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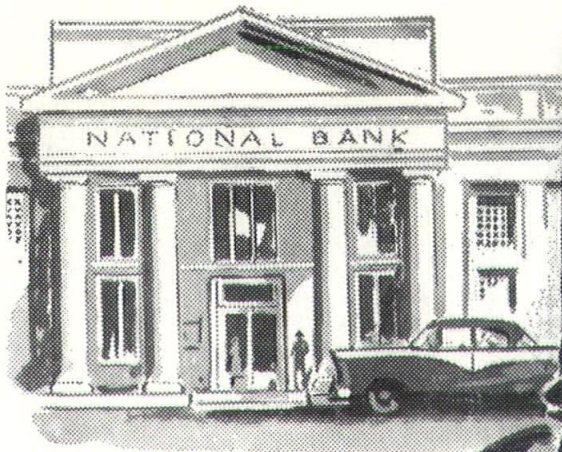
INSIDE JAMES FORT, REBORN AFTER 350 YEARS FOR THE JAMESTOWN FESTIVAL OF 1957

CONSERVATION AND DEVELOPMENT . . . WILLIAM BIEN

FORESTS: A LANDOWNER'S VIEW . . . ROSEWELL PAGE, JR.

JAMESTOWN . . . CLIFFORD DOWDEY

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What Was Jamestown?

AT THE 350th anniversary of the founding of America at Jamestown, it might be well to look inside the confused impression that has grown through the centuries since around myth and sentiment, distortions of truth and forgotten facts. Every passing fashion in historical interpretation presumed to explain in a single neat theory the reason for the British colonization in Virginia, and every age offered a different background for the British people who risked and, in the early days, mostly lost their lives in the founding of the colony.

In romantic eras, all the colonists were represented as being high-born gallants who were called "cavaliers." In periods which strived for more realism, the colonists were described as fugitives from the London slums, rogues and thieves, with nary a single gentleman of noble birth who left descendants on the hot frontier. Neither representation is close to the whole truth, though each contains that one germ of truth which a theorist can blow up to prove his point.

Actually, the appellation of "cavalier" was a political term of derision that applied to the adherents of the Stuart monarchy; but everybody who followed kings was not one himself. Also, since the cavaliers did not come to Virginia until around the 1650's, they could not truly be considered amongst the founders of the colony—not in the sense that Jamestown implies "the beginning."

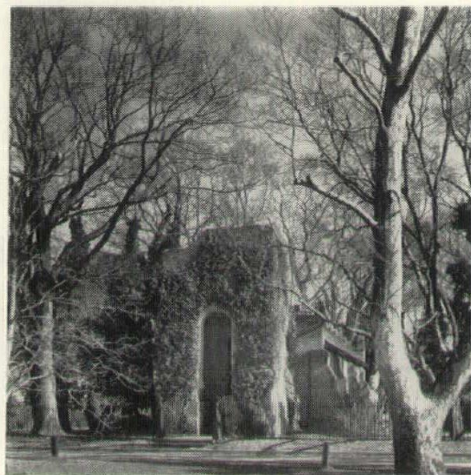
The influence of the cavalier on Virginia was considerable — in manners, graciousness in living, and, most of all,

in the concept that would reproduce the baronial pattern of the British country gentry in the newly discovered wilderness. In their influence, the cavaliers provided the model for and the impetus toward the final character of the life that emerged from Jamestown, rather than that which began at the settling of the three-mile island.

Yet, that germ of truth about the cavaliers, in the social sense in which it is usually used, exists through two factors: there were some very gallant and well-born young gentlemen in the first waves that came to the island in the tidal river, and the mental attitude established in that first, struggling little colony made the society receptive to the fashions and the ideals of the cavaliers who later fixed the mould of Virginia's character.

At the other extreme, the theory that denied any gentility to the men and women who came in the first years is a further stretching of the truth. While it is reasonable to assume that noblemen would scarcely abandon castles to make residence in a swampy wilderness, it does not follow that all the untitled colonists were the debased denizens of English urban-life.

Far more of these first pioneers came from cities than from farms, but many were skilled artisans, others were of the clerical class, and some were moderately well-to-do and thoroughly responsible citizens. However, there were some unsavory individuals, and many more became vicious, anti-social characters under the brutally harsh conditions of life. Few of these survived, none rose



(Va. State Chamber of Commerce)

Old Church, Jamestown

to positions of influence, and as a group they contributed nothing to the character of the colony.

As for those in the early days with actual jail-records, it must be recalled that in England debtors were imprisoned. One of the really fine men who came, William Tracy, of position

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OUR COVER might be called "How Summer at Jamestown Festival looks in Winter." You'd never guess, but the picture had to be taken on a freezing December day in order to appear in the Spring Festival advertisements in *Holiday Magazine* and *National Geographic* being prepared by Cargill & Wilson, advertising agency for the Virginia Department of Conservation and Development.



The "Long" View:

VIRGINIA DEPARTMENT OF CONSERVATION AND DEVELOPMENT

by WILLIAM BIEN

A NORTHERN FAMILY, so the story goes, was motoring down the Shenandoah Valley a summer or two ago in search of the Virginia sights. Driving into a service station, a man leaned out of the car and asked directions to Natural Bridge.

Whereupon the attendant scratched his head, looked all about at the yonder mountains and finally drawled:

"Don't rightly know . . . They been building so many new ones 'round here lately."

If the story is true—and there are those who tell it for gospel—the Yankee travelers would have been better advised to direct their inquiry to the folks who make it their business to know all the answers, the 73 fulltime employes of the Virginia Department of Conservation and Development in Richmond.

Last year almost 122,000 people got straight answers from this underpopulated state agency of busy beavers. The questions covered a startling array of subjects.

Some wanted to know comparatively simple things—"Do Virginians prefer white eggs or brown?" (white, judging by grocery sales) or "My geiger counter acts funny; is this rock radioactive?" (probably not if it's from Virginia).

But others had more difficult and time-consuming problems: how to develop a new plastics business, perhaps, or how best to fill an empty factory.

And this year, it's apparent already, the department will have to answer tens, maybe hundreds of thousands of inquiries about the Jamestown Festival and various festival year attractions throughout the state.

No agency in the hierarchy of the Virginia state government has a wider horizon of interests—or a range of functions with more basic effect on the lives of its people.

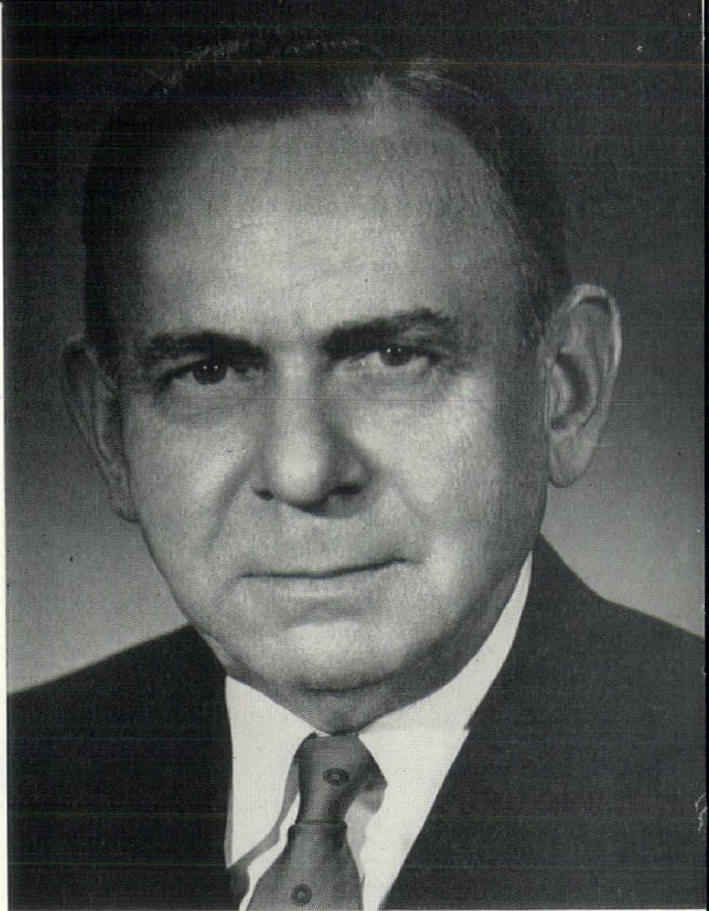
The Department of Conservation and Development is a seeming hodge-podge of divisions dealing with such diversities as minerals and travel; water resources and parks; such contrasts as reforestation and industrial development.

Yet the parts form a singularly integrated whole; the divisions might be likened to a dashing group of horses, dappled gray and brown and black, all different, but all pulling together in the traces.

The man with the six sets of reins in his hands is an academic looking individual, somewhat on the preoccupied side with, more often than not, a serious and studied furrow across his brow. When he laughs he laughs quickly, wasting no time about it. And when he speaks, he tells what is on his mind plainly, without frills.

This is Raymond V. Long, the onetime schoolteacher who has made the state government his vocation since 1919 and the Virginia economy his special niche since 1942.

He'd never admit it but any businessman would say that



(Colonial Studios)

Raymond V. Long, Director, Virginia Department of Conservation and Development.

Raymond Long is a chief with too few Indians—only 73 employes (plus 200 in the Forestry Service) to follow the vital work of protecting the state's natural resources against waste and, coincidentally, to promote their use for business and pleasure.

Somehow, amazingly, it all gets done.

Fortunately he has surrounded himself with a staff of dedicated and competent aides: George W. Dean for forestry; William N. McGill for geology; Randolph Odell for parks; W. H. Caldwell for planning and economic development; General H. B. Holmes, Jr. for water resources and F. James Barnes II for public relations and advertising.

Also he has the support of 13 wise counselors—the members of the State Board of Conservation and Development, headed by C. S. Carter of Bristol, a veteran banker, coal executive and conservationist.

Vice-chairman of the board is Victor W. Stewart of Petersburg, a retired lumberman who has been on the board since 1948 and has served as president of Virginia Forests Inc., since 1943.

Other board members are Mrs. J. H. Adams of Richmond; A. Plunket Beirne of Orange; Ralph N. Dorsey of Berryville; Andrew A. Farley of Danville; Jay W. Johns of Charlottesville; E. W. Lauck of Luray; A. G. Lively of Lebanon; G. Alvin Massenburg of Hampton; B. F. Moomaw of Roanoke; Lee Paschall of Richmond and Shelton H. Short, Jr., of Chase City.

These men—and the lady—agree that Virginia stands on the threshold of a dynamic new era, that she has everything necessary to take seven-league steps forward to unrivaled prosperity. All she needs is a judicious push—and that they're ready to give.

Take the field of travel. The Jamestown Festival, celebra

ting the 350th anniversary of the first permanent colony in the New World, is a tremendous opportunity for Virginia.

Even before—in 1956, for example—the tourist business was the second largest income producer in Virginia (behind manufacturing). The travelers and vacationers left behind about \$600,000,000 as they paused at the Old Dominion's scenic marvels.

This year the ante will be even higher from an expected 3,000,000 tourists making the pilgrimage to worship at the shrine of their founding fathers.

The Department of Conservation, through its division of public relations and advertising, has a hand in the advertising you've already seen. A special appropriation of \$75,000 was granted for promotion of this once-in-a-lifetime event.

And the results already are piling up impressively; from a single advertisement in one national magazine more than 6,000 inquiries were received in one recent week.

"At this rate," quipped the irrepresible Mr. Barnes, "we'll have to move out the natives this summer to make room for the tourists!"

Long, himself, moved to the top of the conservation heap by way of the planning and economic development division. It is natural, therefore, that he has more than a slight lingering interest in that phase of the department's program.

He was a man with a single-minded view of things when he moved from the education department to become planning commissioner in 1942. "The basic flaw in the Virginia economy," he said then, "is that so much of our production of raw materials goes beyond our borders to be processed. Wealth from the sale of the raw produce stays in the state, of course, but we're missing the income from the manufacturing process, the payrolls and the profits."

His idea then—and it's a view he carried with him to the director's chair—was that the small, rural industry would be Virginia's salvation.

They used to snicker a bit when, as planning commissioner, he talked about homegrown industry. The folks who were out to snare the giants of industry thought him a bit too provincial—as when he paraded the length of the state trying to promote the mining of manganese.

