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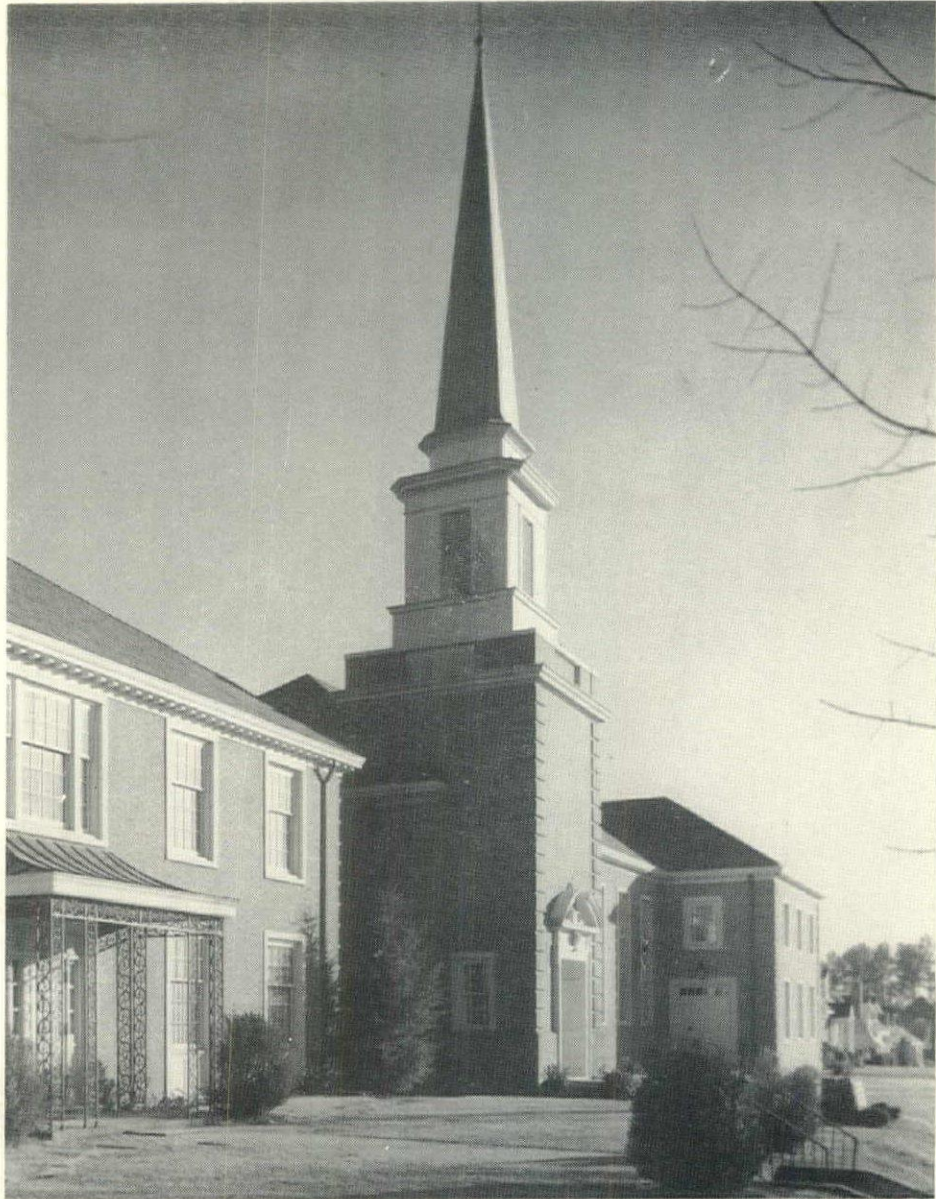


In this issue:

Businessman-Governor, Thomas B. Stanley
Virginia's Important Petroleum Industry

Also Presenting

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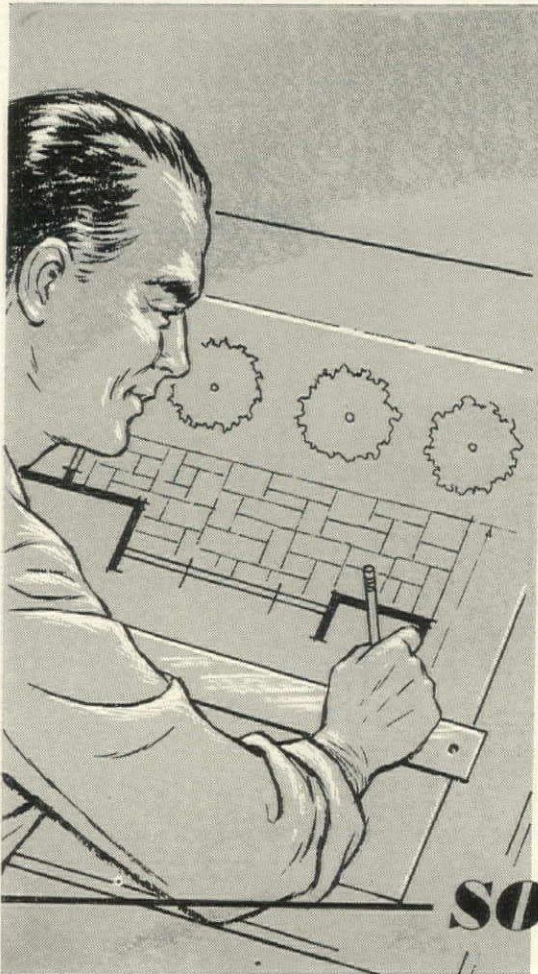
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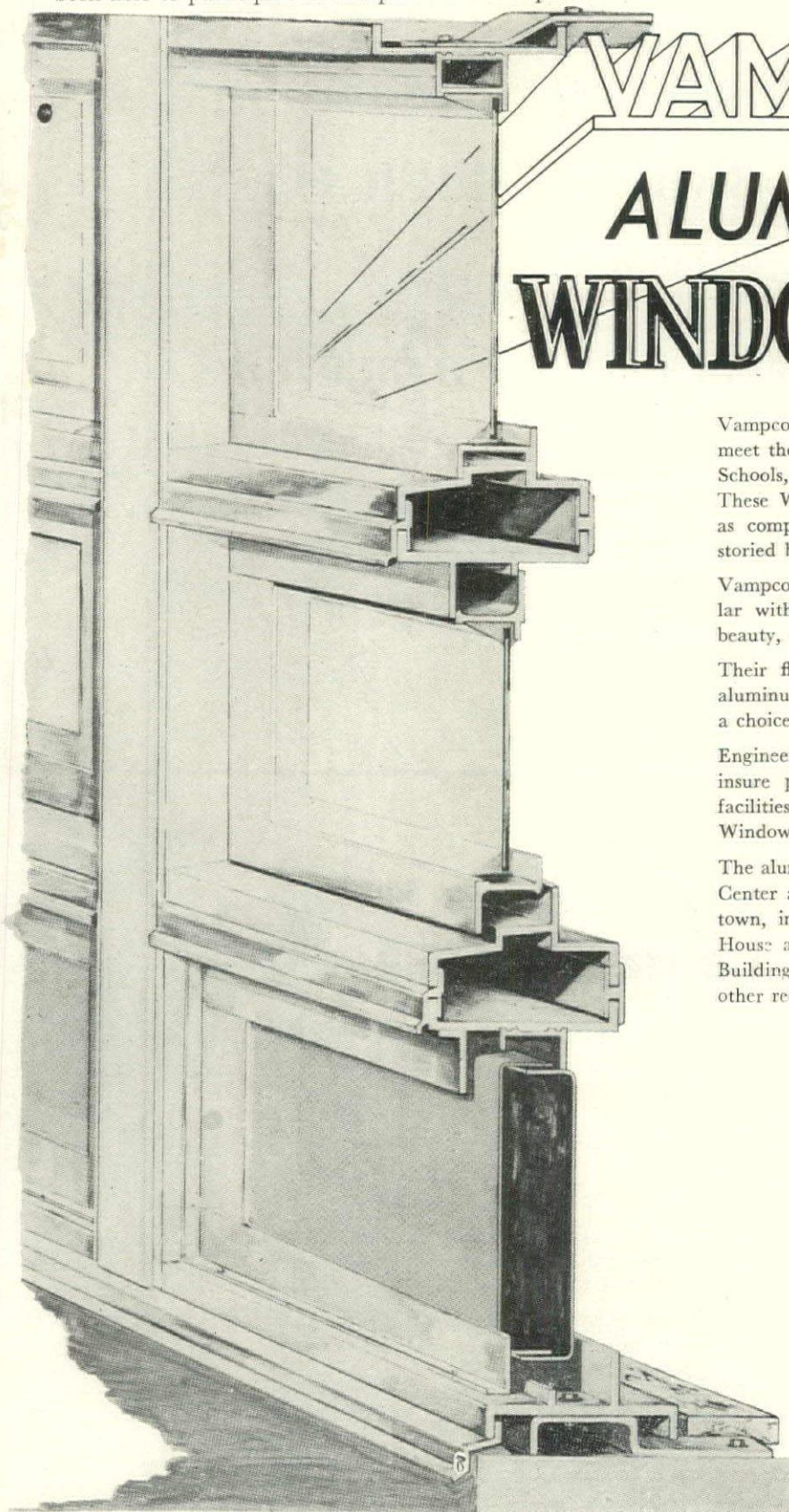
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NUMBER TWO

The Shape of a State of Mind

A RICHMOND DOCTOR, who is interested in such matters as his state retaining her traditional character, recently made a little study for the purpose of defining the reasons why the citizens of non-traditional states seem to lack the strong consciousness of identity with a land. His purpose was by no means superficial. He was concerned with the absence of sympathy from these states for our deep awareness of place.

We know, for a fact, that their indifference amounts to an impatience, and they are impatient essentially of something they do not understand. If it is true that, as a Frenchman said, "To understand all is to forgive all," it would follow that we have been the subject of very little effort at understanding.

If we were ourselves French, or something even more strange and remote, we might be treated with that half-contemptuous tolerance that is extended a people who are frankly not understood, and considered, indeed, to be beyond the realm of one's understanding. But, as fellow Americans, the citizens of distant states assume that we should not defy their understanding; assuming that we *should* be like them, they extend us neither the tolerance accorded the strange nor the sympathy of the understood.

My doctor friend, then, sought an explanation for this attitude on the part of fellow Americans. We know why we are and they know why they are, and it has been our assumption that, since we were the original American society and our westward continental co-habitants extended from the social structures we had built, that it devolved on them to understand their differences and deviations from us—not us from them. We were wrong in this assumption, and for a fundamental reason. Since this republic was dedicated to the rule of the majority, it has come to follow that the majority is right—and we just ain't the majority.

The "we" in this case extends from Virginia specifically to include all the traditional societies that were formed more or less contemporaneously, evolved with similar histories and ideals, and existed for two centuries together as the "old America." These traditional societies geographically embrace the Atlantic Coastal states and, while the dominant majorities of population in most of these areas could scarcely have less in common with an old America, there are segments even in New York City, as an example, whose characters, standards, and attitudes are similar to those of Virginians'. But these segments of traditionalists in the hugely populous metropolitan centers are the least fashionable of all minorities; and in those New England states where the traditionalists do dominate, the total population is so small as to make them (as Vermont and New Hampshire) no more influential by volume than Virginia and South Carolina and the delta country of Mississippi. In effect, the total *we* of the traditional society is, in the continental sweep of America, a slim rearguard of a vanishing time.

One element which all of us considered to characterize our difference from the new America was that we remembered. We extended from what had gone before—generations in a single parish, centuries in a single county, the life span of

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COVER NOTE

The petroleum industry in Virginia is ably covered by John Lee in an article appearing on page 10 of this issue. A cross section of that industry is presented pictorially on our cover. Upper left photo: farm delivery of gasoline. Lower left photo: sea-going tanker bringing petroleum products to Hampton Roads. Upper center: a typical service station pump. Upper right: a typical scene from a refinery. Lower right: home delivery of fuel oils somewhere in Virginia.

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THOMAS B. STANLEY

by CARTER LOWANCE



OM STANLEY, the man 182,887 Virginians opposed for Governor in 1953, won an overwhelming vote of confidence four years later and stepped back into civilian life with the plaudits of the great majority of the white citizenry who supported his successful battle against public school integration, anywhere in the state, during his administration.

There is no doubt in his mind of that being the big issue—and the big success—of his term of office. The four years from January 1954 to January 1958 encompassed an unusual variety of significant events. Barring none, continued segregation was the one goal that brought the most satisfaction to the erstwhile host to royalty and Chairman of the National Governors' Conference, who is now again actively directing one of the state's major furniture industries.

When J. Lindsay Almond, Jr. won election as Governor last November over Republican Ted Dalton, many observers took a look at the returns, compared them with November 1953, and concluded that the successful Stanley program of resistance to the 1954 federal Supreme Court decision in the school cases contributed a substantial bloc of votes to shattering, perhaps for a long time to come, the hopes of Virginia Republicans to capitalize in state elections on the personal popularity of both President Eisenhower and Dalton, their most effective vote getters in the Old Dominion in recent times. Governor Almond swamped Dalton almost two to one in a turnout of some 517,000 voters, whereas Governor Stanley had to be content with a margin of 42,991 four years earlier—in the heyday of Republican resurgence and prior to the Supreme Court's abortive integration decision.

The panorama of the 1954-58 era probably is unparalleled in Virginia history, either in the scope of problems confronted or in events that directed national, and even international, attention to Virginia. Governor and Mrs. Stanley entertained Her Majesty Queen Mother Elizabeth in November 1954, visited her in England two years later, and climaxed their expanding acquaintanceship with reigning heads in Europe by entertaining, with members of the celebration commissions, Her Majesty Queen Elizabeth II and His Royal Highness Prince Philip in Williamsburg in October 1957 during the Jamestown

Festival. Virginia also was host at Williamsburg last year to the National Governor's Conference, during Governor Stanley's term as Chairman—the first time such an honor had come to the State's chief executive in a quarter of a century.

Those were just some of the major events in an administration that came in inauspiciously and steadily grew in respect and acceptance as the four years moved along. In retrospect, the tall, spry and mellowed industrialist from Stanleytown might agree that except for a stumped toe at the very beginning of his term, the administration possibly would have moved to its crescendo without intervening cacophonies that momentarily threatened to permanently detract from the overall performance. In his campaign, Governor Stanley opposed any tax increases, including an increase in the motor fuel levy for roads. But in his inaugural address, and without the preliminary spade work with legislative leaders that usually is indispensable to success, he recommended a one-cent gasoline tax boost. He frankly told the legislature and the people of Virginia that in the period between the campaign and the inauguration, further information had been presented which convinced him beyond question of the need and demonstrated the importance of such an enactment, despite his earlier position from the campaign platform. Many admired his frankness and his spunk, but unfortunately many members of the General Assembly also had run on no-tax-increase platforms and, furthermore, were not as roundly convinced as was the Governor on the highway needs.

The recommendation failed to muster the support the Governor had hoped for and wound up as his major disappointment of the four years. However, he never has changed his view on the question, and said only recently that perhaps his mistake was in not waiting until mid-term when adequate publicity and education on the needs might have developed public recognition of the merit of the recommendation.

In contrast to this opening picture, at the close of his administration he had a record of excellent cooperation from the General Assembly on practically all other recommendations, handed over an unobligated balance of some \$53,000,000 to his successor and relaxed with his family—including nine grandchildren—in the stately executive mansion, which had been largely redecorated and refurnished under the

personal direction of the Governor and Mrs. Stanley. It was a pleasant and cheery Christmas story ending.

In between, the duck shooting, occasional golfing, family loving Governor chalked up a record as a sound administrator, with an eagle eye on finances and an elephantine memory for budget detail. After his 1956 preview for newsmen on the biennial budget, members of the press corps who had been attending such events for years said they never had seen a Governor with as thorough grasp of the detail incorporated in the big money bill. He worked hard at it, familiarizing himself with the revenue and expenditure columns of every state activity, and his visitors often were amazed with the evidence of this ready knowledge.

Chronologically, the public school issue, as was expected, cropped up as the first major problem in the administration. The Supreme Court of the United States handed down its decision May 17, 1954 declaring the principle of segregation unconstitutional. The Prince Edward County,

Virginia, case was one of those involved, so it was apparent from that time on the schools would be in the forefront of gubernatorial and legislative consideration. In June 1954 the Governor invited the Southern Governors to meet with him in Richmond to consider their plight and determine whether there was any joint program that could be agreed upon. The conference was inconclusive, because of the wide differences in the complexion of the problem among the states of the region, which embraces in the Southern Governor's Conference such states as Delaware, Maryland, West Virginia and Oklahoma, as well as those of the so-called deep South. However, the meeting did afford opportunity for executives and their representatives to exchange views and get a good idea of the thinking in their respective states.

The following August, Governor Stanley appointed a Commission on Public Education, headed by State Senator Garland Gray of Waverly, and charged it with making a thorough study of the problem and bringing in

recommendations for the General Assembly. That was the first concrete step in a long-range effort to lay a firm groundwork for continuing the traditional Virginia system of segregated white and Negro schools.

