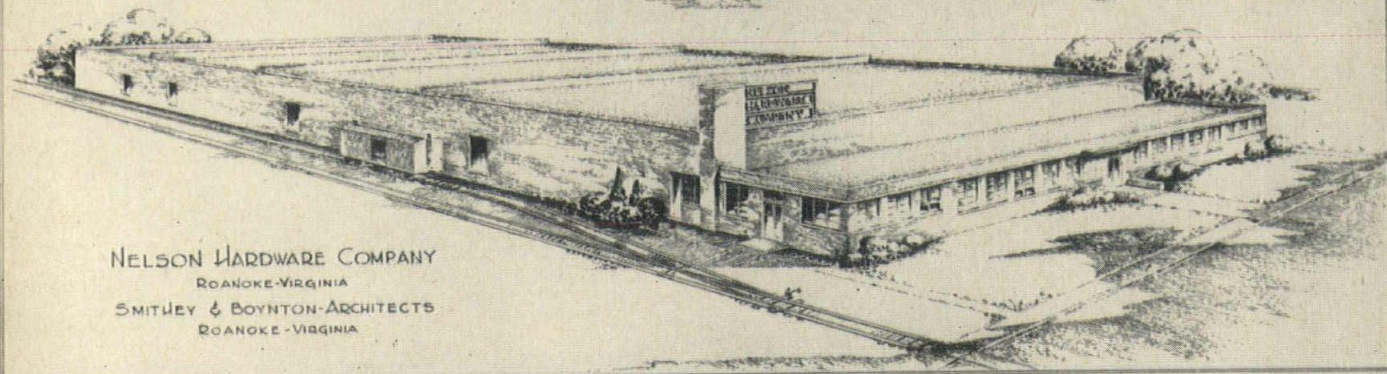
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NEW NELSON HARDWARE WAREHOUSE AND OFFICE

Architects: Smithey & Boynton

General Contractors: Martin Brothers, Inc.

SMITHEY & BOYNTON, Roanoke, are architects for the new Nelson Hardware Company warehouse and office building.

The Nelson Hardware Company, one of the oldest hardware companies in Virginia, have planned their new building for strictly wholesale operations, although in the past they have operated on both a retail and wholesale basis. While at the present time they are using four separate buildings, the new building permits a consolidation of their operations.

The warehouse will have 100,000 square feet of floor space which is divided by fire walls into four sections. It includes provisions for receiving and shipping by railroad and trucks, the design being based on the use of fork lift trucks for handling and storing the merchandise.

The heated section next to the office will be used for storage of materials re-

quiring heat, for warehouse shipping and receiving office and for delivery to local retailers. The section at the opposite end of the warehouse, set aside for plumbing supplies, will have its own office and display room—both heated and air conditioned.

The office section will have an area of 7,200 sq. ft. on one floor so designed that a second floor can be added in the future. This unit will provide for private offices, conference and meeting rooms and display space, and will be completely air conditioned.

The warehouse section will be constructed with brick exterior and fire walls, exposed steel columns and roof construction, with steel roof deck and heavy concrete floors. The office section will have face brick, with Indiana limestone treatment around entrance, aluminum windows and fireproofed structural steel framing with metal roof deck.

An open pipe shed is to be constructed at the opposite end of the warehouse from the office section, adjacent to a large outside storage area.

The entire project, including preparation of the site, will cost approximately \$750,000. Martin Brothers, Contractors, Inc. of Roanoke, are the general contractors. The construction of the building is just being started and will be completed in about ten months.

Subcontractors and material suppliers include the following, all of Roanoke, unless otherwise indicated: Lowe & Nelson, plumbing and heating; Delta Electric Co., electrical work; G. E. McDaniel & Co., roofing and sheet metal; L. R. Brown, painting; E. V. Poff & Son, tile and marble; Marsteller Corp., limestone; Roanoke Iron & Bridge Works, miscellaneous iron and steel, structural steel, and erecting structural steel.

Also, Roanoke Webster Brick Co., brick and cinder block; Roanoke Ready Mix Concrete Corp., concrete; Herbert W. London, excavating; Fenestra, Inc. (Lowe Eng. Sales Co.) metal roof deck; Valley Lumber Corp., millwork; Charles J. Krebs Co., asphalt tile; Adams Construction Co., paving; Montague-Betts Co., Inc., Lynchburg, reinforcing steel; Virginia Steel Co., Richmond, steel joists; Nelson Hardware Co., finish hardware, fire doors, overhead doors; Cates, Inc., metal base; O'Neill & Co., lathing and plastering.

