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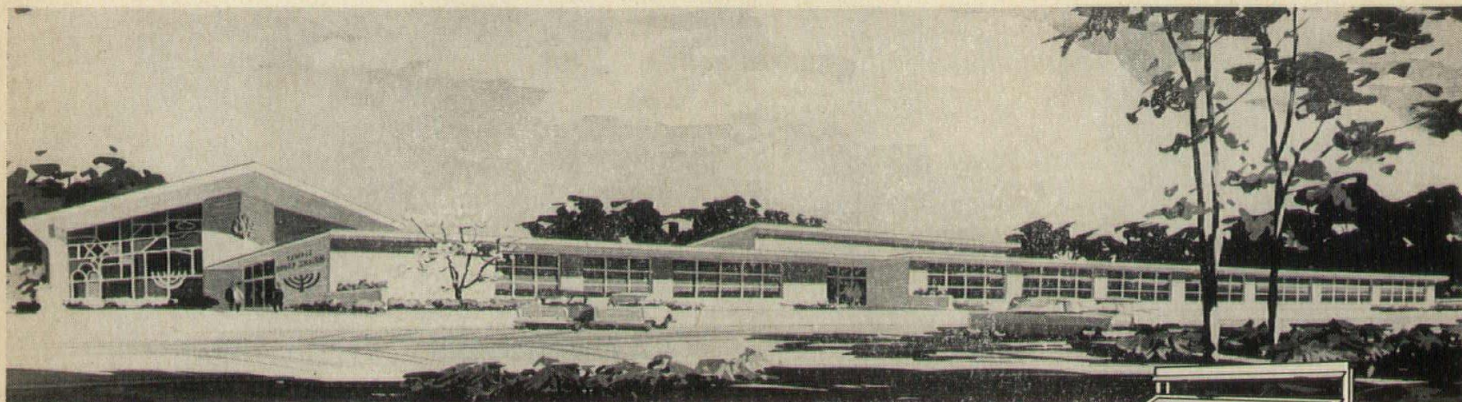
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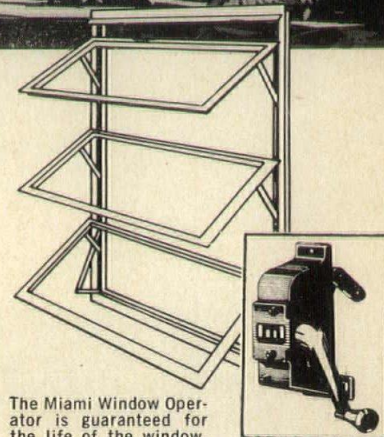
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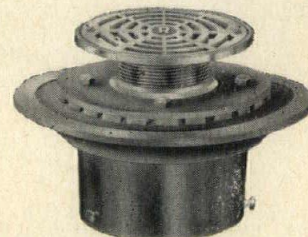
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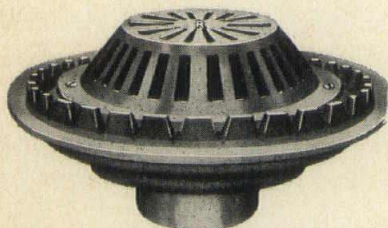
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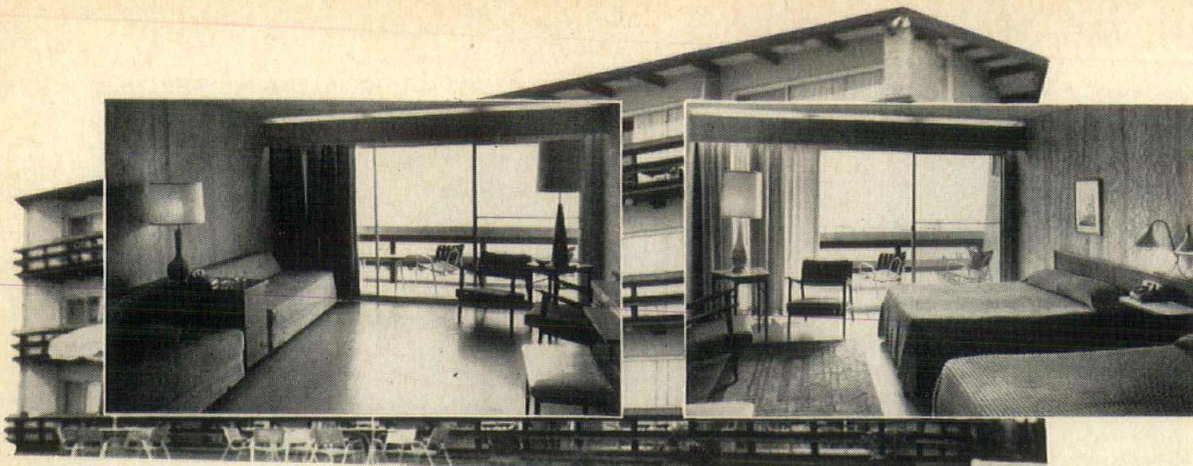
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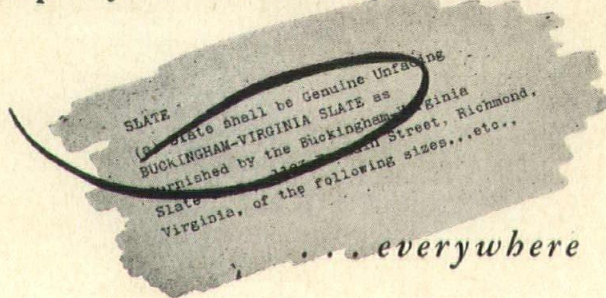
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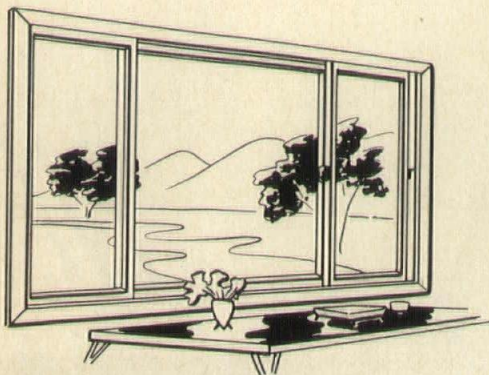
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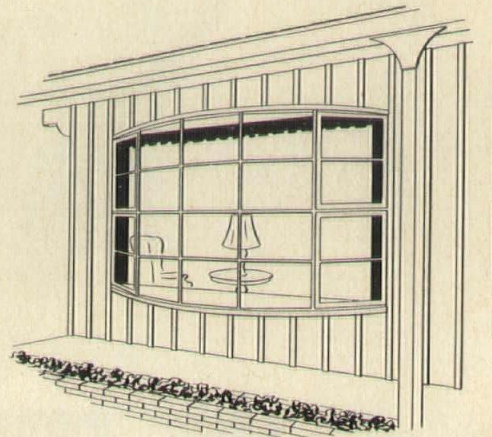
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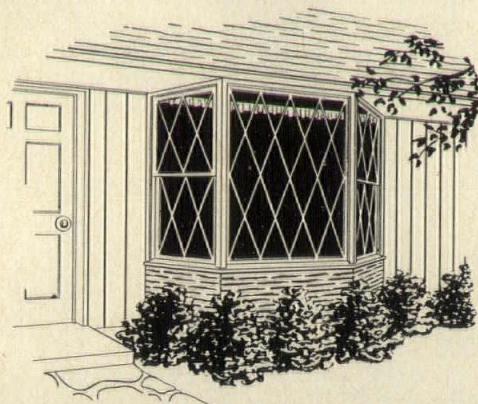
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PAGE FIVE



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VIRGINIA RECORD is an independent publication cooperating with all organizations that have for their objectives the welfare and development of Virginia. While this publication carries authoritative articles and features on statewide and local industrial, business, governmental and civic organizations, they are in no other respect responsible for the contents hereof.

VOLUME LXXX

AUGUST 1958

NUMBER EIGHT

The Need for a Southern Self-Portrait

IN THE LAST ISSUE of the magazine, there was an editorial on the portrait of the South as presented by outsiders. However, from the South's viewpoint — though its people could scarcely be asked to be objective—the vision of a self-portrait held by Southerners contains its own blurs and distortions.

At the beginning, the South exists in a duality in which it relates at once to itself as an entity, and in another way to the United States as a region within the whole. In this duality, the South wants in some things to be completely left alone, and in other matters it wants to share in the national bounty and have a voice in national councils. In some ways it has become as Americanized as a typical cross-section of the Midwest, and in other ways its character is as distinguished from the average American society as if the two barely spoke the same language.

From tidewater Virginia to the Deep South canebrakes, in the mountains and on the Delta, Southerners stultify their minds and negate their spiritual heritage by listening to the same insensate tunes and looking at the same foolish images that act as opiates in Topeka, Bangor and Seattle. Yet, in the country, you can walk into a village store—perhaps even where the maddening sounds form a background of bedlam—and you could not conceivably be anywhere except in the South.

Part of this, of course, is the heat,

and the attitudes of body and mind that result. Part is the casual presence of the Negro, and part is a casualness of life. There is also a tonal quality in the voices, and a courteous quality in the manners. Usually, there is a friendliness that comes from lack of suspiciousness. But all of these are outward, visible manifestations of an inner thing. This inner quality is essentially a way of looking at life, and the essence of this is an acceptance of life as it is in an environment in which the individual feels comfortable—as it were, at home.

From the latter part of the 17th Century, when Virginia could be said to be forming the distinguishing characteristics of what later became the state rather than existing merely as a colonial replica in miniature of England, this inner quality exerted a profound influence in Virginia and then throughout the South. Not all native-born Southerners possessed it nor liked it, while many citizens who came into the South from other places became immediately identified with—part of—the essential quality of mind.

Long before the Revolution, families from the Coastal Southern states were migrating West; while some British governors, notably Spotswood, so fell in love with the land they had come to administer that they abandoned distinguished careers with the British Government Service and became Virginians. No one can ever know the

(Continued on page 52)

The editors and staff have been well able to determine, during the preparation of The New River Valley feature, the characteristic spirit of helpfulness and co-operation which pervades The Valley and which undoubtedly has been the greatest single factor in the phenomenal growth and development of the area. Our efforts from the inception to this, the finish, have met with the most resounding interest and unqualified support and we are most grateful.

Photographs, articles and items have come to us from many sources and in some instances it has not been possible to give complete individual credit. Thus we mention but the few things among the many that space allows: The Norfolk & Western Railway (who additionally supplied color engravings for our cover); Appalachian Power Company; Professor D. A. Cannaday; Celanese Corporation of America; Arthur Gurley; James A. Williams; the boards of supervisors, chambers of commerce, city and town managers throughout the area as well as permission from the U. S. Army to use the Radford Arsenal photo on page 40.

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The center Giles-Montgomery-Pulaski-Radford gatefold was made possible by the following sponsors: Giles County Board of Supervisors, Montgomery County Board of Supervisors, Pulaski County Board of Supervisors, Radford City Council, Radford Chamber of Commerce, Giles County Chamber of Commerce, Pearisburg Chamber of Commerce, Pulaski Chamber of Commerce, Pulaski City Council and the Town of Pembroke.

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Sixth Annual Architectural Arts Edition

In November the VIRGINIA RECORD will present the Sixth Annual Virginia Architectural Arts Edition. The entire magazine will be devoted to recent work of Virginia architects. The issue will again this year feature a full color cover of a recent architectural work in Virginia, by a Virginia architect. Clifford Dowdey is preparing another editorial dealing with Virginia Architects and Architecture.

It is hoped that every architectural firm in Virginia will be represented by at least one project. Detailed information is now in the mail to each architectural office in Virginia. Should you not have received yours or should you have further questions, please advise us at once.

Color photographs to be considered for the cover should reach us not later than September 15.

Deadline for all other material will be October 1.

UNVEILED at the Virginia Chapter AIA Spring Meeting in Virginia Beach were the splendid examples of progressive, contemporary design shown in the *Virginia Architect Section* this month. Shown in the new Kaiser Aluminum dome of the Virginia Beach Convention Center during the June meeting of the Virginia Architects were these (and more) examples of the work being done in Tidewater Virginia.

That the Tidewater area architects are proud of their work is evidenced by the care and thoughtfulness they put in the exhibition. The buildings themselves show the imagination and talent of the architects working in that area.

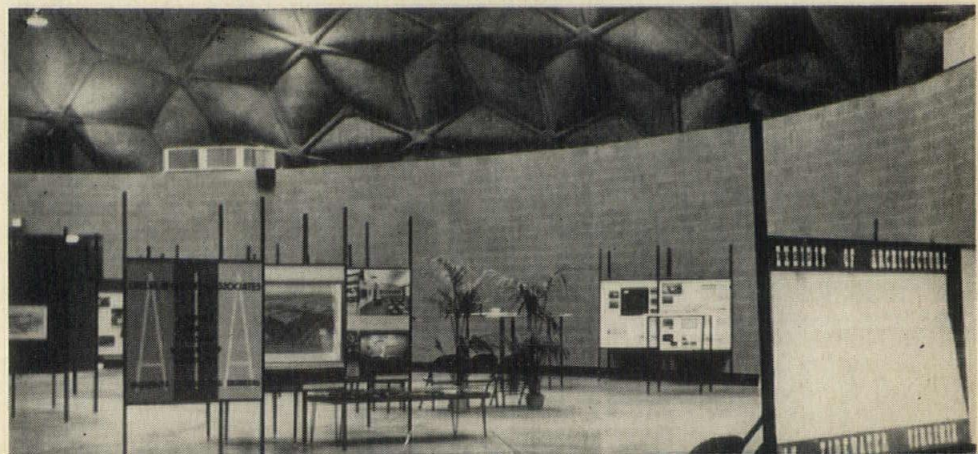
One of the most exciting building fields in which the Tidewater area architects are working is that of beach motels and hotels. Shown this month are two fine examples of the new buildings at the Virginia sea-side resort: The *Ocean Ranch* and the *Gay Vacationer*. They are but two of many exciting new buildings in that city, not the least of which is the new aluminum dome in which the exhibit was held and which was shown in the November 1957 issue of the *Virginia Architect*.

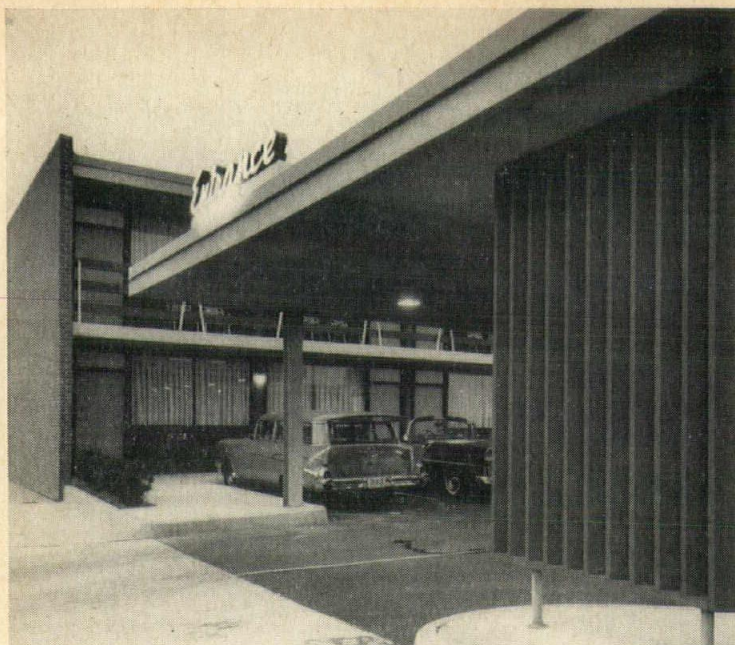
In school building the Tidewater area has made great advances. Present everywhere are buildings that compare with schools anywhere in the United States. The schools of the Tidewater area are represented in this issue by Oliver & Smith's First Honor Award winning *Lansdale Junior High School*.

Examples of the progress in commercial and office buildings are the Rennert and Equitable buildings by Ray Pentecost and Joseph B. Courtney; and Lublin, McGaughey & Associates, respectively.

Many large institutions in the Tidewater area are in the process of expansion. Shown in this issue is the work at Virginia State College, Walford and Wright, Architects.

Paul D. Woodward has contributed two of the many exciting new residences in the area, while Sheldon Leavitt shows an example of one of the new religious buildings.

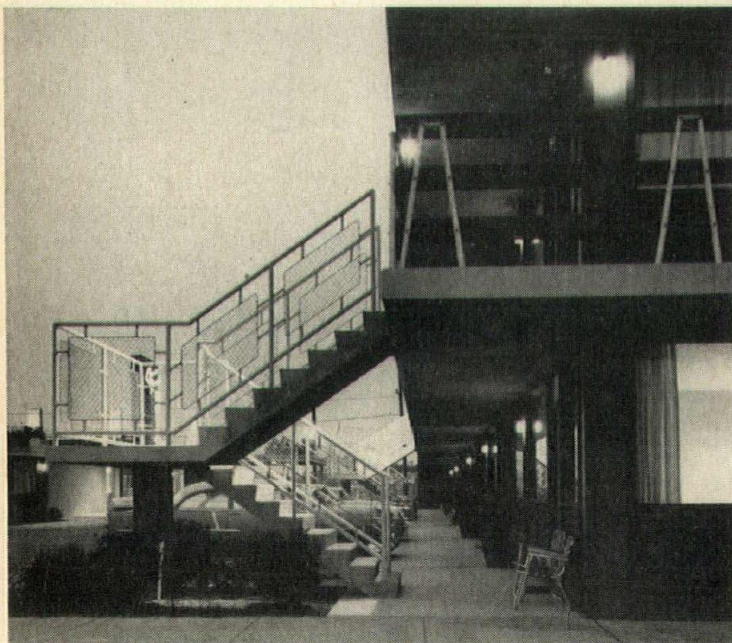
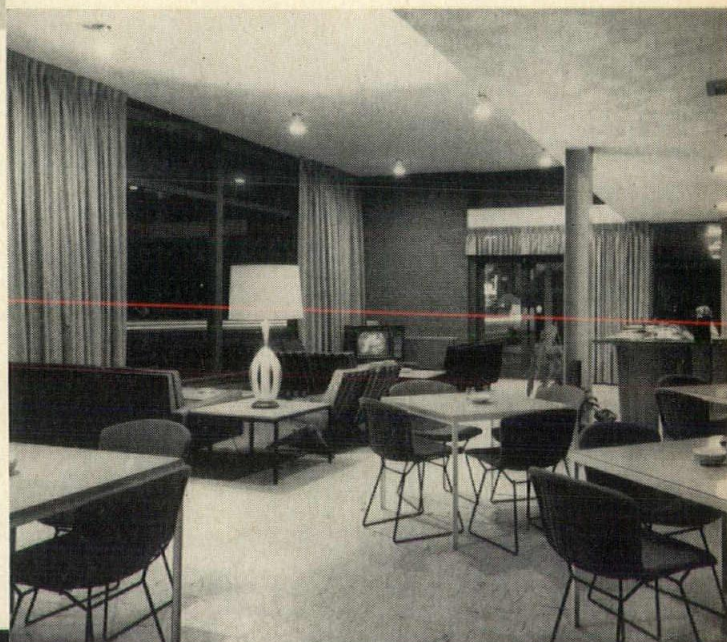




The Ocean Ranch Motel at Virginia Beach, for which Lublin, McGaughey & Associates were the Architects and Consulting Engineers. Two stories high, the building housing most of the guest rooms is faced in brick and wood and finished in soft "earth tones" and blending colors. A one story element houses offices and public space. Interior walls are finished in plaster. The windows are fixed sash and the floors finished in tile over concrete.

A & P Construction Company, of Norfolk, was the General Contractor. Fred A. Haycox Co., of Lynnhaven, did the concrete work. Masonry was by McGraw-Martin of Norfolk while the steel was supplied by Norfolk Iron and Wire. Eastern Lift Slab controlled lifting of the floors and roof, while J. D. Miles of Norfolk did the roofing. Building Supply, Norfolk, glazing; E. Caligari, Norfolk, painting; H. M. Bollinger, Norfolk, plaster; and Ajax Tile and Marble Co., the ceramic tile. Millwork for the project was supplied by the Portsmouth Lumber Co. Hall-Hodges, of Norfolk, supplied the steel doors and bucks. Electrical work was done by B&P Electric, of Norfolk, while the Princess Anne Plumbing and Heating Co. did the plumbing and heating. Hardware was from the Seaboard Paint and Supply Co.