Meanwhile, an action was brought before the State Supreme Court of Appeals to determine the constitutionality of using public funds for tuition grants to students attending private schools. In November 1955, the Court ruled that state monies could not be expended for such purposes. The Gray Commission, which had been awaiting the outcome of this case, then recommended a special session of the General Assembly to authorize a referendum on setting up a convention to amend the constitution. A four-day special session—the first of two such extraordinary sessions during the Stanley term—was promptly called for November 30, and the legislators authorized a referendum on January 9, 1956. Governor Stanley took an active hand in setting up a state information headquarters for the referendum and en-

(Colonial Studios)





Her Majesty Queen Mother Elizabeth of Great Britain was among distinguished visitors entertained by Governor and Mrs. Stanley. Here is the Governor and Queen Mother during her visit to Richmond.

listed Dr. Dabney S. Lancaster, former President of Longwood College and former State Superintendent of Public Instruction, to direct the statewide campaign. The referendum carried better than 2 to 1, the constitutional convention was held March 5-7, 1956, and an amendment adopted and proclaimed making it possible to appropriate public funds for tuition grants to students in attendance at private non-sectarian schools. This laid the foundation for the last resort, if called into play, for subsidizing the private education of students should their public schools be confronted with any form of enforced integration.

With this accomplished, the regular session of 1956 adjourned with a resolution of interposition on the books, declaring the Supreme Court decision unwarranted and beyond the authority of the court and pledging the intention of Virginia to use every honorable, legal and constitutional means to resist the illegal encroachment upon the reserved powers of the states. The resolution, which led to adoption of similar declarations in several other southern states, became, in effect, a part of the "massive resistance" program urged by United States Senator Byrd and reflected in the total segregation pro-

gram adopted by the second special session during the Stanley term which convened on August 27, 1956. At this extra session, the Gray Commission bills, except for the pupil assignment plan, were adopted, plus an amendment to the appropriations act which prohibits the use of state monies for any public school which mixes white and Negro pupils. Two other bills were enacted interposing the sovereignty of the state and the powers of the Governor and the General Assembly between any school ordered to integrate and the federal courts. Still another measure set up a State Pupil Placement Board, in lieu of the Gray Commission's local pupil assignment plan, and conferred complete power in the State Board over the placement of all pupils in the public schools. This act, first of the new legislation to be attacked in the courts, has been upheld under the state constitution by the Virginia Supreme Court of Appeals, but is still under the gun of the NAACP in the federal courts.

That is the segregation story, in brief. Few venture to predict the outcome of future litigation, or to define any additional necessary legislation, but Governor Stanley is proud of the fact that for four years Virginia has

escaped any form of public school integration and sentiment for continued segregation appears stronger than ever.

Changes in the mental hospital system and the largest capital outlay program in the state's history are two other programs of major significance pushed through by the Stanley administration. The Governor was unhappy with the business management of the hospitals from the start, and when a grandiose farming operation, instituted and expanded without authorization, had been brought to light at Southwestern Hospital at Marion, the impetus was provided for a drastic overhaul. Governor Stanley asked the Assembly for authority to separate the business management functions from the medical care program, with the business manager appointed by the Governor and directly responsible to him. The Assembly approved the change in 1956. A. E. H. Ruth, a hospital management consultant from Philadelphia who had made two specialized studies for Virginia, was subsequently appointed as the business manager. When terms of three members of the old hospital board expired, including that of the chairman, Governor Stanley replaced them with men of his own choice who were in sympathy with his views and convinced of the merit of his objective.

Still later, Dr. Hiram W. Davis, a native Virginian but then with the State of West Virginia, became interested in the Virginia program. Upon the transfer of the former Commissioner of Mental Hygiene and Hospitals, Dr. Joseph E. Barrett, to his old post as the superintendent of Eastern State Hospital, the Governor appointed Davis to succeed him, and the revamping of the hospital setup was virtually completed.

Food service at all the hospitals was reorganized and vastly improved. Perquisites were eliminated and employees placed on a realistic charge basis for meals and quarters. Farming operations were sharply curtailed in a move toward their eventual abandonment, or at least their restriction to institutional needs. Personnel and general business management practices, including accounts and controls, were strengthened throughout the system. Salaries were raised and working conditions improved.

The results were so obviously satisfactory that the Governor turned the business management functions back to the Board before the close of the term, confident that the objective had been accomplished of putting the hospitals on a sound management basis.

He credited the accomplishment to the fine teamwork of the reorganized board headed by State Senator Edward E. Willey with the new pair of executives, Davis and Ruth. The outlook is for continued progress under the consolidation, although Governor Stanley has recommended legislation to permit the Governor again to take over the business direction, if circumstances in the future should warrant such a step.

Another program of lasting and tangible value to the Commonwealth was the adoption of the tax acceleration program in 1956 to advance the payment of individual income and public service corporation taxes so that two collections would fall within one fiscal year. The change was recommended by a special Capital Outlay Commission headed by State Tax Commissioner C. H. Morrisett, which Governor Stanley appointed on his own initiative after the 1954 legislature. That session wound up with a 37-hour overtime marathon in a hassle over the tax credit act and the earmarking of funds for certain capital outlays. The Commission's recommendations included repeal of the tax credit statute, under which individual and corporate income taxpayers had benefited to the extent of some \$24,000,000 over a period of four years.

All told, the Capital Outlay Commission's recommendations provided more than \$62,000,000 for a huge building and improvement program, with more than \$20,000,000 going to the mental hospitals, during the present biennium. A six-year program was outlined, without any increase in taxes, which is carried forward in the Stanley recommendations to the present legislature.

To keep a tight checkrein on the spending of this vast sum, Governor Stanley moved L. M. Kuhn from the Budget Engineering section into his own office as a Special Assistant on Capital Outlays. The move paid substantial dividends in a well coordinated program which saw projects let to contract within or below the amount of funds appropriated and frequently with better and more serviceable buildings than original plans envisioned. As an example, at the Lynchburg Training School and Hospital, in an appropriation of \$1,800,000 for three dormitories and 300 beds, \$325,000 was saved and the project improved to provide 396 beds instead of the original 300.

The beginning of the federal interstate highway program, which eventually will mean 1,000 miles of restricted access thoroughways in Virginia, was

the major development in this field in the four years. Although reconciled to the fact that neither the legislature nor the public was ready to increase the state gasoline tax, Governor Stanley never changed his view that the one-cent tax should have been adopted and that the years to come may support the opinion.

The four years also brought completion of the \$60,000,000 Hampton Roads bridge-tunnel and the Rappahannock River bridge—projects sought by eastern and tidewater Virginians for many years. In addition, the state's first toll road was undertaken between Richmond and Petersburg and will be opened to traffic this spring.

The Governor teamed up well with General James A. Anderson, the veteran State Highway Commissioner, who retired December 31, 1957, at the age of 65, just ten days ahead of the end of Stanley's term. Chief Engineer Francis A. Davis, another career man, was named for the unexpired term.

These four years brought many other advances. The state guaranteed public school teachers' salaries advanced from a \$2,000-\$3,000 scale to \$2,400-\$3,600, and the outgoing Governor recommended a further increase in the next biennium to \$2,600-\$3,800. A study

(Continued on page 48)

Governor and Mrs. Stanley with their children, Thomas B. Jr., John David, and Mrs. Hugh H. Chatham, their wives and husband, and the nine grandchildren, spend their first Christmas in the Governor's Mansion together. This was 1957, the Governor's last Christmas in office. (Colonial Studios)



THE VIRGINIA spring was already more than a month old. But the day was cloudy and cool, and in the morning a chill rain fell.

Still more than 1,500 invited guests turned out for an hour-long ceremony in front of a fresh, modernistic headquarters building on the historic Lower Peninsula.

The occasion was the dedication of one of the state's most important new industries—a 35-million-dollar refinery built by American Oil Co. at Yorktown.

It was Virginia's first oil refinery. But there were strong indications it would not be the last.

Amoco executives at the dedication said that they expected the Yorktown plant to be at least as large as its Texas City plant within 20 years.

(And the Texas City refinery produces four times the 35,000 barrels of processed crude oil turned out daily at Yorktown and has seven times the 350 persons on its payroll Yorktown has!)

can Oil Company stated that it planned to operate as a good neighbor in the peninsula area. The initiation of this sulphur operation is in keeping with this objective, because it not only improves the operating efficiency of the refinery, but will also eliminate the release of sulphur compounds into the atmosphere. The asphalt plant, which the Amoco people discussed at their grand opening, is still in the engineering and design stages, and of course, has not yet been completed.

The Yorktown project was widely hailed at its opening as the beginning of an oil industry for Virginia.

What was almost as widely overlooked was the fact that Virginia already had a tremendous oil industry of its own.

Oil is concerned not only with Houston millionaires and Tulsa wildcatters or with pumps going pock-a-ta-pock-a-ta on the beach at Santa Monica or with over-publicized wealthy strikes and under-publicized gambles that failed.

It is concerned also with storage in groves of tanks at Hampton Roads and Richmond and with distribution by tankers and barges and by tank trucks across the state and with marketing at super service stations and crossroads country stores.

Oil in itself is a stable industry in Virginia. Its side effects often reverberate through the economy with spectacular effects.

The growth of highways to carry increasing numbers of cars and trucks fueled by petroleum products can be laid in most part to the oil industry.

The vast field of petrochemicals makes possible the production of many synthetic fibers by the state's chemical industry.

Other products derived directly or indirectly from petroleum include detergents, drugs, containers, vanishing and cold creams, waxes and polishes, synthetic rubber and plastics.

But oil in Virginia is mostly the methodical, less exciting—but just as essential—world of storage, distribution and marketing. Not that there haven't been some extraordinary moments.

The small strikes in natural gas and oil in the southwestern part of the state probably provided as much excitement in Virginia as tapping a real gusher does in Texas.

And the strange world along the York River, composed of tall towers, enormous round and squat tanks, big stacks and miles of pipe wriggling in and around like coils of metallic spaghetti, offers one of the most impressive industrial sights in the state.

Virginia's Important Petroleum Industry

By JOHN LEE

In addition a trade magazine reported at the time of the dedication last April that several other major oil companies were following Amoco's lead and were eyeing locations in Virginia for future sites for their refineries.

In a recent release the Amoco people said that the first shipments of sulphur from their new sulphur recovery plant were being made to a chemicals manufacturer also located in Virginia. When the refinery project began, the Ameri-

And as allied non-industrial activities the oil business acts as a free collector of gasoline taxes for the state and as a vigorous supporter of sound highway planning and building and of meaningful highway safety programs.

But even without the investment of hundreds of spindly oil derricks and dozens of gleaming refineries, the total investment of the oil industry in Virginia has been estimated at over half a billion dollars.

Fixed capital assets—from the lone refinery to the thousands of service stations—are estimated at well over 400 million dollars. Inventory, accounts receivable and working capital probably account for another 100 million.

The oil industry, however, big as it is, does not comprise any monolithic giant towering over the economy and seeking its control.

Rather, the "industry" is composed of dozens of oil companies producing petroleum products, hundreds of wholesale distributors and thousands of individual service stations.

Together they make up the "oil industry." There is often a united front on matters of common interest.

But the bumps and bulges that sometimes ruffle the smooth upper blanket are signs the individual companies are scrapping among themselves in what is surely one of the most competitive businesses in the world.

There is such a diversity of functions among the companies and competition is so keen that it would be almost impossible for any small group to "run the industry." There companies—some small, some big, some enormous—compete, always with an eye to winning the customer.

After all, it is the customer who runs the oil industry. The needs of individuals, industrial plants, farmers and other users form the framework within which the business has to operate.

With quantity, quality and price regulated by public needs, Virginians consumed more than two and a half billion gallons of major petroleum products in 1956.

In effect this is equal to 703 gallons for every person in the state.

In 1954, the last year for which detailed figures are available according to the U. S. Census of Business, here is how consumption lined up:

Motor vehicle—964 million gallons.

Marine—247 million gallons.

Domestic oil burners—230 million gallons.

Farm equipment—115 million gallons.

Industrial—70 million gallons.

Railroad—62 million gallons.

Miscellaneous farm—47 million gallons.

In 1956 the consumption of gasoline alone in Virginia totaled 1,233,978,000 gallons, compared with 748,437,000 gallons in 1949. This was equivalent to a 39 per cent increase.

In the same period total U. S. consumption rose only 34 per cent from more than 37 billion gallons in 1949 to a little over 56 billion in 1956.

Just handling such a product—to say nothing of producing it—is big business. Bridging the gap between the refiner and the consumer is one of the most extensive distribution systems ever devised.

On the end most familiar to the public is the service station. According to the last business census there were more than 4,000 gasoline service station

establishments in Virginia employing nearly 9,500 persons. They had a payroll of close to 20 million dollars.

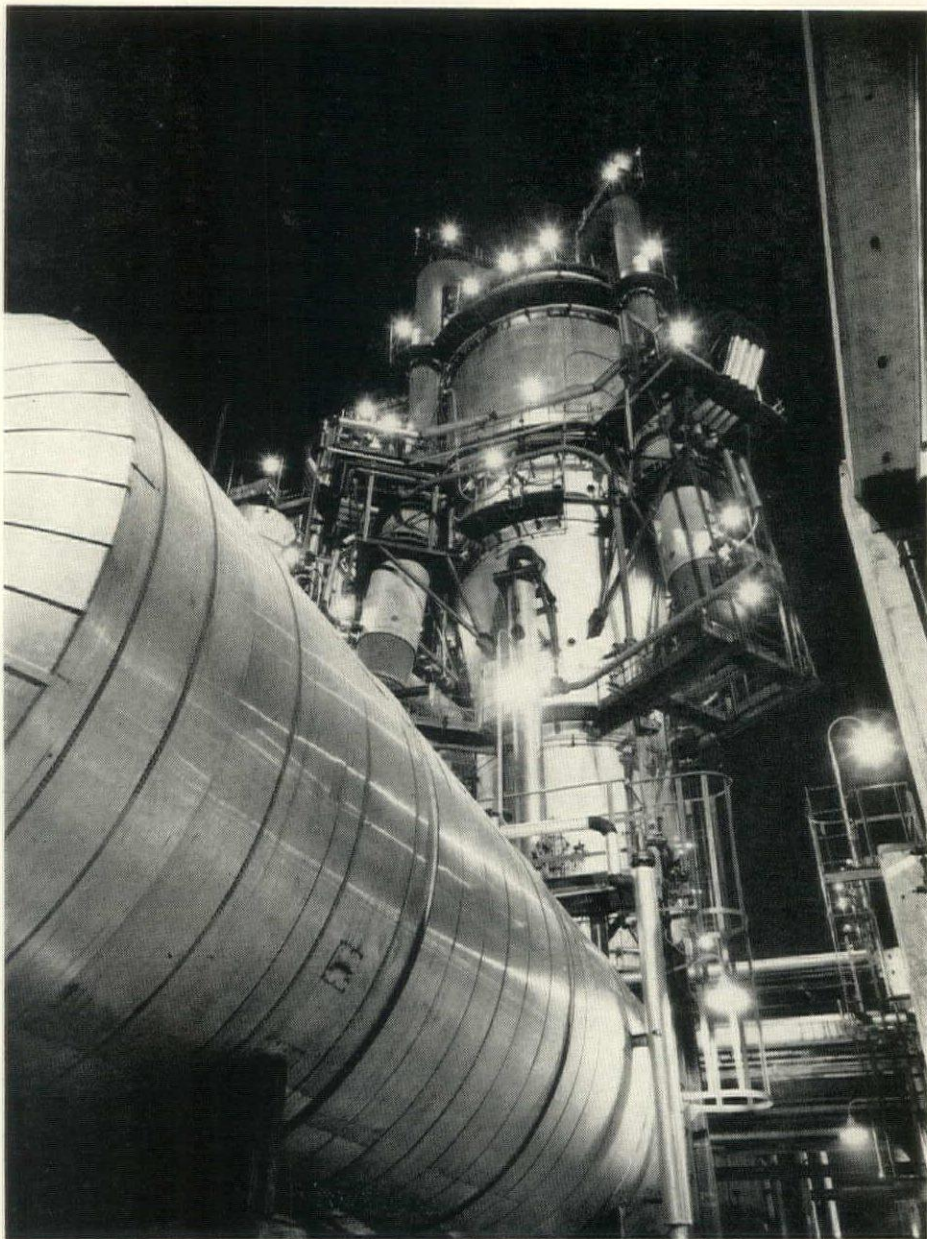
Annual sales in 1954, the date of the census, totaled 232 million dollars. In contrast in 1948 when there were only about 200 less service stations sales were only 125 million.

The 1954 total of sales in primary outlets was more than twice the annual sales volume of all stores selling furniture and home furnishing in the state.

In addition, on the basis of national estimates, there were probably another 4,000 secondary petroleum outlets such as garages, auto repair shops and country stores.

There was a time when the refiners who manufactured the products owned and operated the service stations. But

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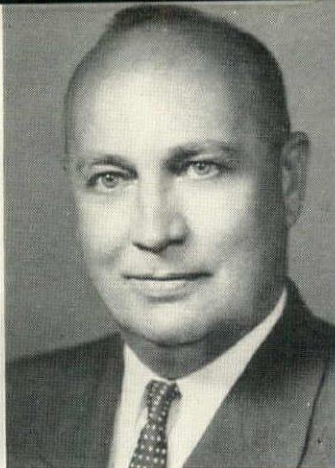


Night view of fluid catalytic cracking section of combination unit.