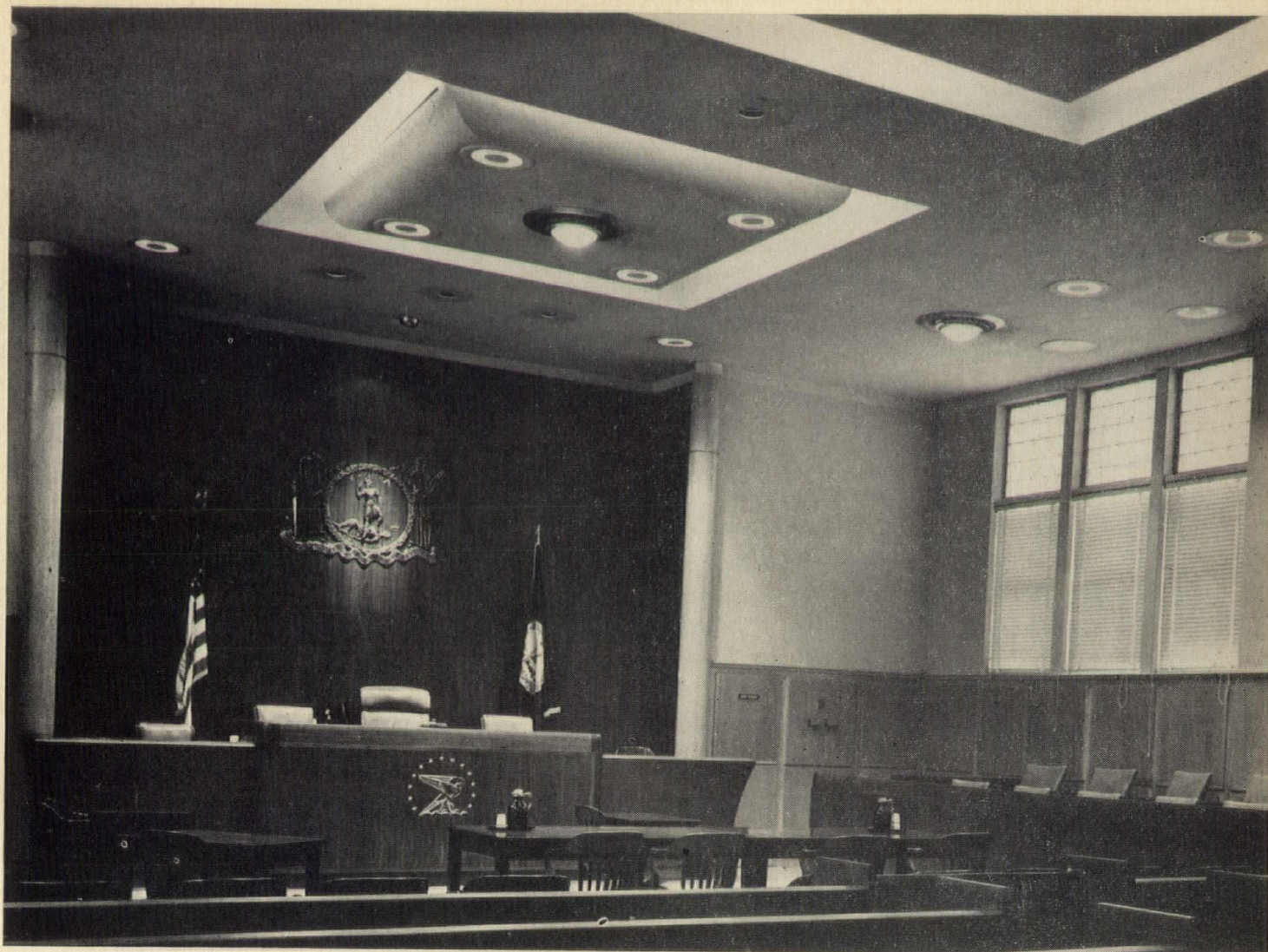
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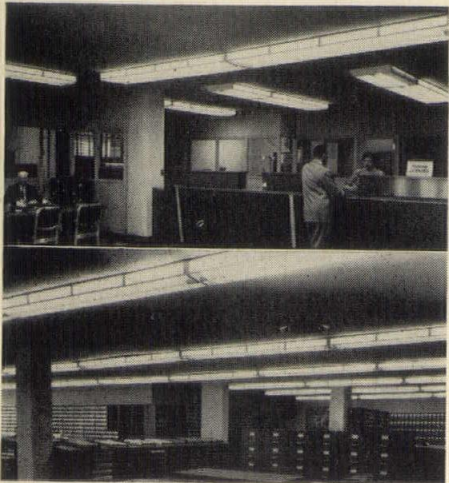
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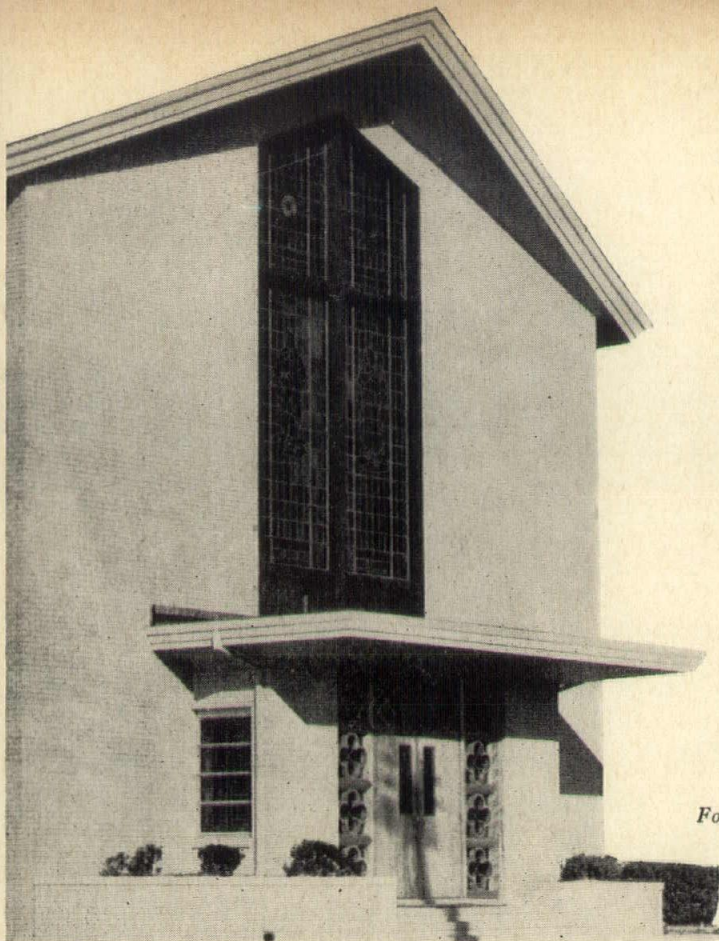
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Fox Hall Baptist Church.

TWO RECENT PROJECTS OF WILLIAMS & TAZEWELL

Architects:

Williams & Tazewell

General Contractors:

R. R. Richardson & Co.

E. A. Moore

roofing, Barrett Turscon, New York City; acoustical tile, Celotex Corp., Chicago, Ill.; hardware, Yale & Towne Mfg Co., Stamford, Conn.; insulation, National Gypsum Co., Buffalo, N. Y.; aluminum doors and window frames, Hankins & Johann, Inc., Richmond; plastic floor tile, Pabco Products Inc., San Francisco, Calif.; Salex T window glass, Libby-Owens-Ford Glass Co., Toledo, Ohio; aluminum letters, Colonial Hites Co., West Columbia, S. C.; electrical panelboards, etc., Federal Pacific Products Co., Newark, N. J.; electronic air filter, Trion Inc., McKees Rocks, Pa.; electrical switches, Bryant Electric Co., Bridgeport, Conn.; air conditioning, Trane Co., LaCrosse, Wisconsin; controls, Minneapolis Honeywell Corp.

Williams & Tazewell were also architects for the new Fox Hall Baptist Church in Norfolk. Consulting engineers were Fraioli-Blum-Yesselman, structural, and Elair Duval, mechanical. General contractor on this project was E. A. Moore, of London Bridge.

The congregation of the church was faced with an almost impossible situation when the building they were using became inadequate for their growing membership. Expansion to the north or west was not possible since these properties could not be acquired. The zoning board ruled that in view of the anticipated widening of Sewell's Point Road and the importance of the

WILLIAMS & TAZEWELL, Norfolk, were architects for the new additions to the Norfolk Yacht and Country Club. Charles Thayer served as consulting structural engineer and Eugene Levine as consulting mechanical engineer. The general contractor was R.R. Richardson & Co., Norfolk.