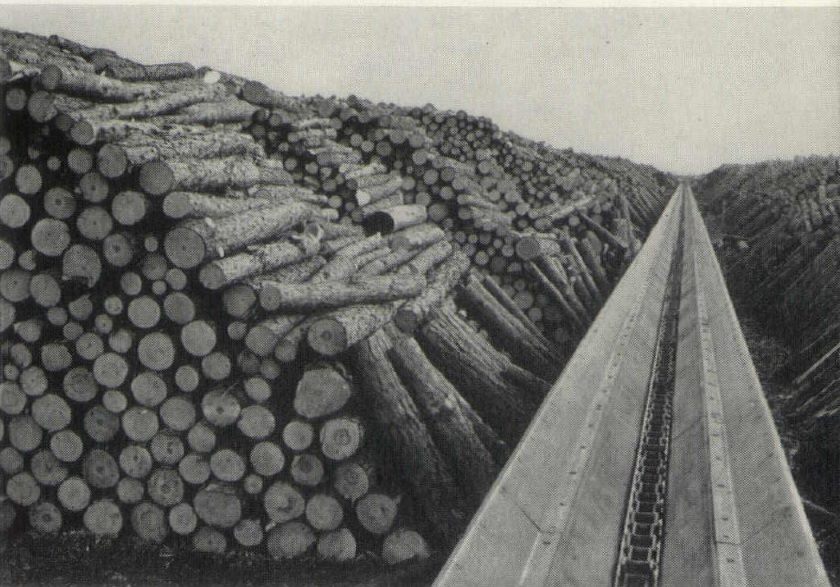
"Manganese?" they scoffed. What you'll find in Virginia is strictly low grade. It would be too expensive to dig out and refine. . . .

They had plenty of other arguments, too—yet, today, the annual shipments from Virginia of this essential ingredient in carbon steel run to more than 30,000 tons at \$85 to \$90 per ton!

And this may be just the beginning. Spurred by continuing studies of the department's mineral division, one northern company—Haile Mines, Inc., of New York—just last month began strip mining explorations on 2,100 acres of land in Shenandoah County on which it has taken firm options.

There is evidence that Virginia may, indeed, be rich in the ore and in two others—rutile and ilmenite—that form the base for today's newest wonder metal, titanium.

"The more we dig in," say Long, "the more appears to be



Photos, top to bottom show: One of the beautiful homes visitors to Virginia during the Jamestown Festival may see. The original box-wood alley, planted by George Mason when he built Gunston Hall (1755-58) has been restored to its 18th century form. The brick, Georgian type house has an interior considered one of the most impressive in any home of the Colonial era. (Va. Dept. of Conservation & Development photo by Charles Baptie). Center: Pocohontas exhibition coal mine near Bluefield. Bottom: Proper forest conservation and development make possible scenes like this, so vital to the pulp industry. (Dementi Studio).

in prospect." And there's the faintest edge of an "I-told-you-so" to his voice.

They used to laugh, also, at what some called Long's "post hole" philosophy. He wanted to use the timber from Virginia forests at home — in small, locally-owned fence post plants, for example.

"Can't be done," they said . . . so now there are more than 50 small wood preservative plants throughout the state plus several others manufacturing charcoal.

But Long and his successor as planning commissioner, "Biff" Caldwell, are not myopic when it comes to their view of industry. They know Virginia must go after the big companies as well, the ones with the multi-million-dollar payrolls, if the state is to push beyond its present economic confines.

They've done quite a job already, partly because Caldwell is such an indefatigable trumpeter of Virginia's natural advantages and such a ferreter of industrial prospects. It's nothing to find him one day in Memphis and the next in Mexico City in his tireless quest.

Man wants to know about manufacturing. Yessir; Caldwell is Johnny-on-the-spot, wetting one oversized thumb on his tongue and riffling through a weighty file of papers.

Manufacturing . . . He picks out the latest economic data report (Feb., 1957) prepared by his own division and points out that Virginia has 4,418 manufacturing plants; that there are 241,832 employees in those plants; that the plants produce \$1,641,295,000 worth of goods a year, and that, if the gentleman should

wish to join the crowd. . . .

He'll dig in the pack again at that point. "Biff" always just happens to have along several of the dozens of site surveys prepared by his office.

Montgomery County in southwest Virginia, for instance. A 59-page, paper-backed book tells more facts about that 395-square-mile area than most of its inhabitants could accumulate in a lifetime.

Or Emporia, near Buggs Island Lake in Southside Virginia. There are nine prime sites for industry, according to Caldwell's site survey, within the corporate limits of the town and they range from one-half to 110 acres; there is water from Meherrin River, and potential labor supply of 3,750 persons including low-income farmers who would be happy to take an industrial job.

By just such diligence — and with plenty of cooperative effort from businessmen and local development agencies — 180 new plants have been established in Virginia during the last five years.

Some of them are truly enormous—the Amoco refinery at Yorktown; General Electric and Westinghouse in the Piedmont; Sperry Rand at Charlottesville; Babcock and Wilcox at Lynchburg; duPont at Richmond and Waynesboro; Allied Chemical at Hopewell; Lipton's Tea at Suffolk; Monsanto Chemical at Warwick; Reynolds Metals at Richmond, and so on throughout the state.

And Caldwell has his grips on 28 more—companies planning to establish Virginia plants this year, with employment for another 4,200 persons.



(Va. Dept. of Conservation & Development)

Along Virginia highways are 1,400 historic markers presenting brief accounts of historic events, homes, personalities and battles which occurred at or near the markers.

Long has a vision—and presumably Caldwell shares it—that one day the "James River—the whole length of it, 275 miles from Clifton Forge to Hampton Roads, will be the great new industrial center of the east."

He sees in his mind's eye a vast panorama of plants and factories feeding produce down the James to Hampton Roads, the world's greatest natural port, and then on to markets around the earth.

This won't happen overnight; it won't happen at all unless the inhabitants of the hundred or so small communities along the way support the idea.

For that reason in part, the department last year began a series of public meetings throughout Virginia. These will continue, Long says, "as a means of asking people what they think of our program, what they suggest . . . and how they can help."

This isn't a lot of useless folderol—the people who live in an area have a definite influence on the men who decide about new industrial sites. The plant scouts nowadays are interested in more than rail lines and water. They want to know about the community's playgrounds, its educational opportunities, churches and so on.

The department tells one story about a southern town—it shall be left blessedly nameless—in its quarterly "Virginia Economic Review." The officials of this town, turned down in their bid for an electronic plant not so long ago, got a blunt reply to their anguished "Wha' happen?"

"If you want to attract industry," the

(Va. Chamber of Commerce photo by Flournoy)



Famous Virginia Beach

official said, "you'd better get yourself a golf course!"

In this connection the department's planning division does a real service to the town that needs industrial wealth. Caldwell, a veteran industrialist himself, speaks with authority on the subject:

"Nearly every community," says Caldwell, "would like a deluxe industry to ask the town fathers if they could come in, build their own plant, employ local labor, and assure the local citizens that there would be no objectionable noise, odor or an upsetting of the local economy. But such conditions seldom exist.

"Usually a community must sell itself to industry because competition is keen and many thousands of communities are striving to obtain new plants. . . .

"Industry is just a group of people doing a job, and the location that they feel offers them the best chance of success is the place they want to locate. A pilot operation may be necessary to try out local labor, and a temporary building may be required before a definite conclusion can be reached. An industry acts very much like an ordinary individual who accepts a job in another state. Usually such an individual has to be 'sold' on his new location and be sure he fits into the new picture before purchasing a house. Most people under such circumstances would want to rent a house, move the family up and try out the new community before investing capital in bricks and mortar. Many industries act in this same way to be sure they will fit properly into their new location.

AGENCIES CAN HELP

"There are many factors involved in industrial development. A community must want a new plant, be willing to work for it, and plan for expansion. Provisions should be made for industrial sites, utilities, proper highways and good local government. A cooperative town policy is a 'must;' but no community that wants industry need sit around and wait for some company to come knocking at its door. There are plenty of things to do. We have several agencies in the state that can and will be of help to the individual community. Railroads and utility companies have 'area development' departments. The Virginia State Chamber of Commerce and this division will be happy to assist communities to organize their business men and evaluate their assets, so as to properly discuss industrial development with representatives that may contact local industrial groups."

That's one direction of effort for

to tell the Virginia Story

the department. Another, fostering the development of new industry at the local level with local ownership and capital, has had conspicuous success.

Take the case of J. C. Heath at Norwood in Nelson County. He has started a one-man industry which makes an asset of a liability!

Sound difficult to believe? Here's what happened.

Owner of a considerable tract from which he had been cutting timber for a number of years, Heath realized the need for restocking the land to produce timber for future cutting. His choice for new growth was pine, the mainstay of a virtually insatiable market for pulp and lumber. Much of his land, however, was overgrown in scrub oak of little market value.

Then it occurred to him that he might create a marketable product of the oak—and at the same time clear the land for loblolly pine—by turning the oak into charcoal.

Scrub oak and worthless scrap from previous timber operations are used to feed the two ten-cord kilns that Heath has built. Each kiln produces several tons of charcoal at a burn; he merely sacks the charcoal and ships it to a jobber for marketing. So Heath makes a profit on clearing the land—and starts a crop that will be valuable in a few years.

Then there's the group in Albemarle County that built the big glass house—to raise tomatoes in, all winter!

And the Rapidan Manufacturing

Company at Orange, formed by a local group with David R. Vreeland, former chief engineer for Virginia Metal Products Co., as president. This concern manufactures precision metal boxes, electrical housings and other items for the electronics and aircraft industries.

But there are matters of concern in the "Long View" and let's look at some of them.

The department's division of mineral resources is undergoing a metamorphosis at the present time. It is Long's opinion that more attention should be put on the practical aspects of the work—and he outlined an eight-point program toward that goal. The program, in detail, wasn't to be released at this writing but Long was willing, in general terms, to tell some of the new things to be done:

1. Interpretation of the agency's technical and scientific studies—in a way that will be understandable to the layman.

2. To make new studies of present and potential uses of minerals in Virginia, to determine the present and potential market and to publish the information.

3. To encourage prospecting and exploratory work in localities that show indications of ore-bearing lands.

4. To promote the best use of the state's mineral resources.

5. Collect and publish up-to-date statistics on Virginia's mineral production.

(Continued on page 31)



Douthat State Park near Clifton Forge

Forest Conservation and Development

(As seen through the eyes of a Virginia landholder
and former firewarden)

By ROSEWELL PAGE, JR.

WHEN THE FIRST permanent English-speaking settlement on the North American continent was made on Jamestown Island in 1607, the forests of Virginia, as yet unviolated by the destructive hand of man, were in their glory. In his "Adventures and Discourses" the doughty Captain John Smith has described the Virginia which appeared to his eyes as follows: "This is an excellent land full of flowers of divers kinds and colours and as goodly trees as I have seen, as cedar, cypress and such like as well as beech oak walnut and sassafras . . . and other trees unknown to us. Heaven and earth never agreed better to frame a place for man's habitation were it fully manured and inhabited by industrious people." A far cry for the most part from the shambles later generations of Virginians have made of our forests as we see them today.

Even at the turn of the nineteenth century into the twentieth and for the first two and a half decades thereafter, forest conditions were not so bad as they are presently. Men now in their forties and fifties can remember some original forests consisting of acres and acres of great oaks, pines and poplars bigger around than whiskey barrels and as tall as church steeples, a hundred feet in the air and more: not to speak of the gorgeous hickory and ash trees from which were made the axe and other tool handles, the single and double trees,

the wheel hubs and spokes as well as the fellies used by previous generations of Virginians in their horsedrawn transportation system long removed from the power-driven land vehicles and jet propelled aeroplanes of today.

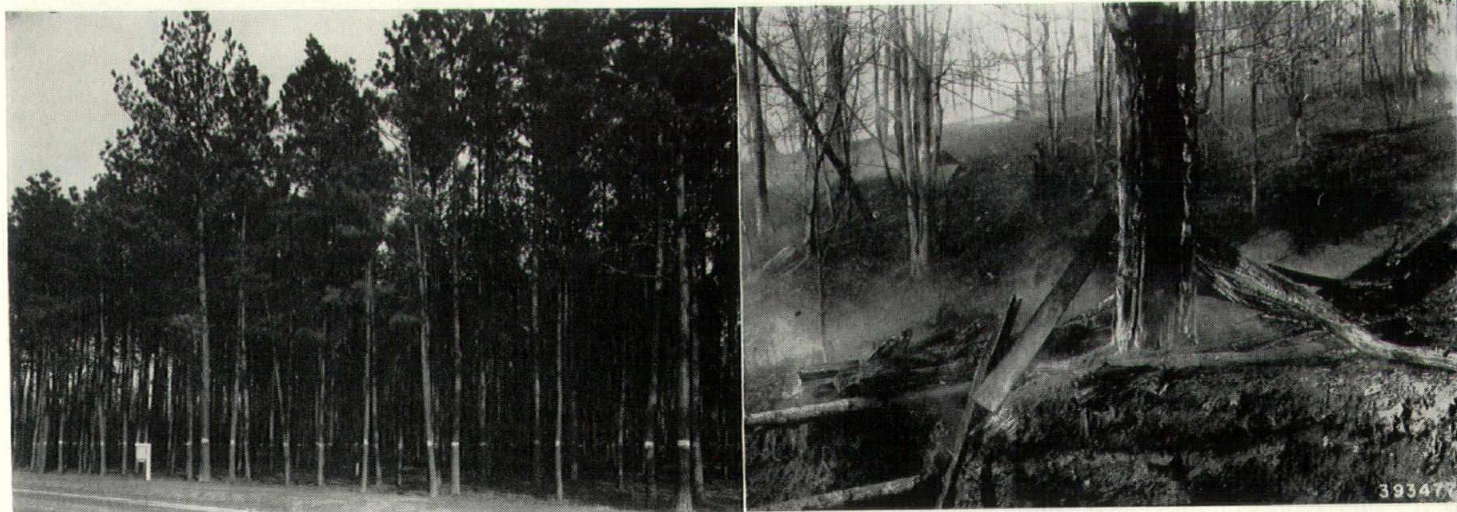
These were "trees of the wood" which "truly sang out the presence of the Lord."