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virginia
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industries
committee
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ROY E. McDANIEL



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CLAIBORNE D. GREGORY

W. M. Noonan, entered the Oil Industry in 1931 at Bayonne, N. J. as a clerk for the Richfield Oil Company and transferred to Baltimore, Md. as office manager in 1932. In 1936, he became terminal manager in Schenectady, N. Y., then moved to Providence, Rhode Island in 1940 as marine terminal manager for Richfield.

He entered the U. S. Naval Service in 1943 as Tanker Control Officer for the Narragansett Bay area, with duty in Boston and Quonset Point. In 1944, after duty with the Naval Transportation Service (NTS) in Washington, D. C., he was transferred to Balboa,

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Roy E. McDaniel was born in Vanceburg, Kentucky, attended Eastern Kentucky College and is a graduate of Executive Development School at Columbia University. He went to work with Esso at a Charleston, West Virginia, service station in 1926 and subsequently held sales and administrative positions in Beckley, Bluefield, Fairmont, Hinton, Morgantown, and Charleston, West Virginia. He was appointed Assistant Division Manager in Charleston in 1944 and Division Manager in 1949. He was elevated to the managership of Esso affairs in both Virginia and West Virginia in early

(Continued on page 44)

Claiborne D. Gregory, a real-estate and insurance executive in Ashland and a delegate to the General Assembly from Hanover and King William counties, is secretary of the Virginia Petroleum Industries Committee.

He plans to withdraw from the business that he has operated since 1955, in order to devote his full time to affairs of the Petroleum Industries Committee, a state-wide organization that has more than 3,000 members.

Mr. Gregory is a graduate of Randolph-Macon College and also attended the T. C. Williams School of Law in Richmond. During World War

(Continued on page 42)

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E. D. CATTERTON

•
**virginia
petroleum
industries
committee**
•

Garland R. Barksdale, a Petersburg native, started in the oil business in 1920 as secretary-treasurer of Virginia Oil & Supply Co., later merged with Capitol Oil Co. In 1927, he became jobber of Gulf products for the Petersburg-Hopewell area and in 1929 was appointed Gulf distributor, continuing into the present.

He has been active in Oil Industry work ever since starting in this business as local Chairman for Virginia Petroleum Industries Committee and also for the Oil Industry Information Committee and also as State Chairman for the School Program of Oil Industry Information Committee. He is pres-

(Continued on page 43)

F. C. (Hugh) Moore is president of the Virginia Petroleum Jobbers Association. He is vice president of the York Oil Company, Inc., in Hampton and his company is a distributor for Cities Service products in the Virginia Peninsula area of Hampton, Newport News and York County.

A native of the Old Dominion, he was born in York County in 1911 and was graduated from Virginia Polytechnic Institute at Blacksburg in 1933. He worked with VPI's Extension Division until World War II.

In 1941, he joined the U. S. Army as a first lieutenant and eventually was assigned to the 5th Armored Division

(Continued on page 44)

E. D. Catterton is executive secretary of the Virginia Petroleum Jobbers Association and has held this position for a period of eight years.

A native Virginian, he was born in Greene County in 1922. His family moved to Charlottesville in 1926 and he was educated in the public schools there. He was graduated from the University of Virginia in 1948 and worked with the International Harvester Company for one year.

During World War II he served with the First Marine Division in the Pacific area. He was recalled to active duty during the Korean War and was discharged as a Captain.

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Petroleum Industry

(Continued from page 11)

the difficulty of hiring and supervising men in hundreds of scattered stations throughout the country, together with the heavy tax burden, proved to be too much of a problem.

As a result many companies began leasing and selling stations to independent dealers. Today about 95 per cent of all service stations in the country are privately owned or operated.

The service station operator is then a private businessman in the truest sense. He is able to go into business for himself with a limited investment. How he runs his individual operation is up to him.

As an independent merchant he buys wholesale (as do most merchants) from the bulk plant or local distributor and then sets prices which will pay his overhead, provide a fair profit and ensure the highest number of customers.

Each dealer has to provide quality and service. Otherwise his customer will drive off and do business with the service station in the next block.

As in most competitive situations as prices become fairly standard for the quality of the products, the dealers begin competing with extra services.

But every once in a while someone plays maverick, prices are dropped, customers are lured away from someone else, and what is commonly called a "gas war" is on.

Competition also exists among bulk plant wholesalers, the next step up the distribution ladder.

BIG PAYROLLS

The last census showed there were 414 bulk stations, terminals and liquid petroleum (LP) gas facilities in the state. Their combined storage capacity was almost 334 million gallons of gasoline, kerosene and fuel oils to service Virginia's needs.

This marketing phase employed close to 4,700 persons in the state and provided an annual payroll of \$11,255,000.

The annual sales volume of these stations, terminals and gas facilities totaled more than 284 million dollars. The firms operated almost 1,300 petroleum product and LP gas tank trucks, trailers and semi-trailers.

Together, retail and wholesale payrolls ran well over 30 million dollars for petroleum employees.

Since for the time being, the great
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SOUTHERN LOUISIANA AERIAL VIEWS

Baton Rouge, La. The Maryland Tank Farm north of the Esso Standard Oil refinery. Standard Oil Co. (N.J.) photo.

bulk of petroleum products must come from outside the state, a vast network of receiving facilities has been set up by oil companies at Hampton Roads to accommodate the giant oceangoing tankers. In addition to these facilities, the industry and many Virginia trucking firms transport millions of gallons annually into the western part of the

state from a pipeline source in an adjacent state.

Employment in the entire petroleum industry in 1954, including company-owned storage facilities, was more than 21,000.

Counting dependents, more than 76,000 persons—more than 2 per cent
(Continued on page 45)

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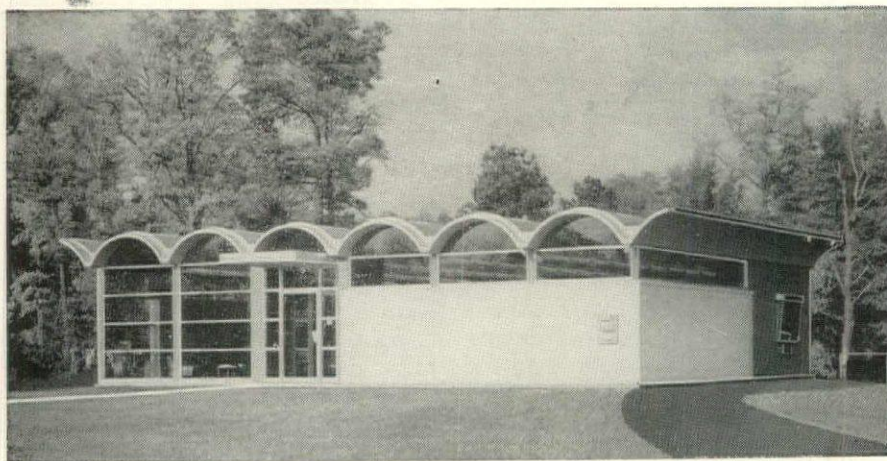
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**SOUTH BOSTON,
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McGuire Hall Annex, Medical College of Virginia

Richmond, Virginia

Architects:
Carl M. Lindner & Son

Consulting Engineers:
Torrence & Dreelin, Structural
J. Robert Carlton, Mechanical

General Contractor:
Graham Brothers



A contract has been let to Graham Brothers for construction of phase II and remodeling of Phase I, McGuire Hall Annex, for the Medical College of Virginia.

Architects for this project are Carl M. Lindner & Son of Richmond with Torrence & Dreelin as consulting structural engineers and J. Robert Carlton as consulting on the mechanical equipment.

This project will provide the Medical College of Virginia with additional basic research and basic science spaces. This phase of construction is part two of a three-stage development at Eleventh and Clay Streets. The third phase of construction will provide the institution with additional administration space, an auditorium, and student lounge facility. It is anticipated that the third phase of construction will be needed within four to eight years hence.

Phase two will follow the architectural lines of phase one and will essentially be a duplicate of the original design. Footings will be reinforced concrete with a rigid steel frame structure placed thereon. Concrete floors will be placed on a steel deck containing electrical conduits for flexibility. All other utilities will be run exposed for ease of maintenance and flexibility. The exterior walls on the north and south will be concrete aggregate transfer panels to match those on phase one and will tie to the structural steel system. The west wall will be faced with marble and will act as a termination for the overhanging "eyebrows," and will add to the architectural treatment. A temporary entrance will be provided on

phase two on the south wall that will tie in with phase three, when constructed.

Contained in phase two and phase one at the basement level are the following spaces: pharmacy lecture hall, seminar room, research laboratory, office space for professors, electrical panel room for phases one, two and three with space for stand-by emergency generator, and a pump and tank room for the necessary pneumatic water pressure requirements. The lobby floor will contain an auditorium or lecture hall, a chemistry laboratory and a balance room. The first floor will provide spaces for research, office space for professors, an auditorium or lecture hall, and chemistry laboratory.

The second floor spaces are an auditorium or lecture hall, research facilities, and additional laboratories. On the third floor, spaces are provided for an anatomy laboratory, a vat room, and offices for professors. The fourth floor will have spaces designed for research, containing a cool and cold room for the storage of special re-

search materials, and office spaces for research personnel.

The fifth floor will have its spaces used by a dark room, a chromatography room, laboratory spaces in connection with radio-active material, a green house, and a space for housing animals used in various experiments. The fourth and fifth floors in phase two will be provided with a chilled water air conditioning system, an absolute necessity for the type of research to be conducted in these spaces. Internal communication between all floors of phase one and two will be provided by an elevator and stairway. Toilet facilities are provided on all floors except the third and fifth floors.

The interior finishes will be painted Solite block and concrete, with asphalt tile floors and suspended plaster ceilings and plaster column protection.

Subcontractors and material suppliers are W. Morton Northern, asphalt tile floors; steel deck, The R. C. Mahon Company; electrical, Northside Electric Co.; cast stone, Economy Cast Stone Co.; heating and ventilating, Wachter & Wolff; cold room insulation, Ralph W. Lampie; marble work, Oliva & Lazzari; metal door jamb, Roanoke Engineering Sales Co.; painting, L. K. Burton Co.; plumbing, Wachter & Wolff and steel windows, Truscon Steel Division.

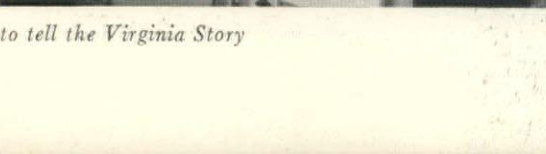
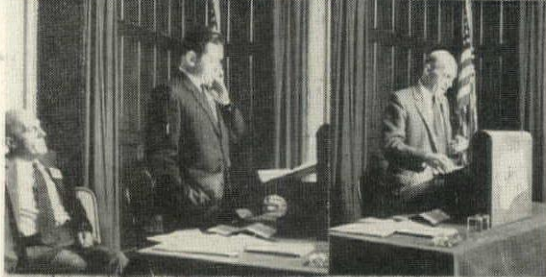


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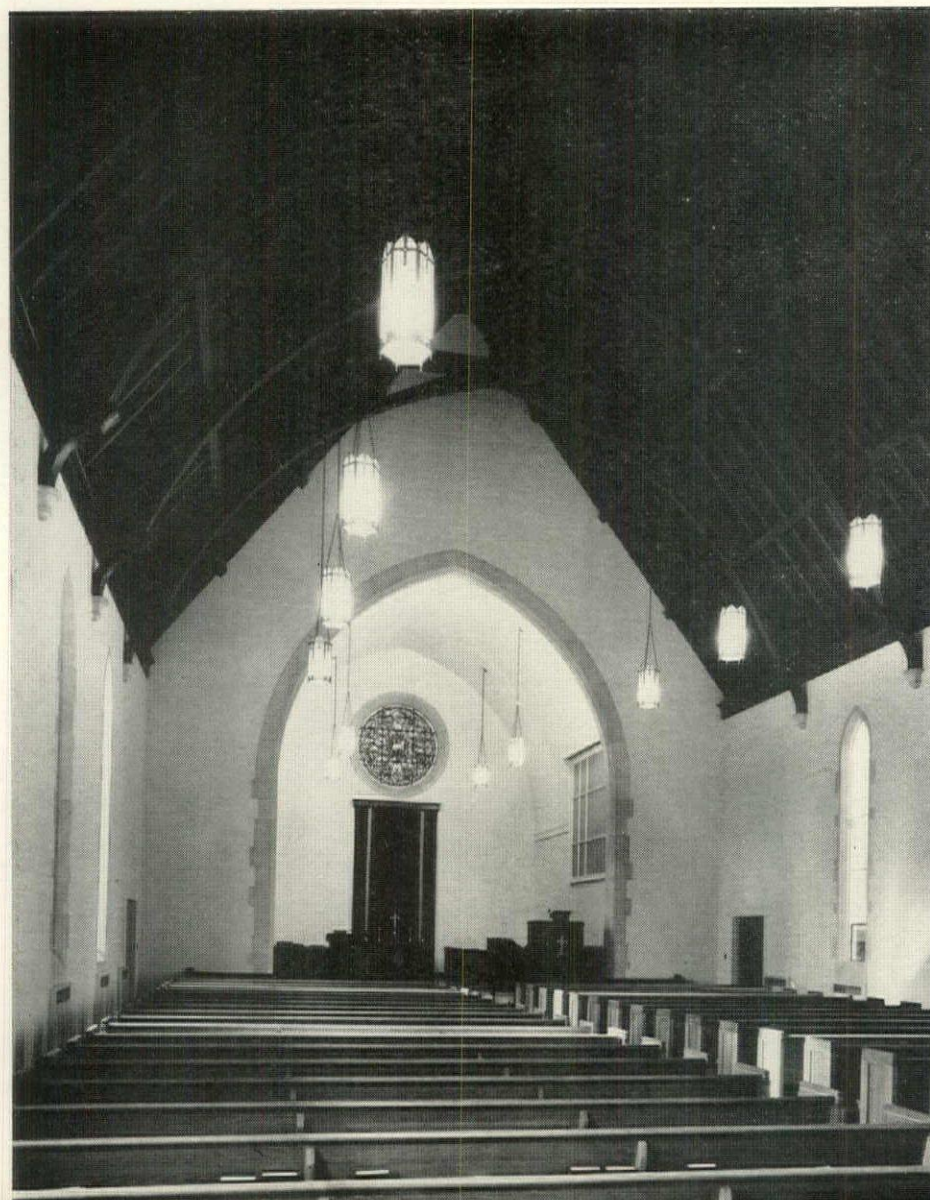
Scenes from the January 23-25 annual meeting of the Virginia Chapter of the American Institute of Architects held at the Jefferson Hotel in Richmond. (1) The Panel on Architectural Publications with Thomas Creighton, Editor of Progressive Architecture; Thomas Fitz Patrick, Dean of the Architectural School at the University of Va.; Carl Lindner, Richmond architect; Leonard Currie, Dean of Architecture at V.P.I.; and Joseph Watterson, Editor of the JOURNAL of the A.I.A.; and attentive audience of 100 architects. (2) Arthur Chapman of the State Board of Education being introduced by Louis Oliver, Norfolk architect, for his talk on school construction regulation changes. (3) New Virginia A.I.A. Executive Secretary, Mrs. Christine Wayland being introduced by President Meagher. (4) R. J. Hume, Kaiser Aluminum, speaking. (5) Treasurer Thomas Leachman, of Lynchburg, reports. (6) Final Banquet and dance with wife of the new chapter president, Mrs. Herbert L. Smith, III, of Norfolk; Mrs. Linwood Walker of Nassawadox; Joseph Ciucci, Richmond architect; President Meagher; Linwood Walker and featured speaker of the evening Alfred Bendiner, F.A.I.A. of Philadelphia. (7) Louis Smyth, of Roanoke, addresses breakfast meeting. (8) Press guests Mrs. and Mr. Thompson, of WRVA-TV and Fibreglas Evans in all-important room 696. (9) Scene at Beverly Tucker's wonderful social hour in the Rotunda Club presented by Buckingham Slate. (10) The Chapter Cocktail Hour on Thursday. (11) and (12) The noonday party Friday presented by Concrete Pipe and Products Corp. of Richmond that started the meeting off with a bang. (13) The gallery of the most successful Honor Awards Exhibition master-minded by Thomas Craven of Charlottesville. (A First Award winner by Albert Heisler of Richmond at left). Other featured events included a film and talk by William Blanton of Concrete Structures on the pre-stressed concrete tests for Baskerville & Son, Hankins & Anderson's new Philip-Morris warehouse; a coffee hour by Rolf Hamre of Western Waterproofing and a meeting of the Virginia Foundation for Architectural Education. (dan-fotos)





Architects-Engineers: Ballou & Justice
General Contractors: Jas. A. Fox & Sons, Inc.
Wray Selden photos

Lakeside Methodist Church, Richmond



THE RICHMOND FIRM OF Ballou and Justice, Architects-Engineers, was chosen in 1947 to plan a building to house the newly formed Lakeside Methodist Church, and at the same time study the property with view toward the future Sanctuary.