2 UNIQUE BEACH MOTELS



OCEAN RANCH

Owner: Hotel Warner Corp. (Mr. Jack Golden, President); Architect: Sol William Cohen; Consulting Engineer: Elair Duval, P.E. (Mechanical); General Contractor: Belanga Construction Corp.; Sub-contractors: William F. Stier, masonry; Jefferson Fabricated Steel, steel; Building Supplies Corp., glass and store front; Burton Lumber Co., millwork; Roof Engineering Corp., roofing; J. E. Eley, lath and plaster; E. Caligari, painting; E. B. Sams, plumbing, heating and air conditioning; South Electric Corp., electrical; Tidewater Tile Corp., tile; Winn Nursery landscaping; Manson-Smith, acoustical tile; Thalhimers Industrial Sales Corporation of Richmond, interior furnishings, design and coloration.



GAY VACATIONER



The *Gay Vacationer* at Virginia Beach, first of the five new beach motels constructed last winter to open for the 1958 season, incorporates a host of innovations in its tropical shell. The two and three story structure at 34th Street has 40 units in an "L" shape and encloses a kidney-shaped swimming pool surrounded by a sun deck that doubles as a dance floor. The ocean front rooms of the motel have private balconies, cathedral ceilings, and large areas of glass. All rooms have individually controlled heating and air conditioning. Costing \$350,000, it is faced with Florida brick backed up with block. The exterior of the building is finished in bright hues and spectacularly lighted at night.



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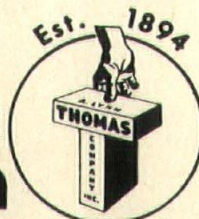


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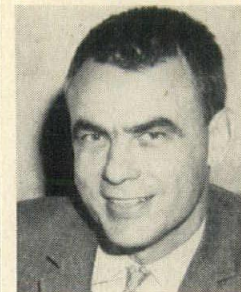
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NEWS

A I A VIRGINIA CHAPTER

Leonard J. Currie, head of the VPI school of Architecture, left for Europe on July 8 to attend the 5th Congress of the International Union of Archi-



tects which was held in Moscow from July 20 to 23. He was part of the A.I.A. delegation. Prior to arriving in Moscow he traveled through London, Copenhagen and Helsinki, where he

lectured on recent contemporary U. S. architecture. The Congress in Moscow gave the worldwide affiliation of architectural societies their first opportunity to see what the Soviets are doing in housing, town-planning and building research. The theme of the Congress was "Construction and Reconstruction of Towns, 1945-1957." VPI was represented by two exhibits, one of them showing the proposed redevelopment of Roanoke and the other of Pulaski, Virginia. Since the Congress, Currie and Mrs. Currie have been traveling through Germany, Italy, France and Spain.

* * *

Joseph H. Saunders is President of the Alexandria Chamber of Commerce.

* * *

Marcellus Wright, Jr., of Richmond (rather than Los Angeles, as one of the construction trade papers had it) received national notice for the panel discussion on building costs which he moderated at the recent A.I.A. national convention in Cleveland.

* * *

The Third Exhibition of Architectural Photography is being sponsored by the national A.I.A. with a November 10th deadline. To recognize and encourage outstanding architectural photography and demonstrate its value to

(Continued on page 16)

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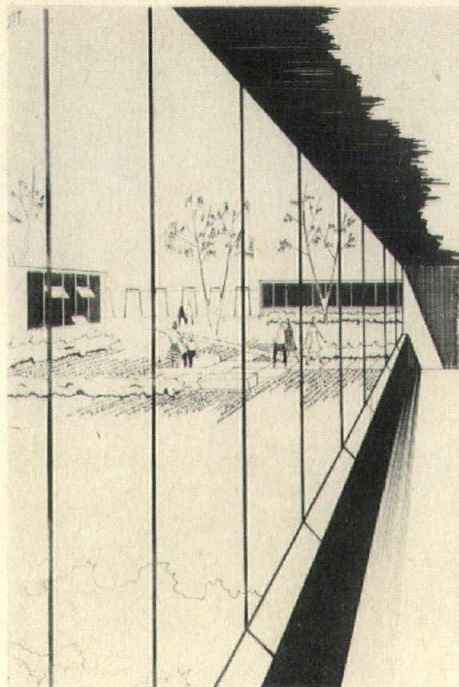


HONOR



LOUIS OLIVER is shown above at the right proudly presenting the Virginia Chapter AIA First Honor Award certificate, won by his firm of Oliver and Smith for their Lansdale Junior High School, to Paul Schweitzer, Chairman of the Norfolk City School Board and J. J. Brewbaker, City of Norfolk Superintendent of Schools, for whom the building was designed.

The building will provide facilities for 1,200 eighth and ninth grade students. Architect Oliver says of the design, "The school has a serious responsibility to the student at this age level, because it is in this period of the individual's life that the progression to adulthood begins. At this point the individual begins to investigate specialized interests, aptitudes and abilities. The planning of the Lansdale Junior High School recognizes these facts through the close working of the various supervisors of the city school administration and the architects. Each instructional area, academic, library, shops, science, art, music, and home making were carefully studied, designed and redesigned in an effort to assure these young adolescents adequate facilities to develop their interests, abilities, and critical thinking. Further, the well planned school will aid these students in acquiring self-confidence, self-respect and right thinking.



"In planning the Lansdale school, no effort was made to work within a plan cliché such as "finger-plan," "campus-plan," etc. The approach was to arrange the various areas to satisfy the relationship between subject areas, interior traffic patterns, and the best utilization of space. The value of the detailed studies of areas is borne out by the fact that this school has 12,000 square feet less floor area than another school planned for the same program. Yet, the Lansdale school provides more actual instructional area."

Since the school is located in a recently annexed rapidly growing residential area, it was important that those facilities which might have a community use be planned for such a dual use. In planning areas such as the auditorium, gymnasium, and shops, the community needs were recognized, but not at the expense of the student or a good educational program.

The site for the school contains 45 acres and the site planning has provided ample area for a future high school. The city in the past two years has opened two large elementary schools in this area.

Since this is a city school located in a large residential area, student transportation to and from the school creates a serious traffic hazard. The students arrive by private automobiles, public utilities buses, bicycles and on foot. The control of transportation is not as simple as where the students arrived by school operated buses. The city traffic engineer worked with the architects in planning the approaches to the building.

The administrative unit and auditorium open directly on the main lobby. This provides a direct access for the public to these areas.

The administrative unit has a general office for clerks, offices for the principal and assistant principal. Also, there is a conference room for teacher-parent conferences and small staff meetings.

The auditorium which will seat 600 has a stage especially designed to accommodate large groups and smaller

AWARD

groups, and single speakers without opening the stage curtain. Special provisions have been made for TV and audio visual instruction and programs.

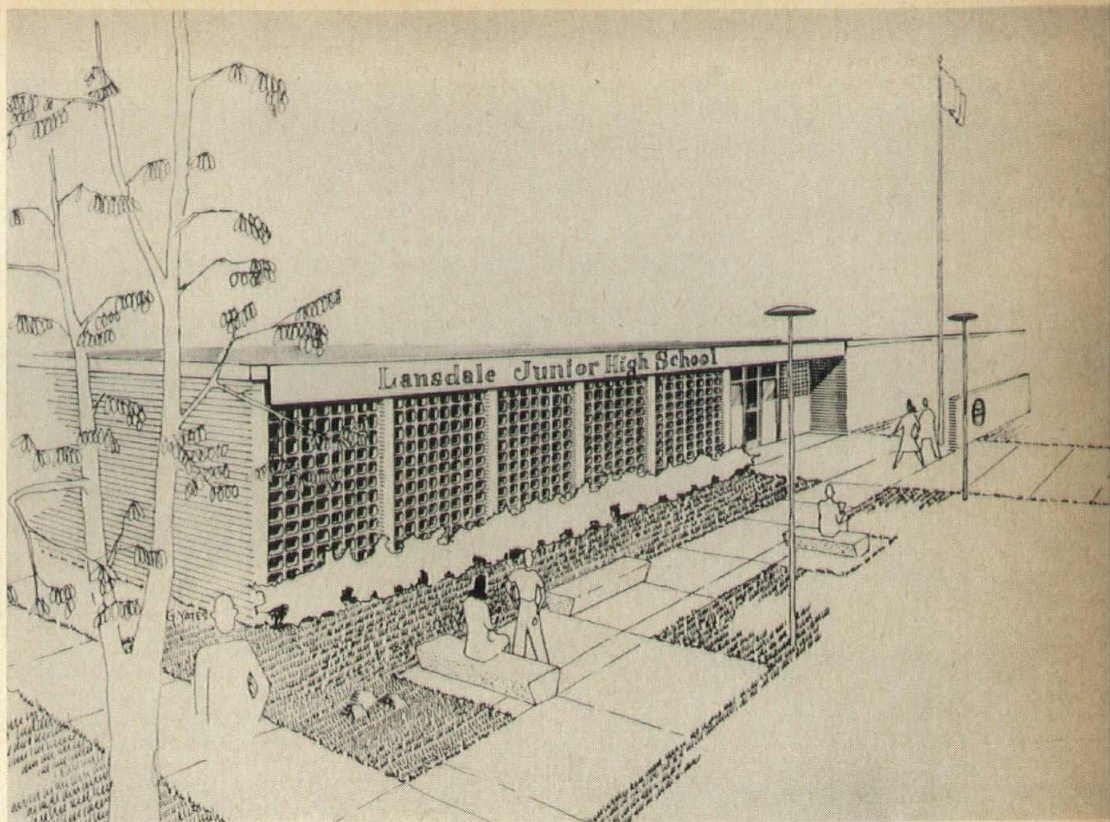
Adjacent to the auditorium is the music department with band and choral rooms, individual practice rooms and music library.

The cafeteria has been planned for two-shift feeding seating 600. The kitchen can provide in excess of 1,200 meals.

The purpose of the shops program is to introduce the student to the various areas of industry and prepares the student for more specific work in the senior high and trade schools. The shops include metal work, electrical shop, woodworking and graphic arts laboratory with a photographic dark-room.

The homemaking department includes an innovation in the living room-bedroom unit. This unit duplicates the typical small home in size and has residential windows. Thus, the student will find drapes, painting, etc. within their time and money budgets.

The gymnasium and dressing facilities have been designed to permit summer use by the city recreation bureau. The gymnasium has limited spectator seating, since at the junior high level there are no spectator sports.



Facilities for art instruction are provided in two large laboratories.

Science instruction is limited to general science, and six laboratories are provided.

The 26 academic classrooms are distributed throughout the building. A large number are located adjacent to the library.

The library has two conference rooms, librarian's office, work room and a visual aids room. Special provisions have been made in the visual aids room for viewing and listening.

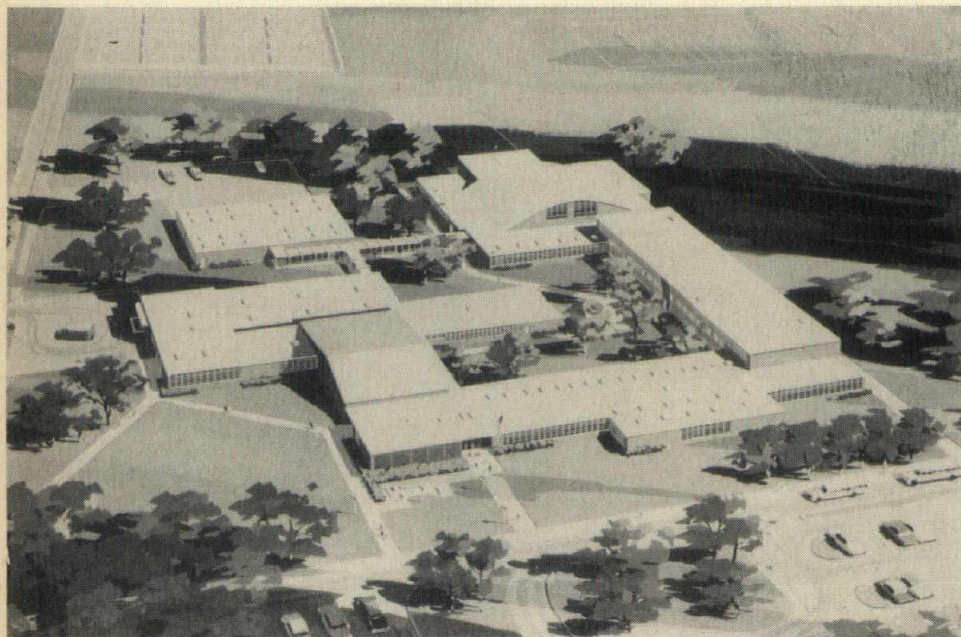
The teachers' lounge is located near the library and near the student activities rooms.

The special guidance center is included. Here the student will receive assistance in course planning and guidance in specialized interests.

Health clinic near the administration center has been provided, so that facilities will be available to protect the health of the individual student and the student body.

The entire complex has a floor area 111,330 square feet with a total volume of 1,560,279 cubic feet. The estimated building cost is \$1,199,375.00, site improvements \$74,320.00, fixed equipment \$148,715.00.

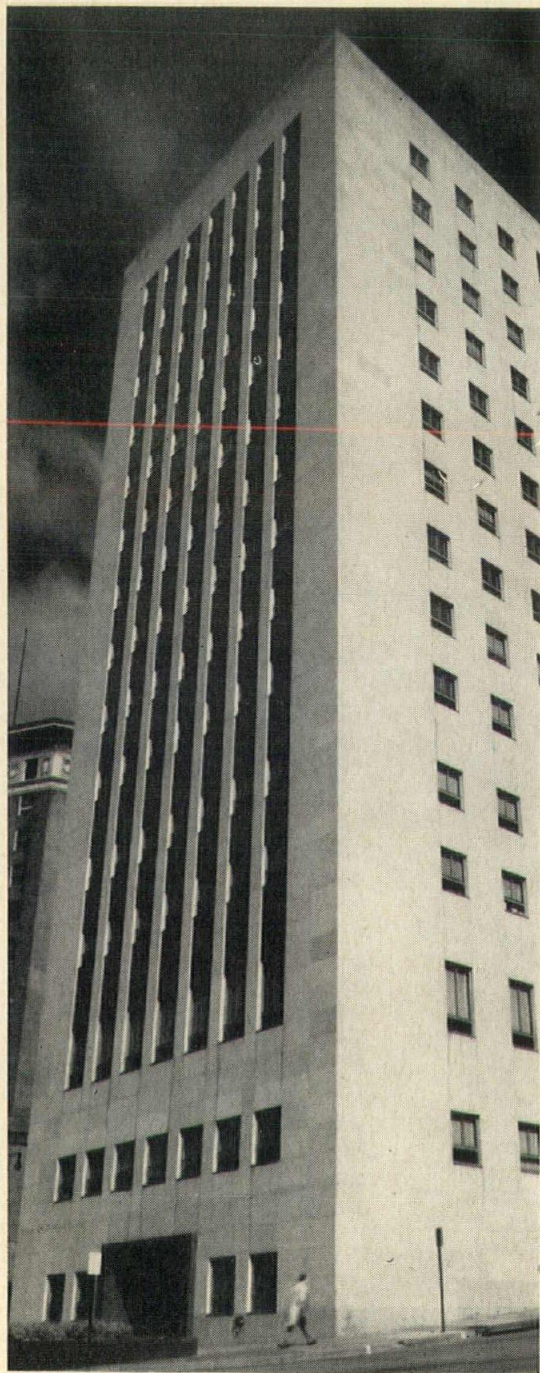
Construction on the building is expected to begin this fall with occupancy due by September of 1959.



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State Office Building, Richmond, Va., Architect: Merrill C. Lee

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AIA News (Continued from page 12)
the architectural profession, it is sponsored jointly by the **Architectural Photographer's Association** and injects a new thought in architectural photos this year with a plea for "photographs with people and with action which show architecture in use . . ." All professional photographers are eligible.

* * *

William T. Sandidge has opened an office for the practice of Architecture in the Allied Arts Building, Lynchburg. A graduate of the University of Virginia



School of Architecture, Sandidge did graduate work in architecture and city planning at Columbia University and held a faculty appointment while there. A member of Scarab, Sandidge

is a past president of the Lynchburg Jaycee's, and was also a member of the Governor's Highway Safety Committee and the Lynchburg Chamber of Commerce Board. He is a member of Grace Episcopal Church and resides at SanBris near Lynchburg.

* * *

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*See Vocational Building and Cafeteria,
Virginia State College,
on page 18*

Five University of Virginia and three VPI architectural students have been awarded prizes in the annual "Solite Competition Award" contest.

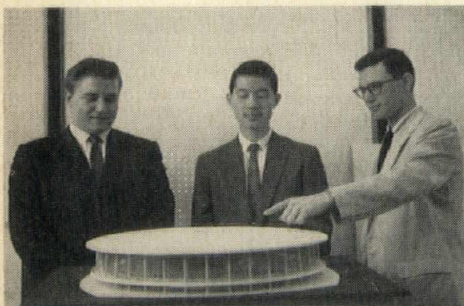
First place winner in the competition for the design of a field house for the University was Arthur G. Marks of Canton, Ohio. Second places went to Joseph Eubank, Jr., of Cape Charles and Stewart Whitehurst of Virginia Beach. Thomas Morrisette, of Norfolk, and Frank Smith, Jr., of Virginia Beach placed third.



(Ralph Thompson photo)

University of Virginia winners, left to right, Whitehurst, Morrisette, Eubank, Smith and Marks.

At VPI first place went to Sinclair S. Hui, formerly of Canton, China, and now of Washington, D. C. Ronald O. Crawford, of Roanoke, took second place and Francis W. Gencorelli, of Lindenhurst, N. Y., placed third.



VPI winner, left to right, Gencorelli, Hui and Crawford.

(Continued on page 26)

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VIRGINIA STATE COLLEGE NORFOLK DIVISION

THE NORFOLK DIVISION of the College was originally located in buildings which formerly housed the St. Vincent dePaul Hospital.

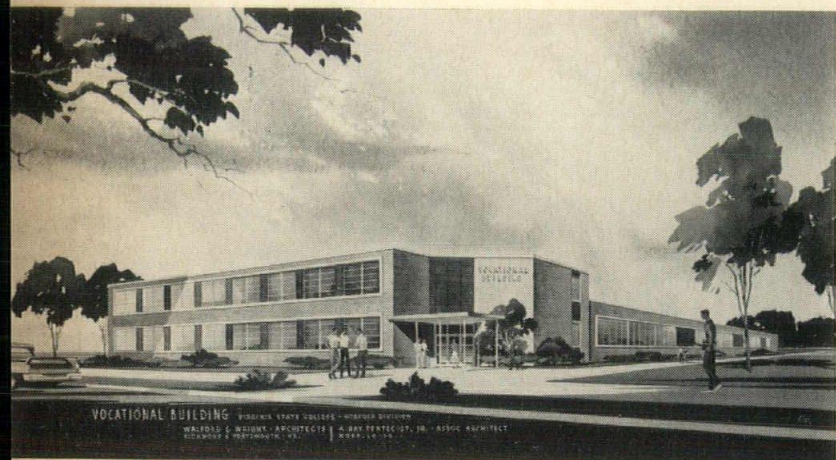
Study of the development of the completely new campus on the Memorial Park site was begun by Walford & Wright, Architects, in 1954 and the first building was occupied in 1956. This building is the Administration-Classroom unit which contains the college offices, classrooms, laboratories, lecture rooms, art studios, library, auditorium and snack shop. Two additional buildings are now under construction and will be completed in the fall of 1958. These are the Cafeteria building and the Vocational building. The Cafeteria will provide dining facilities for the entire enrollment and includes private dining room for special occasions. The kitchen will be fully equipped to provide service to two cafeteria counters.

The Vocational building is the first unit of a three unit training facility. When completed it will provide classrooms, offices, automotive, electronics, woodworking, sheet metal and masonry shops. Also included is a large drafting room.

A Physical Education and R.O.T.C. building has been designed and the contract for this building will be awarded in the fall of 1958. This will contain a gymnasium with a seating capacity of over 3,000 persons. Exercise balconies will be located above locker rooms on each side of the gymnasium.

In a low one story wing will be six classrooms for physical education and R.O.T.C. and a five lane small arms rifle range with related storage vaults.

All buildings are being constructed of red brick with stone trim. The interior structures are of steel with concrete floors. The interior partitions are of lightweight masonry block. All buildings will have plaster interior finish except gymnasium and shops. Terrazzo is used for corridor floors with asphalt tile in most other areas except toilets which receive ceramic tile. The ceiling finishes are generally acoustical tile. Fluorescent lighting has been used throughout. Heating is from steam boilers in each building with unit ventilators in most areas. The auditorium is fully air conditioned.