Perhaps no blame attaches to our ancestors or to ourselves for the profligate waste of our timber resources over the years, saving only that of the very human weakness of shortsightedness. So widespread were these forests, and so hampering were they to the then all important need for open land upon which to grow tobacco—the coin of the realm—and foodstuffs that trees came to be "hostes humani generis" in the eyes of the average Virginian and fair game for any sawmill operator who would pay 50 cents per thousand board feet to the landowner, cut them down and haul them away. The average Virginia settler in the early days would build his home in the forest and then cut down every tree in a mile of it. There were two reasons for this of course, the need for land to grow crops upon, and the destruction of the hiding places from which hostile Indians might attack.

This cutting of the trees and getting rid of them became an instinctive trait of the descendants of the first settlers. Witness the many log rollings and burnings which took place in the spring

of the years when new ground was cleared for more tobacco fields to succeed those previously worn out by constant cropping. Little thought was then being given to Captain Smith's statement concerning "the fully manured place for man's habitation." It was tobacco, tobacco, tobacco until the land wears out, then cut down trees and grow more tobacco in the new ground. "But the people of Virginia have souls to be saved" cried the Bishop of London's vicar to an English Attorney-General when applying for 2,000 pounds tax money for education in the colony. "Souls?" snorted Seymour. "Souls?" Damn your souls! Raise tobacco!" (*Virginia is a State of Mind*, page 38, by Virginia Moore). So the trees came crashing down in that early day. They have continued to do so ever since.

These spring log burnings were as much a part of the rural habits in Virginia as were the "molasses cookin's," "corn shuckin's" and "hawg killin's" in the fall. The practice was for farmers to fell the trees in the late fall and early winter. Then in the late winter when snow was on the ground, they and their neighbors would gather with teams and snake together those trees from which the limbs had been cut, roll them up in huge pyramids, pile the brush on top of them and leave them to dry a while. In the early spring they would come and set fire to them. Logs were burned in these pyres of a size and quality impos-



(Forest Service photo)

An impressive "before" and a disastrous "after." Photo on the left shows loblolly pines in New Kent County, west of Providence Forge.



(Foster Studio)

GEORGE W. DEAN, State Forester, was born in Ohio, and following his graduation from the Pennsylvania State Forest School and Yale University, came to Virginia in 1927 as a member of the U. S. Forest Service with headquarters at Buena Vista. On January 1, 1929, Mr. Dean entered the Virginia Division of Forestry as District Forester with headquarters at Richmond. In 1940 he was transferred to Charlottesville in charge of the Division of Forest Management and in 1942 was transferred to the Division of Forest Fire Control. In 1944 he succeeded the late F. C. Pederson as State Forester.

sible to be duplicated today. After the fires had burned out, the farmers would scrape the ashes from some of the piles and use the bare spots for plant-beds in which to raise their tobacco plants to be transplanted into the fields later in the spring; the theory being that the burning had destroyed all the natural grass seeds in the area, thus saving the men a great deal of digging and sparing them from the tedious labor of hand-weeding the plant beds. Did John Smith say something about "an industrious people?"

There were also forest fires. These often resulted from some squatter-tenant "Bu'nin' fuh grass." This expression, in the vernacular of the illiterate white man and the Negro, meant that fires were deliberately set in order for an area of forest and field to be burned over, in the hope that tender grass seedlings of broom sedge or other wild varieties might put forth their shoots earlier in the spring. Upon these a few head of scrub cattle could graze and

to tell the Virginia Story

thereby supplement scanty rations of cornstalks, fodder and wheat straw which had been fed through a long hard winter. As a small boy the writer remembers such a fire in a middle Virginia county. It burned for nearly a week, destroying hundreds of acres of timber, some virgin and some second growth, all of it better than any that can be found today. There were no



HUNTER H. GARTH, Chief, Division of Forest Fire Control, is a native of Albemarle County, where he attended public schools and later attended the Fishburne Military Academy in Waynesboro. Following his school days Mr. Garth was in the orchard business until he joined the Virginia Division of Forestry in 1930 as Chief Forest Warden for Albemarle County. With the establishment of the Civilian Conservation Corps he became camp superintendent for the Albemarle Camp. In 1936 he was promoted to District Forester with headquarters at Farmville. In 1944, he became Chief of the Division of Forest Fire Control for the entire state with headquarters at Charlottesville.

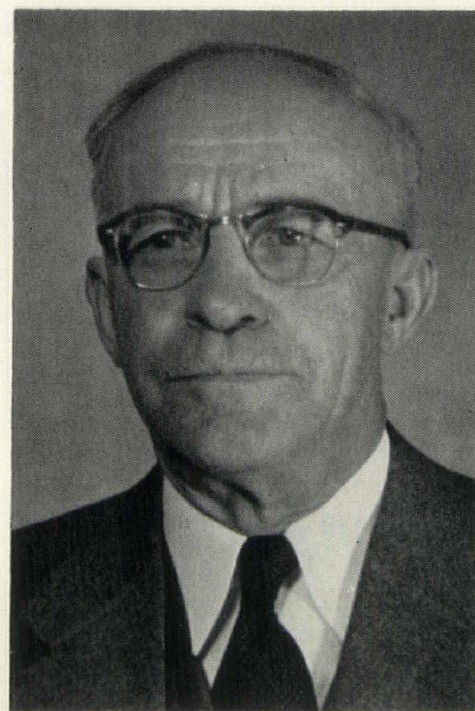
forest wardens then and, unless somebody's dwelling and barns were threatened, little effort was made to stop it. It just burned until the rains came to quench it, or until its own voraciousness consumed its food supply and there was nothing left upon which it might feed.

Devastating windstorms occurred, similar to the recent hurricanes we have experienced. However they seemed to be more local in nature, though just as severe. They caused much damage to the forests of Virginia. In one case in the memory of those now living, a

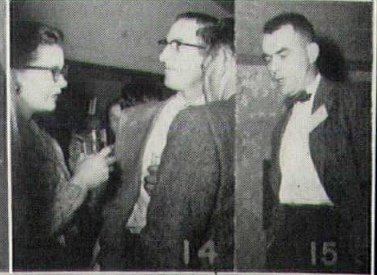
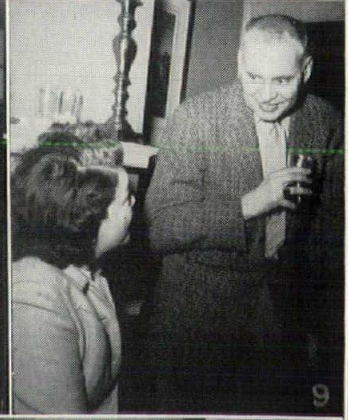
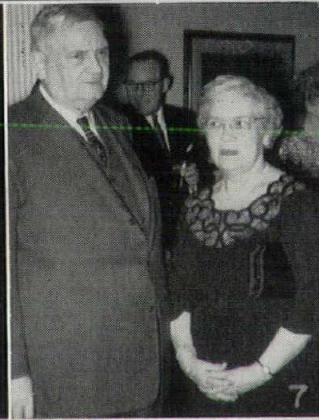
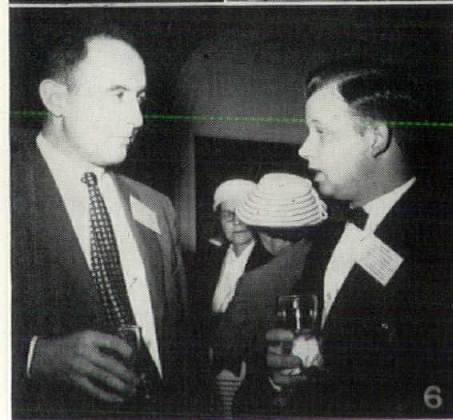
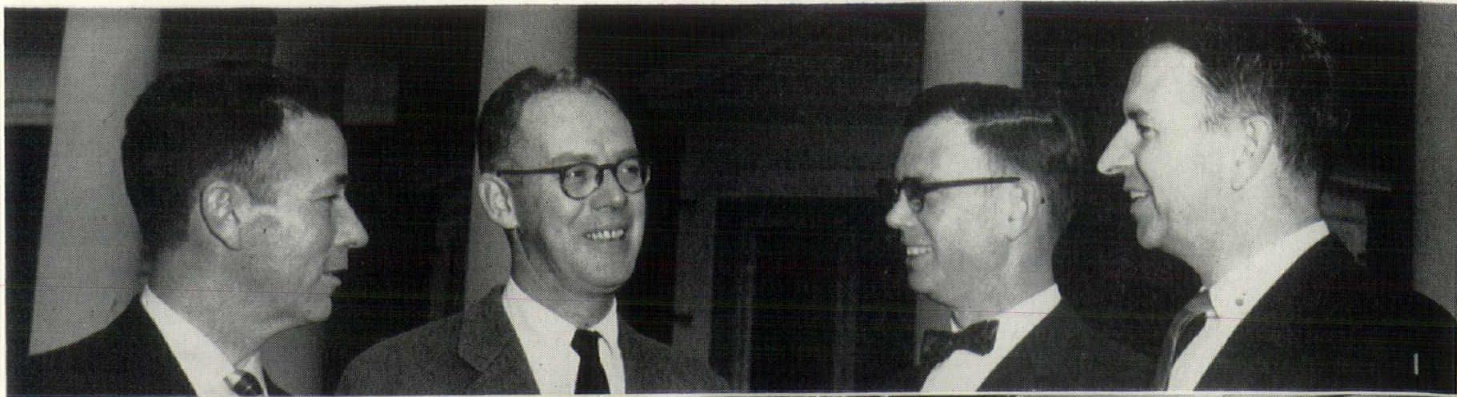
storm cut a swath through several hundred acres of original growth of pine and hardwood timber, laying the great trees like jackstraws in a pile. The owner along with one of the best lumbermen in Virginia walked for better than a mile through the forest, never putting his foot on the ground, so thickly were the trees laid down.

It was a bitter experience for a tree lover. The sight of the hearts of some of these huge oaks as they were laid open by the circle saw was one long to be remembered. The color was a beautiful shade of pink, not unlike the color of the breeches worn by the cavalry officers of World War I. These trees had to be sawed into lumber and the damaged ones left standing cut to get some sort of order back into the forest, but to this day that section of the forest through which the storm passed has not mended in comparison to the rest of it.

(Continued on page 15)



SETH G. HOBART, Chief, Division of Forest Management, is a native of Alleghany County, New York, where he attended public schools. He is a graduate of the University of Michigan Forestry School. Mr. Hobart was employed with the New York Department of Lands & Forests in 1916 for several months. He was Chief Forester with the Gauley Coal Land Company in Nicholas and Greenbrier County, West Virginia, from January 1917 through March 1926. Mr. Hobart came to Virginia in April 1926 as District Forester with the Virginia Division of Forestry, with headquarters in Bristol. In 1942 he was transferred to the Charlottesville headquarters as Chief of the Division of Forest Management for the entire State.



1. New officers of the Virginia Chapter, The American Institute of Architects, pose in front of Monticello during the Chapter's Annual Meeting in Charlottesville. The occasion was a ceremony in honor of Virginia's famed amateur architect and the presentation of a group of books to the University of Virginia architectural library. Left to right are Richard L. Meagher, of Wells & Meagher, Roanoke, who was re-elected President of the group; the new Vice-president, Herbert L. Smith III of the firm of Oliver & Smith, of Norfolk, who replaced Thomas K. FitzPatrick, Dean of the University of Virginia School of Architecture; Fred P. Parris, with Merrill C. Lee, Richmond, re-elected Secretary, and Thomas R. Leachman of Wiley & Wilson, Lynchburg, re-elected treasurer.

2. Louie L. Scribner, one of the Charlottesville hosts at the Virginia Chapter A.I.A. convention in Charlottesville February 21-23, chats with Mrs. Brawner Cates of Charlottesville during one of the many social gatherings at the meeting.

3. Waldron Faulkner, of Washington, Thomas K. FitzPatrick, Dean of the University of Virginia School of Architecture, Julian Garnsey of Princeton, N. J.

4. Herbert L. Smith, III, newly elected Vice-president of the Virginia Chapter AIA with Joseph H. Saunders of Alexandria and Luther M. Warner of Portsmouth.

5. Mr. and Mrs. Dennis and Mr. and Mrs. Dennis, twin brothers from New Jersey, were on hand for the foundation meeting of the University of Virginia School of Architecture Alumni Association.