Since the end of World War II, the membership of the club had increased to such an extent that the building had become completely inadequate to satisfy their needs and desires. Therefore early in 1954 the Building Committee retained the architect to plan extensive additions to their existing structure located on the Lafayette River in Norfolk.

Recently completely, the new facilities furnish the membership with approximately four thousand square feet of completely air conditioned bar and lounge areas, a lighted outside dance floor and bandstand, and considerable terrace areas. All these are located on the south side of the building where the Lafayette River and the club's yachting piers are located. Large areas of absorbent double glass in all these spaces take advantage of the fine view, while cutting down the glare and reducing the heating and air conditioning costs.

Acoustical tile was used on the ceilings throughout and the interior walls are of cherry and walnut paneling, and exposed brick Vinyl tile forms the floor of the bar, while the floors of the lounges are of Vermont green slate.

Subcontractors, all of Norfolk, were as follows:

Reinforcing steel, Hall-Hodges Co.; folding door work, Elliot Distributing Co.; marble and flagstone, Ferrell Linoleum & Tile; structural steel, Barnum-Bruns Iron Work; roofing and sheet metal, J. D. Miles; lath plaster, acoustic tile, Hampshire Corp.; glass, glazing, wood doors, ornamental metal and aluminum work, Building Supplies Corp.; plastic floor tile, Ajax Co.; painting, E. Caligari; plumbing, heating and air conditioning, E. K. Wilson & Sons; electric work, Miller Electric Co.; sprinkler system, Kemp's Plumbing & Heating.

Material suppliers were slate floor, Vermont Slate Co., Fairhaven, Vt.; paneling, Dean Co., Chicago, Ill.; skylights, Wasco Flashing Co., Cambridge, Mass.;



Norfolk Yacht & Country Club.

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adjacent intersection, the church could not build as close to their property lines as they desired. Because of this ruling, the usable property for the new sanctuary was only 80' X 80' feet square.

With these restrictions, the architectural firm was commissioned to design a sanctuary to seat as many people as possible in this given amount of space. The main axis of the church being on the diagonal of this square gave the maximum amount of length to the auditorium as was possible. The breaks and angles of the facade were also done to utilize all of the available area. One has but to study the plan to realize that the given amount of space was used to its fullest.

Subcontractors were structural steel, Standard Iron & Steel; plastering, Febre & Co.; millwork, Campostella Builders & Supply; electrical, Oscar Austin; heating and plumbing, J. E. Sawyer; stained glass windows, J. J. Woody; roofing, Eastern Roofing Corp.; lighting fixtures, Edwin E. Bibb Co.; painting, J. H. Johnson. All the above are Norfolk firms except J. J. Woody, of Richmond.

Material suppliers were skylights, Vanco, E. Van Noorden Co., Boston, Mass.; finish hardware, Yale, Seaboard Paint & Supply Co., Norfolk; windows, Ludman Autolok, Construction Supply, Norfolk; brick, J. H. Doyle, Jr., Norfolk; paint, Benjamin Moore, Building Supplies Corp., Norfolk; floor tile, Armstrong Cork Co., Booker-Jones Tile Co., Norfolk; boiler, National, George G. Lee Co., Norfolk; paneling, Dean Co., Chicago, Ill.; roofing, Rubberoid; electrical supplies—panelboard, switches etc.—Bryant Electric Co., Bridgeport, Conn.; heating control, Minneapolis Honeywell Corp.

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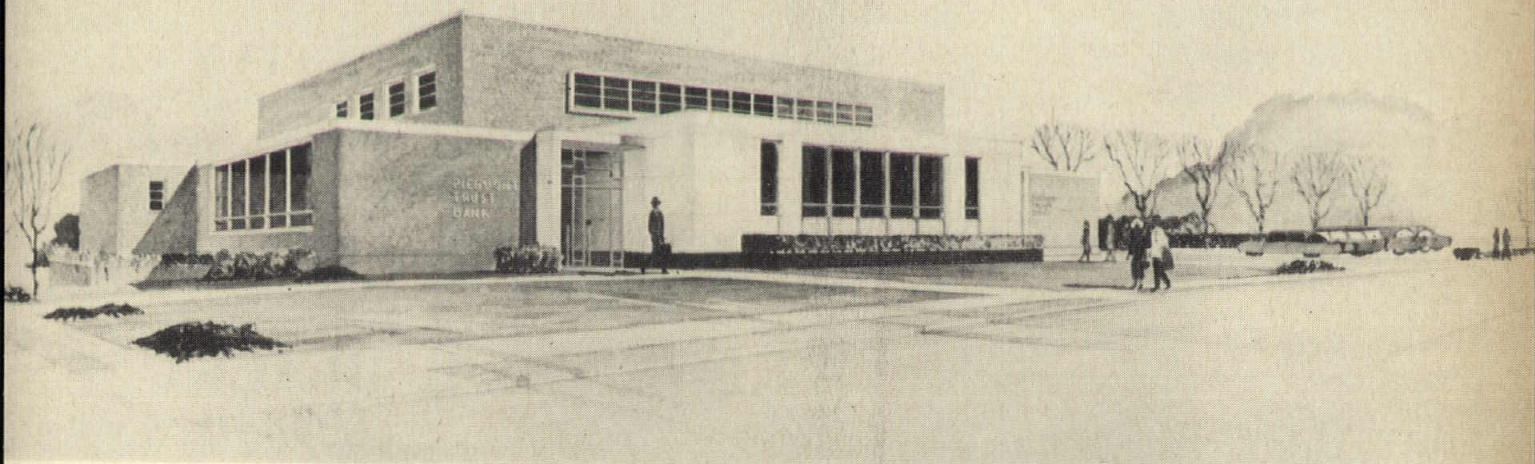
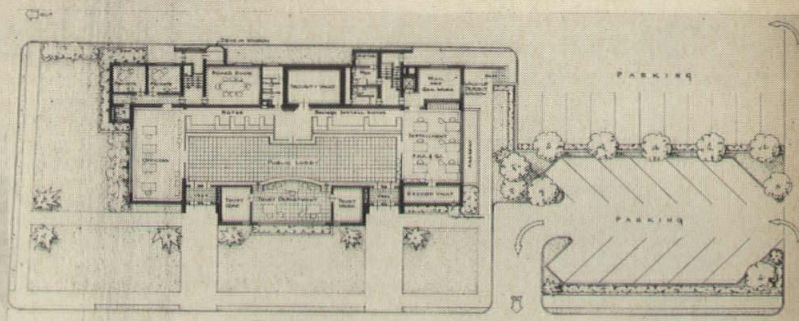
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AND OFFICE BUILDING

See Page 28

Piedmont Trust Bank



Architects:
J. Coates Carter

Associated Architects:
Smithey & Boynton

The new Piedmont Trust Bank building project at Martinsville presented to the architects the rather unique opportunity of designing a main banking building to be placed near the center of a 150-foot by 300-foot corner business lot, exposed to view on all sides and with ample space for landscaping to exploit the full possibilities of the beautiful site. J. Coates Carter serves as architect with Smithey & Boynton as associates. The architects also serve as structural and mechanical engineers.