FOUR BUILDINGS FOR VIRGINIA STATE COLLEGE

Walford and Wright: Architects

A. Ray Pentecost: Associated Architect

William A. Brown: Consulting Engineer,
Mechanical & Electrical

Robertson & Associates: Consulting Engineer,
Structural
(Administration-Classroom
Building)

William T. St. Clair: Consulting Engineer,
Structural
(Gymnasium)

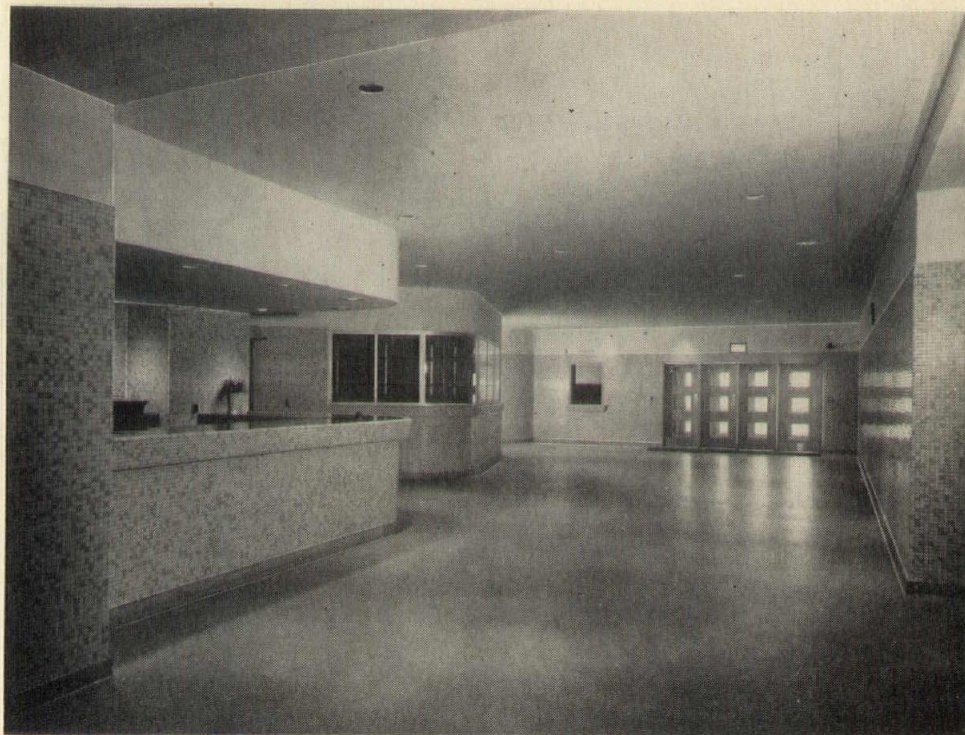
Fraioli-Blum-Yesselman: Consulting Engineers,
Structural
(Vocational Building
and Cafeteria)

Virginia Engineering Co.: General Contractors
(Administration-Classroom
Building)

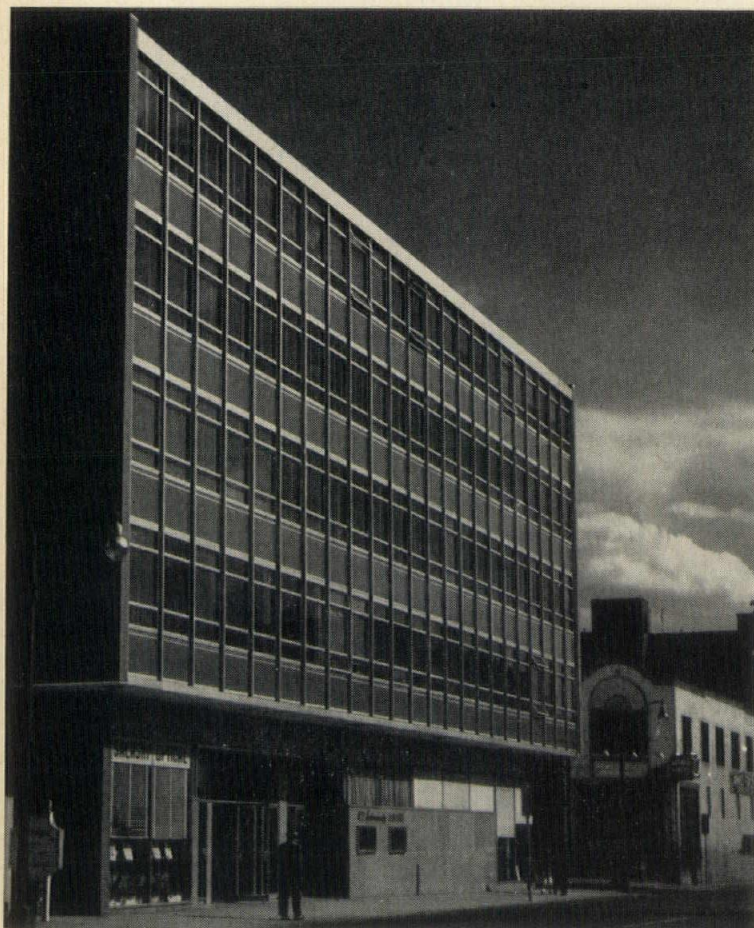
W. B. Meredith, II: General Contractor
(Vocational Building)

W. H. Belanga Construction Corp.: General
Contractors
(Cafeteria)

(Continued on page 22)



Main lobby of Administration-Classroom Building



to tell the Virginia Story

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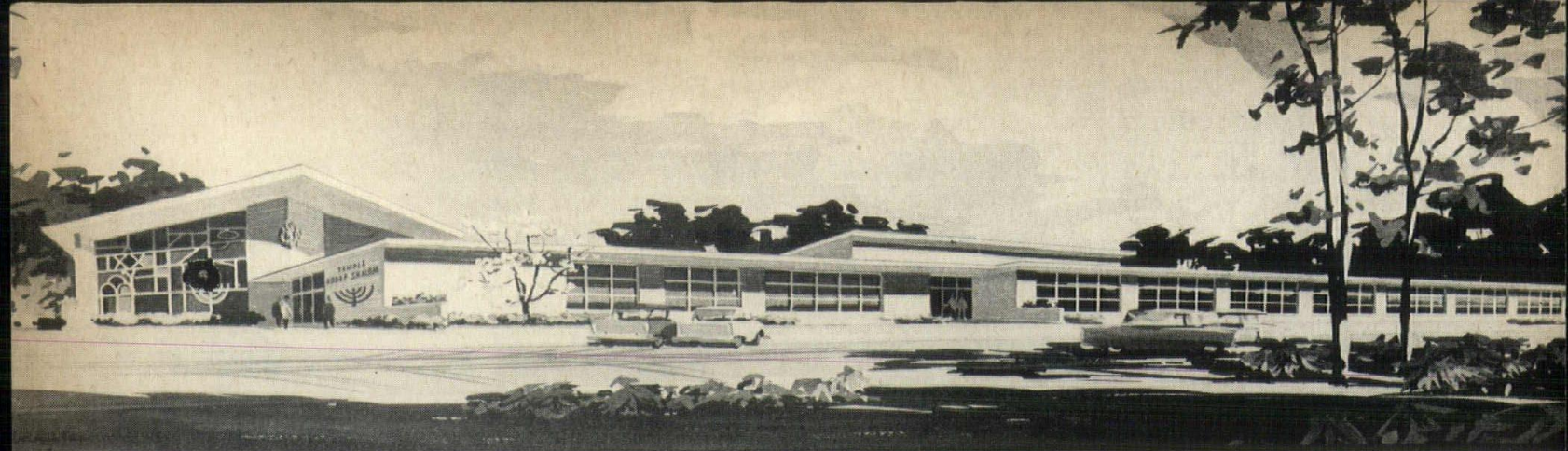
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RODEF SHOLOM TEMPLE

Architects: Leavitt Associates
General Contractor: Wray & Richardson

RODEF SHOLOM TEMPLE, in Hampton, Virginia, was designed by Leavitt Associates, Architects. The social hall, offices and classrooms have been completed while the sanctuary will be built as part of a later program. One hundred ninety-two by 151 feet in size, the building forms a double "L". It is one story in height and constructed of block with aluminum windows and terrazzo floors. Watson and Hart of Norfolk were consulting engineers for

the mechanical features of the building while W. G. Vansant, Jr., also of Norfolk, was the consulting engineer for the electrical. The general contractor was Wray & Richardson of Williamsburg. Herbert A. Brown was sub-contractor for the masonry while other sub-contractors were: O. J. Brittingham, roofing; Miami Window Corp., Miami, Fla., windows; Federal Glass, glazing; Shaw Paint and Wallpaper, painting; Febre & Co., acoustical work and plas-

ter; Pompei Tile, ceramic tile; Southeastern Tile, resilient tile; Ajax Tile and Marble, terrazzo; Tabb Lumber Co., millwork; Door Engineering Co., steel doors and bucks; Butterworth and Moss, electrical; Crane plumbing fixtures; Richard B. Holland, plumbing; N. W. Martin Bros., air conditioning, heating and ventilating; Seaboard Paint and Supply Co., hardware.

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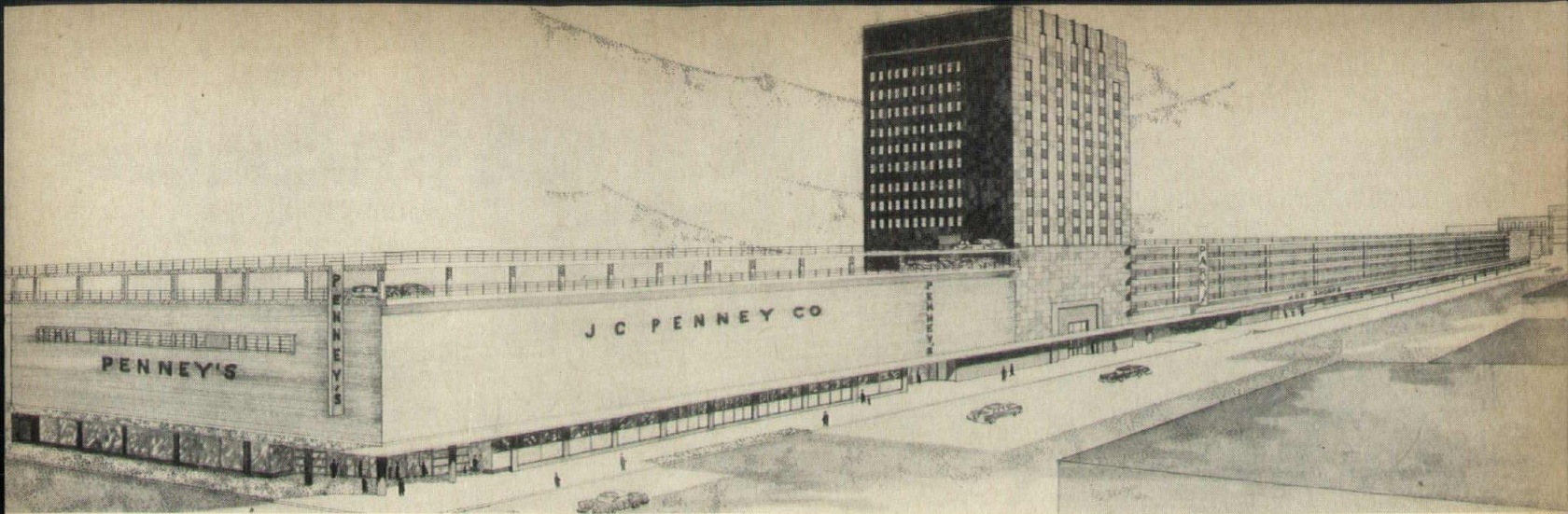
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CHARLOTTESVILLE, VA.

See the Rodef Sholom Temple featured in this issue.



Architects: A. Ray Pentecost and Joseph B. Courtney
General Contractor: Gilbane Building Co.

THE RENNERT BUILDING

THE RENNERT BUILDING in Norfolk, for which A. Ray Pentecost and Joseph B. Courtney are the Associated Architects, is now being constructed by the Gilbane Building Company of Providence, R. I. and Norfolk. Six hundred and fourteen feet long by 141 feet in depth, the building will rise to five

stories over the entire site with a 14 story tower as can be seen in the drawing. Concrete framed, it will be faced with granite, limestone and brick and will have aluminum windows. Floor finished will be of terrazzo, asphalt and ceramic tile. The Consulting Engineers for the project are Watson and Hart,

for mechanical and electrical, and Fraioli-Blum-Yesselman for structures. Woodrow Ford of Norfolk is contractor for the foundation piling. The general contractor will build the foundations, concrete and masonry, while bids for the remainder of the building are being taken.

62

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See these projects featured in this issue: Ocean Ranch Motel, Virginia Beach; The Equitable Building, Norfolk; Administration-Classroom Building, Virginia State College, Norfolk, and Stant Residence, Norfolk.

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VIRGINIA STATE COLLEGE, NORFOLK, VIRGINIA

(Continued from page 19)

Subcontractors and material suppliers were as follows: for the Cafeteria Building—McGraw-Martin & Co., masonry; Tidewater Steel Co., steel; Inland Steel Co., steel roof deck; American Sheet Metal Corp., roofing; Economy Cast Stone Corp., stone work; Hall-Hodges Co., Inc., windows; Pittsburgh Plate Glass Co., glazing; Shaw Paint & Wallpaper Co., painting; Brisk Waterproofing Co., waterproofing; Manson-Smith Co., Inc., insulation and acoustical; Febre & Co., plaster; Ferrell Linoleum & Tile Co., ceramic tile; Grover L. White, Inc., resilient tile; Roanoke Engineering Co., steel doors and bucks; B. & P. Electrical Co., Inc., electrical work; Coley & Petersen, plumbing and ventilating; Pleasants Hardware, hardware; Richmond Steel Co., steel joists.

For the Administration-Classroom Building: E. V. Williams Co., Inc., excavating; Southern Materials Co., Inc., concrete; Snow, Jr. & King, Inc., masonry; Barnum-Bruns Iron Works, steel; Hall-Hodges Co., steel roof deck; American Sheet Metal Corp.,

roofing; Economy Cast Stone Co., stone work; S. Romano & Co., painting; Brisk Waterproofing Co., waterproofing; Atlantic Craftsmen, Inc., insulation and plaster; W. Morton Northern & Co., Inc., acoustical and resilient tile; Ajax Tile & Marble Corp., terrazzo and ceramic tile; Miller Mfg. Co., millwork; Aetna Steel Products Corp., steel doors and bucks; Miller Electric Co., electrical work; A. L. Wright, plumbing, air conditioning, heating, ventilating, and Pleasants Hardware, hardware.

For the Vocational Building: McGraw-Martin & Co., masonry; Tidewater Steel Co., steel; Hall-Hodges Co., steel roof deck; Stevens & King, roofing; Economy Cast Stone Co., stone work; Truscon Steel Division, windows; Pittsburgh Plate Glass Co., glazing; Shaw Paint & Wallpaper Co., painting; Brisk Waterproofing Co., waterproofing; Manson-Smith Co., acoustical; Ferrell Linoleum & Tile Co., ceramic tile; Miller Mfg. Co., millwork; Door Engineering Co., steel doors and bucks; Tuck & Kendall, electrical work; Adams Bros. Plumbing & Heating Co., plumbing, heating and ventilating, and Pleasants Hardware Co., hardware.

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*See the Cafeteria, Vocational Building, and
Administration-Classroom Building at Virginia
State College, Norfolk, on pages 18 and 19*

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See the Gay Vacationer Motel,
featured on page 11

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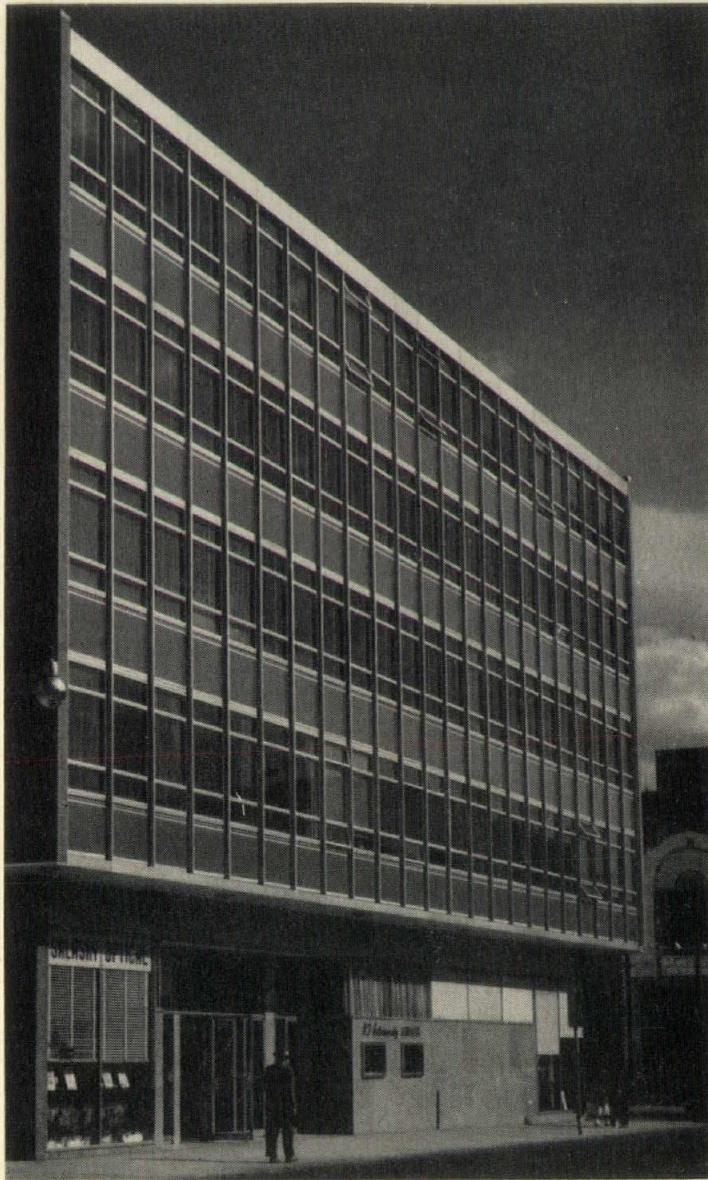
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EQUITABLE BUILDING



Architects: Lublin, McGaughy & Associates
General Contractor: A & P Construction Co.

NORFOLK's new Equitable Building, at 300 Boush Street, was designed by Lublin, McGaughy and Associates, Architects and Consulting Engineers. Five stories high, it measures 50 by 100 feet. The exterior is of brick and panel wall construction. The windows are of the awning type. Interior partitions are of the movable type. Floors are finished in asphalt tile over concrete. A & P Construction Co., of Norfolk was the general contractor. Sub-contractors included: Woodrow W. Ford, of Norfolk, piling; Southern Material, concrete;

Barnum-Bruns Iron Works, steel; Eastern Lift Slab, concrete; Ajax Tile and Marble, stone work; Brown and Grist, window walls; Pittsburgh Plate Glass, glazing; E. Caligari & Sons, painting; The Hampshire Corp., acoustical work; Portsmouth Lumber Co., millwork; Phillip Mfg. Co., steel doors and bucks; B & P Electrical, electrical; E. K. Wilson & Sons, Inc., air conditioning, heating and ventilating; Neslo Mfg. Co., movable partitions; Rotary Lift Co., elevator; and Seaboard Paint & Supply Co., hardware.

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NEWPORT NEWS, VA.