6. John E. Whitmore, Richmond architect, and Oscar Blake of the V.P.I. School of Architecture at Blacksburg.

7. Mr. and Mrs. A. O. Budina of Richmond, with Washington Reed Jr. of Warrenton in the background.

8. Mr. and Mrs. Marcellus E. Wright of Richmond at the reception by the Noland Company at the Thomas Jefferson Inn.

9. Mrs. J. Henley Walker, of Walkerton, and John E. Allen of the office of Ballou and Justice, Richmond.

10. Louie L. Scribner, of Charlottesville, conducts the first meeting of the University of Virginia School of Architecture Alumni Association, of which he was elected the first President during the architects' meeting in Charlottesville, February 23.

11. Luther E. Warner, Portsmouth, A. Linwood Womack, Richmond, Mrs. James M. McIntosh, Richmond, Mrs. E. F. Sinnott, Jr., of Richmond, Mrs. Carl M. Lindner, Jr., Richmond, and Mrs. Warner, surround A. Cabell Ford at the reception at the Farmington Country Club.

12. Thomas K. FitzPatrick, Dean of the University of Virginia School of Architecture, speaks to the meeting of the Virginia Foundation for Architectural Education.

13. A "late meeting" in Cabell Ford's suite.

14. Pat Cooley, Executive Secretary of the Virginia Chapter AIA talks with W. B. Van Bakergem, of Harrisonburg.

15. Leonard Currie, Dean of the V.P.I. School of Architecture, talks to Virginia architects during the meeting of the Foundation for Architectural Education.

16. William Mounfield, Roanoke; Mr. and Mrs. Herbert Smith, Norfolk; Cabell Ford, the L. L. Scribners.

17. Carl Lindner, Jr., The Larry Browns of Roanoke; Mrs. Wilson Dodson, Norfolk.

18. Mrs. Tom FitzPatrick, Louie L. Scribner, Tom FitzPatrick and Leonard Currie.

VIRGINIA ARCHITECTS MEET IN CHARLOTTESVILLE TO COMMEMORATE AIA CENTENNIAL

by DICK ANDERSON

VIRGINIA ARCHITECTS, members of the Virginia Chapter, The American Institute of Architects, gathered in Charlottesville for a three day annual meeting over the weekend of February 21-23. In conjunction with the meeting, there were meetings of the Virginia Foundation for Architectural Education, the V.P.I. architectural alumni and a formation meeting of the University of Virginia School of Architecture Alumni Association.

Meeting headquarters was at the Thomas Jefferson Inn, but sessions of the meeting and social affairs in connection with it were held at the University of Virginia Art Museum, Collonade Club, and Rotunda, at Farmington Country Club, the Monticello Hotel and Jefferson's home, Monticello.

Following executive and other committee meetings on Thursday to line up the convention, the architects met on Friday afternoon at the University Museum for a "Color Conference" moderated by A. Edwin Kendrew, F. A. I. A., of Colonial Williamsburg and head of the Virginia State Art Commission. Panel members were Waldron Faulkner, of Washington, D. C., who spoke on "Color in The Building Industry;" Julian Garnsey, of Princeton, N.J., who spoke on "Functional Color" and Dr. Marion K. Junkin, of Washington and Lee University, who spoke on "Color in the Graphic Arts." Cocktail parties preceded and followed the meeting.

Friday night the architects were guests of the University of Virginia student section of the chapter at a Beaux Arts Ball at the Monticello Hotel Ballroom. Theme of the affair was "South of the Border."

On Saturday the architects met for business sessions and to elect new officers for the year. Richard L. Meagher was re-elected President; Herbert L. Smith, III, was elected Vice-president; Fred P. Parris and Thomas R. Leachman were re-elected Secretary and Treasurer.

Merrill C. Lee, F. A. I. A., new president of the Virginia Foundation for Architectural Education, gave a report on the Foundation's activities

and outlined plans for the future. Citing the fact that Virginia architects gave proportionately more than members of other chapters to the national A.I.A. educational foundation, he called on members of the Virginia group to raise the funds necessary to carry out the foundation's objectives of improving architectural education and research in Virginia. Heads of the two architectural schools in Virginia, Leonard Currie at V.P.I. and Tom FitzPatrick at Virginia, spoke on the needs of the architectural training program and the great changes that have been made in architectural training in recent years.

Following the foundation report and meeting, graduates of the two Virginia architectural schools separated for meetings of their alumni groups. The gathering at Charlottesville marked the founding of the *University of Virginia School of Architecture Alumni Association*. On hand, in addition to the Virginians, were former University architectural students from as far away as New Jersey. The first meeting of the group was conducted by Louie L. Scribner, of Charlottesville, who was elected first President of the association. James Scott Rawlings of Richmond and Allen Hopkins of Baltimore were elected Vice-presidents of the group. Roger Davis of Charlottesville was elected Treasurer and Norwood Bosserman, who has administered the founding of the association, was elected Secretary. The group of former Virginia students approved the organization and by-laws that had been prepared for them and authorized the officers they had elected to choose the first council of directors of the organization on as diverse a geographical basis as possible. Dean FitzPatrick related the history of the efforts to found the group and the work they could do in furthering the interests of the architectural school at the University.

On Saturday afternoon, following a cocktail party at the Thomas Jefferson Inn, the architects travelled to Monticello to pay tribute to Virginia's great architectural hero, Thomas Jefferson.

(Continued on page 34)

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VIRGINIA BUSINESS REVIEW

By WILLIAM BIEN

Business Editor, *The Richmond News Leader*

CONVENTION BUSINESS is big business in Virginia. A study by the State Chamber of Commerce shows that 184,000 convention delegates spent \$9,660,000 at major meeting spots last year.

In Richmond alone, according to the Richmond Chamber of Commerce, there were 82,355 convention delegates and they spent about \$4,320,000.

Roanoke was second in number of convention visitors with more than 27,000. Most travel officials expect the '57 figures to be even higher because of the Jamestown Festival which is an added attraction for many organizations planning meetings.

* * *

An eleven yard system of mechanized pulpwood yards, located throughout Central Virginia from Gordonsville in the north to Martinsville in the south, was completed last month by the opening of West Virginia Pulp and Paper Company's eleventh new yard at Caskie. Caskie is a small village on U.S. Route 60 in southern Nelson County across the James River from the town of Bent Creek.

The new pulpwood yards, all starting operations within the past 90 days, incorporate the latest developments in mechanical unloading. Specially designed Hyster lift-trucks unload incoming pulpwood free of charge within

minutes. 50-ton capacity platform scales have been installed at each yard to weigh incoming pine pulpwood shipments. Wood is purchased by weight, assuring pulpwood producers and farmers of accurate measurement and payment for each load delivered.

In announcing the opening of the final yard in the new pulpwood yard system, Crawley Williams, Manager of West Virginia Pulp and Paper Company's Covington Mill, said, "The new yards in Central Virginia will strengthen the principal link between pulpwood producers, local communities and the Covington Mill. The yards will put more money into the pockets of local pulpwood producers and farmers. Payment is made on-the-spot and truck unloading takes only minutes by automatic, mobile hoists. Wood producers will also gain through an exact weight buying system rather than old fashioned buying by the cord."

The West Virginia pulpwood yard system offers farmers and local landowners, without any obligation, professional woodland management assistance and advice. This free service is implemented by a staff of company-employed, highly-skilled foresters.

Pulpwood has been a source of income in Central Virginia for many years. The establishment of eleven pulpwood yards by one of the oldest and largest paper manufacturers in the United States will assure a continuing, easy-to-get-to market for wood producers and farmers. Yards in the system are located at Caskie, Dillwyn, Gordonsville, Ivy (Charlottesville), Kelly (Lynchburg), Natural Bridge, Bedford, Wirtz, Chatham, Pemberton and Fontaine (Martinsville).

* * *

The Richmond advertising agency of Cargill & Wilson, Inc., has announced plans for a new, midtown, three-story office building with a glass front and a giant map of the nation showing the agency's advertising affiliates throughout the United States. J. Henley Walker, AIA, Richmond, is architect. . . .

* * *

Virginia-made gasoline, the first in history, is now being produced at the new Yorktown refinery of American Oil Company. The \$35,000,000 facility is managed by Mark C. Hopkins.

* * *

NAMES IN THE NEWS

Francis K. Godwin, president of the Petersburg-Hopewell Gas Co., is the new president of the Petersburg Chamber of Commerce. . .

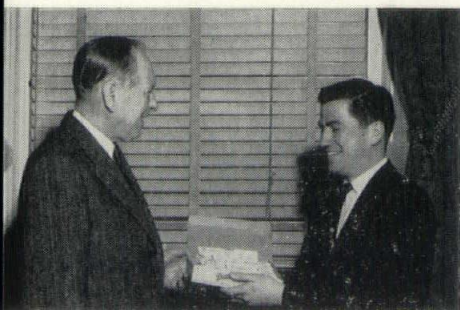
Phillip R. Brooks, formerly vice-president of the Emporia Ready-Mixed Concrete Co., Inc., has been named Virginia sales and promotion manager for Southern Materials Co., Inc. . . .

William C. Coleman, executive vice-president of Bemiss Equipment Corp. in Richmond, has been installed as a national director of Associated Equipment Distributors, the national trade association of the construction equipment industry. . .

William T. Ross is the new general superintendent of transportation for the Norfolk & Western Railway, succeeding K. V. Conrad who retired last month after 54 years service. . .

The Southern Materials Co. has named Horace Costley as sales representative in Petersburg. . .

W. Lester Farrell has been named assistant manager of the new Williamsburg Motor House, a 188-unit facility due to open shortly. . .



(Va. Chamber of Commerce photo)

L. Ernest Crowder, right, president of a local food brokerage firm, presents to Governor Thomas B. Stanley packages of individual services of sugar designed to commemorate the 350th anniversary of the founding of Jamestown. Imprinted on each individual package is a sketch of Captain John Smith in commemoration of this event. A nationally known sugar refining firm designed the package in collaboration with the Virginia State Chamber of Commerce.

to tell the Virginia Story



(Colonial Williamsburg photo)

Cleaner-burning candles developed by Esso Research and Engineering Company are lighted by costumed attendant in main dining room of the governor's palace at Colonial Williamsburg, Virginia. Since its restoration in 1927, Colonial Williamsburg has been visited by some 8 million tourists.

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E. Paul Williams has been appointed superintendent of production at the Salem, Va., plant of Yale & Towne Manufacturing Co. . . .

Irving H. Wainwright, vice-president and comptroller of the Union Life Insurance Co., has been given additional duties as assistant to the president . . .



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Forest Conservation and Development

(Continued from page 9)

Crass carelessness often amounting to criminal negligence has been the cause of many a destructive forest fire in Virginia. A certain former forest warden recalls driving along a highway passing through a well-wooded acreage and seeing a man toss a lighted cigar butt from his automobile into the forest by the side of the road. It was March. The wind was high. The leaves on the forest floor were dry as tinder. In seconds a blaze was started but the man who had set it had driven on, oblivious to the damage he had done. Two hundred acres burned over as a result of a lighted cigar butt.

It may be that such a fire as the first one mentioned above acted as a sort of "scourge of God" to the consciences of Virginia people, for not long thereafter we became forest fire conscious. It gradually began to dawn upon us that our forests, a great natural resource second only in value to our farm production, were being destroyed at an alarming rate. Not by fire alone but by other man made causes.

As it were, the scales fell from our eyes and we began to see. It was not a pretty sight. There were the ugly fire blackened skeletal remains of what in our youth had been "the forest primeval, the murmuring pines and the hemlocks," and the oaks under which the children of King Powatan and his brother Opechancanough had played and their braves had lain down to rest after the duties of the chase, the warpath, or to them the unaccustomed and therefore probably much more tiring efforts necessary to trading with that strange outlandish creature—the white man recently landed upon their shores.

We missed the shadows of the great trees etched by the pencil of the Almighty upon the face of the small waters from whose banks we fished in the soft spring sunshine.

We remembered that perfect engineering design in the branches of the towering trees, displayed the better, if almost immodestly, because of their leaf-shedded nakedness. This design was pointed out to us, tired little huntsman that we were, by our father as we walked from the heart of the deep wood toward its western edge. The witchery of the trees was emphasized by the beauty of a winter sunset blazoned over the face of the earth between them and

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it. Our spirits were lifted by the loveliness of the scene and we walked less tired because of it.

We remembered the thrilling experience of seeing hounds hunt a red fox from beneath the bramble in the woods, hearing their cry as they went away cheered by the huntsman who crashed his big grey hunter through the brush to follow them. We thought of the flock of wild turkeys scratching for mushrooms under the pine tags as the Irish setter ran through them, barking to put them up into the tops of the tallest trees in the woods while we hurried to build a blind from which to call them up to be shot at when they came to ground next morning.

We saw in our mind's eye the antlered buck, the does and fawns browsing the oak leaves and scampering away into the woods when they heard us approaching.