There will be adequate parking on the lot for easy access to the outside tellers window and to one of the main bank entrances. A 22-foot rear drive-way leads to the drive-in window.

Disposition of space on the main banking floor provides for accessibility of all officials and departments to the customers with a minimum amount of travel and with due respect to convenience and privacy. This is accomplished on the first floor by a spacious lobby

(Please turn the page)

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AND OFFICE BUILDING

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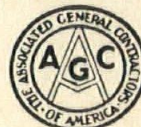
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(Continued from page 33)

with the various departments, officers and tellers adjacent, and with the lobby being entered by two main entrances located at opposite ends. This arrangement reflects due consideration to volume of travel to the various banking departments and offices.

The second floor provides space for all of the bookkeeping and is accessible by means of two stairs, an hydraulic elevator and letter lift. Also on the second floor is an employees' lounge and a meeting room.

During the early stages of planning, a consultant on banking fixtures, the architects, engineers, active officials and personnel held round-table conferences on arrangement, design and special features of each department and space. The final plan reflects the constructive suggestions of each group.

The exterior materials are to be limestone with granite base for the main center section, brick with limestone trim for the two end wings and rear. The windows and doors will be of aluminum. The interior spaces have received particular attention in the design of the lighting, sound proofing and all-year air conditioning.

It is hoped that drawings and specifications can be completed in time to receive bids in June of this year.



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See

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See Nelson Hardware Warehouse,
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page 28

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Farm Revolution Reflected in Virginia Department

(Continued from page 15)



This is a group of Department of Agriculture men looking into the future. The group gets out a weekly farm price outlook report.

traditional sheds, inspection of milk has not kept pace. Milk is still inspected everywhere, but inspection is done by several agencies, state and local, and according to several different sets of standards. This means that the free flow of milk from surplus to deficit area within the state is not always possible. Instead, milk sometimes comes in from other states.

The problems of producing milk as far as enforcement goes are also reflected in the problems of producing one of its principal ingredients, grass. Good, productive grass today must have fertilizer, and fertilizer just isn't what used to be produced in the barn and spread in the fields.

When the farmer was buying his fertilizer in 100-pound bags and using his own spreader, life was fairly simple for the Department's fertilizer inspectors. Sampling techniques were perfected and utilized and the laboratory established a routine of sample testing.

BULK SPREADERS

Then came the first big innovation, bulk spreaders. Farmers didn't have time to open bags and fill their own spreaders. For about the same price as the bagged goods, they could get specially built spreader trucks to come to the farm, rubble over the field a few times, and that was that.

But as always, progress bred problems. Where manufacturers had used ingredients of different fineness, they tended to settle out in the spreader truck. Thus, where a farmer might have contracted for fertilizer with five units by weight of nitrogen, 10 units of phosphorus and five units of potash, all of one ingredient

might come out first, followed by the others.

This could be disastrous, and so Department inspectors spent days walking along behind spreader trucks checking samples to see. With laboratory help, they reduced the problem largely to grinding all ingredients to about the same fineness in the fertilizer factory. But they are still checking.

THE LAB GOES TO THE FIELD

In Virginia's commercial corn country there then grew up a special problem. Corn yields jump if the corn gets a side dressing of nitrogen early in its growth. But once corn is up well, it is hard to get equipment on the land without damaging the corn excessively.

Science solved the problem with liquid and gaseous nitrogen, which could be applied before the corn came up and would still be around to give that extra shot in the arm.

This was a new one to Department fertilizer inspectors and they met it in a new way—by carrying the laboratory out into the field.

The gaseous nitrogen was in the form of anhydrous ammonia. In other words, it was pure ammonia gas compressed to liquid form for storage. It was relatively simple to draw a sample of the liquid ammonia and let it evaporate out in the field, to see how much residue of impurities was left.

Back in the fertilizer laboratory, there was new work to be done too. Science was discovering that plants needed more than just the three old reliable plant foods. Yields could be cut below the break-even point by lack of just a trace of cobalt or boron or some other

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minor element.

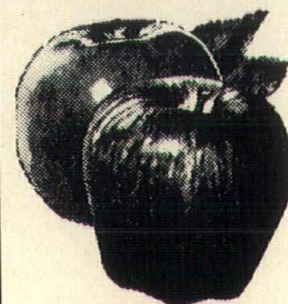
Fertilizer companies were quick, as always, to follow science, and began to claim some of these trace elements in their mixes. This meant that the laboratory had to test samples for these new minute minerals as well as the standard three plant foods.

After the fertilizer comes the seed, and here too science made new problems for enforcement men. In corn alone, breeding plots had produced hundreds of varieties, tailored to do a dozen jobs in almost any climate and soil. There were short, early maturing varieties for sale as cash ear corn and tall, strong, late varieties for silage, and almost everything in between.

Farmers began to depend on these varieties to fill their needs and fit into the even more carefully planned schedule of farm operations. The wrong variety of corn could mean not only less cash or less feed from the corn but one less other crop because the fields were not clear in time.

The trouble was that there was not any way to tell one variety from another by looking at the seed. A farmer could be sure only by buying certified seed whose parent stock had been inspected in the field.

But all seed was not certified, and another new enforcement job had to be done. The Department of Agriculture took up active farming. On a rented plot, seed of supposed varieties were planted alongside of certified check



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rows. The results were carefully checked by an industry committee to decide whether they were the variety shown on the original seed bag.

This, of course, was too late for the farmer who had already planted a mis-branded variety, and so the Department took another of its many pioneer steps. It hired a trained man to study seeds under a microscope and determine ways in which varieties could be differentiated. This study is still going on.

There was more pioneering to be done with that old plague of the farmer and the seed dealer, wild onion. The farmer strictly doesn't want the wild onion in his pasture seed. Too often, his cows eat the stuff, the milk has an onion flavor, and the distributing plant doesn't want it.

The seed dealer of course doesn't want it because the farmer doesn't want seed with onion in it, but it is sometimes difficult to get onion out of a seed like orchard grass.

So the Department undertook to find out which onion bulblets in a lot of seed would grow and produce the onion plants and which were damaged or immature and would not grow. The resulting distinctions have since been adapted on a national scale for testing seed.