Studies were made of various layouts and types of architecture and the final selection was a modified Gothic structure. It was to have a large meeting room, kitchen, church office and several classrooms. Construction was completed in 1949 by the General Contracting firm of Jas. Fox & Sons, Inc. at a cost of \$71,000.

In early 1954 the building committee instructed the Architects to proceed with plans for the Sanctuary. The design as completed, increased the Sanctuary from an original proposed seating capacity in 1947 of 350 to almost 600.

The Sanctuary was constructed at a cost of \$298,000. by Jas. Fox & Sons, Inc., General Contractors, and has a modern kitchen and meeting room with a stage. Classroom facilities include spaces for eight groups while the Pastor's Office and Secretary's Office are conveniently located in one of the transepts of the Gothic cross plan. The Choir Rooms are located in the other transept.

A future pipe organ may be installed with ease since all piping, wind trunks and organ chambers are incorporated in the present structure.

(Continued on page 22)



(Wray Selden photo)

Westover Hills Methodist Church, Richmond

Architects-Engineers: Ballou & Justice
General Contractor: A. H. Ewing's Sons

A CONGREGATION OF LESS THAN one hundred was responsible for the first unit of Westover Hills Methodist Church. Property was purchased and the firm of Ballou and Justice engaged as Architects-Engineers.

Preliminary planning included the Sanctuary, although it was decided to build the Church House first to take care of immediate needs. Construction was begun in 1947 and by 1948 the building was occupied. Total construction cost was \$65,000.

The first unit or Church House contained an auditorium seating 175, kitchen, parlor, pastor's study, secretary's office and seven classrooms. E. L. Bass and Sons were the General Contractors.

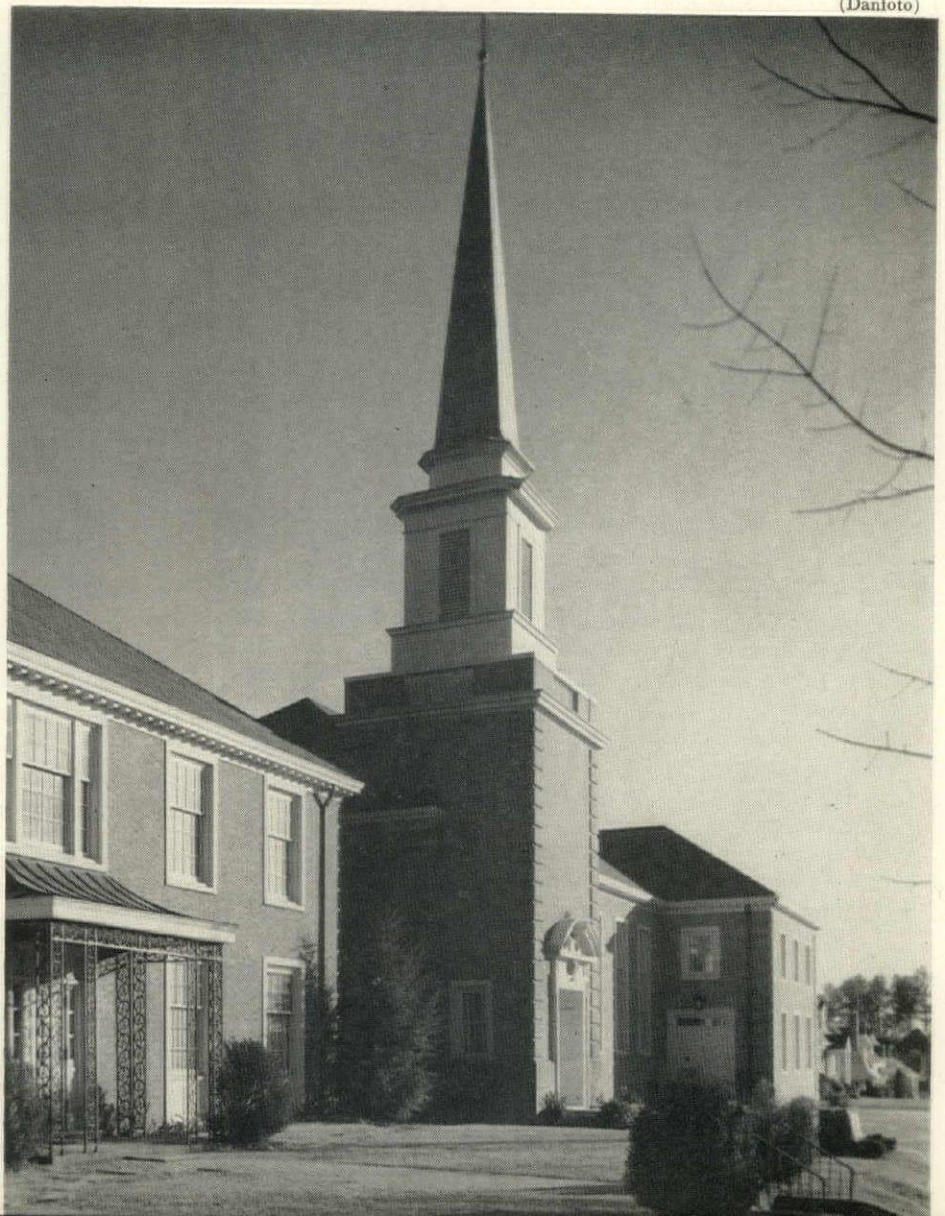
Studies were begun in 1954 on the Sanctuary, which was to be located as originally planned on the property, but increased in size, to take care of the growth of the membership and particularly that of the Sunday School.

Construction was started in December, 1955 by the General Contractor, A. H. Ewing's Sons of Richmond, Virginia, and the first service was held on Sunday, March 24, 1957. The total cost was \$238,000.

The Georgian Sanctuary of red face brick trimmed with cast stone has seating for five hundred in the Nave, Balcony and Choir. In the basement and on the second floor are located ten classrooms, an Activity Room, and a

(Continued on page 34)

(Danfoto)



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Lakeside Methodist Church

(Continued from page 20)

The early planning included the overall design of stained glass windows for the Sanctuary and Chancel.

When the Church held its dedication on November 25, 1956, seven windows were in place including a large rose window in the rear of the Chancel and facing on Hilliard Road.

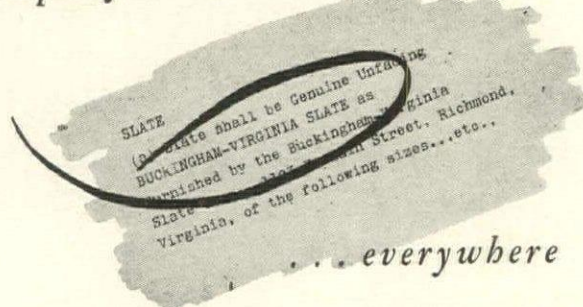
Exposed wood trusses in the Sanctuary and the exposed Solite block trimmed in stone present a pleasing appearance to the interior.

The Reverend Fred Wagoner was the Pastor during planning and construction and Mr. Wesley O. Malbone was Chairman of the Building Committee.

General Contractor, Jas. Fox & Sons, Inc. Excavation, O. M. Kelly; reinforcing steel, Virginia Steel Co.; masonry, McAllister & Co.; bar joists, Richmond Steel Co.; stone, Economy Cast Stone Co.; waterproofing, Western Waterproofing Co.; plumbing and heating, Gundlach and Co.; hardware, H. A. Pleasants; steel door frames, Bowker and Roden; structural steel and miscellaneous iron, Richmond Steel Co.; metal sash and screens, Staley Co.; asphalt tile, O'Ferrall & Co.; roofing and sheet metal, N. W. Martin and Bros.; toilet partitions, J. S. Archer Co.; electric (wiring and fans), United Electric Co.; glass and glazing, Kleber Glass Co.; concrete, carpentry, millwork, gyp, erect steel, rolling steel door, access door, Jas. Fox & Sons, Inc.; acoustical tile, O'Ferrall & Co.; ceramic tile, Oliva and Lazzuri; painting, J. C. Hungerford; plastering, Jones Bros.; Modernfold door, J. S. Archer Co.

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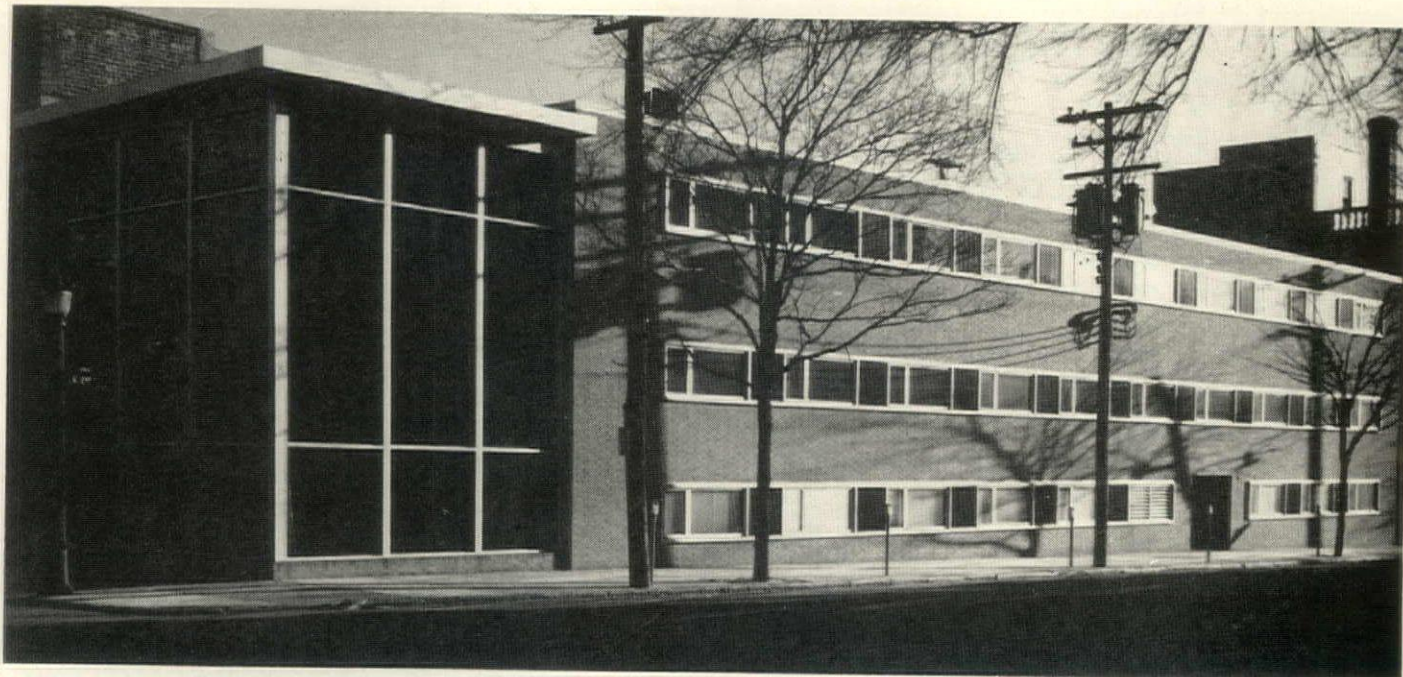
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Architect:
J. Henley Walker, Jr.

General Contractor:
J. Kennon Perrin Co.

(danfoto)

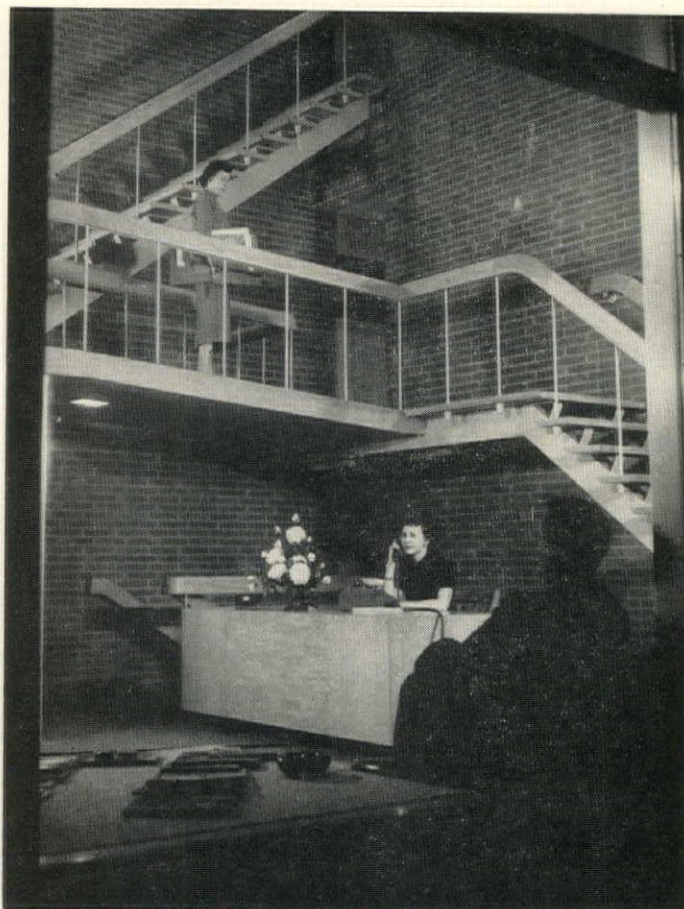
new cargill & wilson building

CARGILL & WILSON, of Richmond, one of the largest advertising agencies in the South, has recently moved into its new Richmond headquarters designed by J. Henley Walker, Jr.

The split-level design of the building, rather than being an innovation on architect Walker's part, is the result of using the footings from the old brownstone building that stood previously on the site at Second and Franklin Streets in the down-town business area. Typical, somewhat, of this early century construction, the lowest floor of the building is several feet below sidewalk level; and stairs go up to the middle level and down to the lower level from the front sidewalk on Franklin Street. Around these stairs, shown in the accompanying photograph, Henley Walker has cast an all glass shell which protects while retaining the outside stairway effect. Into the three story high glass showcase the owners and their decorator, Jean Overturf, have placed a pretty girl and a nice piece of modern sculpture, adding quite a bit to Franklin Street.

The \$200,000 structure, faced with a warm oversize brick, is wall bearing, with exposed Solite block back-up in many areas. The roof framing is steel joists with Insulrock decking. Floors are steel joist and concrete and in one case

(Continued on page 33)



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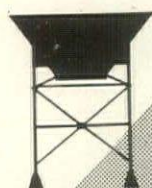
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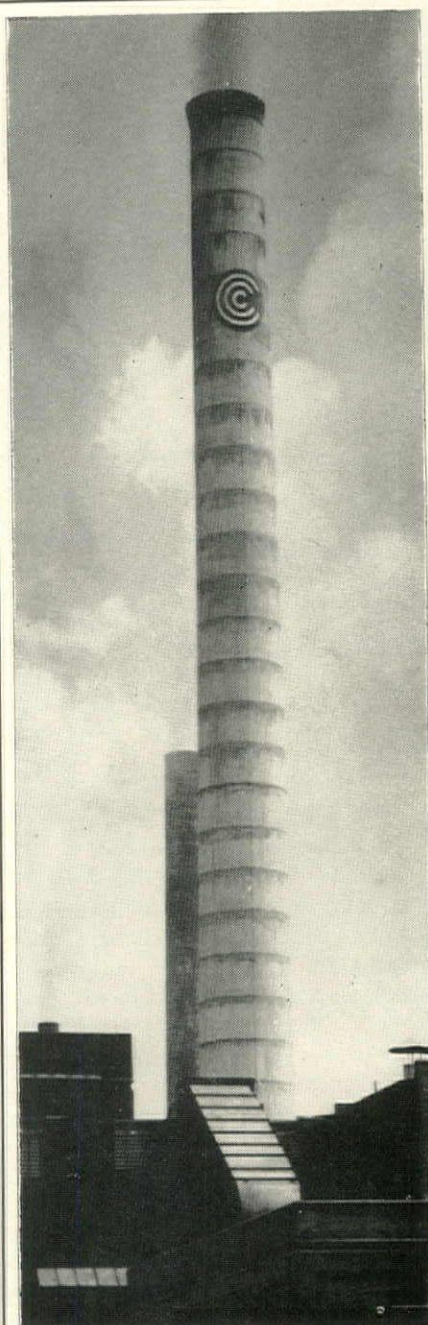
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RICHMOND MEMORIAL HOSPITAL for which Baskervill & Son, of Richmond, and Samuel Hannaford & Sons, of Cincinnati, were the associated architects, is located on the site of the Laburnum Estate bounded by Westwood Avenue on the south, Palmyra Avenue on the north and Lamont Avenue on the east. John A. Tester & Son, of Clinton, Md., were general contractors.

The original Georgian home was retained and remodeled for use as a doctors' lounge, library, and conference, nurses, staff and private dining, staff and interns' quarters. A basement tunnel and first floor passage connect this building with the Hospital.