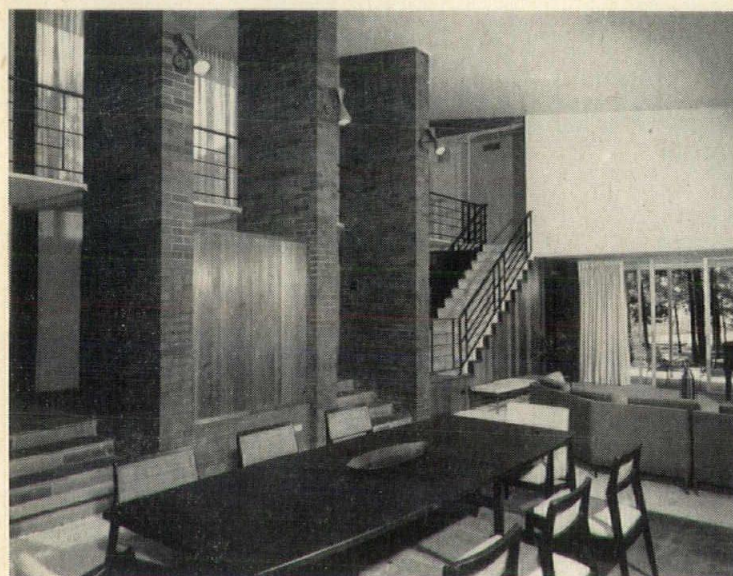




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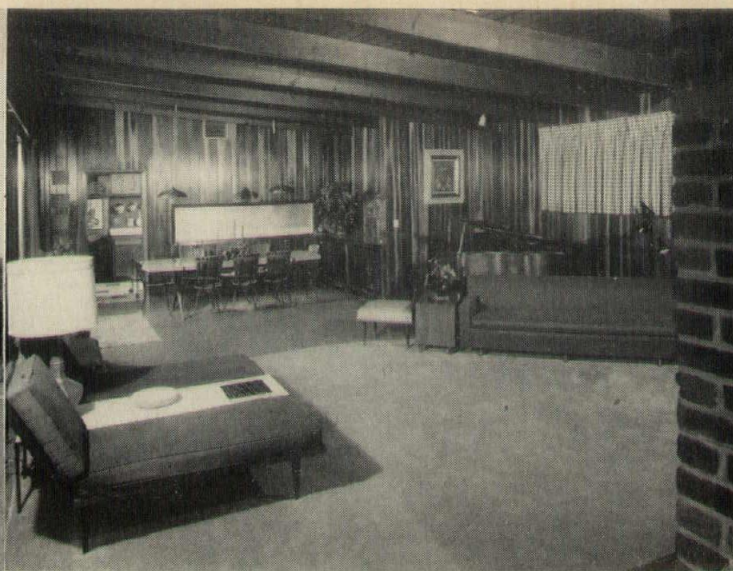
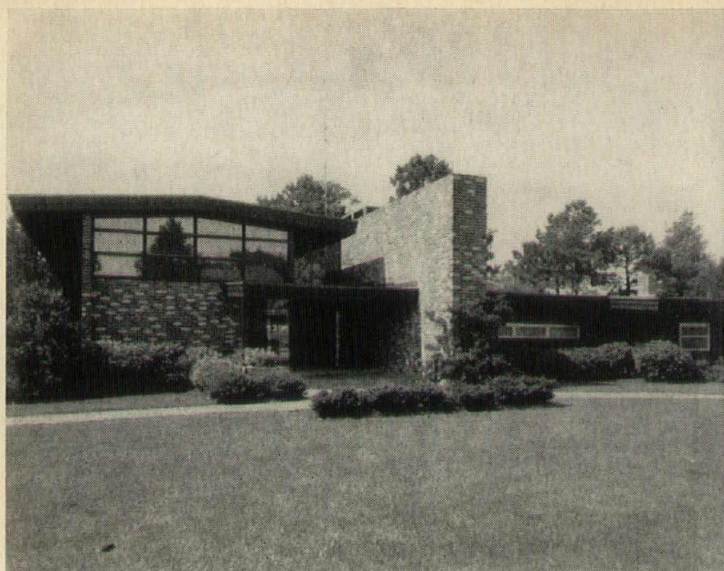
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FRED F. STANT HOME

Mr. Stant was general contractor for his new home, designed by Paul Woodward. Subcontractors were as follows: masonry, J. I. Sykes; carpentry and concrete, J. D. Weaver, Jr.; plumbing and heating, L. T. Zoby; terrazzo tile, Ajax Tile & Marble, and electrical, George Hauser. Aluminum awnings and windows were supplied by Aluminum Construction Supply. All are Norfolk firms.



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See Cafeteria Building, Virginia State College, page 18

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*General Contractor for the Vocational Building
at Virginia State College. See page 18*

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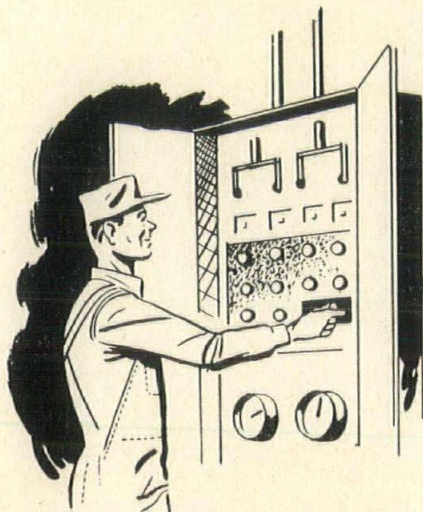
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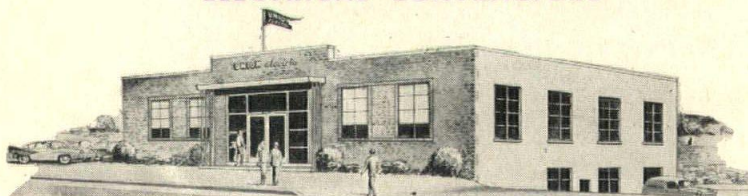
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AIA News

(Continued from page 17)

Sponsored by the Southern Lightweight Aggregate Corporation of Richmond, the competition is open to fourth year architectural students at the Virginia Polytechnic Institute and the University of Virginia. A total of \$1,500 is awarded annually to the two schools. Winners also receive an expense-paid trip to the spring meeting of the Virginia Chapter, where the prizes are awarded and the winning designs displayed.

The competition is a part of the regular study course of fourth year architectural students at the participating schools. Each year a particular problem is assigned, involving the use of Solite Lightweight Masonry Units and/or Solite Lightweight Structural Concrete. Students are guided by actual conditions and judging is done by a panel of architects.



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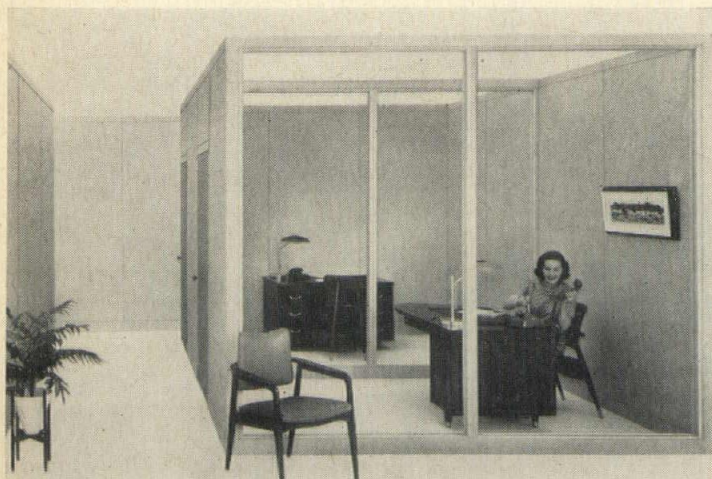
Underlying human factors which determine how a window is built are described in a report released by the Research Committee of the Aluminum Window Manufacturers Association. The design criteria were uncovered by the Arthur D. Little, Inc., research organization. The following excerpts are taken from the first report.

Characteristics of a Good Window

1. A window should transparently separate indoors from outdoors.
2. A window should function smoothly, easily, and quickly.
3. A window should perform its function safely. It should be resistant to storms and other abuse within reason. In some instances, it must furnish protection from special hazards such as radiation.
4. A window should have dimensional stability.
5. A window should provide permanent effective glazing.
6. A window should be strong enough to withstand the stresses of shipping, handling, storage, and installation. It should be strong enough to survive minor building deformations and movements.
7. A window should be easy to install, and should seal into the walls tightly and permanently.

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Certain requirements for window design are set by human characteristics. These human engineering statistics are essential in designing windows to respond easily to lifting, pulling, pushing, gripping and sideway push-pull and for establishing the minimum safe height of window sills for children and adults, as well as the most convenient location for operating gear.



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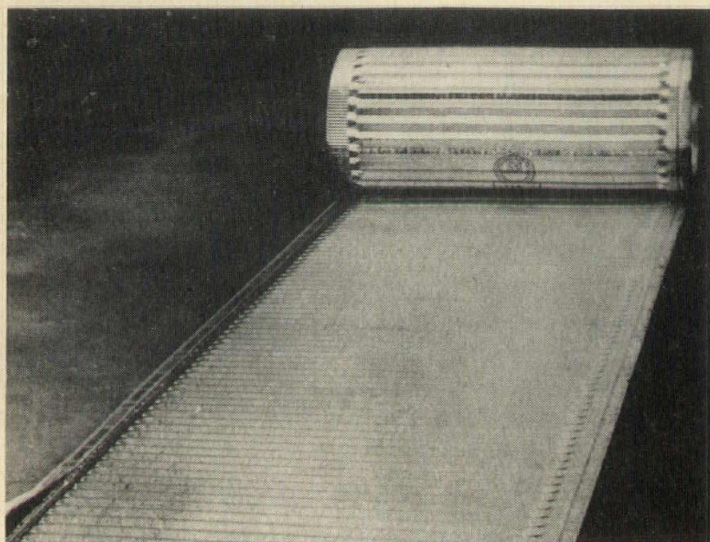
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Design refinements in Cecoroll (photo above), a galvanized steel corrugated roll roofing, make it easier to nail down correctly and assure a tight seal in the hands of either a professional roofer or a home handyman. Scored line, impressed into crimped edge makes a positive nailing guide and, upon application, presses firmly into sealing mastic on roofing beneath, assuring a tight seal. A lap gauge line also minimizes possibility of human error. Rigid tests have proved the new Cecoroll leakproof, even when applied on virtually flat roof, although this type of roofing is never supposed to be used on roofs with a rise of less than 3 in. in 1 ft.

. . . cost surveys on plumbing

Results of two recently completed surveys of the installed costs of all-copper and of cast iron and steel plumbing systems have been published by Chase Brass & Copper Co.

Both surveys, conducted independently of one another, contain detailed comparative analyses of the labor and material costs for installing the two different systems in typical

houses. The surveys were made separately by the Copper and Brass Research Association and Chase.

The CABRA data compare the cost of installing copper drainage tube (DWV) with that of installing iron pipe for the drainage system of a six-room, 1½ bath ranch house. The Chase data compare the costs for complete plumbing and drainage systems in a seven-room, 1½ bath ranch house. Savings shown are \$39 for the copper drainage system and \$84 for the complete copper plumbing and drainage system. In both cases, data include costs of all labor and materials, including fittings, flanges, hangars, etc.

Copies of the survey reports are available on request from any Chase sales office or warehouse, or from Chase Brass & Copper Co., Waterbury 20, Conn.

. . . specifications now available

A complimentary 20-page booklet entitled "Specifications for Metal Lathing and Furring" may be obtained by writing to the Metal Lath Manufacturers Association, Engineers Building, Cleveland, Ohio.

Technical points referred to in this valuable booklet include: specifications for solid and hollow partitions; wall furring; metal lath attached directly to wood supports; contact, furred, and suspended ceilings. beam and column protection for fireproofing; and reinforcing for exterior stucco.

In addition to descriptive tables summarizing the various spans and spacings for supporting metal lath and plaster ceilings, the 1958 "Specs" include a page devoted to fire-resistive ratings.

Technical Bulletin No's. 12-1 and 12-2 relating to "Suspended Metal Lath and Plaster Ceilings" are also available for free distribution.

A feature of these two bulletins is a large illustration covering the size and spacing of all metal components for a metal lath suspended ceiling. This illustration covers: the minimum size of hangers; the maximum spacing of wire hangers along each main runner; the size and weights of cold-rolled main runner channels; the maximum spacing of runners and maximum spans of furring; the maximum spacing of cross furring; types of cross furring; and the types and weights of metal lath.

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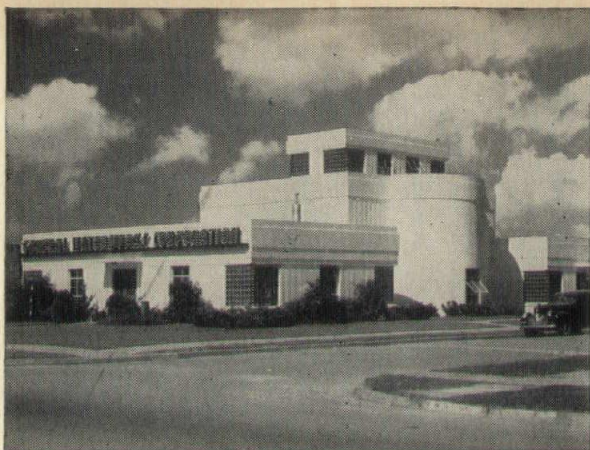
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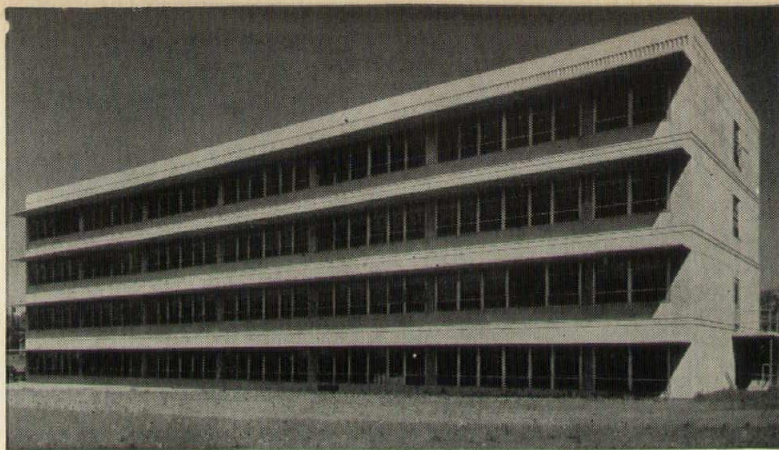
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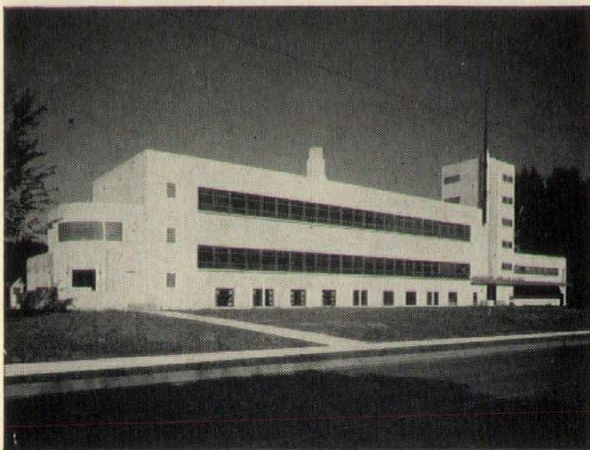
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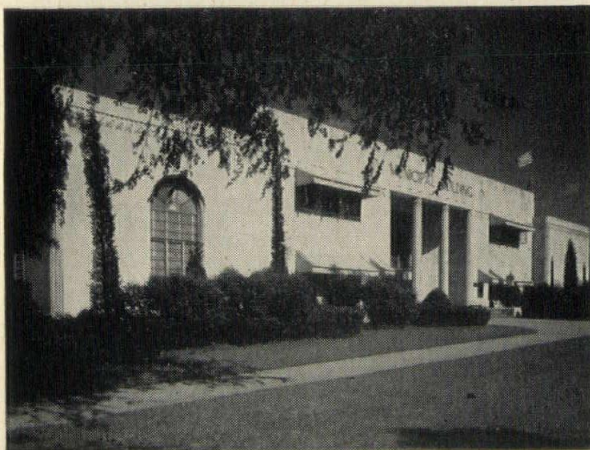
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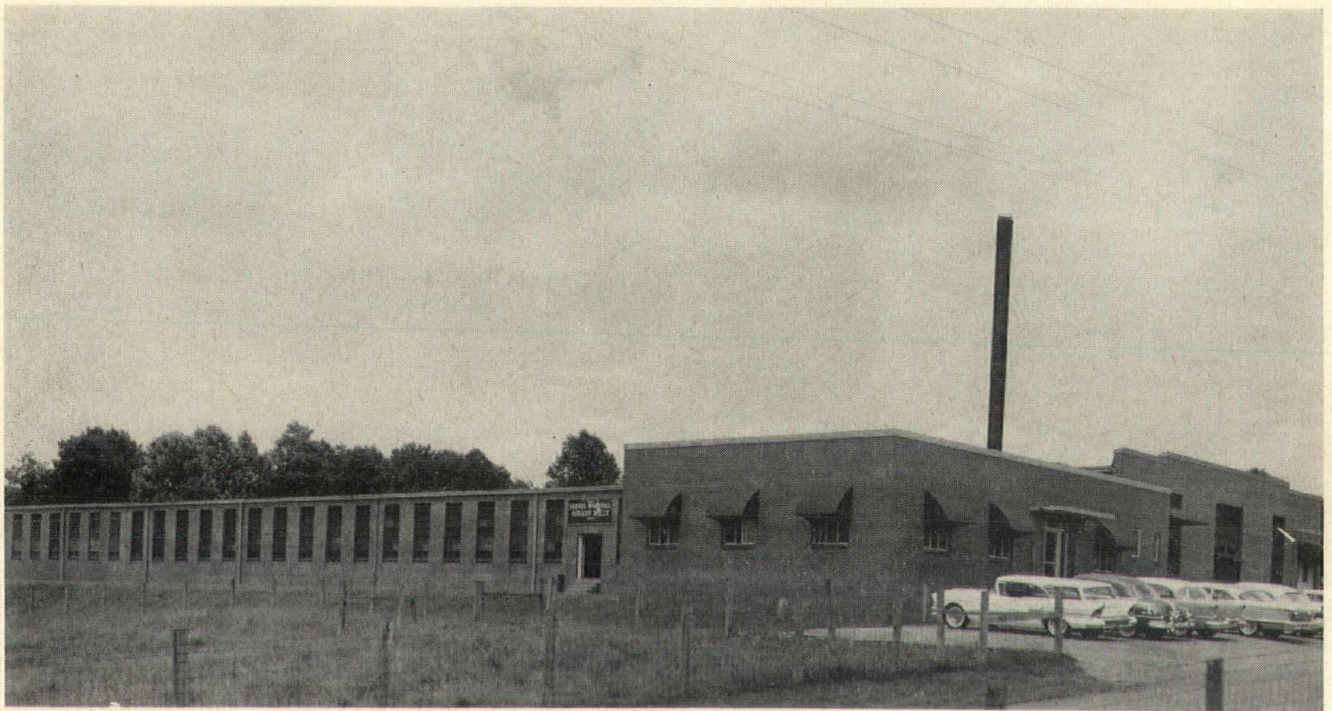
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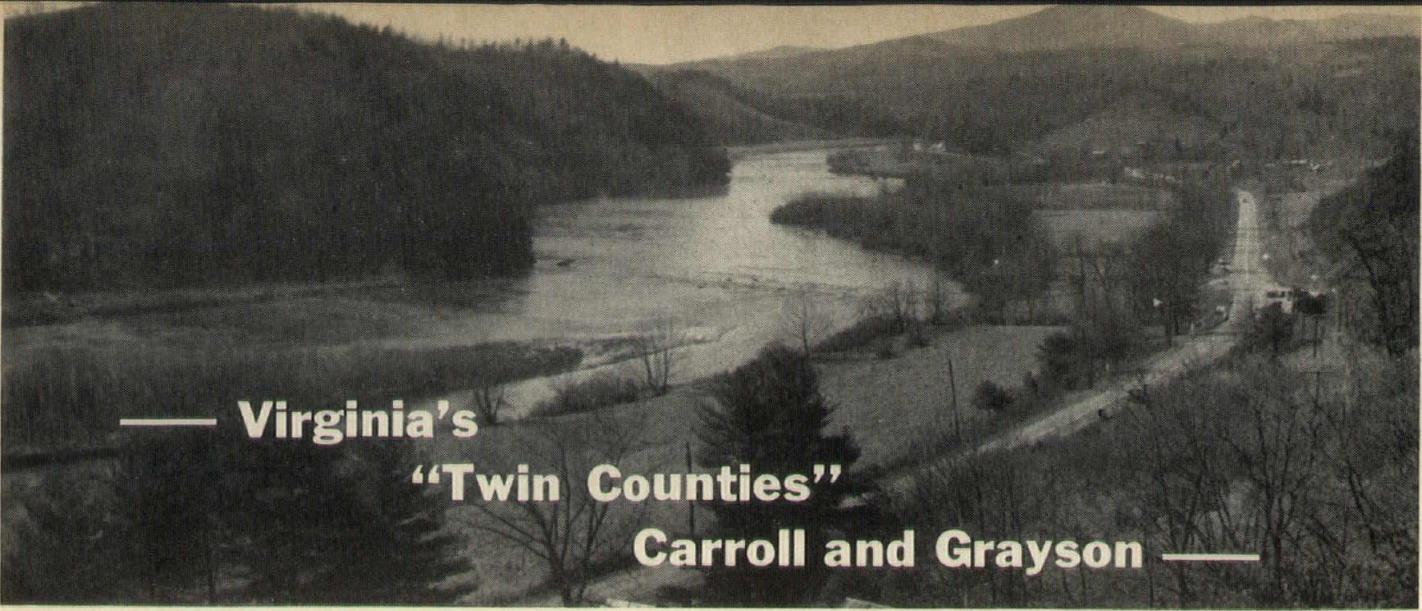
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— Virginia's “Twin Counties” Carroll and Grayson —

New River cuts a swath through the Grayson-Carroll countryside as it flows north and westward to eventually empty into the “Father of Waters”—the Mississippi, by way of the Ohio. On its way it furnishes power for industry and homes.