Science also in recent years has given man new weapons in his eternal battle with the bugs. But these new insecticides have created problems for those who must regulate them or advise farmers

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and gardeners in their use.

For instance, one insecticide for boxwood leaf minor also killed the natural insect parasites of the red spider, which infests boxwoods and other plants and trees, but it didn't kill the red spider himself. So a home owner, spraying for leaf minor might bring on an acute attack of red spiders.

Insecticides mixed with the soil had to be checked not only for effective kill of the bug concerned but for what they did to the plant. One insecticide, for instance, gave a taste to peanuts. Another gave a taste to tobacco.

Progress on the farm depends on another ingredient, one which the Department itself produces, information. This too had to be adapted to modern methods, and again the Department pioneered.

To give the farmer what he wanted and needed to make his plans and do his marketing, the Department brought together each week its market news, statistical and field marketing men to sit down and give their best estimate of what farm prices were going to do in the coming few weeks.

This crystal gazing has made mis-

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takes, but it has been right about 85% of the time, which is enough to help substantially in the tremendously complicated business of running a modern farm.

In fact, in the field of farm marketing, the Department has probably done its greatest work, not in keeping itself abreast of the times, but in helping farmers to keep up with the revolution around them.

Because as retailing and wholesaling have revolutionized themselves along with food production, the demands of the marketplace have changed.

It does not pay a processor to put average quality vegetables into expensive frozen packages. He must have top quality, and he must have enough and he must have it when he wants it.

More and more today, food merchants have been educating the consumer to demand quality in her food purchases. She has money today, and she wants quality foods when she spends it.

This demand for quality and the revolution on the farm have combined to make a real problem for many Virginia crops, particularly fruits and vegetables. Because out on the irrigated deserts of the Far West, the same crops can be grown with great machines in areas virtually free of the insect and weather problems which constantly plague Virginia growers.

Thus California can and does shop top quality potatoes all the way across the country and outsell Virginia potatoes in the New York market. North-

*Best Wishes to the Virginia
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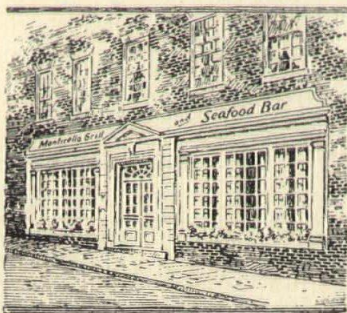
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west apples give stiff competition to Virginia fruit. California strawberries are tough to beat in Virginia markets.

So there is a big marketing job to be done in Virginia, a job of keeping Virginia growers abreast of the revolution in the marketing side of agriculture.

Much has already been done in this field. Virginia's apple industry has been assisted to adapt new packs and new promotion techniques to compete successfully with Washington State. Virginia egg producers have been lined up with egg retailers through co-operatives to supply top quality eggs close to home, instead of imported eggs from other states. Many other marketing projects have been or will be launched.

The revolution has cropped up also in other Department areas. The new process of pre-packaging in the retail stores has brought a new problem to the Weights and Measures Section. At first, many packages were found to be short of weight, and so a new process of education had to be started. Pre-packaging must make an allowance for shrinkage of the contents prior to sale. A little extra would insure that the consumer got what she thought she was getting at the time of sale.

The Department got a taste of the national farm problem created by the revolution in its Commodity Distribution Section, which distributes to eligible Virginia agencies the surplus commodities and school lunch purchases of the Federal government.

As surpluses piled up, foods to be distributed rose from about \$2,000,000 worth to \$6,000,000 worth each year.



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On Virginia Farms: A REVOLUTION!

(Continued from page 10)

final piece in the progress puzzle for broilers. It was just a matter of time before this accident of an unpaid debt had produced a sprawling industry.

Growers first applied the techniques of mass production to broilers, putting in mechanical feeders and waterers, scientifically constructed houses for proper ventilation.

Back in agricultural research stations, better breeds of broiler to mature faster and produce more meat with less feed were soon available. But to produce them in the volume needed, the commercial hatchery had to expand. Here, giant ovens duplicated the hen's warmth, and turned the racks of eggs just as mother hen does, but produced hundreds of chicks at a time.

But production cannot increase faster than sales for long, and so the processing plant, also built along industrial lines, soon became the assembly line, stainless steel operation of today, turning out 20,000 or more a day of cut up, frozen, boxed broiler meat, ready for pan or oven.

NEW POULTRY TRENDS

Yet this was only the beginning. The more the poultry industry progressed the faster changes seemed to come. White birds less affected by the heat replaced the heavy red New Hampshires and in turn gave way to cross breeds which out-performed both in many cases. Feeds became full, scientifically prepared prescriptions, containing as many as 20 medical ingredients in infinitesimal amounts to prevent a host of broiler diseases and to stimulate growth.

But there seemed to be no cure for the ups and downs of the broiler market until finally these fluctuations changed the industry again. The trend toward a series of separate operations to produce a broiler reversed. Now the trend is toward single or joint ownership of hatchery, broiler houses and processing plant to make each do its job most efficiently. The trend too is toward incentive contracts with growers, guarantee them a profit no matter what the price if they do a good job. This, at last, may level out broiler production through the year and even out the hills and valleys in broiler prices.

In the same Shenandoah Valley that produced the contract system, the revolution moved from chicken broilers to turkeys. Finally, a Virginia family found a way to hatch turkey eggs successfully under a brooder, and turkeys

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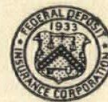
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began the same process that broilers had, but with a new twist. The market for turkey is limited to the traditional holiday season. Turkey growers, with the aid of government research, found a light-weight, early maturing bird that would make a fine turkey broiler at four to eight pounds.

This was the famous Beltsville White, named after the United States Department of Agriculture experiment station at Beltsville, Md., where it was developed.

But this too was specialization. Growers soon found it was better to have two markets than one, and so they began changing over once more to the new dual purpose whites, which made good turkey broilers and good roasting birds too.

Progress in broiler growing also brought the revolution to the production of eggs for market, and also put many a farm flock owner out of the egg business. Broiler growers had found how to raise tiny chicks in the dead of winter under special brooders. Market egg producers found they could put their new pullets in earlier and get more eggs to market when the price was high.

Breeding progress also crossed over into market egg birds. The revolution produced two chickens where one has stood before, a bird with big breast and legs at an early age for broilers and a thinner bird that layed more eggs and

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stayed in production longer for market egg production.

Breeding also made a difference to a changing cattle economy. The big, three-year-old steers weighing 1,500 pounds that used to be shipped alive from Virginia to Mother England gave way to smaller steers, finished at 1,000 pounds or so in a year's time. The British market was lost in the war, and American post-war families wanted smaller cuts of beef.