The Hospital building has as its central feature a Memorial Chapel dedicated to the men of Richmond, Henrico and Chesterfield counties who gave their lives in World War II. This Chapel is located above the entrance foyer and extends through four stories with lounges at each floor overlooking the Chapel. A plaque of Swedish green marble 14'-0" wide by 34'-0" high has 984 names incised in its surface. An altar at the base of the plaque of Verde Antique Marble houses a hand printed and bound Book of Memory also containing the 984 names. The great windows on each side of the Chapel are glazed with laminated glass and green plastic panels imported from Germany. The walls are Indiana limestone.

The main entrance lobby is a half floor below the Chapel and is paneled in Narra Wood.



MEMORIAL HOSPITAL

Architects:
Baskervill & Son
Samuel Hannaford & Sons

General Contractor:
John A. Tester & Son

H. Bagby photos

A giant first floor houses the administration suite, the laboratories, the radiographic and X-Ray therapy suites, the physical therapy suite, the surgical department, the emergency department and the obstetric department.

In the basement are the general receiving and storage areas, the records room, the pharmacy, the laundry, the kitchen and dining areas, snack bar, the boiler room, locker and toilet facilities, the morgue and autopsy rooms.

The second, third, fourth, fifth, sixth and seventh floors are all nursing units of the double corridor type with patients' rooms on the outside walls and the service facilities including nurses' stations, utility rooms, floor pantry, elevators, stairs, toilets, baths, and storage rooms located in the center.

Each patient's room has its own water closet.

The nursery is located on the third floor.

The building is completely air conditioned.

The exterior is of red brick matching the brick of the original residence with limestone trim.

Wood double hung windows, horizontally pivoted for easy washing, are used throughout.

Subcontractors were as follows: roofing and sheet metal work, Fowler Roofing Company, Richmond; miscellaneous bronze, Michaels Art Bronze Co., Covington, Ky.; stainless steel, W. Lee McLane, Charlotte, N. C.; metal wall panels, erection of rolling doors, Lewis & Sale, Inc., The Steelcraft Co.; overhead door, Overhead Door Co. of Richmond; pivot sash, Williams Pivot Sash Co.; acoustic tile and resilient flooring, W. Morton Northen & Co., Inc., Richmond; glass and glazing, Sash, Door & Glass Co., Richmond; laboratory equipment, Brooklyn Hospital Equipment Co., James A. Cassidy; glazed metal screens, E. F. Hauserman Co., Washington, D. C.; detention screens, Chamberlin Co. of



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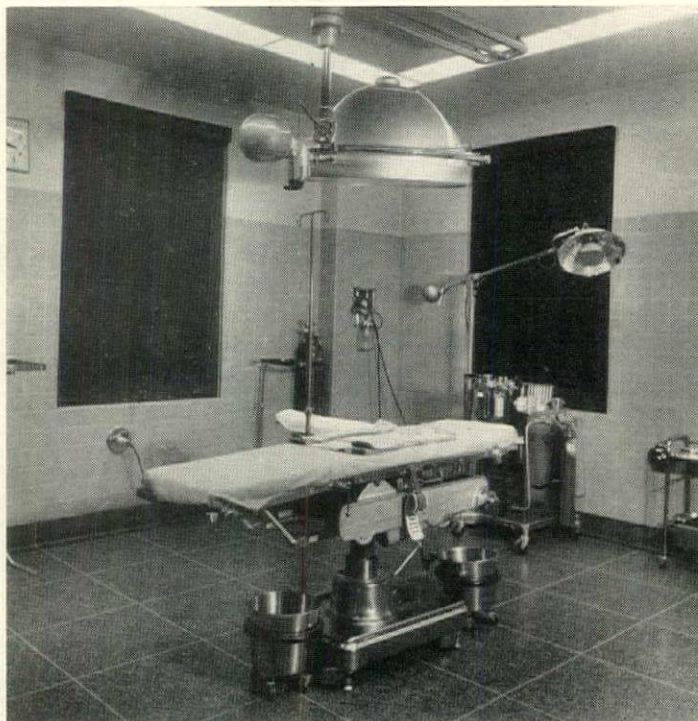
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Suppliers were as follows: concrete, Southern Materials Co., Richmond; test reports, Froehling & Robertson, Richmond; millwork & louvers, Miller Manu-

facturing Co., Inc., Richmond; metal doors and frames, American Steel Buck Corp., Brooklyn, N. Y.; orbicle curtains, H. L. Judd Company (James A. Cassidy Co., Rep.), plumbing accessories, Pleasants Hardware, Richmond; laundry chutes, Wilkinson Chutes, Inc.; x-ray protection and light proof shades, Bar Ray Equipment Company; boiler room monorail, Cleveland Tramrail Richmond, Co.; scale, The Howe Scale Co.; vault door, Mosler Safe Company; biological refrigerators, American Hospital Supply Co., Inc., Washington, D. C.; blood bank, Jewett Refrigeration Co. (Jack Zimmer).

Also, reinforcing steel, Virginia Steel Equipment Co., Richmond; structural steel and miscellaneous iron, Liphart Steel Company, Richmond; granite, Cold Spring Granite Co., Cold Spring, Minn.; limestone, Marsteller Corp., Roanoke; steelform and centering, Ceco Steel Erection Co., Washington, D. C.; millwork, Miller Manufacturing Co., Richmond.

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NEWPORT NEWS, VIRGINIA

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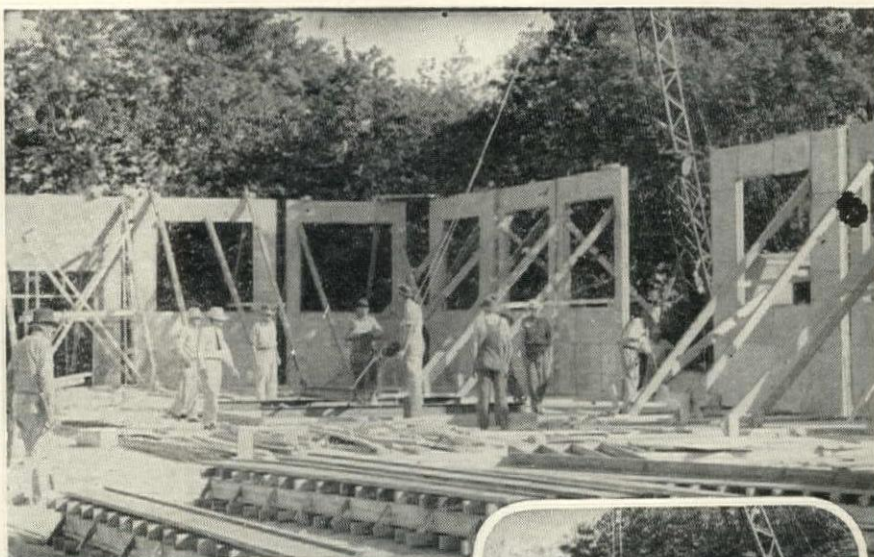
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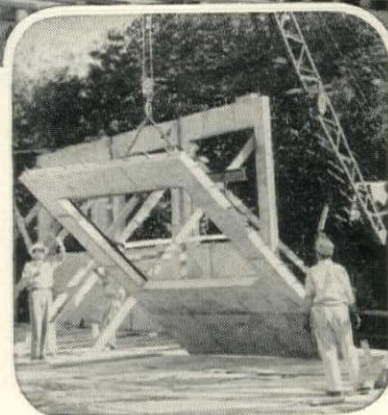
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See the Elkton Office of Peoples National
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featured in this issue.



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Findings like this resulting from PCA research and development are immediately made available free to architects, engineers and contractors through the Association's field engineering service and its educational and promotional work. For more than one-third of a century this activity, voluntarily financed by the Association's 69 member companies, has represented an important contribution to the building of America. Today, for example, as a result of this work:

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FEBRUARY 1958

PAGE TWENTY-SEVEN

**Metal Lath
Specification
Check List
Now Available**

Technical Bulletin No. 19, known as the "Metal Lath Specification Check List" is now ready for free distribution from the Metal Lath Manufacturers Association, Engineers Building, Cleveland, Ohio.

→ Each of the principal metal lath assemblies including partitions are

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TB 19 includes complete breakdowns of the components to be considered when writing thorough, accurate specifications.

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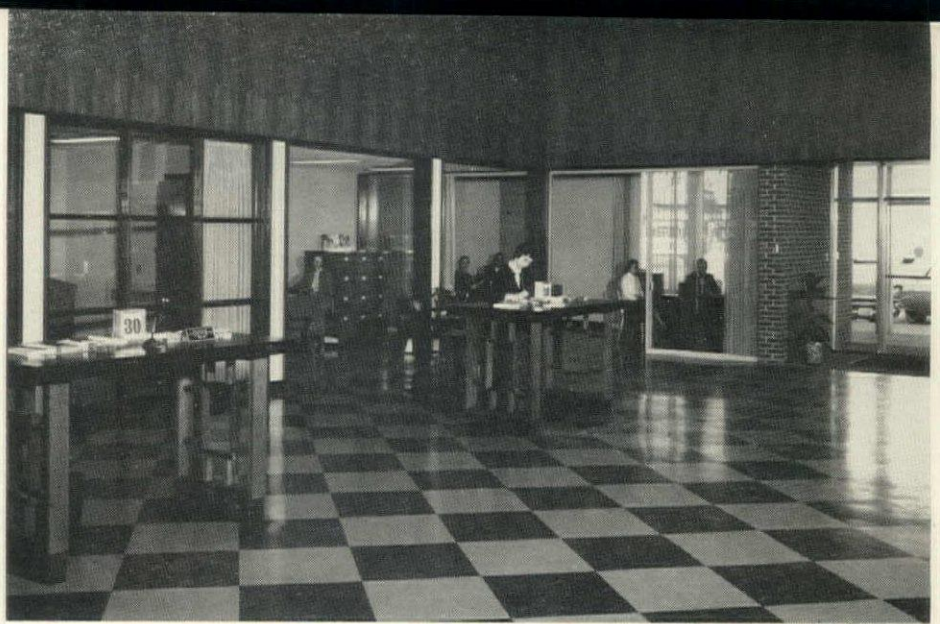
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Architects: Johnson, Craven & Gibson
Consulting Engineer: William A. Brown
General Contractor: Ivy Construction Corp.

elkton branch, peoples national bank



THE TOWN OF Elkton, located in the Shenandoah Valley, has done little building for perhaps half a century, but it is the belief of many that an era of growth will accompany the now evident change from a purely agricultural to an industrial region.

The Peoples National Bank and its architects, Johnson, Craven & Gibson, felt that a building of contemporary design using traditional materials would not only state that the Bank was a forward looking institution, but by its design would serve to influence and

guide the anticipated building growth of the community.

Situated on the fringe of the business center, the site permitted the large window behind the tellers to face east, looking over open ground to the mountains. This large, limestone trimmed opening serves to receive the Drive-In window and Night Depository with their protecting porte-cochere.

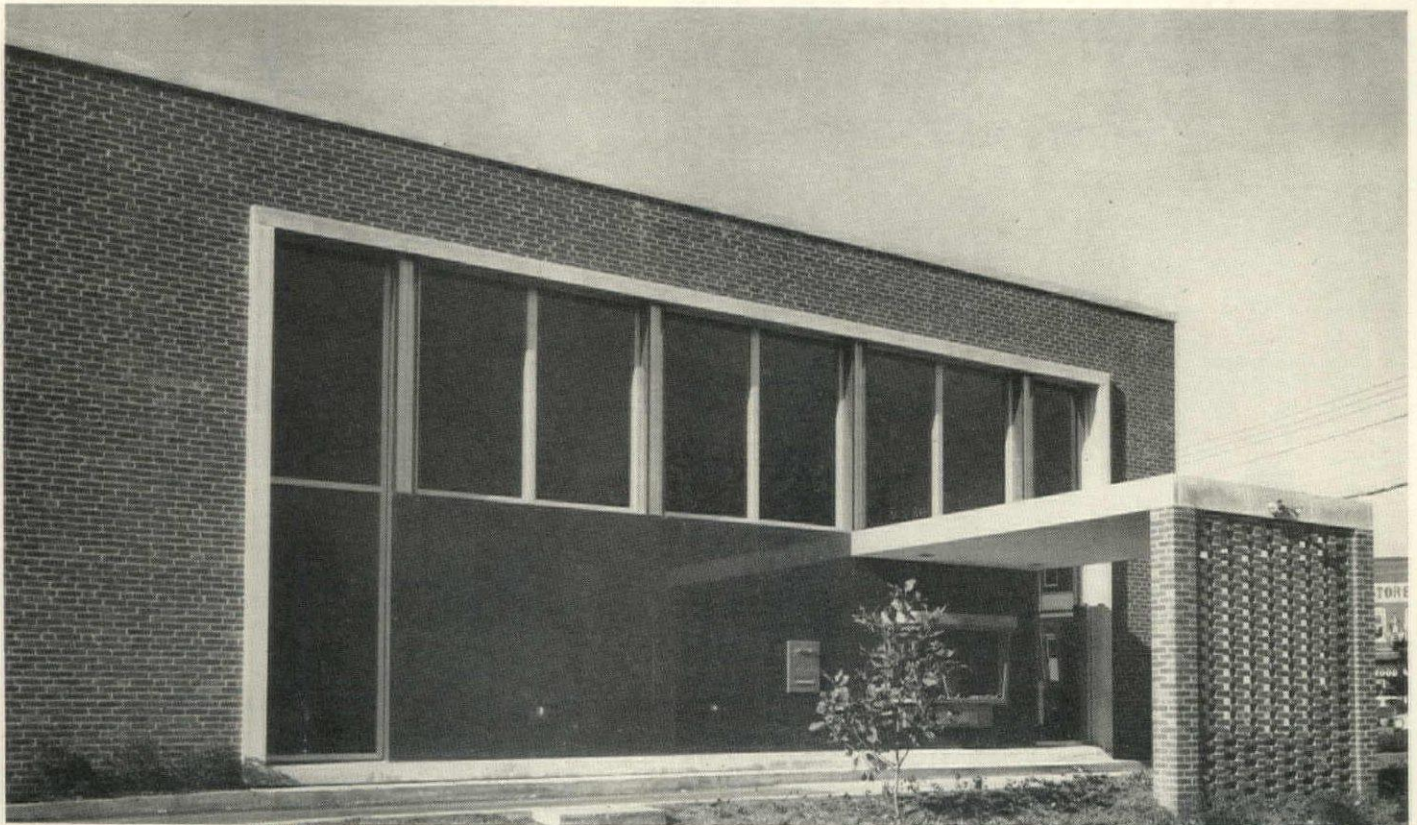
Exterior materials are red face brick, Indiana limestone, and Granux. All doors and windows are of aluminum. Paving of the entrance portico and

foyer is bluestone.

The structure is basically wall bearing with longspan steel joists and metal decking. White marble chips on the built-up roof aid in reducing the cooling load.

Natural finished walnut trim, case-work, bank fixtures, and matched walnut veneering of the upper walls of the public area, combined with plaster walls, and black marble base, produce a simple, but dignified interior. All ceilings are of acoustic plaster and

(Continued on next page)



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flooring is solid vinyl tile.

Offices are located in the low areas to the front and west, and open directly into the high ceilinged public area. This makes all banking operations completely visible to the public and it is believed that it creates a feeling of confidence in the minds of the customers.

All year air conditioning and adequate recessed lighting are provided for the comfort of employees and customers. Heating and cooling equipment and a large storage area are provided on a second floor at the rear as site conditions dictated that no basement should be included.

Subcontractors located in the area were used insofar as possible, and materials of the best quality were specified and provided. Listed below are the various subcontractors and suppliers of materials.

Plumbing and heating, Snyder's Plumbing and Heating; electrical work, A. B. Torrence; lathing and plastering, W. A. Brand; miscellaneous and structural steel, Montague-Betts Co.; roofing and sheet metal, N. W. Martin & Bros.; glass, glazing and aluminum work, Binswanger & Co.; millwork, Barnes Lumber Corp.; tile and marble, Oliva and Lazzari; resilient flooring, O'Ferrall & Co.; painting and finishing, Zirkle and Zirkle; grading and paving, A. B. Torrence; concrete, Superior Concrete Co.; stone work, Harding & Cogswell, Inc.; light fixtures, Lightolier; casework & fixtures, American Furniture & Fixture Co.; vault door, drive-in, & night depository, Diebold, Inc.