By ARTHUR GURLEY
*Editor and Publisher of
the Galax Gazette*

“THE INDUSTRIAL and economical potential of Grayson and Carroll Counties is limited only by the imagination and resourcefulness of those who live within their borders.”

This admittedly broad statement by an out-of-state businessman several years ago after he had toured the area is, nevertheless, an apt description of this semi-self-contained segment of the Old Dominion.

In this area—in the heart of Southwest Virginia's Blue Ridge Plateau—are hundreds of small farms that provide homes and livelihood for the thousands who supplement their farm income with off-the-farm employment in the small industrial plants spotted throughout the two counties and in the city of Galax.

Geographically situated on the border between the two counties, Galax can be considered “the hub”—commercially or economically—of “The Twin Counties.” It is here that a majority of the industrial plants are located.

Grayson County was formed in 1792 from Wythe County and was named for William Grayson, one of the first two Senators from Virginia. Later, in 1842, Carroll County (named for Charles Carroll, one of the signers of the Declaration of Independence) was carved from Grayson.

Citizens from this area were among the patriots who gathered on January 20, 1775 at the Lead Mines on the present Carroll-Wythe boundary and drew up the historic Fincastle Resolutions, a document expressing sentiments which later were set forth in

the Declaration of Independence.

First county seat of the area was at Oldtown, about a mile west of the city of Galax. When Carroll County was formed with its county seat at Hillsville, the county seat for Grayson was moved westward some 18 miles to Independence.

Galax was incorporated as a town in 1906 and received its independent city status in 1954 and today has an estimated population in excess of 6,000.

General elevation of the area is 3,000 feet or more, with the state's two highest peaks in the western part of Grayson County—Mount Rogers, 5,720 feet and Whitetop Mountain, 5,520 feet. Lesser peaks are among Iron Mountain Range which provides a natural border for the area on the north.

About a third of the area is covered with forest; most of the timber was logged years ago, although some lumbering operations continue. Minerals include magnetite (iron oxide), titanium-bearing ores, arsenopyrite and copper sulphides, manganese garnet, soapstone and talc, barite and asbestos. Iron sulphide is produced at the Gosan Mines in Carroll County, north of Galax.

Fine meadows, with luscious grass and watered by bold mountain streams, provide superb pastures for livestock and the greater part of farm income comes from cattle, sheep and dairy products. In both livestock and dairy products the two counties rank high in the state. Extra milk produced on the farms has ready markets at the

condensary at Galax and a cheese-making plant near Independence. The Galax Livestock Market provides an outlet for commercial livestock.

A woolen mill at Mouth of Wilson in Grayson County, operated for nearly a century by the Fields family, can use most of the wool shorn in the area.

Other manufacturing plants are located, in addition to Galax and Mouth of Wilson, at Independence, Fries and Hillsville.

Manufacturing products include cotton sheeting, woollens, hosiery, knitwear, evaporated milk and cheese, soft drinks, upholstery and drapery materials, upholstered furniture, specialty furniture, mirrors, varnish and lacquer, and lumber.

A part of the New River Basin, the area has an abundance of water. Tributaries of New River flowing through the meadows enhance the value of innumerable potential industrial sites. Some, such as Chestnut Creek, provide water for communities and municipalities.

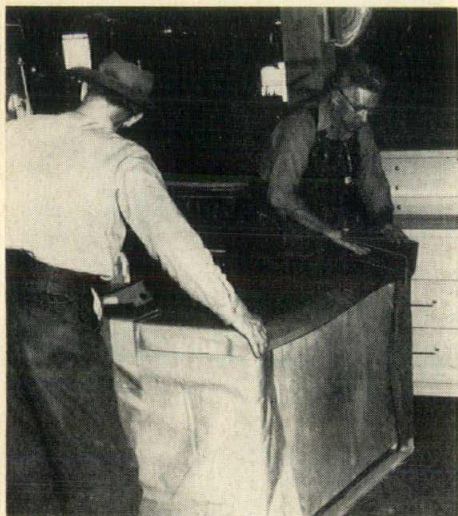
Sparked by Raleigh Cooley, a young Hillsville attorney, and supported by the governing bodies of the two counties and the city of Galax, an Economic Planning and Industrial Development Commission for the region was formed in November, 1957.

The Virginia Division of Economic Planning and Development has completed a survey of industrial sites in Grayson County and currently is compiling data for Carroll County.

In both the counties and in the city
(Continued on page 72)

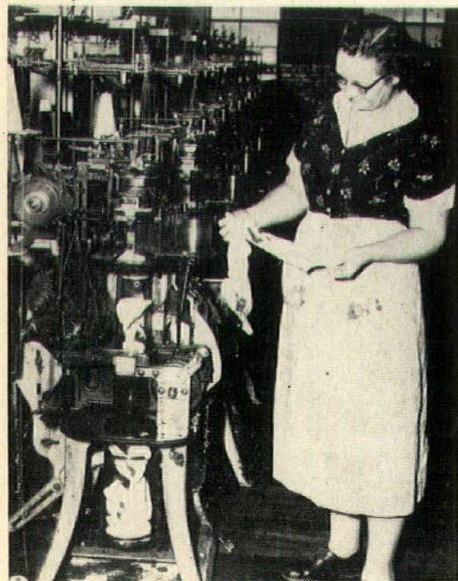


Mountain Music continues to hold a fascination for young and old and the Galax Moose Lodge does its bit in preserving the traditional music of the Blue Ridge Mountains by sponsoring an "Old Fashioned Fiddlers Convention" each year in August. Buck and wing dancing offers variety.



Careful packaging of fine quality furniture in one of several furniture manufacturing plants at Galax.

Diversified industrial plants provide employment for men and women. Here an operator inspects socks made in one of the hosiery mills in the area.



CARROLL-GRAYSON COUNTIES

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We Believe:

That this section of the New River Valley offers business and industry the ultimate in natural resources. This area is second to none in its industrial opportunities, with the unlimited water facilities of the New River; excellent management-labor relations; forward-minded governing bodies and Chambers of Commerce to assist industry in settling into community affairs.

Industry has found the Carroll-Grayson area a fine place to work, to grow, to play, to live. Two new airports at Dublin and in Smyth-Wythe Counties will add to this region's desirability.

For Full Information

Write

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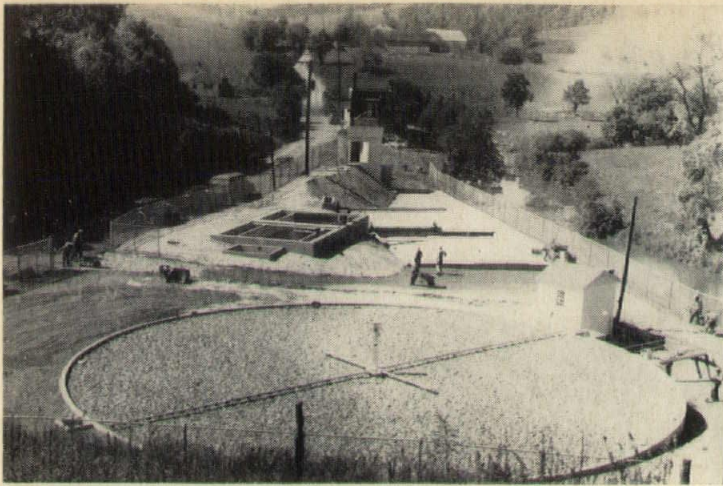
HILLSVILLE, VIRGINIA



Meandering through Carrol and Grayson Counties is the scenic Blue Ridge Parkway. Built atop the Blue Ridge mountains, the road offers the leisurely motorist breath-taking views and an opportunity to observe the mountain-lore in its native setting. Native stone was used to build this overpass near Galax to eliminate a grade crossing of the Galax-Mt. Airy, N. C. highway.

Photos for this presentation on Grayson and Carroll counties were furnished by The Galax Gazette, Galax, Virginia.

GRAYSON-CARROLL SCENES



Modern public utilities are provided in Grayson-Carroll communities. This is view of modern disposal plant at Hillsville.

Fine, modern homes are to be found throughout the area—many of them residences of retired couples who find the year-round climate of the Grayson-Carroll area to their liking. Still others have built summer homes at which they enjoy the cooling mountain breezes.



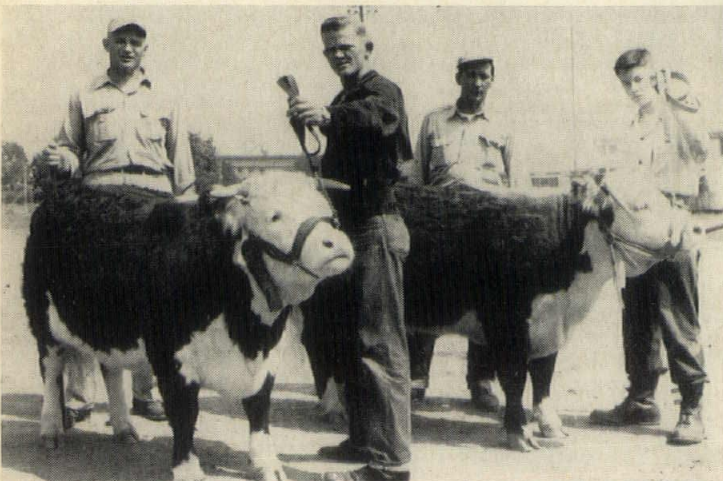
Another traditional event that attracts horsemen and horse lovers from far and wide is the Galax Lions Club's annual Horse Show, usually held in June. Some of the finest show horses in the country compete for ribbons and cash prizes at this event.



Grayson and Carroll Counties have a wealth of timber, both hardwood and softwood, for commercial uses. Here a crew prepares to fell a poplar, 6-foot in diameter and 100 feet tall.



Prize heifers of Future Farmers of America chapter members are displayed each year at the Southwest Virginia Farm Festival and FFA Heifer Show at Galax. The annual event, in August, attracts entries from a 22-county area and boasts of some of the finest beef and dairy animals in the country.



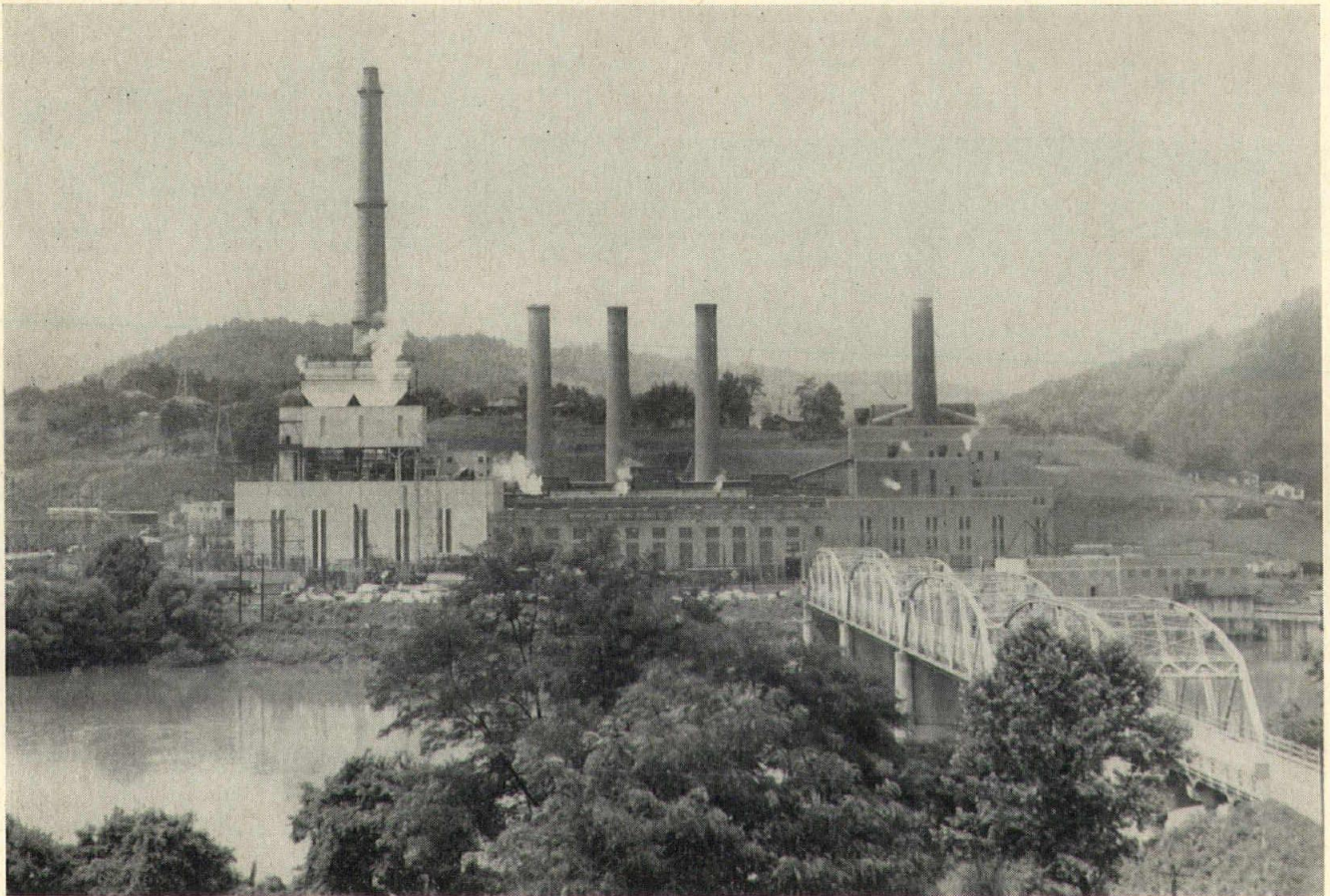
(This "Twin Counties" presentation is sponsored by the Galax Chamber of Commerce.)

GILES

AN OUTSTANDING SOUTHWEST VIRGINIA COUNTY

Has an unlimited industrial potential because of her natural resources and the will of her people to bring to this rich New River region the very best of industry geared to the needs of the area.

**We Invite Business and Industry to Consider
GILES COUNTY
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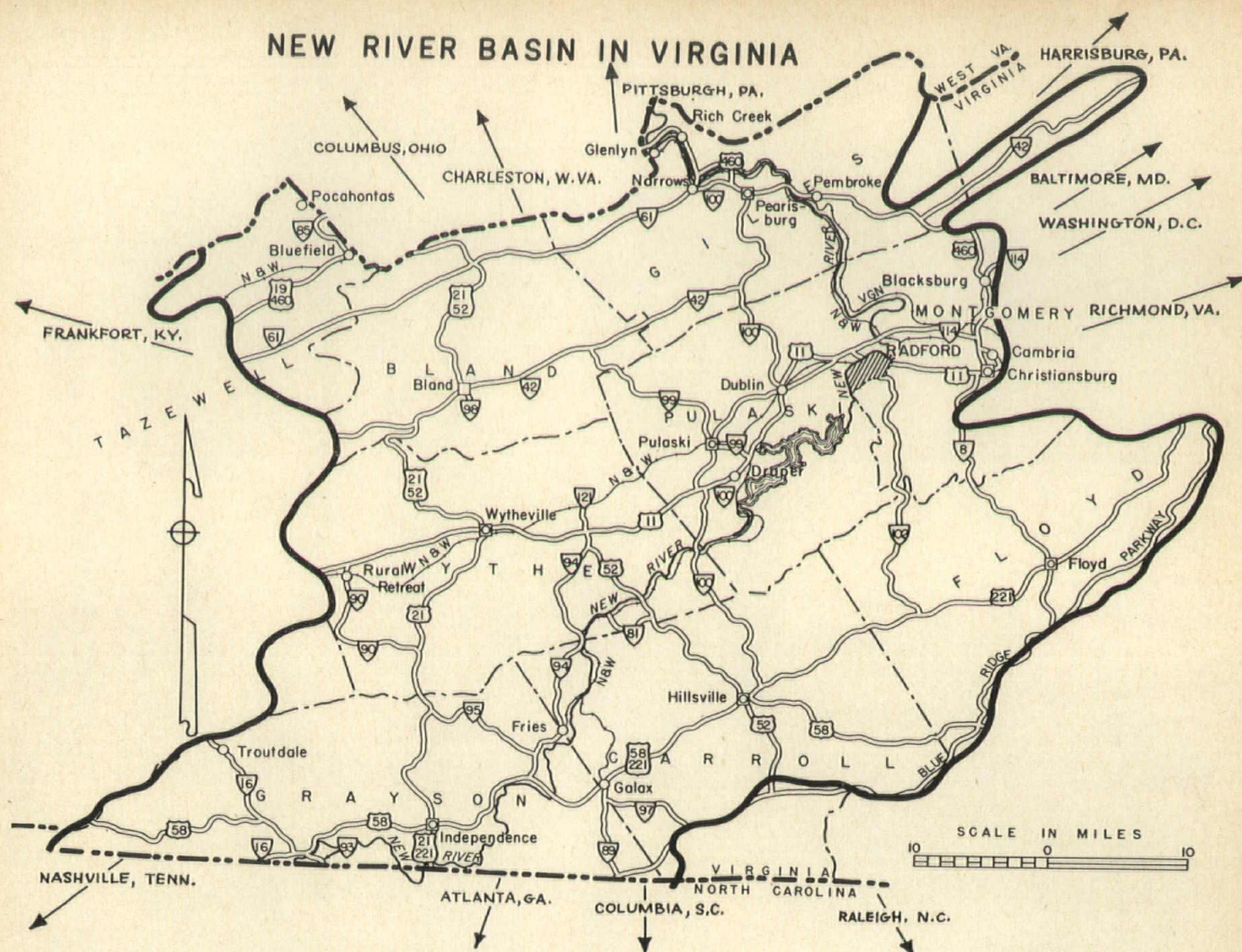
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Consider New River Valley First

THE NEW RIVER VALLEY, in Southwest Virginia, is this state's land of Industrial Promise, and nowhere in the river's 6-county journey is its potential greater than in the counties of Giles, Montgomery, Pulaski and the City of Radford where a definite bid has been made for industry to balance an agriculture-based economy. This has resulted in the mushrooming of town and county planning commissions and ordinances dealing with zoning, sanitation, subdivisions and signs. It has brought about development of a new airport to service the rapidly expanding economy.

This airport, located at Dublin, Virginia, between the town of Pulaski and city of Radford will be completed and go into operation in 1959. A few of its predominant features will include

an eighteen-mile clear approach at each end of the air strip. [This will give 97% operational time—100% operational time with ground control while the 93.4% prevailing wind means that no cross-strip will be necessary. Additionally, the airport will have a 10,000 strip potential with a 30 foot gradient differential.] Certainly expanding or moving industry cannot afford to overlook the advantages this airport will bring to them in both freight and passenger service.

Chemically, the New River is the purest of all Virginia rivers; its water is alkali free, soft and extremely "usable." Some industries report they have found production costs were less than anticipated due to the quality of the water.