But in beef, it was the wealthy patron breeding for the show ring, who speeded up the program. To get one show bull, he must cast aside many that don't quite make the grade. These found their way into commercial beef herds at very reasonable prices, and upgraded commercial herds. They are one reason why Virginia's famous feeder calves have twice taken top honors at Ohio's State Fair.

But feeder calves going from Virginia sales to midwest feed lots and finally to Chicago for slaughter and then back to Virginia as beef made a long trip for a roast or a steak. Today, in Virginia's own corn belt, Eastern Virginia, many of Virginia's feeder calves are on dry rations, fattening for market, and keeping all the profits here at home.

The revolution is on the way to eliminating the age-old farm milk can from the fluid milk picture, replacing it with pipeline milkers and refrigerated holding tanks on the farm, which take milk from udder to pasteurizer with pumps and pipes.

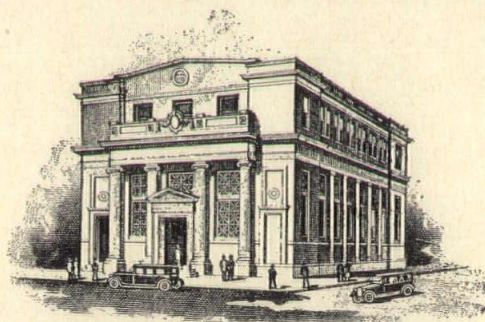
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General Lithography

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Tractors and pickers became the order of the day, but more than that, the peanut farmer found that fertilizer worked wonders for him, that new pre-emergency sprays for weeds cut down on labor, and that a new insecticide for ground application cut down on insect problems.

The hog, perhaps, has been affected least of all, at least in Virginia, but the future threatens that other age-old institution, the Smithfield ham.

Smithfield ham is best—and only legally—made from peanut-fed hogs. But peanut-fed hogs tend to be oily and overfat, while today's consumer is demanding leaner, better cuts from longer, leaner hogs. In the Midwest corn belt, where hogs have always run, the trend is that way. Sooner or later it will come to Virginia, and with it the streamlined, scientifically designed "pig factories" which save more pigs from crushing beneath the sow and raise them free of worms and parasites to be healthier, more profitable leaner hogs.

The revolution has made today's farmer take much more care with the diet of his livestock than he does with his own. Hogs, for instance, get more aureomycin than people, because science has discovered that the drug helps combat parasite organisms in the pig's intestinal tract which tend to retard growth. Beef cattle are fed a scientifically formulated concentrate along with traditional hay, and even fed a

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Science too has brought great strides in the diet of crops grown in the field. Natural, organic fertilizers have given way to inorganic, mixed fertilizers, carefully formulated to contain the principle plant foods.

Then, dictated by convenience, came the spreader truck, which rumbles over the fields spreading the fertilizer for the farmer. Finally came the liquid and even gaseous fertilizers.

But in preparing the soil, today's farmer must not only provide that which is good, he must eliminate that which is bad. And so the revolution has

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provided him with pre-emergency weed sprays to control weeds before they poke their heads out of the ground, and insecticides to treat the soil for insects that work in it to destroy crops.

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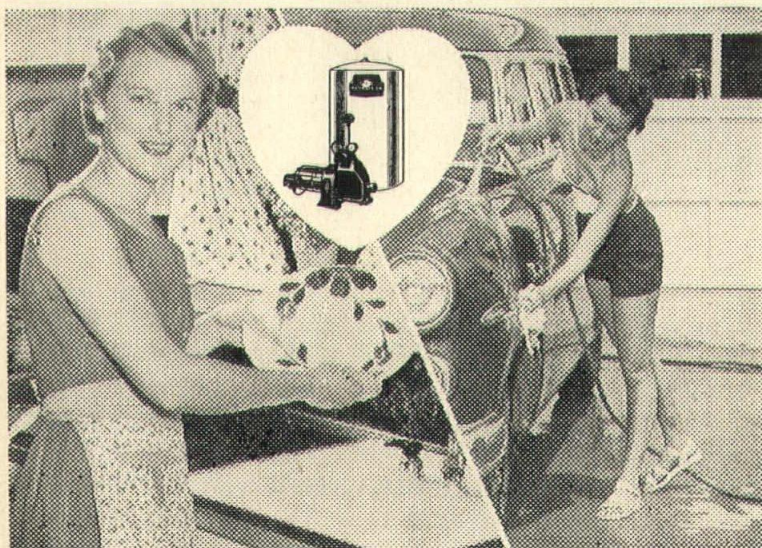
Next, that seed has been cleaned and made free of the chaff, weeds and other impurities which the farmer's own seed is so often loaded with, and has been tested for its purity, germination and weed seed content in most cases, so that the farmer knows just what kind of a crop he can expect, barring bad weather or the hundred other ills that still befall the man who tills the soil.

But it is in the planting and the harvest that the revolution had made the most obvious changes.

The traditional team of horses is virtually non-existent, and the hired man who drove them is drastically reduced in numbers. In their stead are a host of formidable farm machines.

First, there is the tractor, with its dozens of attachments, which today can not only plow but drill a post hole, saw down a tree, or provide electricity for a farm home.

Besides the tractor there is a combine for small grain farmers, a simple one



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trundled along behind the tractor to cut the stalk and separate the grain or a big self-propelled job that hauls its own wagon to carry the chaff and bags its own grain.

For most farmers there is also a hay baler and sometimes a corn picker, which does the job for corn that a combine does for grain.

More and more today, as farm wages continue to soar and the farmer finds much of his time taken with lifting and storing, there are conveyors—conveyors to load hay and feed, to feed chickens and livestock, to fill and unload silos, or do a dozen other back-breaking farm chores.

Virginia farms today are 97% electrified, and so there are dozens of electric machines and motors around the farm that were not there in the main just a few years ago.

EFFECTS OF MACHINERY

All this machinery has had two pronounced effects on the farm itself. First, many farmers found that while they had to have the machinery to replace the labor that was no longer available, that the machines turned out so much more work per hour that they were idle too often. A farm formerly worked by hand was only part of a day's work to a more efficient machine.

There was only one answer to that. Expensive machinery could not sit idle, so more land had to be acquired to make it run at closer to capacity and justify its investment. This is one of the big reasons why farm land has remained high in price while prices of all other things farmers sold declined.

And finally, the machinery added to the farmer's fixed cost of operation. Cost as a percentage of gross income crept up and up until the farmer could no longer tighten his belt and pull through a drop in the market.

Today, the fixed cost has inched so high that there is only a little belt tightening left before a farmer begins to choke to death.