We took a closer look and were aghast at the havoc wrought in our forests by the combination of the unwise, the thoughtless, or perhaps even the greedy among the Virginia land-owners, sawmill and planing mill operators, lumbermen and manufacturers. We saw remaining "the cut and slash," the piles of slab wood unnecessarily thick because of the slothfulness or ignorance of an inefficient sawyer, the good saw logs left in the tree laps by lazy log-cutters; the bleeding stumps—the larger ones stark and suffering as a soldier's amputated leg, the smaller ones much too small in many instances, reminding us of the severed limbs of a maimed child.

THE IDEAL LUMBERMAN

We began to think unless something were done to conserve and increase our trees, there would soon not be enough of them left of suitable size to produce an incentive for the best type of lumberman: that type who when he looks at a tree sees in it something beyond a sawlog, a load of sawed timber or even a manufacturer's check received as payment for the lumber delivered, important though these things be. He looks at a tree with admiration and respect for it showing in his eyes, because it is an object fashioned by the hand of God and man cannot make it. He sees in it a baby's cradle, a violin, a beam to support a warehouse floor, a newspaper, a bedstead, a leaf in a dining room table, a magazine, a bureau, a ridge pole or a roof tree, an arm chair before a log fire in which rests the body of a tired man after a hard day's work, the planks in a church steeple, a painter's scaffold,

PAGE SIXTEEN



W. S. LYLE

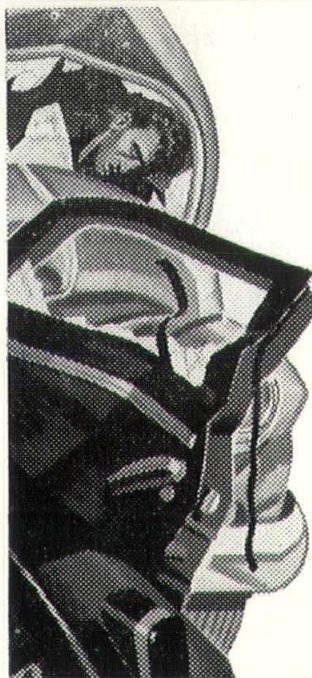
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an apple box, an altar rail, the polished hardwood floor of a ballroom, a set of books by one of the famous authors, a flour barrel, bleachers at a ball game, a pitch fork handle, a cabinet for radio and television, a manger in a stable.

He measures the tree with his eye. He encircles it with his arms, much as he would embrace the woman he loves. Then—he turns to the members of his logging crew standing by for orders and says, "All right, men! This one will do. Notch it so that when you cut it, it will fall and not damage those younger ones coming on. Leave those two over there. They are not ready yet. It will pay us to let them grow till the next cutting. We'll leave them for the boys to cut after I am gone. Oh—and be sure to get that last log out of that tree lap. I'll go ahead now and be marking some others for cutting."

We have seen that man in the flesh and have walked with him through many a forest. He said to us once: "You see that big white oak over there on that ridge? If it is sound as I think it is, it will make logs which should produce some beautiful veneer. I could cut it into some good lumber myself, but I believe I'll leave it for the furniture boys."

RESTOCKING OAKS

Again he said to us: "I like to handle oak timber, but what worries me about it I don't see much effort being put out to restock stands we are now cutting. A lot of people seem to be interested in resetting pines, but who is going to replant the oaks and other hardwoods so that 150 or 200 years from now there will be some for the people living then to use?" He was a real conservationist.

Without being aware of it probably, he was echoing the sentiments expressed a little differently by the late President of these United States, James A. Garfield: "When God Almighty wants to make an oak tree, He takes 100 years. When He wants to make a squash, He requires only two months." Is there a lesson here for those Virginians who are in such a hurry for profit that they think mostly in terms of planting the quick growing pines in open fields, forgetting or not realizing that experiments have proved that the pulp made from these trees does not produce paper of as good quality as that made from pines grown in the more fertile soil of the hardwood forests; or that the pines which have to struggle in competition with their hardwood companions produce a tougher, more durable finer grade of lumber than those which grow much

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more quickly from planting in the open field?

The spectre of a vanishing forest with its attendant evils, soil erosion, floods, drought, and lessened income for our people, to say nothing of the diminishing values of rural real estate because of the heavy cut of timber, became so haunting and the need to reverse the depletion of our timber so pressing, that the people of Virginia set about establishing within their government a Forestry Department. A little prior to that some landowners had begun working individually with the Federal Government and its foresters came to help them conduct experiments in cutting, thinning and other necessary phases of tree culture.

Somewhat later, the State Forestry Department was set up as the Division of Forestry within the Commission of Conservation and Development where it now rests. It is under the capable direction of Mr. George W. Dean, dedicated public servant, and his corps of able assistants. After the Forestry Division was established, many counties began to employ fire wardens. These work in cooperation with and under the direction of the State Forester. Many are themselves landowners. Forest fires have become less frequent and, when occurring, are better controlled. Wardens are often notified and directed by some of their number assigned as watchmen in the fire towers which have been erected in strategic locations all over the state, so that fires may be spotted immediately.

VOLUNTEERS PRAISED

Here let tribute be paid to that company of Virginia women who have sometimes served as watchmen in these towers and manned the switchboards of the local telephone exchanges. Many a fire has been stopped cold (no pun intended) because these ladies were on the job and acted quickly and efficiently. Under the control of these men and women, fire damage to the 15,000,000 acres in Virginia forest lands has been lessened considerably.

Laws have been passed requiring sawmill operators and landowners who sold them timber to leave a sufficient number of seed trees per acre to replace by new growth those cut down in the lumbering operations. The mill operators are required by law to exercise proper fire prevention methods around their mill sites and in the woods. There is also a requirement that each lumberman shall secure a permit from the Commissioner of Revenue in his county

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for a nominal fee. Lumbermen are also required to make a quarterly report to the state tax authority of the amount of timber cut by them of both the soft and hardwood varieties. They pay a tax on this lumber. The money derived from this tax and the fees is used to help reforest Virginia.

In general, conditions had been improved considerably since the establishment of the State Forest Service, until a further drastic drain was put upon the forests by World War II and Mr. Truman's Korean Police Action (sic). As a result, demand for lumber and other forest products jumped and prices skyrocketed fantastically, causing a great number of inexperienced men to go into the sawmill business for the sole purpose of "making a fast buck and getting out while times were good." To far too many of these, it made no difference whatever whether any timber was left standing or not.

"If a tree will make one two by three, cut it down and sell it. What difference if one side is bark edge for an inch deep? Ship it anyway. Just so it gets by the easy government inspection. Those barracks are just temporary buildings anyway. My God, man, I'm getting \$60 a thousand for that stuff and you stand there talking to me about

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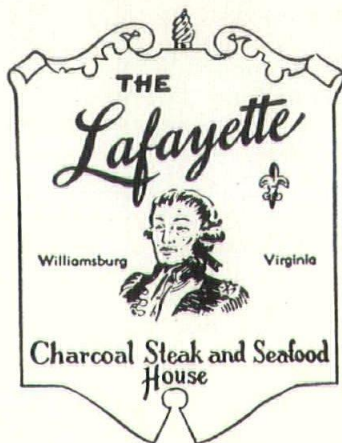
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conservation." It happened just that way.

So, like the voice of the turtle, the sound of the chained tooth power saw was heard in the land, and much of the remaining forests began to disappear. Pulpwood was needed, therefore the small pines were sacrificed by the millions of feet. Men got rich beyond their fathers' wildest dreams, but the forests suffered death and destruction as the irresponsible among the lumbermen "ground their seed corn." And even in this good day in Tidewater Virginia among the pine forests, where so much painstaking work is being done in the way of reforestation and conservation, *the cut is exceeding the growth* by a considerable amount. It is true that in the Piedmont and on the slopes of the mountains where the hardwood forests are, the growth is exceeding the cut, but the overall picture for Virginia shows the urgent need for more efficient conservation methods in the better species than the landowners, both large and small, are now practicing, lest for the lack of timber "we cry tomorrow."


A goodly number of Virginians are concerned about the conservation, de-

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velopment and future growth of our forests. They have a vision, a twofold vision. They see the virtual destruction of the trees. They understand what a catastrophe has befallen us by reason of the wastefulness in the use and misuse of our timber, and of our negligence in preventing forest fires which destroy dollars worth of trees each year. They see all this and realize the seriousness of it. But at the same time, they see acres of land where woods still grow and acres more where they should be growing for the good of the land and the production of an exceedingly large timber potential. They know

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that the forest has at least a four-fold purpose. It conserves soil and water essential to man's livelihood. It produces commodities fundamental to living in a civilized world. It is the habitat of birds and beasts necessary to the use and pleasure of man. It serves as a protection against destructive soil erosion and other damage caused by floods. A fifth might be added in these days of stress and strain. They know the forest provides a place where a man can go to feel a carpet of pine tags under his feet instead of cobblestones; to taste the flavor of a sassafras twig in his mouth; to see the whiteness of a hawk's breast speckled by the shadows of the leaves in the sun as it flies from the top of a tall oak tree; to smell the fragrance of a cedar tree instead of the "malodeur" of factory refuse and exhausts, to hear the liquid melody of a wood thrush's note or listen to the voice of the Almighty:

"Be still and know that I am God.
... I will be exalted in the earth!"

We have lately come to realize that no man or group of men is the owner of any part of the earth in fee simple, in perpetuity, but each is God's tenant. As a good tenant, each has a duty to see to it that at the end of his lease the property he has occupied and had the use of during his lifetime is turned back to his Landlord in as good condition or in better condition than it was when his contract began. Therefore we set about our task of conserving and increasing the number of our trees.



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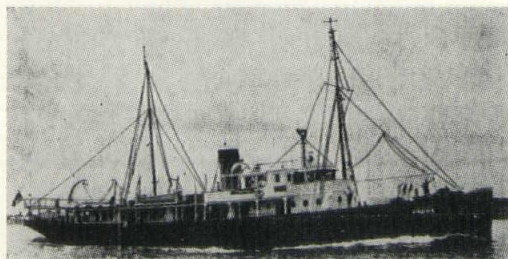
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General Lithography

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We do it remembering sadly that:

"... the terrible of the nations have cut him off and have left: upon the mountains and in the valleys all his branches are fallen and his boughs are broken. . . . To the end that none of all the trees by the waters exalt themselves for their height . . . neither the trees stand up in their height . . . for they are all delivered unto death." Look at your Virginia forests and see today how true are these words of the prophet Ezekiel.

But there are ways to obliterate the former destruction, to stop the waste and increase our forested acres. Virginians are blessed that their state is for the most part a natural tree producing area. There is hardly an open field from the foot of the Blue Ridge Mountains to the Atlantic Ocean and Chesapeake Bay that if left uncultivated for as much as five or six years will not begin to put up young pines. The hardwoods grow naturally in the rolling country of the Piedmont and on the mountain sides. Right now in Virginia, some of the big corporations are acquiring large tracts of land and planting trees or practicing modern methods of conservation in the forests already standing.

In recent years some citizens were

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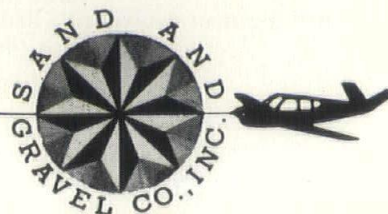
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blessed by the Almighty to make a great deal of money in non-farming businesses and professions. Many of these men had a country background and longed to go back home to live. Others were city bred, but they had the natural human desire to live in the country. So they took their newly acquired wealth earned in the cities and towns, went to the country, bought land, built buildings, ran fences, got livestock of various kinds and started farming. They did it well. Their farms blossomed like the rose. At the same time the farmers themselves prospered and expanded, until it is perhaps safe to say that in Virginia now there is more good grass over which run more good cattle and other livestock than has been the case at any time since the War between the States.

FARMS INTO FORESTS

For a while, almost everybody made some money farming, but as the wars stopped and our economy got back to its normal pace, this increased efficiency in the production of farm commodities and the lessening demand for them resulted in farm surplus which in turn caused lower prices. Now we have reached the point where fewer and fewer farmers, expert or novice, are "producing in the black." Would it not seem to be the part of wisdom for those businessmen, so interested in country living and having the means to afford it, to turn their efforts from the production of crops and livestock toward the planting of trees on their land? Might not they be rewarded by escaping the care and worry necessary to good farm management, and the expense of operating a large farm which under the present economic condition has a hard time showing any profit? Does it not appear that the production of trees would prove over the years a more profitable venture than present day farming? Further, would not these men receive untold satisfaction from the knowledge that, in the production of trees, they are adding immeasurably to the value of their own property, and doing a great service to their fellow man by the prevention of soil erosion, the conservation of moisture, and the reduction of the farm surplus?

There is a plan under discussion in connection with the soil bank program whereby a landowner will be paid \$10 per acre for planting trees on land taken out of crop production. Each year thereafter for 15 years, he will be paid \$10 for that same acre. This means he will receive in 15 years a total of \$150 per acre for land so planted. According to the best information ob-

tainable, it costs about \$40 per acre to plant land in pine trees under present conditions. This being true, the landowner would gain \$110 per acre over a 15-year period on this program alone. The harvest of his timber would be over and above the \$110. The landowner would be required to pay the government back \$60 per acre if he decided to put the land back into cultivation at any time during the first six years of the contract. If we must have a subsidy program for farmers at all, this appears to be as good a one as any.