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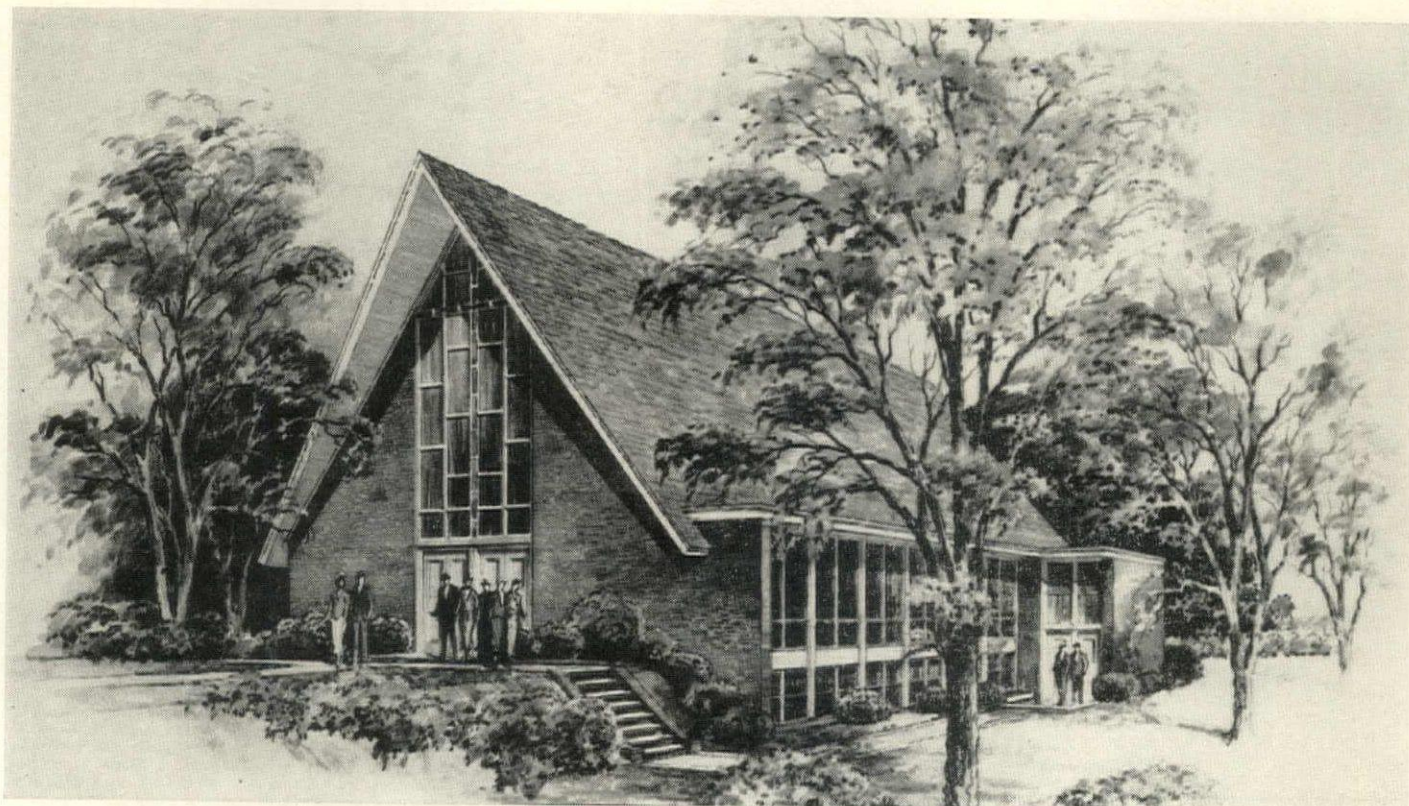
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NORTH CAROLINA



Architect: Gordon B. Galusha
Consulting Engineer, Mechanical & Electrical:
Emmett L. Simmons & Associates
Consulting Engineer, Structural: William T. St. Clair
General Contractor: R. G. Martz

(Rose Studio)

Woodlawn Baptist Church

Colonial Heights, Virginia

THE PROBLEM PRESENTED to the architect, Gordon B. Galusha, was to design a contemporary church with a sanctuary having a seating capacity of 300 and Sunday School facilities for 240. Among the few limitations placed by the building committee were that the building must be constructed within a limited budget and consideration must be given to the comfort and convenience of the elderly members of the congregation. The site, previously purchased, is extremely level and approximately four feet below the street.

To reach the entrance from the street without the use of steps, which was a condition of the building committee, the excavated earth from the basement was used to form a ramp from the street to the building.

The front elevation of the building features a geometric pattern of various pastel colored glass encompassing a large cross which is formed with a deeper toned red glass. This geometric pattern is reflected on the wall behind the pulpit through the use of painted plaster panels and divider strips of the wood members used for the roof deck. Two of these panels are in the form of concealed doors which may be opened to expose the baptistry behind. Face brick used throughout is a pink sand finished brick. All interior partitions are painted block.

While the left elevation is relatively closed, the right elevation is completely glazed and will face on to an open court in the long range plans for the building. These plans include additional Sunday School space and a large sanctuary forming a "U" shape with the present building, which will become a chapel. At the present the land to be used for future expansion is being utilized as a parking area.

The most prominent feature of the exterior is the steeply pitched roof

with warm gray asbestos shingles laid in a Dutch lap forming diagonal lines from the ridge to the eave.

On the interior of the sanctuary, the underside of the roof deck is exposed with a light pickled finish, while the laminated wood arches are finished in a dark walnut. These contrasting tones are carried over in the choir rail and in the specially designed pews and pulpit furniture.

A balcony seating 54 persons is included in the sanctuary.

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Sec Cargill & Wilson Building, page 23

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Painting Contractor for Lakeside Methodist Church
See Page No. 20

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See page 20, Lakeside Methodist Church

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General contractors for McGuire Hall Annex, Phase II,
and Remodeling Phase I, Medical College. See page 17.

The basement contains all of the Sunday School class rooms with the exception of the two adult class rooms which are located under the balcony on the first floor. Three of the larger basement class rooms are divided by folding partitions which, when open, form one large room for assemblies, banquets and the like. Roughing in for a strip kitchen is provided in this area.

The heating system is a combination of hot water sill line radiators in the basement and forced warm air in the sanctuary. In addition, the sanctuary includes complete air conditioning. Sanctuary lighting is provided by bucket type aluminum fixtures flush mounted on the underside of the roof deck through the use of a specially designed mill-made wood bracket to match the deck.

Total cost of the building, including air conditioning, was \$81,295.00. Gross area, 6,824 sq. ft. Project was completed November, 1957.

Sub-Contractors: masonry, Kraft Brick Contractors; structural steel, Andrews-Joyner Iron Works; steel joist and reinforcing steel, Virginia Steel Co.; roof deck and laminated arches, Unit Structures, Inc.; roofing, R. P. Whitley Roofing Co.; mechanical, Southside Contractors, Inc.; electrical, Wm. M. Crowder Co.; millwork, R. A. Siewers, Inc.; finish hardware, Charles Leonard Hardware Co.; metal door frames, Phillip Manufacturing Co.; toilet partitions, W. H. Stovall & Co., Inc.; glass and glazing, Kleber Glass & Mirror Co.; plastering, John Edmonds, Jr.; artificial stone, Economy Cast Stone Co.



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Cargill and Wilson Building, Painting,
See Page 23.

McGuire Hall Annex, Phase Two,
See Page 17.

Cargill & Wilson Building

(Continued from page 23)

pre-stressed concrete. Acoustical ceilings, with recessed lighting, are used throughout. The layout of the building is custom tailored to the various functions of the advertising agency. An off center corridor runs along the inside party wall from which the various work and office areas open. The executive suites are lushly paneled and outfitted and all areas are fitted with custom designed furniture and equipment.

President and founder of the agency, James N. Cargill (an architect by training) established for architect Walker a program calling for a building specifically designed for advertising agency operations: modern, but at the same time in keeping with the "brown-stone and Greek-revival" belt of this part of Franklin Street which is the beginning of the business building area to the East and the beginning of the residential building area to the West. The solution should be an inspiration to those others who are faced with a similar conflict of loyalties. Additionally, Cargill & Wilson feel they have proved another point: that such a building can be built, still have "individuality," and be no more expensive than "conventional" design.

STRIKING INTERIOR

Although quite colorful on the outside, the light warm brick contrasting with the green tinted Solex glass enclosing the entrance lobby and the green metal spandrel plates, the interior of the building is even more striking. Liberal use has been made of natural finished woods and colorful Formica surfacing of most of the furniture. Wall colors are striking, and a broad maroon stripe runs the length of the grey corridor wall on the office floor providing a background for displays.

General Contractor for the project was J. Kennon Perrin Co., of Richmond, while the sub-contractors and material suppliers were:

Interior decorator, Mrs. Jean Overturf; acoustical and asphalt tile, W. Morton Northen Co.; aluminum work, glass and glazing, Sash Door & Glass; aluminum windows, Brown & Grist, Warwick; Insulrock roof deck, Hampshire Corp.; painting, L. K. Burton & Co.; tile and stone work, General Tile and Marble; hardware, Pleasants Hardware; plumbing, heating and air conditioning, Gundlach & Co., Inc.; electric, Northside Electric Co.; millwork, Miller Manufacturing Co. Inc.; furniture, Herman's Woodwork Shop; roofing, sheet metal, and flashing, R. P. Whitley Roofing Co.; masonry, W. M. Walder.



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General Contractor for Woodlawn Baptist Church. See page 31.

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General Contractor for the Elkton Branch, Peoples National Bank, Charlottesville
Featured on page 29.

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Structural Steel, Woodlawn Baptist Church
See Page 31.

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McGuire Hall Annex, Phase II, see page 17.

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Westover Hills Methodist Church

(Continued from page 21)

Combination Room, which may be reached from the outside. This room is used by the Boy Scouts, Girl Scouts, and Brownies. Each have individual storage spaces for their projects. A future chapel, now used for a classroom, is located at the far end of the Narthex as you enter through the tower.

The Chancel is unique, in that the Altar table is located between the divided Choir and on a raised platform is a communion table. A rail at the platform provides kneeling space around the entire perimeter for communion service. A large white wooden cross, edged in gold, is suspended above the communion table and is spotlighted from behind the proscenium.

The fan unit for heating and ventilation is located on the second floor level and all planning has been made for air conditioning of the Sanctuary.

The Pastor is the Reverend Robert P. Parker and the Chairman of the Building Committee is Mr. W. H. Jeffress.

General Contractor: A. H. Ewing's Sons, Inc.

Reinforcing steel, ornamental and miscellaneous metal and structural steel, Montague Betts; ceramic tile, Richmond Tile and Mosaic Co.; metal door bucks, Chapman, Swanson Metal Products Co., Inc.; metal windows, Truscon; cast stone, Economy Cast Stone Co.; carpentry and millwork, R. E. Richardson & Sons, Inc.; pews, Winebarger Bros.; painting and decorating, Lails Painting and Decorating Co.; roofing and sheet metal, R. P. Whitley Roofing Co.; toilet partitions, Sanymetal Products Co.; hardware, H. A. Pleasants Hardware Co.; electric work, Northside Electric Co.; masonry, A. H. Ewing's Sons, Inc.; plumbing and heating, Gundlach & Co.; steel joists, John W. Hancock and Sons; floor covering and acoustic tile, W. Morton Northen; plastering, Bertozzi and Pollard.



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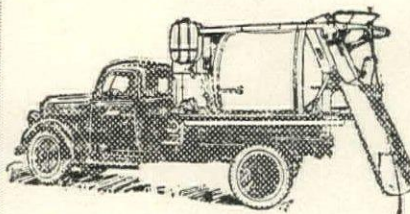
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Finish Hardware, Woodlawn Baptist Church, see page 31

Building Costs Survey

Part I

[Architects and others in the Building Industry rarely face up to their critical problems as has one Virginia Architectural-Engineering firm. On the matter of the cost of building construction, Carneal & Johnston, a Richmond Architectural-Engineering firm, has conducted a twelve year study and analysis of building costs that is an outstanding example of a straight forward approach to this particularly knotty problem. Every architect and builder is faced with a demanding problem in public relations in presenting the cost of building (and it has been a constantly rising one) to clients and the public.

Through a series of bulletins they have issued since 1945, the Richmond firm has endeavored to keep their clients and professional associates aware of the building cost picture. J. Ambler Johnston, A.I.A. here reviews the bulletins issued by his firm since that date and graciously permits us to reprint in full the last bulletin, issued last August. RNA]

ARCHITECTS are sometimes called into a conference and asked the question—What will a building of such and such a type, X wide and Y long, three stories high cost? He is supposed to name a figure “just like that” which will closely approximate a bona fide bid by a reputable contractor a year later after detailed estimates on finished plans and specifications. The Architect should be prepared to give a rational and reasonable estimate and he can do this by selecting some similar building of similar construction on which the price and the date of building is known and

apply thereto the ratios shown in the cost index curves.

Architects-Engineers frequently hear complaints about building costs. Some accuse contractors of greediness, but building costs are not controlled by the contractors, they work as cheaply as they possibly can. Building costs are controlled by commodity costs and the value of the dollar.

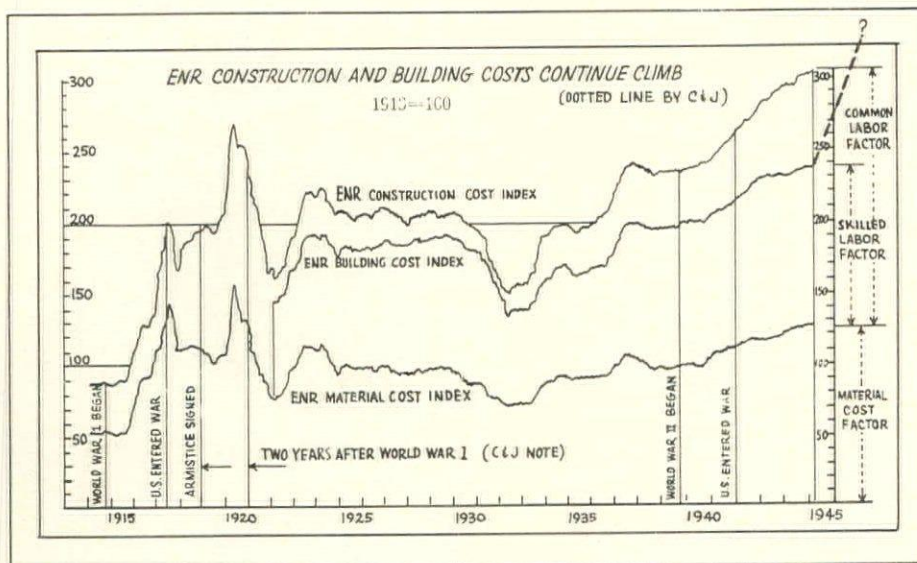
A man will not complain much of 100% increase in the price of beef steak, coffee, a suit of clothes or an automobile, but resents a 50% increase in building.

While this information was difficult to secure some years ago, it is now being issued in various forms, such as Cost Data Analysis by The Architects Exchange, Costs and Trends by the Construction News Division of F. W. Dodge Corporation, Marshall Valuation Service of Marshall and Stevens and a running, almost weekly, index review by the Engineering News-Record.

In the preparation of our first Bulletin (1945), we reviewed the Engineering News-Record's comprehensive and detailed study of Building Costs (com-

mercial and industrial buildings) and Construction Costs (roads, dams, bridges, railroads, etc.) started by them in 1913. We also reviewed the published information of American Appraisal Company, Austin Industrial Building Costs, George A. Fuller Company, Turner Construction Company and local concerns Doyle and Russell, Wise Contracting Company, Inc., Virginia Engineering Company, Inc., E. L. Bass and Brothers, McDevitt and Street Company of Charlotte, North Carolina, Claiborne and Taylor, Inc. and received further help from Dr. E. A. Kincaid, Economist of the Federal Reserve Bank of Richmond, who gave us figures issued by the Department of Labor on living costs in the Richmond area.

That first, 1945 Bulletin was nine typewritten pages and is now out of date. It is almost amusing to see that the conclusions at that time were that the dollar in 1945-46 would purchase approximately two-thirds of what it did in 1939 and there had been at least a 50% increase in costs in that time.



CURVE 4

In 1945, when nearly everyone prophesied impending reductions in costs, Carneal and Johnston interviewed many sources of information in Virginia and North Carolina together with local economists, compared their findings with the Engineering News Record's charts, and at that time issued a bulletin on which this Curve No. 4 was plotted in August, 1945, projecting very closely the developments as shown by Curve No. 1.

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The question of future building costs having come up in nearly every conversation we have had with a client for several months has prompted us to prepare this memorandum for distribution to those whom we think it will interest.

For years we have maintained a cost trend index of construction within this territory by which we were able to prepare quite accurately budget figures for buildings, the plans of which had not been started and for which the only available information was the general type of construction and the size.

By taking the cost per cubic foot and the cost per square foot of a building previously erected of the same type and comparable size and applying to such cost a percentage increase or decrease as shown by a report of the Department of Commerce and curves issued by the American Appraisal Company, we could generally prophesy what a given project would cost.

Today prospective builders are confronted by a situation of nearly five years in which there has been no private building construction free of priorities, War Production Board, War Labor Board, etc., and the old methods of quick estimating must be applied with a new yardstick. This memo is to give the results of a recent study on our part as to the length of this yardstick.

Extracts from our Bulletin of February 1st, 1949

(Five pages of cost curves and text.)

We present herewith a few curves from such data illustrating cost trends since 1913. That year equals 100 on the graphs. In other words, where these graphs indicate January 15th, 1949 at 354.91 it means it would cost at that time \$354,910 to duplicate a building which cost \$100,000 in 1913. Interior equipment should be excluded in such comparisons.