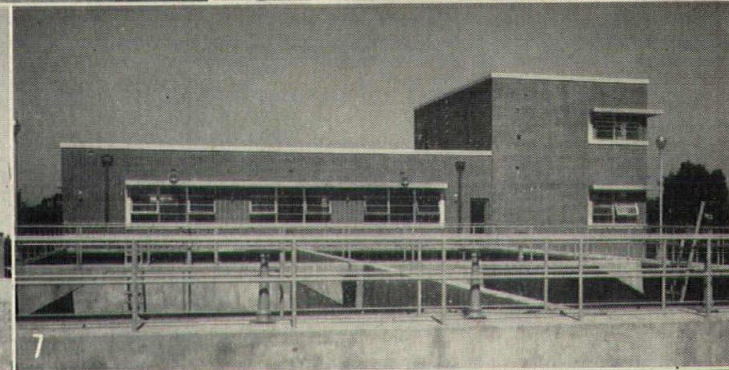
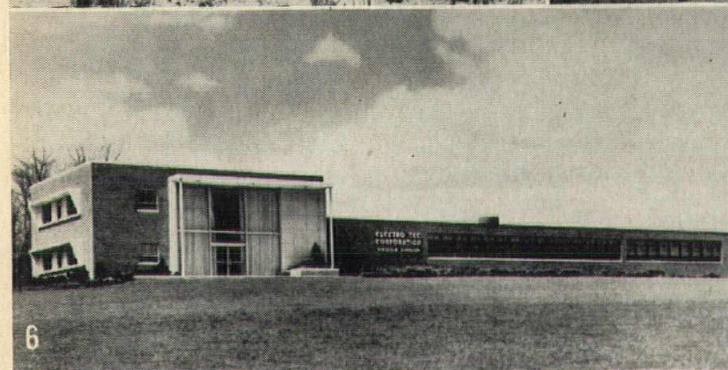
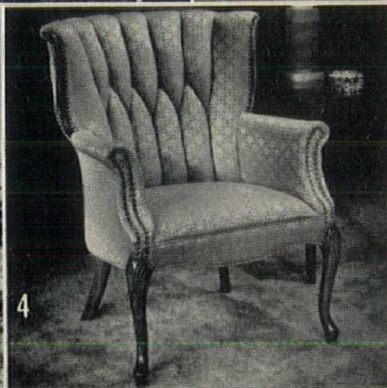
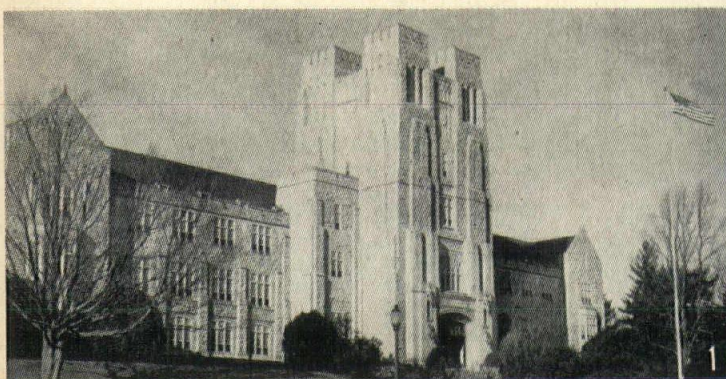
The New River Industrial Commis-

sion, made up entirely of civic-minded volunteer citizens, acts at the direction of the respective municipal or county governing bodies and seeks harmonious rather than helter-skelter development. In time they hope to have a master plan, complete with the necessary regulatory ordinances for industrial, commercial and residential growth since the first thing industry looks for is the protection of proper county planning.

The various communities are currently seeking the answers to some 700 questions which industry desires to know about industrial sites. These will be made available to anyone interested in the region and with it will go full services and cooperation of the Industrial Commission in assisting business and industry to find its proper place

(Continued on page 76)

1) V.P.I.'s Burruss Hall, housing administrative offices and auditorium. 2) Sealtest Southern Dairies. 3) Harman Fur Farms are tops in the nation. 4) A product of "Sam Moore Chairs." 5) Poly-scientific Corporation. 6) Electro Tec plant in Blacksburg. 7) Modern filtration plant in Montgomery County. 8) U. S. Government's Radford Arsenal.



MONTGOMERY COUNTY, VIRGINIA

These are facts:

Land area—401 square miles.

Of its 252,800 acres, 150,040 are in farmland; 4,000 are in Jefferson National Forest; 2,000 in the campus of V.P.I. and 4,400 contain the government facility, The Radford Arsenal, the county's largest employer.

New 3,000,000-gallon filtration plant to process water from nearby New River to supply towns of Blacksburg and Christiansburg and Virginia Tech.

Served by N & W and Virginian Railways, Greyhound and Trailways Bus Companies

Low Tax Rates

Unexcelled climate

Adequate labor market free of problems

CONSIDER NEW RIVER VALLEY FIRST



GILES COUNTY, VIRGINIA

These are facts:

Land Area—356 square miles or 227,840 acres

Flow of The New River—2½ million gallons as it enters county—3 million as it leaves county

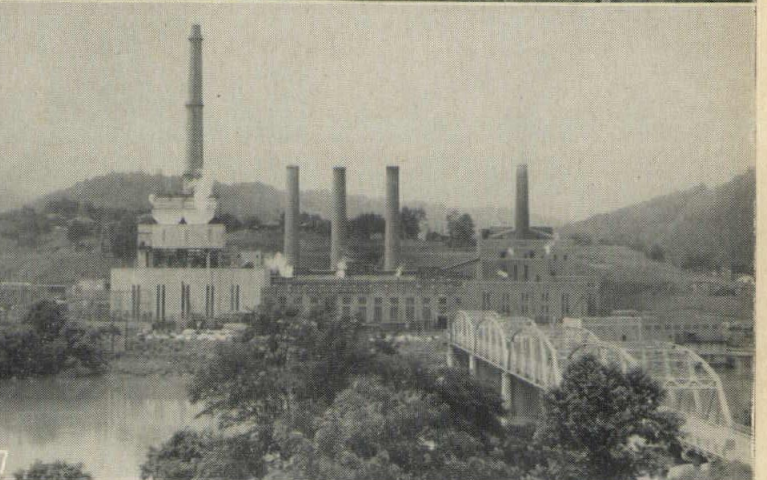
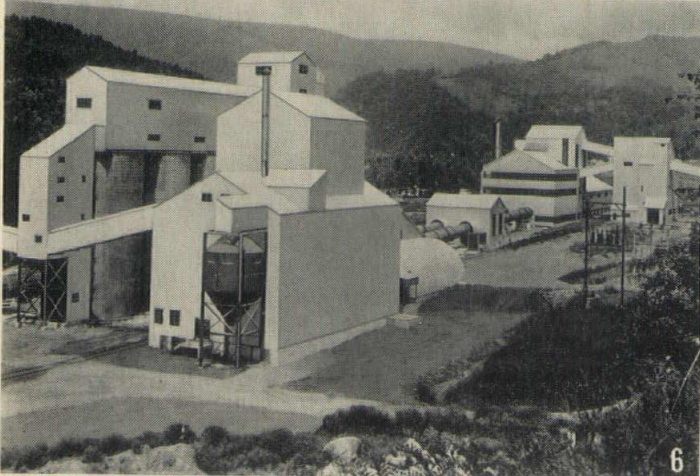
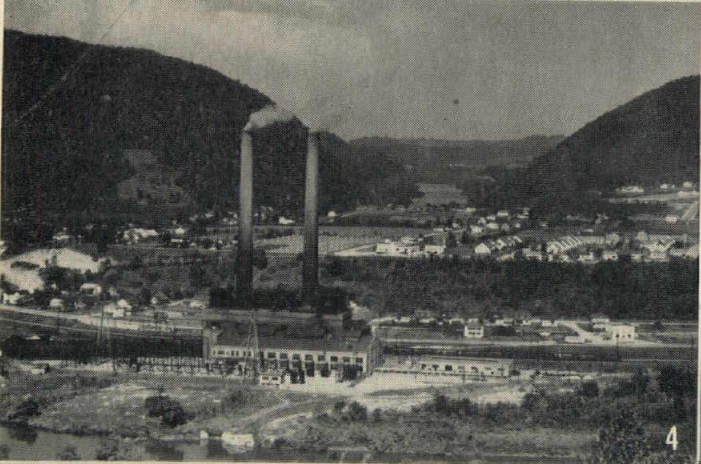
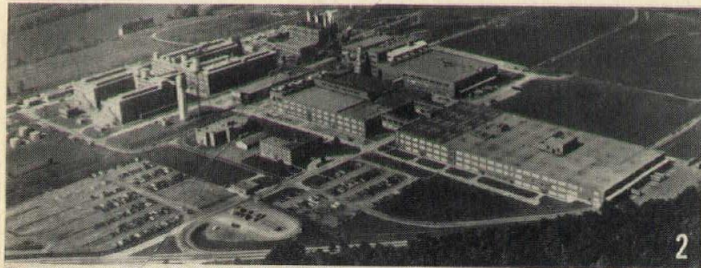
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Exceptional Industrial Sites

Nearness to inexhaustible coal deposits with low freight rates

Adequate supply of intelligent native-born labor

CONSIDER THE NEW RIVER VALLEY
FIRST



1) Giles Memorial Hospital, at Pearisburg. 2) Celanese Plant at Narrows. 3) A view of Mountain Lake Hotel. 4) Virginian Railway plant at Pearisburg. 5) Modern General MacArthur Hotel at Narrows. 6) One of Giles County's limestone plants. 7) Appalachian Power Company's Glen Lyn plant.

Industrial Development of the New River Valley

by D. A. Cannaday

RISING IN THE Blue Ridge Mountains of western North Carolina near Blowing Rock at an elevation of 2,490 feet, the New River, swift, clear, and bold, joins its north and south forks into one stream near Weatherford Post Office in the old North State, then strikes, at Mouth of Wilson, across the Virginia line. Turning just beyond Independence definitely northeastward, it crosses Southwest Virginia through the counties of Grayson, Carroll, Wythe, Pulaski, Montgomery, and Giles. At Radford the stream changes its course abruptly to the Northwest and continues through Glen Lyn into West Virginia. Traversing in this state the counties of Summers, Fayette, Kanawha, Putnam, and Mason, it empties into the Ohio at the historic town of Point Pleasant. From Gauley Bridge, where the Gauley meets the New, the river is known to its mouth as the Kanawha. Traversing in its entire course a distance of some 350 miles, the stream is paralleled in its upper reaches by the Norfolk & Western and Virginian Railroads, in its lower by the Chesapeake and Ohio and a branch of the New York Central. Towns and cities lying immediately

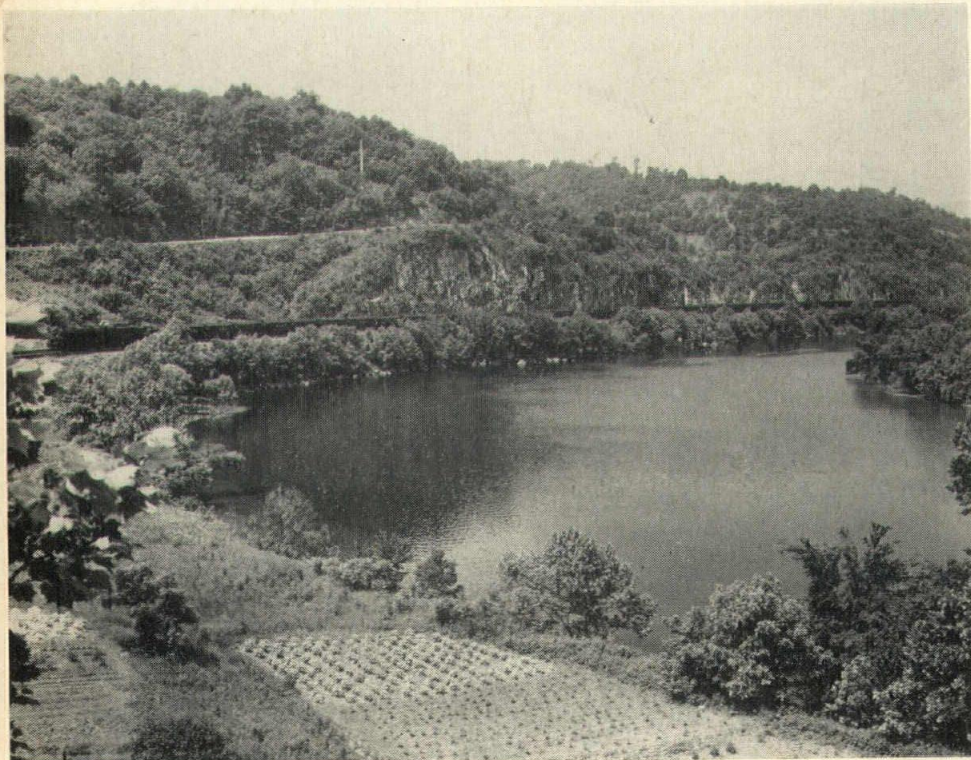
on the river from source to mouth include in Virginia: Fries, Austinville, Allisonia, Radford, Belspring, Eggleston, Pembroke, Pearisburg, Narrows, Rich Creek, and Glen Lyn; and in West Virginia: Hinton, Clifton, Ansted, Gauley Bridge, Montgomery, Marmet, Charleston, St. Albans, Buffalo, and Point Pleasant. Lying in its valley but not immediately on the stream are also the Virginia towns of Galax and Pulaski, Christiansburg and Blacksburg, and in West Virginia the towns of Beckley, Mount Hope, Oak Hill, and Fayetteville. Its tributaries afford such summer resorts as Mountain Lake near Pembroke, and the long-patronized and world-famous White Sulphur Springs on the Greenbrier.

When one travels the course of this valley, sees its vast fields of corn and cattle, hears the roll of its trains and factories, and feels the thrill of its pulsing industries, it is but natural to reflect on events that have brought these things to pass. From colonial times to the present this area of western Virginia has made notable contributions to state and national progress.

An outline of the history of the New River country is essential to an under-

standing of its people. Our first record of explorations as far west as New River dates back to 1671. In that year, Governor Berkeley, interested in sharing the rich fur trade then being opened by the French in Canada, sent out a party from Fort Henry (site of present Petersburg) to find a short route from Virginia to the Great Lakes. This party, under Thomas Batts and Robert Fallam, with Appomattox Indian guides, ascended the Roanoke River trail and crossed the Alleghany Divide near the present Blacksburg on September 13. Striking the first of the western waters, namely, New River, by September 17, they reached the falls at present Narrows. Here they went through the elaborate ceremony of claiming all the lands drained by the western waters for Charles II of England. Returning from this point by the same trail, they reached Fort Henry October 1. This 1671 expedition became the basis for the English claim to the Ohio Valley and many years later resulted in the French and Indian War. No semblance of settlement followed this expedition, however, for plainly the New River trail was not the short cut to the Lakes.

Governor Alexander Spotswood's expedition across the Blue Ridge farther to the Northeast in 1716 gave the real impetus to settlement of the Shenandoah Valley and the Southwest. Keeping in view the eventual wresting of the Ohio Valley from the French as well as from their allies the Ohio Indians, and mindful of the protection of the Virginia Colony (then entirely east of the Blue Ridge) from both, the British Government made attractive land grants to the eager Scotch-Irish and German immigrants, most of whom first came to Pennsylvania, thence across Maryland to the Potomac and the Shenandoah. In this fashion Winchester (originally Fredericton) had its beginning around 1729, Staunton in 1736, Lexington in 1739, with grants on the Great Lick (present city of Roanoke) in 1740. By this time interest was high to explore the Western waters, i.e., the upper trail of Batts and Fallam some 70 years before. Essay-ing such explorations with the permission of Governor Gooch and promising not to molest the French, was a party from Balcony Falls under Peter Salley,



The beautiful New River at Pearisburg, Va.

(Continued from preceding page)
towns, and supported a steadily increasing population. Conditions following the Panic of 1893 caused a greater diversification of industry, the further extension of the Norfolk and Western into Ohio, and the building of the Virginian Railway.

Further opening of the country added another college to the older land grant institution at Blacksburg. Later came the automobile and with it better highways and modern communication.

The history of the New River Valley is the history of westward expansion in our country. Beginning two hundred years ago, it marked the vigor, courage, intelligence, and resourcefulness of a free people.

Industrial development of the New River Valley is closely associated with the river. Most industries are located either on the stream or on its tributaries. Toward the upper end of the Valley on Chestnut Creek, not far from the Carolina line, stands the busy community of Galax. Raised from status of town to city in 1954, with population of some 7,000, it now enjoys a payroll from six furniture factories, four hosiery mills, one weaving plant, four garment factories, two woodworking plants, and the largest mirror factory in the South.

On an elevation of 2,500 feet, the surrounding area affords ideal pasture for choice Hereford cattle. Tons of rich milk are processed by the Galax plant of the Carnation Milk Company.

Piloted by the Galax Holding Corporation, an organization formed to acquire industrial sites, new plants have steadily entered the area since 1952. Recent establishments include the Galax Chair Company, the \$300,000 Lindeman Wood Finish Company and American Mirror Company. Sawyers Furniture Company, Vaughan Furniture, Galax Furniture, and Webb Furniture, all express confidence in a healthy business future. "Generally speaking," says R. T. Farnsworth, manager of the Galax Chamber of Commerce, "the outlook for Galax, Grayson and Carroll Counties is bright for 1958."

Textile and garment plants in the area include Burlington (upholstery, drapery and other decorations); Old Dominion (men's and boys' shirts); Penry (children's dresses); Harris Marshall, Ballard, and R & H, all producing hosiery; Wonderbuilt (boys' shirts); and Unique Manufacturing Company (curtains and draperies). Garment and hosiery plants also thrive in nearby towns. Klearnit at Independence recently expanded its plant with an annex, and Anvil Brand fol-



Daniel A. Cannaday, a native of Radford, did his undergraduate work at Roanoke College in Salem, Virginia, and received his Master of Arts degree at Harvard University in Cambridge, Massachusetts. Two more years of graduate work followed at the University of Virginia and at Stanford University in California, the latter institution awarding him the Loomis Research Fellowship for work in the Draper Manuscript Collection at the University of Wisconsin, a collection rich in source material on the early history of Western Virginia. Mr. Cannaday served on the state commission for preparing text books in Virginia history for the public schools during the administrations of Governors Battle and Stanley. He has written numerous magazine articles on various phases of the history of western Virginia. His teaching experience has included four years at Tusculum College, Greenville, Tennessee, three at the University of Richmond, in Virginia, and the past twenty-four years on the history staff at Radford College. He is listed in the 1957 edition of the Register of American Scholars.

lowed suit. Carroll Hosiery Corporation and Virginia Lee Mills operate at nearby Hillsville, east of Galax. At Fries, with its picturesque high dam across New River, Washington Mills, employing some 1100, produces cotton sheeting and print cloth. Galax and Fries are both served by the North Carolina branch of the Norfolk and Western which joins the Bristol line at Pulaski.

Another business of importance in the Galax area is mining. The General Chemical Division of Allied Chemical and Dye Corporation operates the Gossan Mines a few miles from town.

The Great Gossan Lead, a mineralized zone starting about three miles north of Galax, extends northeastward for twenty miles. Included are the Bombarger Mine, operated by the General; the Lineberry Company operated by Hill; the Cranberry near Hillsville, and the Betty Baker owned for some years by the Freesport Sulphur Company.

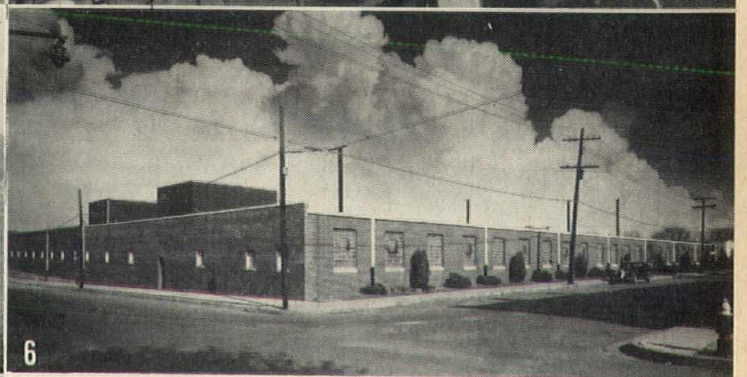
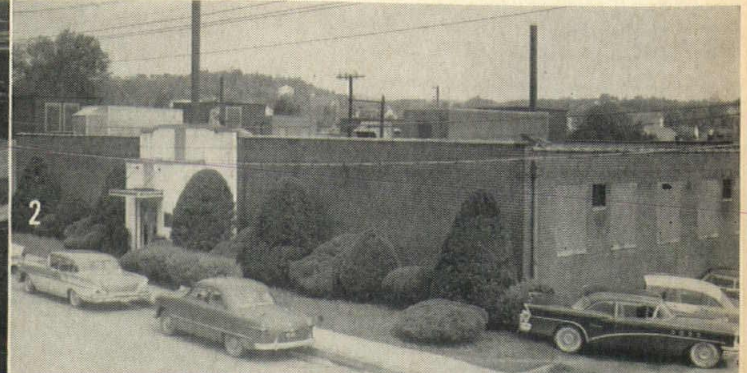
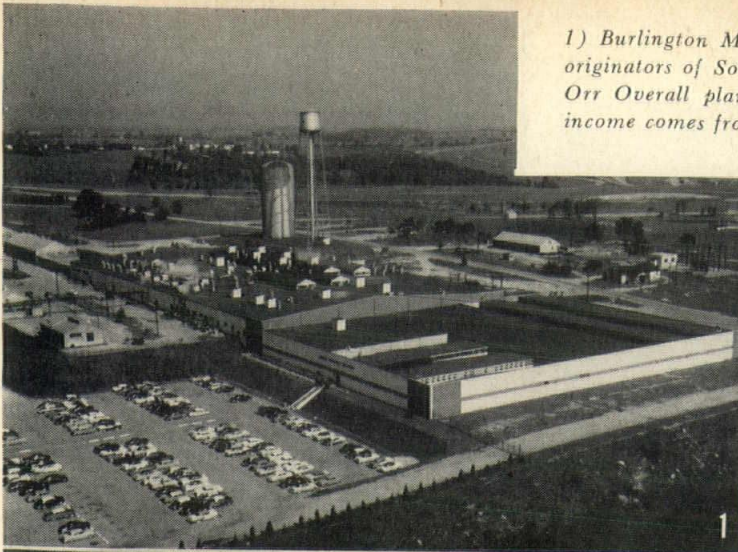
The area has had a long and interesting mining history. In the 1850's copper ores were shipped out in quantity, with some 1,500,000 pounds coming from the Gossan Lead in 1854-55. Iron ores of good grade supplied the numerous furnaces of the southwest in the boom times of the 1890's and early 1900's. With the striking of iron sulfide in quantity, the General Chemical Company's Sulphuric Acid Plant was established at Pulaski and mining of sulfide ore began at Bombarger in 1905. After using the sulphur for the manufacture of acid, the iron by-product was turned over to the blast furnace of the nearby Pulaski Iron Company. General Chemical still uses the mundic ore from the Gossan Lead, delivered daily by the Norfolk and Western to the plant at Pulaski and the iron by-product now goes to steel mills in Alabama.