It would also be good for our "dirt-farmers" themselves to retire from cul-

tivation some of their acreage and plant trees on it. There is many an acre in Virginia where a good man has broken his heart and impaired his health trying to eke out an existence producing crops on it, when he could have made more money with far less effort if he had planted trees originally. He should get in touch with his county forest warden or county agent. These men will tell him how to get his forest started and help him as much as they can to do it. He may live to reap some financial gain from the venture himself, and he will certainly receive the blessing of his progeny in the years to come.

**This shameful waste
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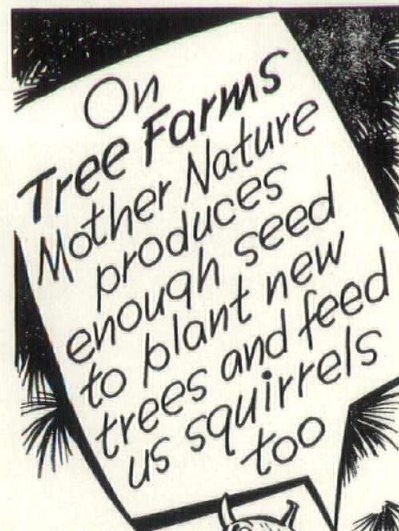
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It will be well for Virginia if she can continue with the majority of her people as self-supporting prosperous rural dwellers. This can best be done by making the most of our forest potential. Our land is "courting the industry" of the forester.

There will be those among us, particularly the less prosperous farmers, who will say they cannot afford to get into the reforestation business. It may be that they cannot afford *not* to do it. If all the land in Virginia not actually needed for the profitable production of agricultural commodities is planted to forest in the next few years, a great change for the better will come to most of its people. The temptation will be strong to plant only the quick growing varieties of soft wood. Certainly there is need for them and while the cut of pines is exceeding the growth, every effort should be made to see that adequate reforestation of the soft woods is carried out.

On the other hand, it is well to remember that we will have need for hardwood products in all the years to come. Where these trees can be grown to advantage, attention should be given to conserving and developing our existing forests of oak and other hardwoods, and to planting such new ones as will ensure a supply for our future generations.

HARDWOOD AND WATER

People in the cities of Virginia should be made aware of the fact that adequate hardwood forests are essential to the continuance of an adequate water supply for them as well as for countrymen. Cut down all your trees for present profit with no regard for future growth, and this state will soon be suffering for water. It may very well happen that, by the wanton destruction of our forest reserves, we will be in the position of the present drought-stricken states in the western part of the United States.

Today we see money in the hands of some unscrupulous lumbermen which should have gone into the hands of children yet unborn. Before any sale of timber is made, the owner—if he is not an expert lumberman himself—should have it cruised by a man he can trust, who knows how to calculate accurately and will tell him honestly how many thousand board feet of timber he has growing to the acre and the market price for the same. When he knows this, he is in a position to deal intelligently on an equal footing with any lumberman who will try to buy his timber and can bargain advan-

tangeously for himself. There are many reliable and competent timber cruisers and money paid them for services rendered is money well invested. The forestry services are on hand to help too. Their knowledge should be relied upon heavily at the time of marketing timber.

When a timber sale is made, the landowner should have a contract drawn between him and the purchaser containing proper terms necessary to protect the future growth of trees in his forest. Agreement should be reached on a reasonable limitation on the size of the trees to be cut and stipulation made that these trees when cut shall be thrown in such a manner as to prevent unreasonable damage to those left for later harvest. It should be stated in the contract that the mill operator and his crew shall cut only such logging roads as absolutely necessary to get the logs to the mill and the sawed lumber out of the woods. This is especially important in these days when the logging roads are cut with a bulldozer instead of an axe. Those monster machines can ruin many a young tree if they are not properly controlled.

In every county in Virginia there are good lumbermen who will readily enter into a fair contract with the timber owner and try honestly to live up to its spirit as well as its letter. These are the true conservationists who desire to continue in the lumber business for their lifetime and have their sons follow in their train. Anyone who objects to such a contract should not be allowed in a landowner's forest.

We should start training our children

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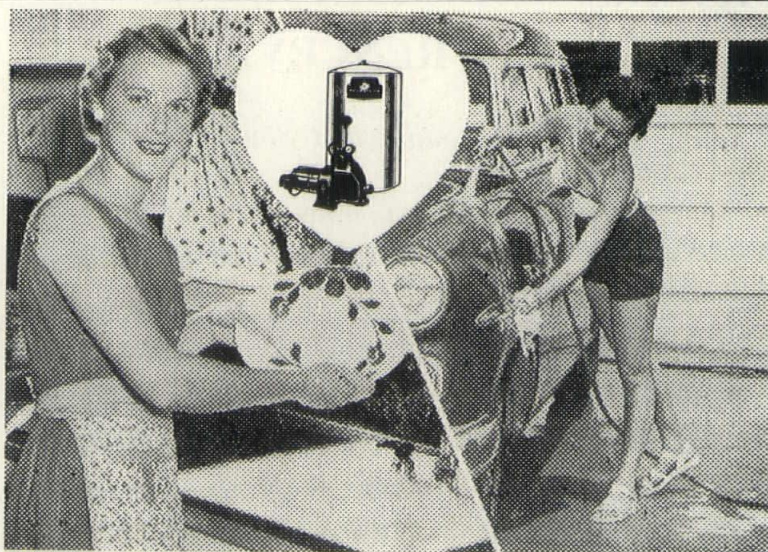
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to be conservation-minded while they are very young. One of the best ways to do this is to explain to them that well forested areas with plenty of food growing are the best kind of home for an adequate game supply. Show a child a squirrel in a tree, a hare in her nest, or a covey of partridges in flight and he is thrilled by the sight.

Let a group of school boys help to

set out a young forest of trees, most of them will become forest conservationists for life. In these days of large acreage around the rural school houses, no better use can be conceived for some of it than to let the children plant it in trees and take proper care of the young forest as they go through school.

If as the poet Bryant sang, "The Groves were God's first temples," then

surely this generation of Virginians should be on its knees begging forgiveness for the desecration practiced by themselves and their ancestors, and for Divine help in the task of restoration which lies before us as atonement.

We must do this job with dispatch and efficiency, for to paraphrase Mr. Rudyard Kipling:

Virginia shall bide till Judgment Tide
By Oak and Ash and Pine!

"And he shall be like a tree planted by the rivers of water that bringeth forth his fruit in his season."



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What Was Jamestown?

(Continued
from page 3)

Statue of Captain John Smith overlooking the river at Jamestown.

(Va. State Chamber of Commerce)

and accomplishment, was jailed in Bristol for debts run up while his family and four maid-servants exhausted their cash in the long delay before their boat sailed.

The truly hardened criminals who came to the Colony later were undesirable which England foisted off on the colonies against the bitterest opposition of Virginia's colonial government. Virginia finally drained them off by arranging a law which "drafted" them into England's conscript-armies. During their riotous sojourn in Virginia, this criminal element caused real trouble, but in no way contributed to the Colony's character. Nor did they come in sufficient numbers during the colonizing period of early Jamestown to be considered a real element in the structure of that first colony.

Then, Virginians themselves added their own confusion to the impression of the early days by what might be called the "younger son" theory. By this, in roughly a single generation, armies of the younger sons of titled families all decided to venture to the raw continent and found lines for later genealogical-minded Virginians.

Most of the Virginians who wanted to descend from younger sons could have saved themselves a lot of trouble by reading a little, a very little, history. In the first 15 years of the little colony's struggle to maintain the barest foothold on the vast frontier, more than 80% of the people who made the adventure perished without leaving descendants. Of the most familiar names associated with glory in the early days, not one of their ancestors came to the Colony before 1622. The majority began to come 50 years after the founding of Jamestown. In the actual founding period, when the frontier was won, from 1607 to 1622, the few survivors of those harsh years who left descendants were well

recorded and represented a fair cross-section of the first emigrants.

They were people of more or less substance. They had the money to buy shares in the Virginia Company (which assured their passage); they had the intelligence and education for the extremely high adaptability required of the frontier; they had the sturdiness of character which the wilderness demanded for sheer survival. Of all things, they had ambition. In England their branch of family might well derive (as some by record did) from branches of either titled or untitled families of country gentry, but they were certainly no part of "younger son going to the Colonies." Startling though the idea might be, by fact younger sons usually went into trade, since older sons inherited the land. The fact of the first-born inheriting the ancestral seat did not turn all his brothers and sisters into wastrels and adventurers: the idea is absurd.

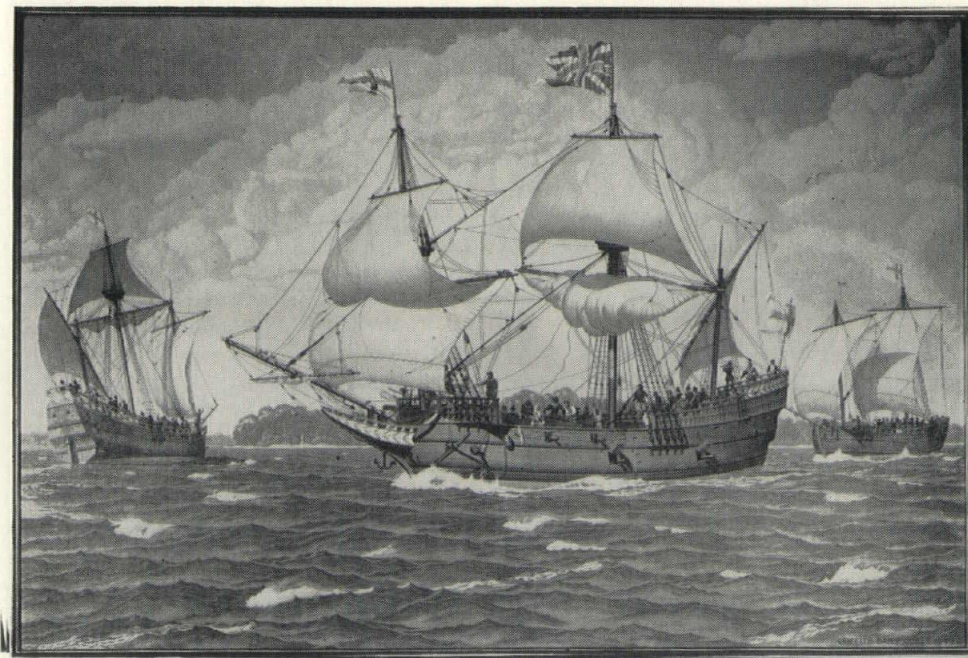
The people who came to our shores essentially wanted "a new start" in a new land because of the poor conditions, like a Depression, at home. England at the time was caught in the post-feudal lag before heavy industrialization, and times were hard. A few baronial masters owned all the best land, pay was poor for skilled artisans, materials were growing scant for ship-building, thousands of miserable wretches huddled in filth and disease in the cities, and, in a word, opportunities were very few for resourceful men of ambition and for

what an historian called "that restless, pushing human material."

Of the very poor who came, few survived and none rose to prominence: they lacked the physical stamina and moral background. Of the gilded bucks who came as "Gent." even fewer survived. They were looking for easy fortunes, for the new Eldorado, and were in nowise equipped for the pitiless struggle. Of the upwards of 1,000 who, by 1662, had survived all hazards of hunger and homesickness, malaria and Indians, the bulk of those who were to complete the foundation from which the Colony grew, and to leave descendants to grow up as "Virginians," were variants of that core of substantial people who gave the Colony its character in the formative stage.

In that formative stage, the men had not yet come who were to conceive of the unlimited power that could be derived from plantations and of a ruling-class, an aristocracy if you like, that could be built upon that power. In the early days land-holdings were small, and riches were acquired by speculation in land and indentureds, and by trading with the Indians.

But those first who came, and mostly died, were not concerned with great wealth nor the appurtenances of "conspicuous consumption" that accompanied it. The concern of the *settlers* of Jamestown (as distinguished from those who came after the Colony was established) was primary survival. It was in their sheer survival that these heroic people established the first foot-



(Va. State Chamber of Commerce)

The famous "first three ships"—the *Susan Constant*, *Godspeed* and *Discovery*.

hold of the British empire, and it was as England's first empire-builders that these hardy souls incidentally founded the nation that was to separate from the Mother Country and develop its unique and unparalleled power.

Only 105 men came in the first wave in May, 350 years ago. So little were Britishers prepared for the hardships of this frontier that, by 1610, there were scarce double that number starving on the island, though nearly 1,000 had by then put out from England. Families had already come. A child had been

born, Virginia Laydon, whose destiny is lost in the records. Church of England clergymen had shared the hardships and the moralities with their fellows, and a small chapel—in the center of the palisaded fort—was the finest building (though that was saying little at that stage).