November, 1948, through January, 1949, shows the first significant break in an upward march of the curve in ten years. It may not be the forerunner of a major drop in stable prices unless we have more inflation, war, other calamity, or another run of major wage increases. It indicates that costs are tending to level out, and though the curve may change slightly in the months to come, construction is apparently going into the year with good chances of setting a new volume record and holding the line on costs.

Bulletin of February 1st, 1950

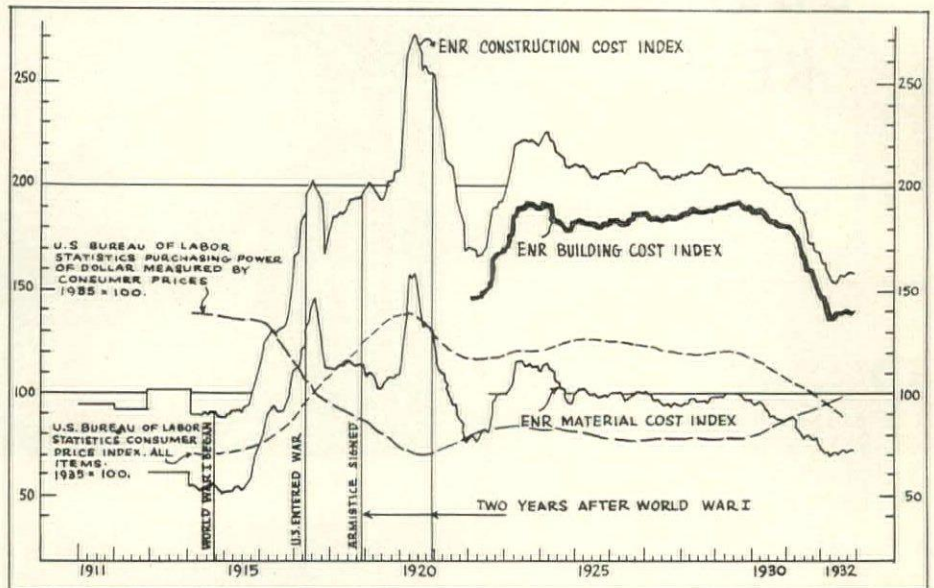
In this Bulletin we presented graphs for historical reasons to show that war or no war, good times and bad, there is a remarkable parallel in the curves of construction costs, building costs, material costs and U. S. Bureau of Labor Statistics Consumer Price Index, all of which curves go up and down in the same rhythm, but inversely as the U. S. Bureau of Labor Statistics purchasing power of a dollar measured by consumer prices. These curves, No. 1 (1911-1932) and No. 2 (1933-1950), show the parallel climbs

of construction costs, building costs, material costs, consumer price index and the decline of the purchasing power of the dollar right on through both World Wars and for two years thereafter. It is very interesting to see how this curve follows the prophecy mentioned in February 1st, 1949.

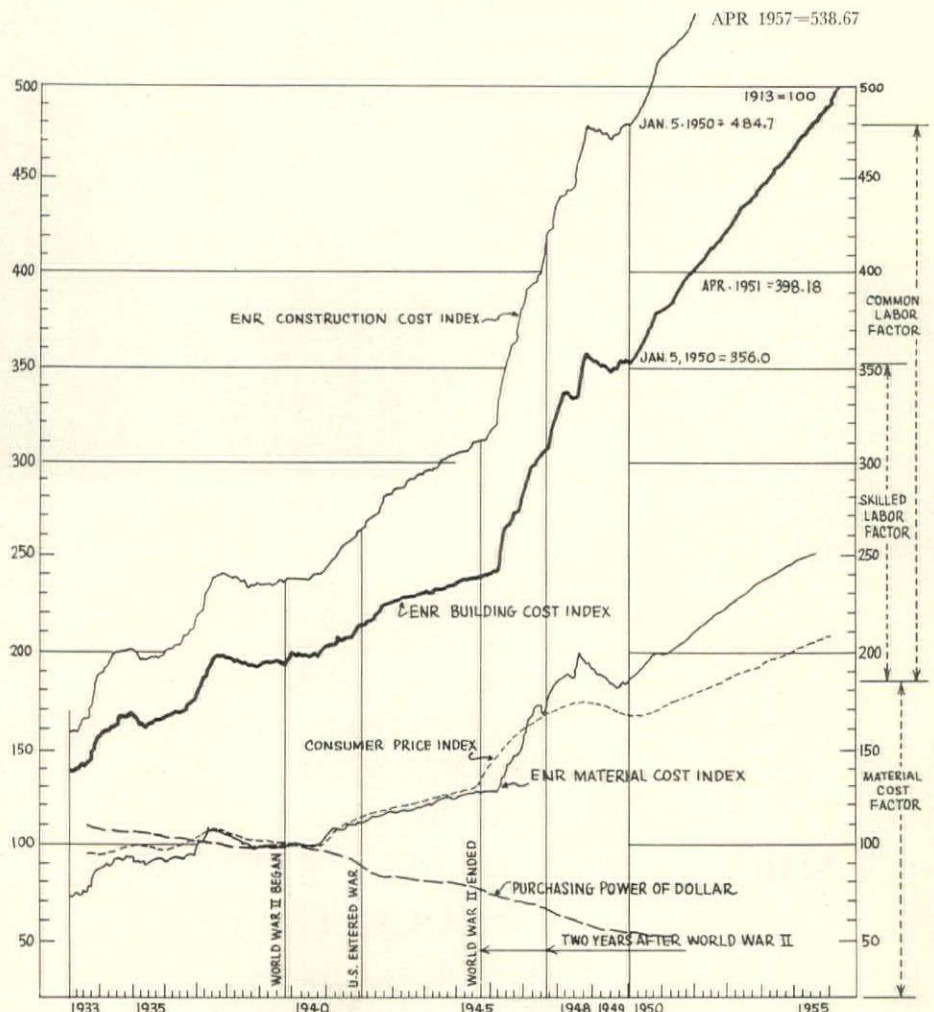
Here too was brought out why construction costs have climbed so much more rapidly than building

costs. At the right hand side will be seen that the material cost factor was the same for either construction or building, but that the rate of increased costs of common labor going into construction costs was greater than the rate of increase of skilled labor going into building costs.

(The next part of the survey will appear in the May issue.)



No. 1



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Featured on page 23

VIRGINIA BUSINESS REVIEW

by

ROSEWELL PAGE, JR.

ON THE WALL ABOVE THE entrance lobby of The Great A & P Tea Company's store located at 7041 Three Chopt Road and Patterson Avenue in Richmond, hangs a framed citation scroll which reads as follows:

"This store and its personnel—because of outstanding improvement in courtesy and service to our customers—have won the Honor Store Award.

"As America's foremost food retailer since 1859, we are proud to acknowledge this performance which contributes to YOUR satisfaction and shopping pleasure."

Responsible for achieving this award is a personable young man whose ability and affability is well known to thousands of Richmonders. Taylor Inman Grubb runs this branch of The Great A & P Tea Company with a firm hand and a practised eye. He is quick to say however that every member of the store's personnel had a part in winning the coveted citation and that it would not have been won without the contribution of each member of the store's staff.



WILLIAM B. THALHIMER, JR.



HAROLD E. GLAVE



TAYLOR I. GRUBB

Mr. Grubb, a native of Mathews

County, Virginia, lives with his wife and two sons, Taylor, Jr., 6, and Gary, 2, at 4710 Bromley Lane.

Thalhimer Brothers, Inc. has instituted a new business to decorate commercial establishments. Operating as Thalhimer's Industrial Sales Department, it has become a subsidiary corporation and plans to equip, furnish and decorate hotels, motels, offices, clubs and institutions. It will also promote the sale of industrial gifts for conventions, holidays and sales promotion events.

The new company maintains offices in Thalhimer's store and, according to William B. Thalhimer, Jr., president of the parent firm, it is operated under the guidance of Harold E. Glave as executive vice-president and general manager. Other officers are William B. Thalhimer, Jr., president; Charles G. Thalhimer, vice-president; Daniel Schiller, secretary-treasurer; and Walter M. Fisher, assistant secretary-treasurer.

Francis A. Davis has been named Virginia Highway Commissioner to fill the unexpired term of General James A. Anderson, who retired December 31, 1957.

J. Rhodes Mitchell, vice-president of the Chesapeake and Potomac Telephone Company, announces that at a recent meeting of the Board of Directors, an expenditure of \$1,078,275 for the improvement and expansion of the telephone service in its operating area received approval.

Portions of this amount were allocated to be spent in Leesburg, Fairfax,

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Hampton, Poquoson, Chesterfield and Richmond, in addition to that spent for additional long distance circuits between Richmond, Franklin, Suffolk, Chester, Petersburg and Emporia.

NAMES IN THE NEWS

Nicholas C. Gianokos, vice-president of Virginia Metal Products, Inc. of Orange announces the promotion of two sales executives: **Mark Andrews** to be general sales manager and **William F. Scott** to be eastern division sales manager. Virginia Metal Products, Inc. is the second largest manufacturer of movable metal partitions for office buildings, schools, and hospitals in the country. . . . **R. W. H. Mish, Jr.** has become associated with the insurance agency of Wise and Waddell, Inc. in Lexington, Virginia and **R. Reid Agnor** has recently purchased the Ainsworth Insurance Agency from **Mrs. George Wiltshire** in Lexington. . . . **John William Doswell** of Richmond recently joined the Virginia Manufacturers Association as a staff assistant. . . . **Monroe G. Baldwin**, president and general manager of Baldwin's Department store in Lynchburg, announces the appointment of **Mrs. James E. Storey** as manager and buyer for Baldwin's. . . . Virginia Chevrolet Dealers Association recently elected the following officers: **N. R. Burroughs**, Martinsville, president; **Melvin C. Moss**, Kinsale, vice-president; **Henry C. Wood**, Clifton Forge, secretary and **Taylor Woody**, Lexington, treasurer. . . . **J. K. (Jim) Butler** has recently joined Gwaltney, Incorporated of Smithfield as swine specialist in its livestock department. . . . **C. R. Cheatham** has been elected president and trust officer of the Bank of Christiansburg. Other officers are **J. Creede Taylor**, vice-president and chairman of the board; **R. L. Hickok**, cashier and assistant trust officer; **E. L. Vest** and **B. A. Chrisman**, junior assistant cashiers. . . . **Thomas G. McCaskey** has been elected president of the Williamsburg Chamber of Commerce along with **Sherlin M. Haynes**, vice-president and **R. Cecil Peace**, treasurer. . . . **W. W. Hall** and **J. B. Bourne, Jr.**, were recently made vice-presidents of Franklin Federal Savings and Loan Association, Richmond. Mr. Hall was formerly secretary-treasurer of the Producers-Cooperative Exchange. . . . **Raymond C. LeBlanc**, former executive vice-president of Knox Metal Products in Knoxville, Tennessee, has joined Southern Steel and Stove Co. as works manager in Richmond. . . . **Elmer Edmondson** has moved from Martinsville to Victoria as manager of the Leggetts

Department store there. . . . **Dr. Robley Wood**, president of the Bank of Salem, has been named president of the Roanoke Clearing House Association. . . . **Charles R. Wright**, manager of Fink's Jewelers in Salem, is now vice-president of the Salem store. . . . **Samuel T. Northern**, senior vice-president of the National Bank of Commerce in Norfolk, has been chosen Norfolk's first citizen for the year 1957, according to **Gilbert R. Surak, Jr.**, chairman of the Cosmopolitan Club's civic affairs committee. Mr. Northern is the 30th recipient of the Club's Distinguished Service Medal. . . . **Hon. J. C. Hutcheson**, former commonwealth's attorney of Brunswick County, has been elected to the Senate seat occupied by **Albertis S. Harrison, Jr.**, before his recent election as Attorney-General of Virginia. . . . **C. E. Ashwell**, manager of the Roanoke division of Brooks Transportation Co. is the new president of the Roanoke Motor Carriers Association. The new vice-president is **T. W. Kent**, terminal manager for Mason and Dixon, and the secretary-treasurer is **Carl Young**, assistant terminal manager for Red Lines. . . . **General E. W. Opie**, president of the Leader Publishing Co., Staunton, has been elevated to the Chairmanship of the Virginia Associated Press. **Peyton B. Winfree**, executive editor of the Lynchburg News and Daily Advance is first vice-chairman, and **Frank Batten**, publisher of the Norfolk Virginian-Pilot and Ledger Dispatch is second vice-chairman. . . . **J. E. Walker** has been chosen as District Commercial Manager for the Richlands District of the General Telephone Company of the Southeast. . . . **Richard C. Hudson** has joined the staff of the firm of consulting engineers and architects, Lublin, McGaughy and Associates in Norfolk. Mr. Hudson will act as promotion and project manager. . . . **R. Edward Bass**, state supervisor of Voca-

tional Agriculture for the State Department of Education, and a native of Charlotte County, has been named "Man of the Year in Service to Virginia Agriculture" by the *Progressive Farmer*, Southern Farm Magazine. . . . **Richard L. Harpine** has purchased the Timberville restaurant formerly owned by **Mr. and Mrs. R. C. Coffelt**. . . . **Peyton Hundley, Jr.**, of Center Cross has been named president of the Bank of Essex to succeed the late **R. Bland Beverley** of "Blandfield" in Essex County. . . . The Life Insurance Company of Virginia announces the appointment of **Frank L. Summers** as manager of its Staunton office. A native of Alexandria, Va., Mr. Summers has previously been a great athlete and coach at prep schools and colleges in Virginia. He is a graduate of the Virginia Military Institute. . . . **Ray E. Finn**, formerly advertising and sales promotion manager for Hotpoint Appliances in Virginia has joined the advertising firm of Cargill and Wilson as account executive. . . . **Richard C. Buell** of Winston-Salem comes to Richmond as vice-president for personnel and customer relations at the Bank of Virginia, according to an announcement by **Thomas C. Boushall**, president. . . . **C. Gresham Pembroke**, assistant division manager of Esso Standard Oil Co., is chairman of the Richmond section of the Virginia Manufacturers Association. . . . There have been seven recent promotions at Southern Bank and Trust Co., Richmond according to **R. Page French**, president. **Hudson P. Hoen, Jr.**, and **Hugh H. Owens** are vice-presidents, **Jones M. Lawson** and **Buford W. Parsons** are assistant vice-presidents and **Charles W. Hill**, **Aubrey P. Phillips, Jr.**, and **Harry G. Williams** are assistant cashiers. . . . **C. H. Locker, III**, president of Locher Brick Company, Inc., announces a \$250,000 expansion of the company's plant facilities at Dublin.

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RICHMOND, VIRGINIA



The Shape of a State of Mind

(Continued from page 5)

America in a single state. All traditional societies share all the flaws of rich memories: some people substitute the inertia of living on memories for the vigor of meeting the present; when enough of them make this spineless indulgence the society declines and the Visigoths come in. But America's traditional societies are relatively too young for the folded hands to have blocked the continual emergence of individual dynamism, and the total culture has been enriched by guardians of

the past rather than seriously blighted by non-doers, with the result that a heritage has been shared that influences the formation of each individual.

Yet, this element of memory, of perpetuity, seems insufficient to explain the chasm between us and the new states. We still think of them as deviating from us, branching off from a common root and influenced by different conditions. But this would not explain why, in their changes, the people were almost totally devoid of place identification for themselves and dismissing of it in others as a sickness to be cured of. This dismissal of it in others is certainly not true of all individuals from the new states (I've known some who became among the country's most devout traditionalists), but the attitude characterizes their vocal, voting majority.

Specifically for this, the doctor's theory is that those states are geographically evenly drawn rectangular or square slices of territory. Look at a map: their borders are drawn in straight lines as political sub-divisions of the national real estate development. The states did not evolve geographically within the area formed by natural boundaries and cultural developments.

Virginia has the Atlantic Ocean, traditionally its border and connective

with Europe; it has the Potomac, its border with the North; its border with North Carolina was a matter of very careful study in the early eighteenth century; even its border with West Virginia, though drawn by the drunken surveyors of a political war party, more or less followed (except for the two northern Valley counties) the natural cultural lines between the states. In that case, under the impact of national upheaval, man remedied the mistakes of nature in forming the boundaries; but, those boundaries, even more than the Potomac and the Atlantic, express a very real division that had developed between cultures.

On these physical alignments, the doctor believes that the citizen's identification with his state is strongly influenced by that state's geographic formation. Into my generation, any Virginian was aware of crossing its borders. More than 100 years ago, Confederate soldiers re-crossing the Potomac after the invasion of the North, spoke of returning to "the sacred soil" and "the blessed land" of Virginia. Their state was, for them, a sharply defined place—as Ireland was for the Irish, as the British finally found out after 400 years of trying to convince the Irish that they were British.

But, riding on a train to the Coast, who knows what state boundaries he has crossed? How do the natives know? For days, each place is like each place.

In California, they tell you that all the retired farmers living in the Los Angeles area are Iowans. This can not be true. Iowa came to suggest a section. In my personal acquaintance, five Iowans who are extremely successful in New York (among them the editor and publisher of *McCalls* and Ted Gallup, the founder of the modern poll) were not remotely similar to the people inhabiting Riverside, California; but, then, neither were my friends distinguished by being Iowans: they were distinguished by being successful. In other words, Iowa suggested a type in which Iowans did not necessarily fit. But, in not fitting a type, the successes had ceased to be Iowans.