As we follow the river downstream, paralleled by the Norfolk and Western tracks, we note the National Carbide Plant at Ivanhoe, in Wythe County. Established in 1917-18, and becoming in 1922 an integral unit of the Air Reduction Company, Incorporated, National manufactures calcium carbide. The raw materials are coke and limestone, the fusing heat, the electric arc. With a complement of some two hundred men, the plant normally operates five furnaces.

The numerous uses of carbide make it all-essential in many industries. Basic raw material in the production of acetylene, it supports the vast oxyacetylene welding industry. Calcium carbide also plays its role in making some forms of synthetic rubber, oil resistant hose, gaskets, electric cables, and gloves. It is used in certain cleaning compounds, and in the manufacture of rayon, of acetate plastics, and of combs and brushes. Carbide is also coming into greater and greater use in metallurgical and furnace smelting operations. National Carbide, having easy access in the New River Valley to the basic raw materials, coke and limestone, and served by excellent transportation, has maintained a good business throughout its forty years, an instance of stability in the larger Valley industries.

(Continued on page 62)

1) Burlington Mills' Dublin plant. 2) Virginia Maid Hosiery Mills, Inc., at Pulaski, originators of Sole-Secret, is locally owned and operated. 3) Claytor Lake. 4) Sweet-Orr Overall plant—a name you can trust. 5) Ninety per cent of the gross county income comes from livestock. 6) Jefferson Mills. 7) Aerial view of Pulaski, county seat.



PULASKI COUNTY, VIRGINIA

These are facts:

One-half mile above sea level
 Average mean temperature . . . January 38°, July 75°, humidity 30-50%
 Total county population 28,000
 Available labor market 5,000
 Dollar volume in trading area \$25,000,000
 Served by New River Airport, N & W Railway, Greyhound Bus
 Alert progressive community
 Adequate water supply for industry
 Ideal for livestock and fine horses which furnish about 90% of gross income
 Claytor Lake State Park with over 100 feet of shore line for fine recreation for tourist and homefolks

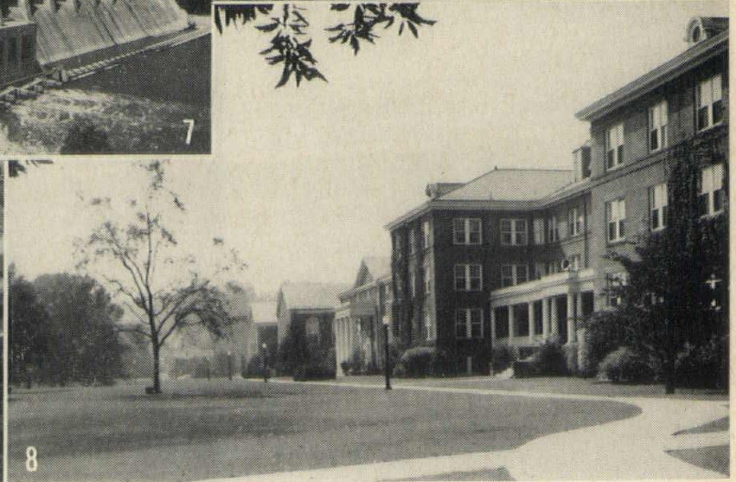
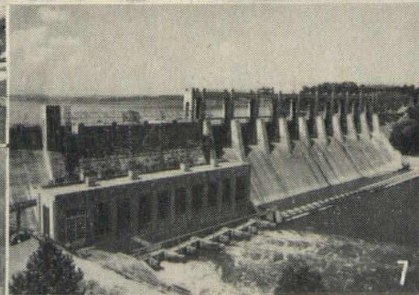
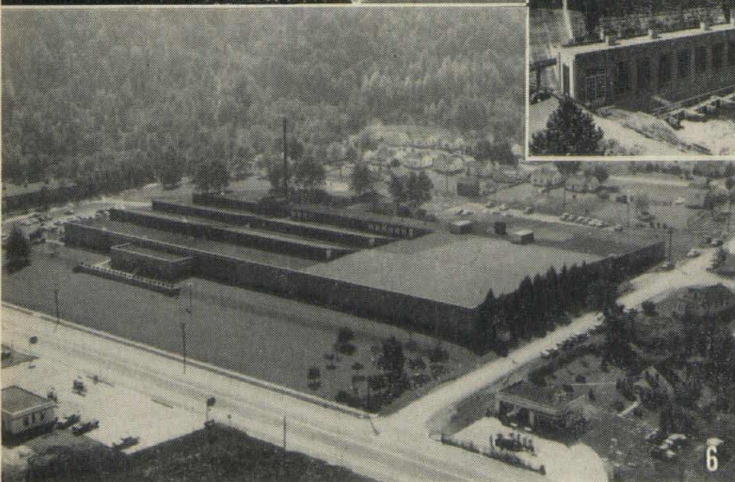
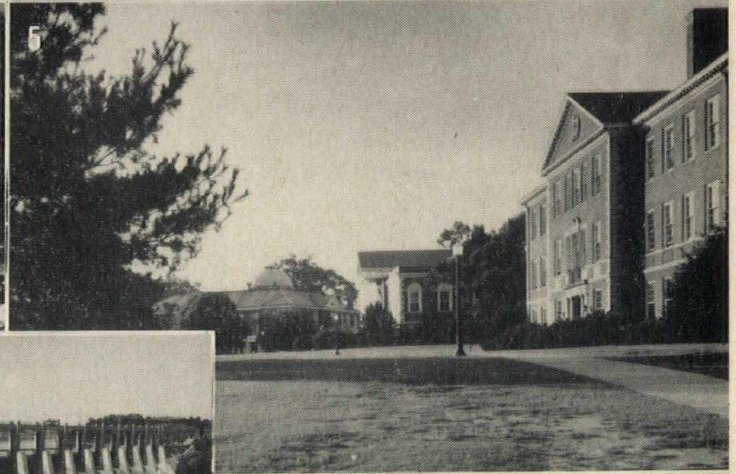
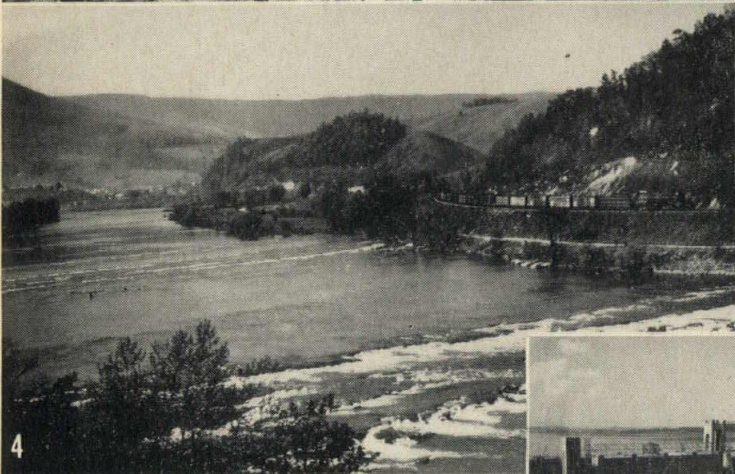
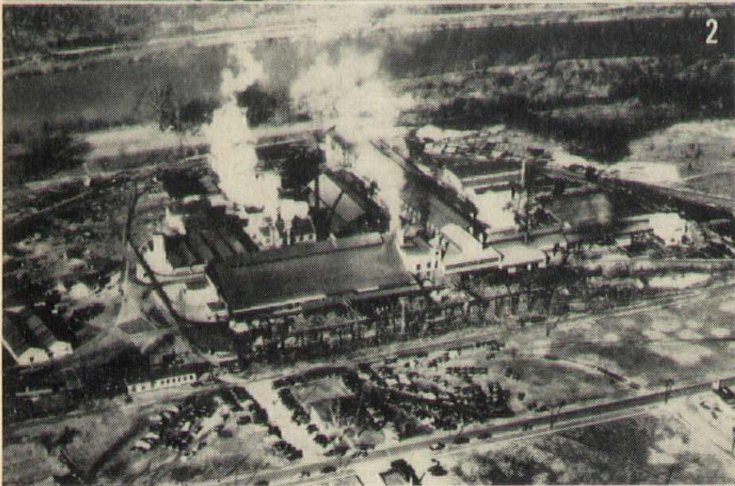
CONSIDER NEW RIVER VALLEY FIRST

RADFORD, VIRGINIA

These are facts:

Gateway to the fabulous New River Valley . . .
Strategically located *ON* the New River, The N & W
Railway and U. S. Route #11
Approximately 15,000 population
Average temperature . . . 45° winter, 67° summer
Home of Radford College, Women's Division of V.P.I.
Within 300 miles or less of ten large cities
Two hospitals
Low tax rate
A community geared to open-handed cooperation to
new industry

CONSIDER NEW RIVER VALLEY FIRST



1) Radford's new municipal building as shown in architects' rendering. 2) Lynchburg Foundry's Radford plant. 3) Hotel Governor Tyler. 4) Radford, Virginia, on the New River, the Norfolk and Western and U. S. Route #11. 5) Science Hall, McConnell Library, and Administration Building, Radford College. 6) Radford Weaving Co. 7) Claytor Dam near Radford. 8) West campus of Radford College.

industrial development of the new river valley

and including John and Joe Howard, John Poteat, and Charles St. Clair. These men, traveling on foot, crossed the Alleghany Divide in the spring of 1742, struck the New River below the site of present Blacksburg, killed five buffalo in the river bottom, framed a boat, covered it with the buffalo hides and set out to explore the river. Hindered by rough water in the West Virginia area, they dismantled their boat, walked overland, found and named Coal River (near present Beckley), proceeded down this stream to the main stream again (the Kanawha near present Charleston), refitted their boat and continued down to the Ohio. Avoiding contact with the French, the party ran the falls of the Ohio (opposite present Louisville), eventually reached the Mississippi and by mid-summer were captured on that stream by the French. Imprisoned for a year and a half in New Orleans, Peter Salley escaped and made his way to the English post at Charleston, South Carolina. Here he gave valuable information to the British Government concerning French posts on the Ohio and Mississippi. On his return to Virginia, Salley also told of the fine lands on the Western waters, with the result that, by 1745, land companies were seeking his directions for choice plots on Ohio waters. First the Woods (New) River Land Company, then the Ohio Company, then the Loyal, interested in more than a million acres on the Western waters before 1751, began their surveys. Opposing French claims brought about the French and Indian War and Indian raids and massacres in the New River counties. Strategic forts were built along the river and by 1763 the war ended and the French were expelled by the English. Next to be subdued were the Indians. The principal battle in this effort came at Point Pleasant at the mouth of the River in 1774 and was caused by the English entry into Kentucky. Leader of the frontier expedition against the Shawnee Chief Cornstalk in this battle was Colonel Andrew Lewis, second in command was Colonel William Fleming. Although the Indians were defeated here, many of the frontiersmen lost their lives including Colonel Charles Lewis, brother of Andrew. Most of the New River settlers were engaged in the battle or took part in the campaign, among whom were Major William Ingles, Colonel William

to tell the Virginia Story

Christian, John Floyd and others whose names are still familiar in the New River country.

Hard on the heels of the Point Pleasant campaign came the Revolution. Many of the frontiersmen made their attitude plain toward the British Government in their Fincastle Resolutions of independence proclaimed at the Lead Mines (present Austinville—Wythe County) January 20, 1775. By 1776 Colonel William Christian was leading a successful campaign against Britain's allied Cherokees in the Tennessee Country. A year or two later Colonel William Preston of Smithfield (present Blacksburg), with Walter Crockett and Arthur Campbell, was defeating British and Tories in their assault on the Lead Mines. In 1780 New River settlers were sharing William Campbell's great victory against Ferguson at King's Mountain, and in 1781 Preston and his Montgomery Light Horse were at Guilford Court House.

Following the Revolution many of the younger New River settlers pressed westward to Kentucky, and, in the case of Moses and Stephen Austin, into the Spanish country called Texas. Later many who served on the Canadian border in the War of 1812 resumed the Westward march. By 1830 came in-

Material for the present article has come from local industries, businesses, chambers of commerce, and the press, from the Norfolk and Western Railway and the Norfolk and Western Magazine, from The Lynchburg Foundry and its magazine The Iron Worker, from the Draper Manuscript Collection in Madison, Wisconsin, and from the Ordnance Division of the War Department.

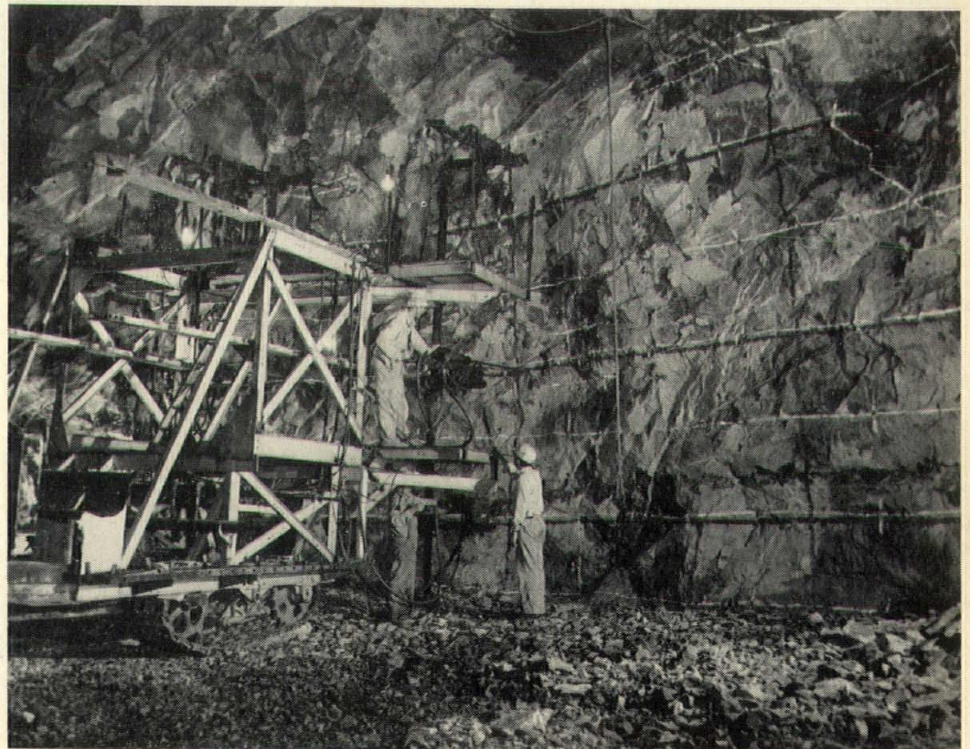
D. A. Cannaday

terest in railroads with Governor John Floyd of Montgomery County a prime promoter. His son, John B. Floyd, another Governor of Virginia, opened construction on the Virginia and Tennessee from Lynchburg to New River and Bristol in 1850. The line reached the western terminal in 1856.

Loyal to the Old Dominion in 1861-1865 and subject, because of food supplies and the railroad, to raids by Federal armies, the New River country emerged from that war shaken and torn. However, in the 1870's and 80's local effort to build a railroad from Radford, aided by the wealth and enterprise of Philadelphia capitalists, tapped the Pocahontas coal fields and thus assured the industrial future of the New River country.

Iron deposits and Pocahontas coal brought heavy industries, gave rise to

(Please turn the page)



Drillers boring holes for blasting charges in the limestone mine at Kimballton, Va.

WYTHE COUNTY

In The Rich New River Valley

A County of Diversified Living

- Rich in Industry
- Tops in Agriculture
- Historically Great
- Excellent Climate

And First in Qualities that make for Gracious Living

We invite you to consider

WYTHE COUNTY

FIRST

As a place to live—to work—to play

THE BOARD OF SUPERVISORS

WYTHE COUNTY, VIRGINIA

FRANK W. BROWN, *Chairman*

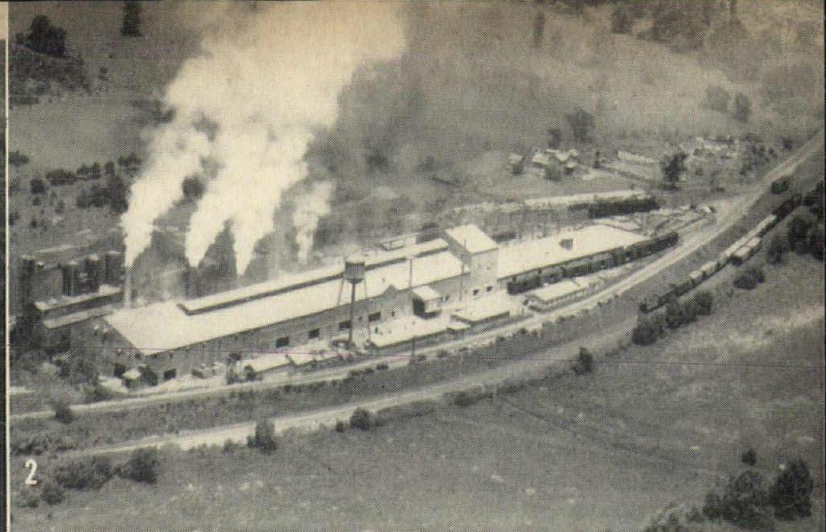
MARCO KINCER

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J. E. CROCKETT, *Clerk*

THOMAS E. SIMMERMAN III

NOAH AKERS



Wythe County and Good Neighbors Bland and Smyth Offer Industry

by

JAMES A. WILLIAMS, *Editor*

*Southwestern Virginia Enterprise and
Bland Messenger, Wytheville, Va.*

WYTHE COUNTY and its neighbors Smyth and Bland have proved good areas for industrial growth over a period of many years. Today they are in the market for new business to augment the present industry. They are basing their invitation and appeal on natural resources, excellent rail service, abundant electric power and the added bonus of an interested community.

Wythe County is bordered by the grandeur of the Allegheny Mountains on the northwest and by the Blue Ridge Mountains on the southeast. The county's valuable deposits of lead and zinc were discovered in 1757 by Colonel John Chiswell while hiding in a cave from the Cherokee Indians. A little later, with his son-in-law, John Robinson, speaker of the House of Burgesses, and Colonel William Byrd II as partners, Colonel Chiswell established the town of Lead Mines (now known as Austinville). These mines later supplied one of the Continental Army's

most vital needs and lead was supplied again during the Revolutionary War and later during the War Between the States. The New Jersey Zinc Company acquired the lead-zinc mines from the Wythe Lead and Zinc Company at the turn of the century and is now also engaged in ore mining at Ivanhoe.

Ivanhoe is also the home of one of the larger plants of the National Carbide Corporation, subsidiary of the Air Reduction Company of New York.

Wytheville, the county seat, is an attractive and growing town of some 6,000 people. It is located on a plateau 2,300 feet above sea level, and its mild, pleasant climate is one of its many fine features. It has the town manager form of government. Wytheville is accessible by excellent highways—U. S. Route 11, the Lakes-to-Florida Highway (U. S. Route 21) and U. S. Route 52—and by main line passenger trains of the Norfolk and Western Railway and Greyhound buses.

Wytheville has a number of indus-

tries making a variety of products. Wytheville Block Company (cinder and concrete blocks), Wytheville Knitting Mill (full fashion women's hosiery), Wytheville Chair Factory (upholstered furniture), Morris Freezer Shirt Factory (sport shirts) are firms engaged in manufacturing in Wytheville.

Besides New Jersey Zinc Company and National Carbide Corporation, there is also a Morris Freezer Shirt Factory located at Rural Retreat, Pet Dairy Company, manufacturer of dairy products, at Rural Retreat, Fitzgerald Lumber Company and Virginia Iron, Coal and Coke Company at Max Meadows in the county.