So the revolution in still another way forces farmers to seek some means of stabilizing prices. He has always lived with violent fluctuations of the market, where a small excess of supply brings a great drop in price.

But he can no longer take those drops. He must find a way to keep prices more level and more uniform.

Thus in still another way the revolution on the farm reverberates into every home, every newspaper, because the solutions to the problems it creates must be hammered out on the anvil of public opinion.

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VIRGINIA FARMING—1975

(Continued from page 12)

One thing is sure. Even with fewer farmers and less farm land, there will be plenty of food and fiber for everyone. Researchers now estimate that if all farmers put to use the scientific know-how already in laboratory files, production would be increased by 30 per cent in one year. A casual glance at soaring yields per acre and skyrocketing increases in production of beef, pork and chicken leaves little doubt that even record baby crops of recent years will be able to outrun America's food supply.



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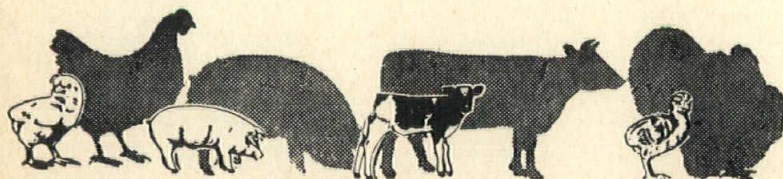
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POCAHONTAS WAS AN INDIAN

(Continued from page 17)

shown by the Indian girl to the colony at large and to Smith in particular, is the strongest possible confirmation of his narrative and is otherwise quite inexplicable. Indeed, his story was never questioned in his lifetime."

The chief reason critics have advanced for disbelief in the rescue is that Smith did not record the story until 1616 when Pocahontas was in London. Then he wrote to the Queen of England, telling her about Pocahontas's kindnesses to him and the colony, and suggesting that queenly favor shown the girl might help England win the great new country. But Arber believed that since the incident was but a small one in Smith's life of hairbreadth escapes, Smith saw no need to dwell upon it until occasion arose.

"Smith told the tale unrefuted at the time of Pocahontas's visit to London, when there were many there besides himself who were familiar with the facts and might have exposed the gallant captain had his account not tallied with them," says *The Encyclopedia of Virginia Biography*, edited by Lyon Gardner Tyler.

"SHOCKING" CARTWHEELS

Glad as were the hungry settlers to get the food Pocahontas brought, she nevertheless shocked them terribly by coming to Jamestown naked. Several years after Smith had returned to England and Pocahontas had stopped visiting the fort, the men still gossiped about this startling fact to one William Strachey, a later comer. He wrote:

"Pocahontas, a well featured but wanton young girl, Powhatan's daughter, sometimes resorting to our fort; of the age then of 11 or 12 years, would get the boys forth with her into the market place and make them wheel, falling on their hands, turning up their heels upward, whom she would follow and wheel so herself, naked as she was, all the fort over."

A nude Pocahontas, turning hand-springs with the ships' cabin boys, is a far cry from the dignified young person she has been pictured. But Strachey, though no particular friend of either Smith or Pocahontas, explained: "The better sort of women cover themselves (for the most part) all over with skin mantles . . . Their younger women go not shadowed amongst their own company until they be 11 or 12 returns of the leaf old . . . nor are they much

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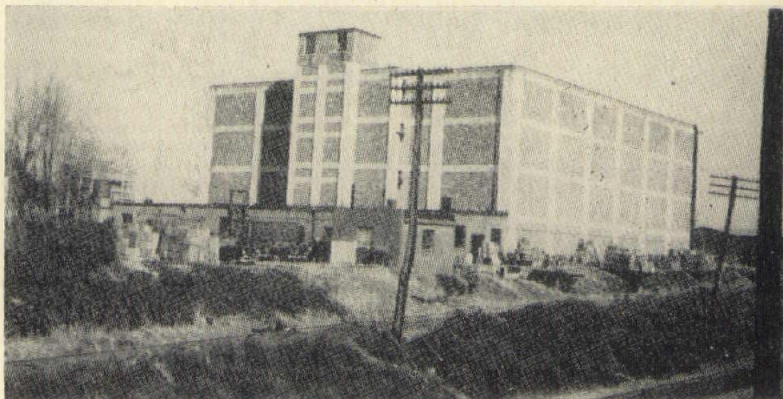
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ashamed thereof . . . but being once 12 years, they put on a kind of semicinctum leathern apron . . . before their bellies and are very shamefaced to be seen bare."

Incidentally, one may deduce that Pocahontas matured late and that she was small for her age. The age inscribed on her portrait in 1616 was 21. She was therefore about 13 in December, 1608, when Smith first saw her. But he spoke of her then as a child of 10 or 11 years, and Strachey, too, received this impression of her age from other settlers. She never grew tall. Smith implied in his letter to Queen Anne that she was of small stature.

Strachey probably used the adjective "wanton" in the older sense of sportive, unrestrained, or untrained, not in the narrower present sense of licentious. Her real name was Matoaka, but Pocahontas was Powhatan's pet name for his daughter, meaning, it is said, "little wanton", often translated by the idealists as "playful girl", and for once they are probably right.

Two Jamestown men, Richard Potts and William Phettiplace, relate that some of the settlers thought Smith wanted to make himself a king by marrying the chief's daughter. "It is true she was the very Nonpareil of his kingdom, and at most not past 13 or 14 years of age . . . [Smith] ever loved and used all the country well, but her especially he much respected. But her marriage could no way have entitled him to the kingdom, nor was it ever suspected he had ever such a thought; or more regarded her, or any of them, than in honest reason and discretion he might. If he would, he might have married her, or have done what him listed; for there was none that could have hindered his determination."

But women who remember their own vague romantic notions at adolescence may wonder whether Pocahontas was not slightly in love with Smith. He was a handsome fellow in spite of all that hair on his face. In fact, the beard and mustache may have attracted Pocahontas, for Indians admired beards and the few who could grow them were proud of them. Since she never came to the fort again after Smith left, his presence was evidently its chief attraction for her.

But Pocahontas had a predilection for all white people. When Smith and his men went to buy corn from Powhatan in 1609, Pocahontas slipped through the woods on a cold dark night to the Indian lodge where the whites were quartered, and warned Smith that her father would presently send them

food, but that as they ate, the Indians would attack and kill them. She refused his proffered reward of trinkets, saying her father would kill her if he saw the gifts and knew she had warned Smith.