It was in 1610 that the British government put more support into the colonization and, though none of the hard-used survivors then suspected it, the corner had been turned. Mortality rates would continue high for decades.

The greatest Indian massacre on the Continent (1622) was to give the colony an almost fatal setback—along with wiping out America's first college and first city—and Indians were to harry the frontier families for generations. Yet, the chart of the population continued upward and, around the center of the capital at Jamestown, the nucleus of a great colony grew along the banks of the rivers in an ever-westward expansion.

Governors came and went, cavaliers came and were absorbed, dandies perished and ambitious men carved personal domains out of the wilderness, and the dream brought to Jamestown spread through the almost limitless frontier of Virginia, which then extended to the Mississippi and the Great Lakes. Though in the early days some individuals had come looking for new gold (as the Spaniards found it in Mexico and South America), the dream that prevailed was essentially for a home in a new world, with all that implied of new hope and new horizons.

FORLORN AND REMOTE

As the colonists first saw their new homesite, they sailed up the broad, tidal river enclosed by primeval forests that rose on both banks like green palisades. The island, chosen for its facilities for mooring ocean-going boats, was not a healthy place by nature, and the Indians did nothing to make it more healthful. At night, as the city-bred people 3,000 miles from home accustomed themselves to the rustling of unseen animals and the howling of wolves, their dream must have seemed forlorn and remote. That they never lost it is the ultimate tribute to the courage of those men and women who survived all hazards that a new home-place might be erected on earth, to which millions of others from all nations would come to seek and find their own sanctuaries.

Those first, whose unmarked graves in the swampy earth make Jamestown Island a hallowed land, represented a cross-section of the society of their time. Through the blending of all the elements within the frame of the dream, a new society grew to characterize the new world they founded.

Clifford Dowd

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| DEPOSITS (Dec. 31, 1956) | 18,114,220.82 |

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CONSERVATION AND DEVELOPMENT

(Continued from page 7)

6. Prepare specific reports on minerals and rocks of economic importance in Virginia.

7. To provide technical and advisory assistance to individuals, local governments, business organizations and industrial concerns concerning the use of Virginia minerals.

8. To develop a close working relationship with other state agencies in use of minerals.

As Long says, "the first thing we need is a catalogue of the quality and quantity of our mineral resources that can be commercialized."

Something that he's specially interested in is the future of the coal industry in Virginia. He frequently quotes another noted Virginian—former Governor Colgate W. Darden, now president of the University of Virginia—who once said:

"We're as wasteful in burning coal for fuel as if we burned the books in the Library of Congress to heat the building."

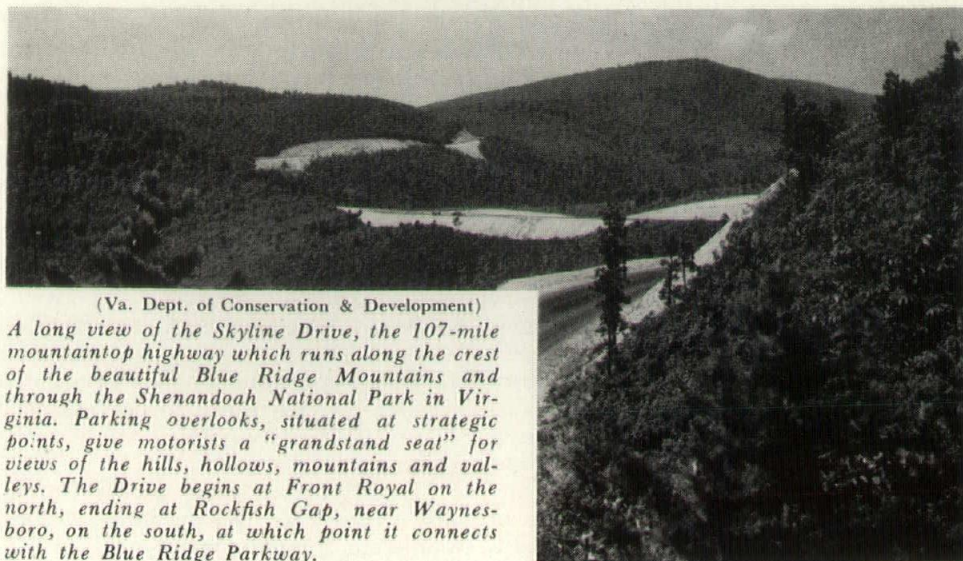
It may be, Long says, that Virginia's coal reserves have far greater chemical values than as fuel—particularly now that America is entering the atomic age.

Nobody can say, accurately, just how much coal lies underground in Virginia but it runs into many billions of tons—enough, some reckon, in known seams to last 1,000 years at the present rate of mining.

Meanwhile, State Geologist McGill and his staff continue their work—and only last month predicted that "continued exploration for sulfide ores and certain nonmetallics—particularly clay, shale, stone and vermiculite—will continue in Virginia throughout 1957. The interest in and increasing demand for these and other mineral resources should lead to increased production of these—and coal and natural gas—in the next several years."

Closely related is the work of the state mining engineer, Charles W. Massie, who has devoted much of his time to finding new markets for sub-grade manganese ore thrown aside by the companies digging for the valuable metal. "While no actual sales have been made," says Massie, "progress has been made and we expect favorable results in the near future."

As far as minerals are concerned, the men in that field are confident of Virginia's future. They point to one



(Va. Dept. of Conservation & Development)

A long view of the Skyline Drive, the 107-mile mountaintop highway which runs along the crest of the beautiful Blue Ridge Mountains and through the Shenandoah National Park in Virginia. Parking overlooks, situated at strategic points, give motorists a "grandstand seat" for views of the hills, hollows, mountains and valleys. The Drive begins at Front Royal on the north, ending at Rockfish Gap, near Waynesboro, on the south, at which point it connects with the Blue Ridge Parkway.

example—the Foote Mineral Co. which opened a plant at Sunbright in Scott County three years ago to manufacture an obscure chemical, lithium hydroxide, from lithium ore and limestone.

In the short period since that plant was started, the Atomic Energy Commission scientists have found lithium to be an important ingredient in making a hydrogen bomb.

Already lithium ore is in great demand and that demand will surely grow when the process is converted to peacetime use.

So, the mineral men say, "Who knows but that Virginia may possess within its boundaries other rare earths and little used minerals that may rise to importance in atomic developments?"

COAL'S FUTURE ASSURED

At the same time they see an assured future for coal—as a fuel if nothing else.

It takes a large amount of electric current to produce U-235 (uranium) and electric current requires quantities of coal. Instead of being displaced by the atom in energy production, then, coal will be more essential than ever. And if coal should be displaced as fuel at some distant time, it still would be a rich resource for chemicals.

The department's division of forestry, with headquarters at Charlottesville, is by far the largest numerically—with 200 fulltime employes, including district foresters, and about 2,000 part-time wardens.

George Dean, the always-busy head of this division, is working closely with industrial and civic organizations now on the reforestation program. Last year, in close cooperation with Virginia Forests, Inc., the division promoted the program to such an extent that 30,000,-

000 pine seedlings were planted on idle, abandoned or non-productive tracts of land.

Next year, Dean believes, the planting may be as much as 45,000,000 seedlings.

Meanwhile, 1956 was a banner year as far as fire reduction in Virginia forests was concerned. Dean was able to report only 1,393 fires and 9,112 acres burned—one of the best records in the nation.

Trees are big business in the Old Dominion; nearly three-fifths of Virginia's total land area is forested, and almost all the wooded land is capable of producing timber of commercial quantity and quality.

During the 40's and 50's lumber production has run from 1,000 to 1,500 million board feet a year. In the same period pulpwood production has risen from 577,600 standard cords (1939) to more than 1,000,000 standard cords in every year since 1947. To handle this supply there were seven wood pulp mills in the state last year with capacities varying from 125 to 725 tons of pulpwood every 24 hours.

Virginia also has hundreds of sawmills and planing mills producing lumber, veneer, cooperage stock, millwork and plywood, wooden containers and other basic wood products, and more than 150 factories producing furniture and fixtures.

At the last count there were about 23,000 Virginians working in the basic wood industries and another 15,000 in furniture plants. In addition the pulp and paper products industry provides work for about 11,000 persons.

Thus the vital importance of maintaining supplies of what the agency calls "Virginia's green gold"—its trees.

The difficulty is showing landowners the "dollars and sense" in planting pine

seedlings that will be valuable trees in 20 years, or hardwoods that will provide an estate for another generation in 60 years. Industrial concerns, on the other hand, have come to realize the importance and generally practice what the foresters preach.

If Virginians want proof of the profit in trees they might take a look at the six state forests—self-supporting operations to demonstrate good forestry practices and paid for with revenues from sales of timber.

Early in the history of the forestry division—until 1943, in fact—the emphasis was on fire fighting. Fires were a constant threat—such a danger that Virginia has a law stating that any able bodied man between 18 and 50 can be pressed into immediate service by a state forest warden—and fined if he refuses!

But now fire control is well in hand and the agency has devoted more attention to technical assistance. "Aid for any landowner in Virginia is no farther away than his telephone or mailbox," says Dean.

One aid is a marking service by which the state foresters will, for a fee, select and mark trees that should be removed.

Another is advice and help for landowners beset with forest insects and diseases. The agency has a man with the fancy title of entomologist-pathologist specially for this work.

Closely related to forestry—and indeed the whole concept of conservation—is the Virginia parks program.

Despite the political crisis faced by the department in its parks, stemming

from the Supreme Court decisions of recent years, Long and his parks commissioner, Randolph Odell, see no real decline in the use of eight major recreation areas and innumerable smaller ones throughout the state.

"Actually," says Long, "I anticipate increased demand—and the necessity for adding to certain types of facilities such as overnight camping sites and one-day picnic areas.

"We're getting a veritable flood of requests about the overnight camping facilities—and that's something that doesn't cost too much to provide. The National Park Service is emphasizing the same program.

"You will see more wayside areas, also. These are the inevitable accompaniment of urban expansion."

So well spaced are the parks and play areas in Virginia that no city dweller is more than 50 miles away from one—and considerably more than 1,000,000 persons use the parks each year.

The park division's vast job can be summarized in a brief statement of philosophy by Odell: "We're determined to see that the beauty and dignified character of the areas are preserved, and that they are never allowed to become the honky-tonk type of playground."

Closely tied to the parks program is Virginia's marker system. The Virginia plan for historical markers was original—but has been widely copied in recent years.

The Virginia system owes its inception (in 1927) to William E. Carson, first chairman of the state Conservation and

Development Department.

It was Carson who evolved the idea for the markers and who first published a guide to them so that motorists, today, can spot the marker and read the inscription from the booklet without even slowing the car. However this is not the preferred way to follow history and, to reduce the hazard of travelers stopping at the markers, the State Highway Department builds turnouts at many of them.

A trip through the state, merely reading the markers, is a fascinating experience.

Suppose you're traveling U.S. Route 1 south from Washington. Here are some of the messages you will see:

E-69 (4.5 miles south of Alexandria): "Margaret Brent, secretary to Lord Baltimore, the first woman in America to demand a vote, patented land here in 1663. . . ."

E-67 (7.1 miles south of Alexandria): Dogue Run: "Land on this stream, first patented in 1657, was later owned by William Dudley, one of Bacon's supporters in the rebellion of 1676. Rankin's Point near by was bombarded by British ships in 1814."

E-62 (4.1 miles north of Woodbridge), Old Telegraph Line: "One of the first telegraph lines in the world, part of the Washington-New Orleans Telegraph Co., was built from Washington to Petersburg in 1847. From this the road took its name."

"PETOMEK"

E-48 (3 miles north of Falmouth) Potomac Creek: "Near the mouth of this creek, several miles east, explorers in 1608 found an Indian village called 'Petomek' from which the river took its name. There the Indian princess Pocahontas, was kidnapped by Captain Argall in 1613. There travelers landed from steamers to take the stage to Fredericksburg, early railroad terminus. Charles Dickens landed there, going to Richmond, and returned the same way March, 1842."

E-43 (1 mile south of Fredericksburg), Lee's Position: "On this hill, a little to the east, Lee watched the battle of Fredericksburg, December 13, 1862."

E-39 (5.3 miles south of Falmouth) Start of Sheridan's Raid: "Here Sheridan, moving from camp, came into the Telegraph Road on his raid to Richmond, May 9, 1864, while Lee and Grant were fighting at Spotsylvania. The 10,000 Union cavalry filled the road for several miles. Turning from the road ten miles south, Sheridan came into it again at Yellow Tavern near

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Richmond."

And so on. All down the road—and along every traveled highway in Virginia—the obscure and the noted events of history are told in the markers.

Some relate incidents of surpassing historical interest and some of only conservation value. Such as the marker at Stingray Point in Middlesex County where the Rappahannock River joins the Chesapeake. "Near there, in June, 1608," the marker proclaims grandly, "Captain John Smith, the explorer, was hurt by a stingray while fishing in the river. . . ."

Or the one at Steele's Tavern in Augusta County that tells the world how, in 1856, "J. A. E. Gibbs devised the chainstitch sewing machine."