This would never be true of a Virginian. Nor could Virginia ever be used to characterize a type. It would be far-fetched to claim that a state could not represent a general type only because of its physical shape, but along with other reasons—known and intangible—the doctor certainly has a point in his theory that *states of mind* are very different in those states that were formed by natural boundaries, of geography and culture, and those that were simply sliced out of the public domain.

—CLIFFORD DOWDEY

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STAUNTON, VIRGINIA

See the Elkton branch of Peoples
National Bank on page 29

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RICHMOND
VIRGINIA

Noonan (Continued from page 12)
Panama Canal Zone, and became Port Director for Petroleum for the 15th Naval District.

Mr. Noonan returned to civilian life in 1946 as plant manager in Baltimore, Md. for the Socony Mobil Oil Company, Inc., and transferred to Norfolk, Va. in 1947 as plant manager. In 1952, he became State Sales Representative for West Virginia, residing at Charleston. In mid-1953, he was transferred to Richmond as Sales Representative.

He is chairman of the Petroleum Industries Committee.



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Distributors of American Petroleum Products

Gregory

(Continued from page 12)

II, he served as a naval officer with the Atlantic and Pacific fleets. He returned to the Navy in 1948 for a special assignment and participated in a goodwill mission to European countries. Before going into business for himself in Ashland, he was connected with the mortgage loan department of the Prudential Insurance Company and also was field representative in Richmond for the Mortgage Investment Corporation.

Mr. Gregory is a member of the vestry at Old Fork Episcopal Church in Hanover County. He helped to organize and served as first president of the Hanover County Junior Chamber of Commerce. He also is a member of the Ruritan organization, the American Legion, and the Downtown Club in Richmond.

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VIRGINIA

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Barksdale (Continued from page 13) ently local Chairman for the Distributive Education program, was elected Director of Virginia Oil Men's Association in 1954 and was elevated to the Vice Presidency of this organization in 1955 and again in 1956. In May, 1957 he was elected President of Virginia Oil Men's Association.

In his local community Mr. Barksdale has always taken a leading role in many of its efforts, and has also served his Country twice in National Emergencies. He was in the U. S. Marine Corps in World War I and again in 1942 he volunteered in the United States Army. In World War II he rose in rank from that of Captain and was retired as a Lt. Colonel in 1946.

Colonel Barksdale's assignment in World War II was in the Petroleum Branch of the Army and his service begun in October 1942 and was immediately sent overseas. He activated one of the first U. S. Army Gasoline Depots in England in early 1943. He also served as the Petroleum Chief of planning in London in 1943 and later became Supervisor of U. S. Army Gasoline Depots scattered at many points in England and Wales until the invasion. Following the invasion of the Continent of Europe, Colonel became Chief of the "POL" Branch, Petrol, Oil & Lubricants of Advance Section, U. S. Army whose assignment was to supply the Armies of their requirements of petroleum products. On a visit to England in 1944 following the invasion Warren Platt the editor of National Petroleum News tagged the then Major Barksdale as one of the two men responsible for the operation of the Biggest Filling Station on Earth, which was the supplying of petroleum products to our invasion forces.

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Moore (Continued from page 13)

in the European Theater of Operations. He went through five major campaigns and finally came out of the war as a full colonel. He still holds this rank in the active reserve.

McDaniel (Continued from page 12) 1954.

He is Vice Chairman of the Virginia Petroleum Industries Committee and of the Middle Atlantic District, Oil Industry Information Committee and a member, Va. Oil Men's Association.

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Pure Oil Products

C. A. CRUMP, PRESIDENT

HOPEWELL, VA.

and

Colonial Heights Oil Co.

Pure Oil Products

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ADAMS OIL CO.

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*Distributor of Shell
Petroleum Products*

Petroleum Industry

(Continued from page 15)

of the state's population—was directly dependent upon the handling and sale of petroleum products for their livelihood. Until last year all oil imports in Virginia were finished products. But with the Yorktown refinery now in operation, crude oil is being imported.

Indeed there may be a day when Virginia produced oil is refined and then marketed within the state.

However, state geologists paint a dark picture regarding the possibility of sizable oil discoveries in Virginia, although there are about 20 oil wells now producing within the state.

They are located in the six counties in the southwest and during 1956 turned out 9,000 barrels of oil. Of course, this total is inconsequential when compared to that of most other oil-producing states.

No drilling crews have been recently at work, but some 1,785,000 acres (as of January, 1956) were under lease by oilmen and oil companies for possible exploration and development.

(Continued on next page)

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An early Virginian, George Washington, recognized the possibilities of oil. While visiting in 1753 what is now part of West Virginia he learned of the existence of oil in the Kanawha River Valley. He realized its importance sufficiently to acquire oil-producing lands.

Listed in his will among his more valuable holdings was a tract containing a "burning spring." He wrote:

"This tract was taken up by General Lewis and myself on account of the bituminous spring which it contains, of so inflammable a nature as

to burn as freely as spirits and is nearly as difficult to extinguish."

But although oil has not developed as a major resource in Virginia itself, natural gas apparently could have a bright future.

As early as the 1890's a test well was drilled in Wise County, but it had little success. Then in 1931 a successful well was drilled in Scott County. It led to the drilling of eight additional wells and the development of the Early Grove gas field in Scott and Washington Counties.

The first commercially productive

oil well in Virginia was brought in on Fourmile Creek in Lee County in May, 1942. It yielded the first commercial quantity of oil east of the Appalachian Plateau and lies in what is now the Rose Hill oil field.

But for the present the Virginia oil industry will have to rest on limited production, some refining and widespread distribution.

Those surface activities of the petroleum industry are immediately obvious to most persons. But the industry is active in other fields and it is stepping up its information campaigns to let people know about them.

One of its biggest jobs is tax collection. In the fiscal year 1957 the industry—free of charge to anyone—collected more than 68 million dollars in state gasoline taxes for Virginia. The amount was more than 21 per cent of the total state revenue for that year. The petroleum industry also collected about 34 million in federal gas taxes.

Under its self-policing policy the industry makes certain that all the persons doing business pay the tax. But at the same time it conducts quite extensive campaigns to make the public aware how much gas tax is included in the gas price.

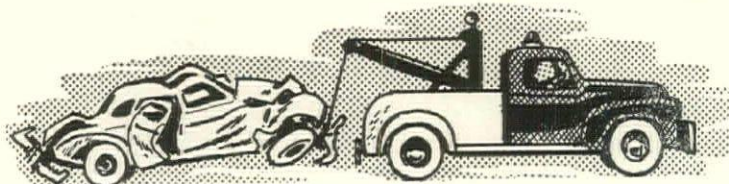
One of its typical brochures contains this paragraph:

"In Virginia this year (1956) the average retail price of gasoline (without tax) is about 20.9 cents a gallon—9.2 cents less than the 30.1 cent average here in 1920. But while the price of the product itself—unlike other commodities—is actually lower than it was 36 years ago, the taxes on gasoline now add 43 per cent to the cost."

It would appear that the petroleum industry takes its special interest in gas taxes partly because of the affect the taxes have on prices consumers must pay for their products.

But, cries the oil industry, that is not the reason at all.

Any increase in gas tax, the industry says, would not hurt the big oil companies in Virginia. They believe that



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RICHMOND, VIRGINIA

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Managing Director



any decrease in gasoline sales in Virginia because of higher prices would be offset by increases in neighboring states where the tax and the price were lower.

It is the independent service station dealer, they say, and bulk plant wholesaler in Virginia who would be harmed if a drop in sales followed a gas tax increase.

So, the petroleum industry says, it is opposing tax increase because it wants to protect the independent merchant. And somebody has to look out for the public in this tax business, spokesmen say.

The oil industry has appointed itself to do the job, and has hammered away at the theme that Virginia highway users pay 9 cents tax (6 cents state and 3 cents federal) on every gallon of gas.

Even though gasoline is no luxury, the industry argues, it is now taxed at 43 per cent, or four times as high as the tax on luxuries.

But under the Virginia pay-as-you-go policy the gasoline tax imposed on highway users was the state's means for financing road building. Of the almost 64½ million dollars in state funds spent for building, maintaining and administering highways in 1955, motor fuel taxes accounted for 84.8 per cent. Highway bonds are not used directly by the state.

Despite the oil industry's efforts, it doesn't appear that the tax will be reduced. There are even proposals from other sources for increasing it.

For a time it seems as if the oil people will have to be content with letting the customer know how much of the gas dollar taxes take.

With motorists bearing the burden of special taxes they deserve positive assurances that the money will be used entirely for the highways, the petroleum industry says.

It has therefore set up special groups to represent its points of view to the general public and to public officials and legislators.

Last year the industry had a six point program to (1) keep gas tax reasonable, (2) plan highways soundly, (3) protect highway funds, (4) watch local ordinances, (5) insure fair competition and (6) promote highway safety.

On the tax question, they were ready to oppose any increase for which no positive need could be shown.

To try to keep the taxes down and to give motorists more roads for their money, they argued for sound engi-

to tell the Virginia Story

neering, financing and management of highways at any hearings on road building.

The industry also advocated a constitutional guarantee for Virginia that gasoline tax monies would be used entirely for roads. Twenty-six other states already have such a provision.

On local ordinances the industry assumed a watchdog position. It felt some local laws imposed excessive and discriminatory taxes and restrictions on the operation and equipment of bulk plants and service station.

Whenever limited access roads were up for discussion, oil representatives were checking plans to see that service facilities were established to preserve for large and small businessmen the right to compete—and for motorists the opportunity to select product and services of his own choosing.

Oil men also promoted highway safety programs in an effort to curtail the highway death rate.

Thus with its programs of participation in the public affairs of taxation, law making and road building, petroleum is becoming more of a part of everyday life than just a major factor on the industrial and business scene.

With the tendencies toward use of more machines (many petroleum powered, all petroleum lubricated), with the continued development of amazing new products and with the expansion of highways and increase in motorized transportation, petroleum appears headed for an increasingly larger role.

Mention petroleum to many persons, and they think only of the last 10 feet of hose leading from the service station pump to their cars.

But behind the pumps stands a big industry with wide effects in Virginia, the nation and the world.

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BRISTOL, VIRGINIA

BILL GOBBLE

DISTRIBUTOR OF SHELL PETROLEUM PRODUCTS

Stanley (Continued from page 9)

also was started late last year of the possibilities of utilizing buildings and teaching staffs to greater advantage, on a four-quarter schedule or a longer two-term basis.

A three-year program to increase the planting of trees and maintain one of the state's most important resources was eminently successful with some 40,000,000 being planted last year. Traffic laws were strengthened in a continuing fight against needless highway deaths, the state police force was expanded, and unmarked civilian-type cars were added to the patrol force. In

1956 the state won the National Safety Council's highest traffic safety award.

The death rate from tuberculosis was brought lower than ever before and the four years ended with vacant beds in the white sanatoria and prompt admission for any Negro patient at the newly completed Ennion G. Williams T. B. hospital and surgical treatment unit in Richmond, or at Piedmont Sanatorium at Burkeville.

But Governor Stanley's hard, determined work was accompanied by many pleasant and relaxing events. He headed a pilgrimage of 114 Virginians to

England and Europe in the fall of 1956 as a prelude to the Jamestown Festival, and the party was received with all the grandeur and fanfare of visiting potentates. The Governor and Mrs. Stanley were received by the heads of all the nations visited—Great Britain, Holland, Belgium and France—and renewed acquaintance with the Queen Mother in England at lunch at Clarence House. When the Queen Mother visited Virginia two years before, four of the Governor's grandchildren, sons of Mr. and Mrs. Hugh Chatham, presented a gift of miniature furniture, made in the Stanley Furniture Company plant, to Queen Mother Elizabeth for her grandchildren, Prince Charles and Princess Anne. When the reigning Queen and Prince Philip visited the Jamestown Festival, one of the Governor and Mrs. Stanley's prize photographs was of the royal couple greeting the four young Chathams, Hugh, Stan, Crockett and Rob.

It was Stan, then a lad of nine, who gained a wide press by a remark during the Queen Mother's visit. A reporter asked what he thought of the distinguished visitor. He thought she was fine, but perhaps didn't speak "English" too well.

"I guess she does all right, though,

RIVES S. BROWN

Broker

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Early in his term, the Supreme Court decision of May 1954 posed continuing problems. Here Gov. Stanley (at right) confers with four other Southern Governors at the Virginia Mansion. They are (left to right) Governors Luther H. Hodges of North Carolina, George Bell Timmerman of South Carolina, Marvin Griffin of Georgia and James P. Coleman of Mississippi.



for the short time she has been in the country," was Stan's satisfied conclusion.

A joint project of the Governor and his wife in which they took a great deal of pride was the work at the Governor's Mansion. This included redesigning and replanting the garden, which is now shielded from surrounding buildings by a high brick wall; extending the lawn in front of the Mansion, which also is enclosed with a white brick wall in place of the former iron picket fence; restoration of the old cottage as a handsome guest house;

installation of an elevator in the Mansion proper, which also underwent considerable changes. A private residential suite was arranged on the south side of the bedroom floor by connecting rooms which previously could be entered only from the central hallway, and the whole house was redecorated. The occupants also personally selected many period items of furnishings with which the Mansion is now equipped.

Governor Stanley, a freshman member of the Executive Committee his first year in office, was elected Chairman of the National Governors' Con-

ference at its meeting in Atlantic City in 1956, and as such played host to the next meeting at Williamsburg last year. He had extended the invitation to meet in Virginia at the first conference he attended, knowing that the Governors would particularly enjoy coming to Virginia during the 350th anniversary celebration. He was right. Multicolored Cadillacs and Oldsmobiles, plus a fleet of State police cars, were kept busy transporting the Governors and members of their parties to Jamestown, Yorktown, and a multitude of other points of interest on the historic

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and
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Peninsula, and John D. Rockefeller, Jr. and his family staged one of the Old Dominion's most spectacular parties, the Golden Horseshoe Dinner, in the gardens of the Governor's Palace at Williamsburg. The President of the United States was the speaker at the State Dinner.

The four years were not without their sadness. Old and true friends of Governors through the years passed on, including E. R. Combs, Clerk of the Senate and "Chief" in Democratic organization circles for many years; J. Frank Wysor of Pulaski, a member of the State Highway Commission and also a Democratic stalwart of long standing; Dr. Dowell J. Howard, able State Superintendent of Public Instruction and a veteran education official; Major General S. Gardner Waller, the Adjutant General who had served under a half dozen Governors; W. Marshall King, member of the State Corporation Commission and former Mayor of Fredericksburg; and Associate Justice Lemuel F. Smith of the Supreme Court of Appeals.

Attending the mock National Democratic Convention at Washington and Lee University, where he had just introduced the Vice President, Governor Stanley also witnessed Alben W. Barkley's fatal attack while addressing the convention—an appropriate if unexpected climax to the career of the orator from Kentucky.

Among the faces that appeared for the first time or in new places in the Governor's cabinet were Warren Wright of Marion, appointed to the

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As Governor and Chairman of the National Governors' Conference Mr. Stanley was official host to President Eisenhower at the conference held in Williamsburg in June, 1957. (Virginia Chamber of Commerce photo by Flournoy.)

Alcoholic Beverage Control Board, to succeed former State Senator Hunter Miller of Bedford, who retired; Dr. Davis Y. Paschall, State Superintendent of Public Instruction, promoted within the Department to succeed Howard; Jesse W. Dillon as State Corporation Commissioner, moving over from the State Treasurer's office to succeed King; E. B. Pendleton, Jr., of Louisa, who succeeded Dillon; Major General Sheppard Crump of Henrico as Adjutant General, succeeding General Waller with whom he had worked for many years; James G. Crenshaw, of Hampton, and M. Edward Evans of Lynchburg, as members of the State Industrial Commission, succeeding W. F. Robinson and William H. Nickels, Jr., retired; Sidney C. Day, Jr., veteran assistant to Henry G. Gilmer who succeeded him as Comptroller when "Uncle Henry" retired; and Kenneth

C. Patty of Tazewell, who stepped in as Attorney General between the resignation of Judge Almond and the election of Senator Albertis S. Harrison, Jr., of Brunswick for the new term.

Yes, these were eventful years, filled with all manner of troubles, laughs and problems yet to be solved. Many people—including the Governor—worried about many things, often needlessly. When the miniature Maison Carree, the model of the Nimes temple which inspired Jefferson's design of the State capitol, was loaned to the Jamestown Festival, there were cries that the State's treasure would never come back and that it was sacrilege to move it away. But now, like the Maison Carree, most everything is back in place and a new Governor is writing another chapter in the annals of Virginia. That's the way it goes under the con-

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And Welcome You Back to Our
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MARTINSVILLE, VIRGINIA

stitution of Virginia. A governor still can't succeed himself, even if he wanted to . . . and so far most of them have appeared fully content to head home after four years in the job. Governor Stanley, of course, got a bit short-changed. During his administration, the Constitution was amended to switch the inauguration from a week after the General Assembly convenes to three days after the convening. Maybe Thomas Bahnson Stanley could have run again, since he didn't actually serve a full four year term!



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