A short time later, when one Richard Wyffin was out searching for Smith, who was badly needed at Jamestown, Pocahontas hid Wyffin in her lodge and told his Indian pursuers that he had gone in an opposite direction. She then bribed other Indians to help him find Smith. Later, when she was living with the Patomac tribe, she saved the life of a captured boy, Henry Spelman, and caused him to be adopted by the Patomacs.

A legend says that Pocahontas had white blood on her mother's side. But Dr. Swanton of the American Bureau of Ethnology says that nothing is known of Pocahontas's mother, and that the legend of white descent was probably created with the idea of ennobling Pocahontas.

Her reason for liking white people so well remains a mystery.

William Strachey has delivered the unkindest cut of all to those who idealize Pocahontas. After Smith's departure, she went northward to stay with relatives in the Patomac tribe. Perhaps Powhatan sent her, feeling that his daughter's friendship toward the whites was dangerous for him. Or perhaps she went there because her husband was a Patomac. For Strachey wrote in his *Historie of Travaile into Virginia Britania*, sometime between 1612 and 1616: "Powhatan had then living 20 sons and 10 daughters, besides a young one . . . and besides Pocahontas, a daughter of his, using sometimes to our fort in times past, now married to a private captain called Kocoum some two years since."

Again The Smithsonian Institution gives credence to the records.

In 1613, a Captain Argall decided he could improve the bad relations between the races by kidnaping Pocahontas and holding her as hostage for the release of men held captive by Powhatan, and the return of stolen weapons. Her hypocritical relatives who tricked her on board Argall's ship "began to howl and cry as fast as Pocahontas" when she was told she must go to Jamestown. Perhaps she was fond of her husband Kocoum.

A year later, she was still a prisoner. She learned to speak English and to worship the white men's God; to wear shifts and skirts instead of two buckskin aprons. And propinquity did its work. She fell in love with John Rolfe, one of her teachers.

Then she was sent with Rolfe and

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others to her father's village. The English wanted to find out whether Powhatan expected to ransom his daughter. Pocahontas would have nothing to do with the scabbier, filthier, more lice-infested savages, but to some of the better sort, she said only that if her father had loved her he would not value her less than old swords and axes; and therefore she would stay with the Englishmen who loved her. She seemed thoroughly Anglicised.

She and Rolfe were married in April,

1614. The fact that she already had a husband did not deter her. Again her point of view was that of the Indian. She had seen her father's and other Indians' wives lent or given to friends. With no prospect of being ransomed, without white people's standards of monogamy, in love with a white man, she married him with a clear conscience. If either party should be criticised, it is Rolfe. He wrote a noble-sounding letter to Governor Dale, asking permission to marry Pocahontas for

the sake of friendly relations between whites and Indians, and the furthering of Christianity among the red men. But he had been a widower for some time, there were no unmarried white women in the colony, and one must believe that he had a personal motive less saintly than those he mentioned to the Governor. It seems unlikely that he was ignorant of Pocahontas's first marriage. Strachey, a stranger to the girl, knew of it.

She made a satisfactory wife. Rolfe wrote that "her love was wonderful", and that for its sake he "endured her strange apparitions and violent passions". Perhaps these manifestations were similar to those Smith described on the part of some Indians declaring their love for the whites: "which they do with a such vehemency and so great passions, that they sweat till they drop, and are so out of breath they can scarce speak. So that a man would take them to be exceeding angry, or stark mad."

"FORMAL AND CIVIL"

Others found Pocahontas "very formal and civil after our English manner". When she went to England, she conducted herself well enough. Friends of Smith said they had "seen many English ladies worse favoured, proportioned and behaved".

But a last instance of her strange conduct was related by Smith. The Jamestown settlers had told the Indians that he was dead, and Pocahontas knew no better till she went to England. When he called on her at the house of friends, "after a modest salutation without any word, she turned about, obscured her face, as not seeming well contented; and in that humour, her husband, with divers others, we all left her for two or three houres, repenting myself to have writ she could speake English.

"But not long after, she began to talke, and remembered mee well what courtesies shee had done."

She insisted on calling Smith "father", as a term of endearment, though he protested, saying she was a king's daughter and he but a poor army captain.

At sight of an old friend long believed dead, what white woman would not have screamed, cried, fainted or babbled? This would seem to be a time when Pocahontas might reasonably have manifested "strange apparitions and violent passions."

But "they are inconstant in everything . . . All [are] savage", Smith wrote of the Indians. And Pocahontas was an Indian.

22

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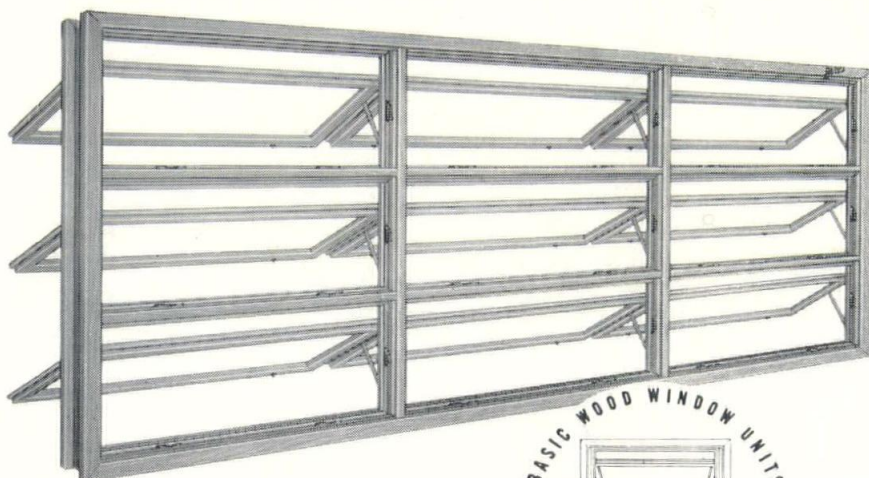
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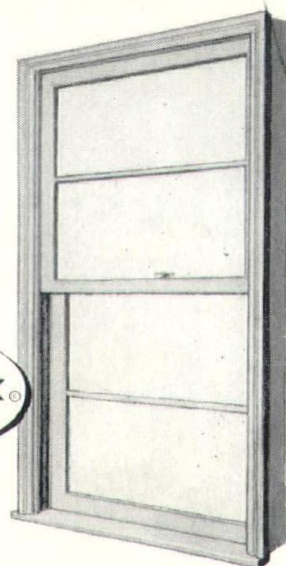
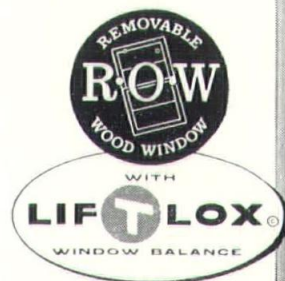
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