THREE WATER PROGRAMS

Virginia, well endowed with large quantities of water, has a going program of conservation headed by General H. B. Holmes, Jr., commissioner of the division of water resources.

His division supervises three programs conducted in cooperation with federal authorities—the determination of the flow of surface waters, occurrence of ground water, and testing for chemical quality of waters.

A major problem is the amount of water available for industrial and individual use from the state's streams and rivers. The trick is to have enough water all the time—without too much at certain flood periods.

Water, even in this age of steam and perhaps atomic power, still is a mighty force in the Old Dominion. Even if there were no hydroelectric plants in Virginia, water still would have its place of importance in industry.

Water is essential in operation of the huge American Oil Company refinery at Yorktown, for example. And many Virginians are hoping that the state will acquire an integrated steel mill—something that would require millions of gallons of water every day.

With the growth of population, municipal demand also is zooming upward—and several cities have experienced severe water shortages during the recent drought years.

Likewise, modern agricultural methods involve increasing quantities of water. More than 500,000,000 gallons are used each year to provide sprays for the state's commercial fruit trees. The poultry and livestock of Virginia consume more than 23,000,000 gallons a day. Irrigation, a comparatively recent development, is spreading—especially for tobacco, truck vegetables, eastern shore strawberries and potatoes, and in

to tell the Virginia Story

some places for corn, orchards and pastures.

Peak periods in all these fields make it impossible for the farmer to rely altogether on ordinary springs and wells. He must have access to storage water.

Besides, since the commercial fisheries of the Tidewater estuaries and bays constitute an important Virginia industry, it would be unthinkable to divert too much surface water to other uses. The need for abundant quantities of good water was pointed up only a summer or so ago when the Rappahannock River oyster beds were severely damaged by a prolonged drought. (You can see the results by the prices in the grocery stores now for oysters.)

Also water is an important recreation resource. "With more free time and with greater ease of travel," the conservation officials say, "all classes of people are turning to more and more outdoor recreation.

"Blessed as Virginia is with inland streams, lakes and reservoirs, each year sees more fishing licenses, more hunting licenses—and wildlife cannot thrive without plenty of fresh water—more swimming and boating."

Speaking of fishing, the Department of Conservation and Development expects to announce in April a bold new plan to foster salt water fishing as a major sport and tourist attraction in Virginia.

The enthusiasts—and representatives of related interests—will meet sometime in April to form a "Virginia Salt Water Sport Fishing Association" to promote the sport and improve fishing facilities.

During the past six months, sportsmen, civic leaders and public officials in each of the five regions of Tidewater Virginia—the eastern shore, Northern Neck, Rappahannock-York section, The Peninsula and the Norfolk-Virginia Beach area—have been working on the program.

The Conservation Department, in support, is publishing an illustrated guide book showing fishing spots, boats for hire, rates, lodging and meal accommodations and so on. The guidebook, first of its kind ever published in Virginia, also will be ready for free distribution in April.

One of the leaders in the cooperative movement—Charles H. Foy, president of the Norfolk Anglers Club—says "Virginia is unexcelled in its advantages for salt water sport fishing. Potentially, this natural resource is one of Virginia's greatest recreational and economic attractions. With the rapid growth in population and increase in leisure time, its development will become more and

more important. We must do everything we can to promote it and make it attractive and profitable within the limits of established conservation practices."

This is just one area in which the conservation commission is taking a part in water resource development. Long and General Holmes also plan to expand the activities of the water resources division in several directions.

In the near future the division will add technical services, advice, studies, preliminary plans and reports on:

1. The status and adequacy of present water supplies in the various municipalities and urbanized areas of Virginia.

2. The projected needs for domestic and industrial water.

3. Proposed impoundments by various governmental agencies.

Perhaps the most lively operation of the Department of Conservation is its public relations and advertising, conducted by Jim Barnes, a onetime college professor with a remarkable talent for promotion, and his Boswellian aide, J. Stuart White.

What they lack in budget funds they make up in energy. They are familiar figures on the streets of Richmond, trotting to this place and that in their search for new ways to draw travelers to Virginia.

But Barnes isn't satisfied just to get 'em here; he wants to know why they came, what they like . . . and what they don't like.

And now, for the first time, he has positive answers—the results of a year-long survey.

QUESTIONNAIRES ABOUT VA.

Detailed questionnaires—asking such questions as "Is this your first trip to Virginia?", "What interests you most about Virginia?" and "What do you think people like least about Virginia?"—were put in 2,500 hotel and motel rooms throughout the state.

The findings, Barnes feels, will be invaluable in formation of new travel programs.

For instance, the factors influencing the average traveler's decision to visit the Old Dominion. "Apparently the decision is not a complex one," says Barnes. "By far the most important influences are previous visits, friends' recommendations and advertising and publicity."

Forty-seven percent of the tourists said they had been drawn back again by memories of an earlier visit. Another 42 per cent said they came on friends' recommendations. Only nine per cent were influenced by direct mail litera-

ture, and nine per cent by tourist bureaus. Advertising and published articles in newspapers and magazines, however, was a factor mentioned by 41 per cent of the visitors.

Barnes wanted to know where the travelers came from—and the survey shows that almost two of every three visitors are residents of either the middle Atlantic (Pennsylvania, New York and New Jersey) or east north central states (Ohio, Michigan, Indiana, Illinois and Wisconsin).

The smallest percentage (8.3) came from the New England states.

However, Barnes says, "While two areas account for a great portion of our business, no area contributes so little as to suggest overlooking it in our promotion. To restrict our activities to the four major areas tabulated would be to risk losing as much as 14 per cent of our trade."

The survey indicated, also, that the average tourist decided to make the trip 49.9 days beforehand, that the average tourist spent 5.18 days in the state, that the size of each party averaged 2.69 persons and that the average party spent \$162.20 in Virginia.

In the section devoted to finding the primary destinations of travelers, it was learned that 36 per cent were headed for Williamsburg, 17 per cent for the mountains, six per cent for Natural Bridge, three per cent for Richmond and 38 per cent to various other attractions.

"Virginia guests," according to Barnes, "were most interested in her history (mentioned by 33 per cent) and her scenery (27 per cent)."

As far as age goes, Virginia visitors divide roughly along the lines of the nation's total population—and the same for the size of city of origin. (48 per cent came from over-100,000 cities; 52 per cent from smaller communities.)

However, Barnes says it should be remembered that way more than half of Americans live in smaller cities and "This may indicate either a vast untapped potential or a reticence of small town people to travel. Our feeling is that the latter is the case. . . ."

But not all the division's time or money is spent on tourist travel. The familiar "V" advertising—developed in cooperation with the conservation department's advertising agency, Cargill & Wilson in Richmond—is aimed also at luring industrial prospects.

Much of this advertising — always using, in some form, a large letter V dominating the display as an easy association with "Virginia"—is prepared in cooperation with private industry.

Thus the State Department of Conservation and Development, a sort of thousand-legger of the governmental world, moves along the path of progress.

As one observer ticked off the array of activities, "Forest wardens patrol the timberlands. Publicity men beat the drums for the tourist trade. Geologists explore veins of precious minerals. Life-guards watch over swimmers splashing in state park lakes. Planning experts help local officials draft zoning laws. River specialists ponder the problems posed by streams shrunk by drought or swollen by flood. Statisticians keep a

watchful eye on the Virginia economy. Development men tell corporations why they should build their new plants in the Old Dominion. . . ."

And this, for Long and his aides, is all in a day's work. A Long day, to be sure.

Virginia Architects

(Continued from page 11)

The ceremonies, honoring also the 100th anniversary of the founding of The American Institute of Architects, were highlighted by a speech by Bernard Mayo, Professor of American History at the University, on "Highlights of Jefferson's Career."

Returning to the University grounds, the architects were guests at a reception at the Collonade Club, one of the former academic pavilions which is a part of the original Jeffersonian University. The famous Rotunda, central building in the Jeffersonian University design was then the scene of the architects' banquet in honor of the Centennial of the founding of the A.I.A. At this meeting Merrill C. Lee, Fellow of the Institute, former Director of the South Atlantic Region of the A.I.A., and one of the leading architects in the state, spoke on "Reminiscing on the Practice of Architecture in Virginia." Miss Nancy Hale, well known Charlottesville writer, then addressed the convention.

With the national convention of the A.I.A. scheduled for Washington in May and the Virginia Chapter included in the plans for the national meeting, there will not be another meeting of the group until the Fall meeting at Roanoke, October 10-12, at the Hotel Roanoke. In connection with the national meeting in Washington, Joseph H. Saunders of Alexandria announced plans for the Virginia Chapter to play hosts jointly with the Washington Metropolitan Chapter on a cruise down the Potomac from Washington to Mount Vernon and a tour through Washington's home for the 1,800 architects from all over the nation who will be on hand for the Washington convention. At the Roanoke meeting in the fall the architects will have their building products exhibition at which manufacturers show off the latest in building materials and techniques.

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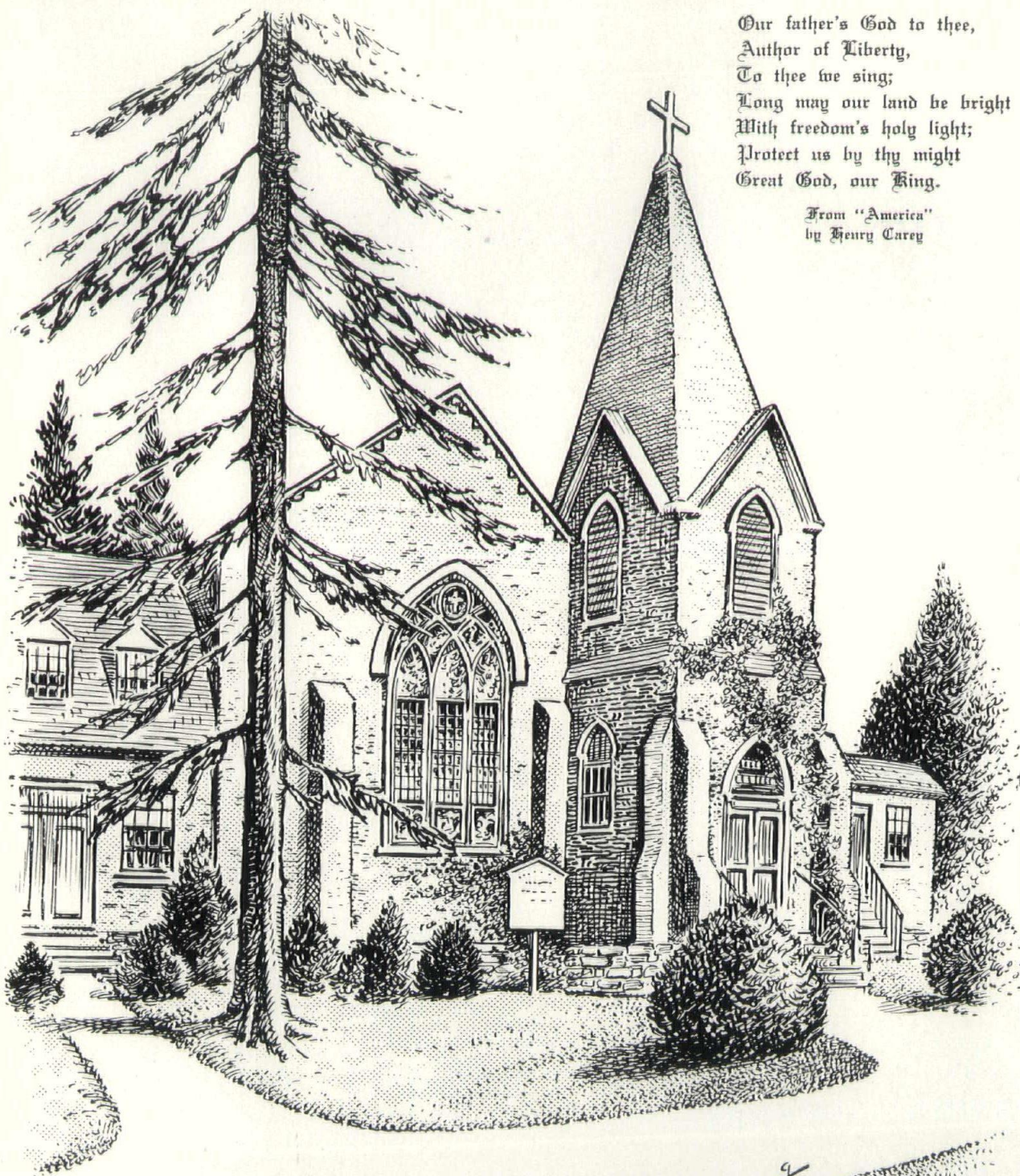
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So, while you're enjoying your travels through Virginia, the chances are good that the clothes you wear contain Avisco rayon and the tires you ride on are stronger and safer because of Avisco rayon, and that many of the products you buy in the super markets and drug stores are protected by Avisco cellophane . . . all made here in Virginia.

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