About half the county's 479 square miles are tillable and over 1,800 farms, averaging 100 acres in size, have purebred cattle or improved stock along with increased production of crops. Wythe County was the first in Southwest Virginia between Roanoke and Bristol to employ a county agent and

Pictures on these two pages—1) A scene of beauty and a joy forever are the mountains in and around Wythe County. 2) National Carbide Corporation, subsidiary of Air Reduction Company of New York, is located at Ivanhoe. 3) Big Walker Lookout Tower and Restaurant is one of Wythe County's show places. From this point the spectator can look into five states: Virginia, West Virginia, Tennessee, North and South Carolina. 4) At nearby New River is the Old Shot Tower, built in 1808. It is one of three Shot Towers in the U.S. and the only one of its type in the world. 5) Wytheville Hospital. 6) Bertha Mineral Division of New Jersey Zinc Company at Austinville is one of the oldest lead mines in the country and has served in all wars of America. (Photos by Greear)

the results of such foresight, combined with native energy and talents, are of great satisfaction and higher yield to most Wythe farmers, to say nothing of having added to the general prosperity of the area, long known for good living.

Electricity is supplied in the southwestern part of Virginia by the Appalachian Power Company from a 132,000-volt transmission system interconnected with other utilities in Virginia, North Carolina, Tennessee, West Virginia, Kentucky and Ohio, stabilizing the flow to meet demands. Wythe County is also served by an 88,000 volt transmission and a 33,000 volt subtransmission system with a 12,000 volt distribution system. The company will normally supply any desired standard voltage at 60 cycles, alternating current, but where services above 240 volts are required, the company should be consulted to insure that the voltage desired is available.

Wytheville has one of the most modern and up to date filtration plants in this area, with an ample source of water which comes from Cave Springs, Crystal Springs, and Reed Creek which flow well over 50 million gallons per day. There is also a 1,500,000 gallon reservoir at an elevation of around 190 feet above the town.

Wytheville is the headquarters of the Lakes-To-Florida Highway Association and is currently working for the North-South Interstate Highway which will connect the states of Virginia, West Virginia, Ohio, North and South Carolina.

The State Diagnostic Laboratory which was built in 1950 for the purpose of serving the farmers of Southwest Virginia covers approximately 25 counties and is located at Wytheville.

Reports from the U. S. Weather Bureau show that the climate of this section is variable. The range in weather conditions, both in temperature and precipitation shows considerable variance in different sections of the

county, due to the physical characteristics of the territory. Wythe County's climate is healthful. Periods of uncomfortably warm weather and severely cold weather are infrequent and brief.

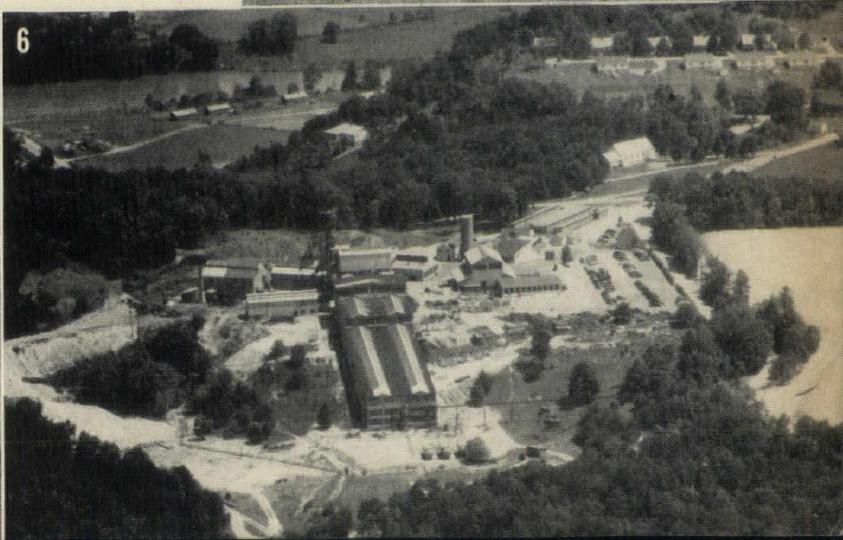
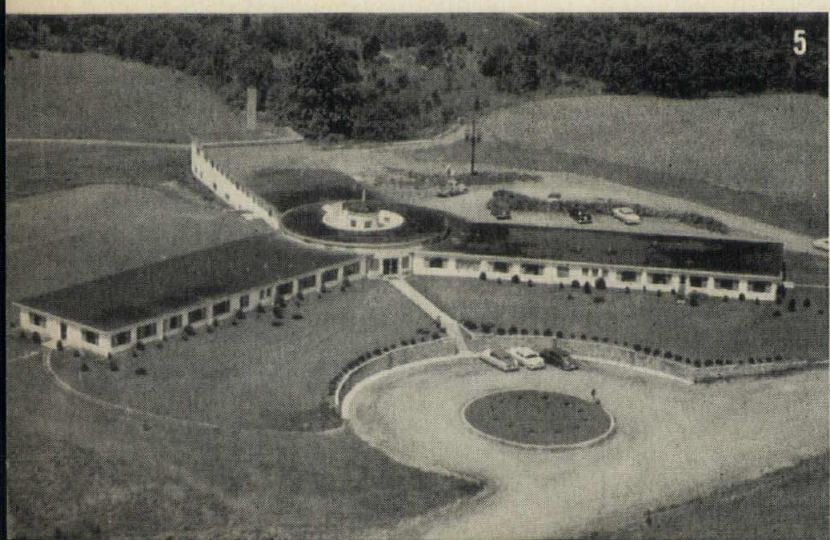
Wythe County invites all new, expanding and relocating industrial concerns to inquire, visit, and investigate her comparative advantages. There are plenty of plant sites with ample water power, coal, timber and electricity available for both light and heavy industries seeking choice locations and hundreds of conscientious people from which to recruit capable workers.

Bland County is primarily an agricultural county though they have a fine industry in the Bland Hosiery Mills. They too, have many good sites available for industry and are anxious to receive inquiries concerning them.

Smyth County has several fine well-established industries: Grover Furr Hosiery Mills, a subsidiary of Burlington Mills; Brunswick-Balke Collender Company; Appalachian Manufacturing Company; Marion Handle Mills; Marion Manufacturing Company and the Holston River Quarry. There is also Olin Mathieson Chemical Corporation in Saltville which has been an important center of Virginia industry for more than a century. Prior to and during the War between the States, Saltville was the chief source of salt supply for the Confederacy. This is a Virginia corporation still operating under its original charter, subject only to charter amendments necessitated by growth and expansion. Products of Olin Mathieson are of vital importance to many of the industries on which the economy of the South is based.

All these industries supply the area with a healthy and varied economic income but the counties want and need more industry and can offer many outstanding and attractive inducements.

22



HORNED



HEREFORDS

RICHARDSON FARMS



On Route 11—Three Miles East of

PULASKI, VIRGINIA

300 REGISTERED HORNED & POLLED HEREFORD COWS
AND 8 HERD BULLS

Horned Sires

Colorado Domino & Zato Heir

Polled Sires

CMR & ALF Choice Domino

Time to GO MODERN!



You can't keep up with competition with old-fashioned communication methods.

Have you modernized your telephone service lately? Do you know about the Speakerphone, Automatic Answering and other advances in telephone equipment? Are you making the best possible use of Long Distance to build sales, speed collections and save money?

Let us tell you how other businesses are saving time, cutting costs and improving service to customers by modern uses of communications. Just call our Business Office for expert advice. There's no obligation.



The Chesapeake & Potomac Telephone Company of Virginia

new river valley railroads

by

FERN CONDON

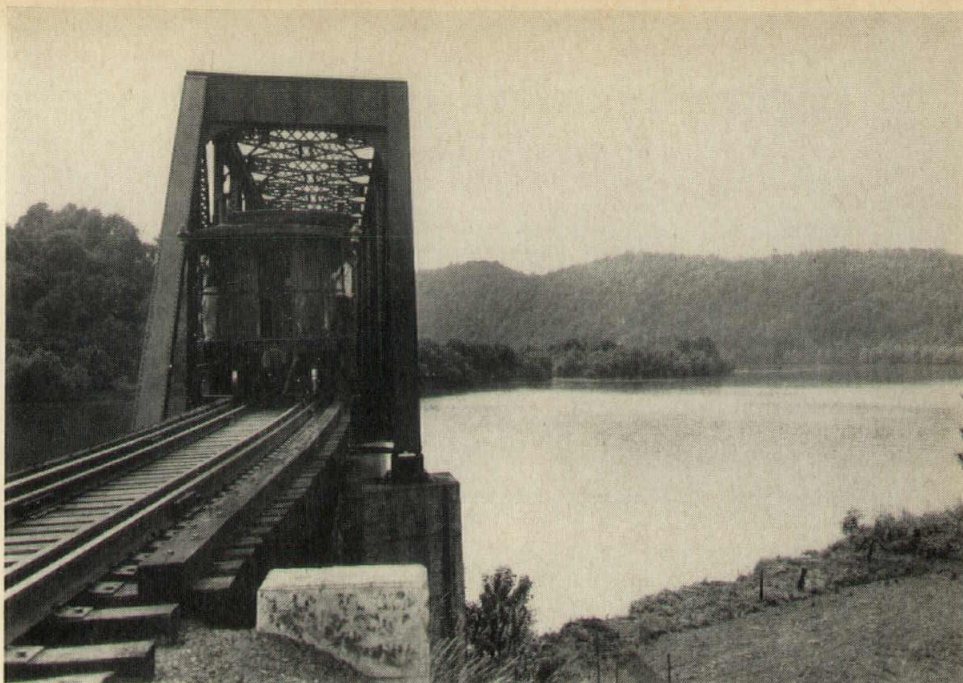
THERE's probably no other industry that employs as many different trades and professions as the American railroads . . . or contributes more to the growth of the nation. In the case of the Norfolk and Western, there are over 21,000 employees, and hundreds of them work in jobs not commonly associated with railroading. In the New River Valley these N & W people make a definite and far-reaching contribution to the economic growth and well-being of the community.

What became the Norfolk and Western Railway started on September 7, 1838 as the first passenger train, an engine and two open cars, struggled from Petersburg, Virginia—taking 30 minutes—to the dock at City Point on the James near Hopewell, to make connections with the Richmond boat for Norfolk and Baltimore. The railroad did not start in Norfolk, as its name might indicate since, with direct water connections, it was considered unnecessary.

Mighty effort was expended for every one of the more than 2,000 miles which comprise today's N & W Railway, a 6-state system with more tracks in Virginia than any other road. And the great, great granddaddy of this system was the precarious, debt-ridden nine miles of that old City Point Railway. The intervening years were difficult; money was scarce, the legislature skeptical, which added to the difficulty of getting supplies. Dynamite had not been invented and the building of the line all the way to the new town of Bristol was done by black powder and the sweat of men and mules.

The Virginia and Tennessee, as the road was then called, was followed in 1851 by the Norfolk and Petersburg Railroad. The War between the States hit Virginia railroads hard. The genius of William Mahone, later a distinguished Confederate officer, had brought many of these short lines into

to tell the Virginia Story



A Norfolk & Western train crossing New River at Hiwassee, Virginia.

existence. One strip of track through Dismal Swamp is still there today and carries the traffic of one of the country's busiest railroads. His culverts were of granite and his bridges, both in the swamp and the longer approaches to Norfolk, were of iron. Sixty-three pound T-rail was purchased in England. It is the railtype used today, but an innovation at the time. It was this same drive and faith of Mahone's that was largely responsible for putting the railroads back on their feet after the war.

The building of the N & W to its present status is the story of the industrial development of Virginia and one which was told in detail in the *Virginia Record* in September 1953. It is not possible to give that whole story here, but it is important to note here that the N & W has been one of the most important factors in the development of the New River Valley and Southwest Virginia. Evolution of the railroad to a major transportation factor was spectacular; it runs from Norfolk to Cincinnati; it has built many coal branches, relocated its lines and acquired short railroads, and on January 15, 1896, was reorganized as the Norfolk and Western Railway. Without its efforts and its pioneering and its endless work to progress, the story of Southwest Virginia would, today, be entirely different. The towns along its right-of-way literally owe their existence to the N & W Railway and their future is still dependent upon the railroad.

In like manner, the Virginian Rail-

way System has served a section of the New River Valley, extending 443 miles from Norfolk, Virginia, across the upper part of the Virginia Valley of the New to Deepwater, W. Virginia. Connecting, by a bridge over the Kanawha River, with the N. Y. Central Railway, it provides a continuous shipping service between the Great Lakes region and the Atlantic coastline.

Contrary to the practice of older systems, the Virginian was built with the private resources of one man, H. H. Rogers, who envisioned his railroad from the standpoint of tonnage, and planned accordingly for the speediest and most economical movement of traffic.

The work of building the Virginian Railway was started in West Virginia in 1896 as the Deepwater Railway Company. In 1904 the Tidewater Railway was chartered in Virginia to build to the boundary line of the two Virginia's. The first grading contract on the Tidewater line, covering 95 miles from Sewell's Point on Hampton Roads, was let May 15, 1905, and by February 1906 the entire length of the line was under contract.

The Virginian's timetable #1 shows that passenger service was instituted between Deepwater and Roanoke on May 23, 1909 and through passenger train service was inaugurated to Norfolk for the entire length of the line, July 1, 1909. The union of the two railways was effected on March 8, 1907

(Continued on page 72)

Ripplemead Lime Company

INCORPORATED

Ripplemead, Virginia

WE SPECIALIZE IN THE PRODUCTION
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BY RAIL OR TRUCK



MINK

The Fur Supreme

Ready to Wear Mink
Coats, Stoles, Capes or
Scarfs in Standard colors
and rare new Mutations.
These are available at
Farm prices, direct from
the Farms to you.

30 years of producing
mink and fox furs has de-
veloped pelts of excep-
tional beauty that we are
proud to offer and you
will be proud to wear.

HARMAN FUR FARMS

CHRISTIANSBURG, VIRGINIA

Telephone EV 2-3351

HARMAN FUR FARMS

ESTABLISHED in 1927 by Roy D. Harman, the Harman Fur Farms was the first in Virginia or near-by states to successfully produce silver foxes and mink in captivity. In those early days of fur farming when the business was new, many of the experts thought Virginia was too far South for fur farming.

The Harmans have produced furs that grade on a par with productions from the best sections of the U.S. and Canada and the business has expanded to be one of the largest in the country.

They produce foxes and mink of standard color types and have been active in the development and production of new and rare color types. They have a blue platinum type fox which is among the best of that type in the world.

Mink are produced on these farms in the old standard colors of dark Yukon, Silver-blue and Royal Pastel, and in the newer colors of Sapphire (blue) Palomino (pale gold color), and Pearl (soft light beige). Big, clear-white mink occupy nearly a third of the pens on the Harman Farms. This type of mink is comparatively new and is much in demand on the world's fur markets.

Part of the production of Harman Fur Farm is made up ready-to-wear stoles, capes and jackets displayed in a retail shop on U.S. 11 highway at the eastern edge of Christiansburg. The farms have sold furs to most of the world where furs are worn.

The founder of the farms has been joined in the business by his sons, Roy and David, and all attended VPI, taking animal husbandry courses. Along with fur farming they own large cattle farms where several hundred head of Aberdeen-Angus graze on the bluegrass and clover pastures, so well developed in the limestone areas of Southwest Virginia.

The work of caring for mink, foxes, cattle and other livestock keep twenty-five men busy, and the work must be done regardless of weather or holidays.



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HOME-COOKED FOODS

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PULASKI, VIRGINIA

Virginia Has Oldest Magazine

DID YOU KNOW—that the oldest traditional magazine of continuous publication in America is published in Christiansburg, Virginia? Early issues of "The Little Brown Aristocrat", as a columnist named it many years ago, are collectors' items. The first issue of "The Lyric" appeared in April, 1921, painstakingly typed by John Richard Moreland under the sponsorship of the Norfolk Poets' Club. Throughout the years it has heralded the best in poetic efforts and its pages are filled with famous names.

John Temple Graves called it the "quietly famous little magazine of poetry." Not long ago *The New York Times* devoted its entire poetry columns to reprints from *THE LYRIC*.

Because of its dedication to the cause of traditional poetry, Pulitzer Prize winner Virginius Dabney, in a *RICHMOND TIMES-DISPATCH* editorial, had this to say: "Such a record deserves to be nurtured and strengthened. *THE LYRIC* is valuable in emphasizing for us the eternal verities and the values in classical poetry—such poetry that lives in the work of Milton and Keats, Poe and Lanier."

So many famous poets have published in *THE LYRIC* and so many names have been memorialized by prizes established through it, that it has become known as America's Westminster Abbey of Poets.

Nehi Bottling Co.

Quality

ROYAL CROWN COLA

NEHI

Phone 2-3221 609 Commerce St.
PULASKI, VIRGINIA

The River of Free Enterprise

New River flows for 168 miles across western Virginia in an area that has been developed on the principles of free, competitive enterprise.

Since 1757, when lead was first discovered in what today is Wythe County, industries have been developed along the river by individual and community initiative.

Today many thriving communities and industries, including large textile, furniture, chemical and glass plants and electrical power and coal operations dot the banks of this great river.

The future holds many promises for even greater industrial growth in the New River Valley.

Appalachian is proud to have had a part in the growth of this great area and is working constantly to help the future of the valley be even brighter.

Appalachian
Power Company

MERCHANTS AND FARMERS BANK OF GALAX

Established 1934

*To promote the growth and development of Galax
and surrounding areas*

GALAX

VIRGINIA

Member F. D. I. C.

The Need For a Southern Self-Portrait

(Continued from page 7)

number of Union soldiers who fell under the enchantment of the land which they were invading and returned after the war to raise families in the South. Nor can any one compute the number of Southerners who began the long trek away from home in search of opportunity.

Numerically the South lost heavily in the exchange—until recent times—but its gain was in retaining those natives and adding those converts who shared a single view of life and gave the region a single heart.

Across the centuries when this attitude has characterized the South, there were times of prosperity and power, and times of poverty and humiliation. Outside observers have made much of the fact that the seeds of failure grew in the successful pattern of plantation-economy. They have stressed the wastefulness of slave-labor and the quick exhaustion of the land, pointed out the lack of "dynamism" inherent in a paradise along with the debased condition of the "poh white" victims of the planter-oligarchy, and stated flatly that a civilization so firmly rooted in a destructive anachronism could not possibly have adapted to a modern, industrialized democracy.

Two basic points are missed here: (1) the Southerner did not *want* to and (2) within the self-imposed limitations, sections of the South were making an extremely intelligent adaptation to changing times. Richmond and the Shenandoah Valley, as examples, had evolved an economic-social balance before the Civil War which extended—considering all circumstances—a highly successful adaptation into the present. This was also true, of examples taken at random, in Atlanta, New Orleans, Memphis and Nashville. Nor is there any reason to suppose that the Norfolk-Newport News area, cities in North Carolina, Birmingham and Houston, would have forcibly resisted their natural growth in modern terms. But, the ultimate and third point is that the South, because of the devastation of the Civil War and Occupation, never had the opportunity to evolve naturally.

This traumatic break in the South's natural evolution is at the core of its duality. For it is true that many planters did not resist *any* change, that the threats from the outside *did* cause a hardening of the Southern society in

defense, and that the defeat by force of arms also caused the Southerner to imbue his lost past with an aura of perfection which it never possessed. But, it is also true that in obscuring his region's past with a softening color, the Southerner was not denying any inequities that were unique in his culture. Certainly the plantation-oligarchy did not invent the dispossessed "poh white": it only gave a name to the chronic casual who has existed from the earliest recorded history into the slum-dweller of even post-Lincolnian enlightenment. Nor, probably, did two centuries of planters waste natural resources with the abandon of one generation of "Robber Barons."

The triumphant culture invariably ascribes reasons for the fall of the conquered, even though aspects of the same causes exist in its physically superior society.

WHERE THE SOUTHERNER IS WRONG, TOO

For the South's self-image, however, the inaccuracy lies in the Southerner's presentation of his culture as a thing of perfection. Thomas a Kempis said, "All perfection in this life has some imperfection mixed with it; and no knowledge of ours is without some darkness." The Southerner's failure at an accurate self-portrait results from his denial of the imperfections *because*, in defending himself from specific charges, he defends his society in total.

This is not to imply that the Southerner is less accurate in his self-image than are his neighbors; it is only to say that his inaccuracy is caused by a permanent condition of defense. In the North, certainly in the East, their self-image is caused by an amalgam of might, self-righteousness and ignorance. In the years when I was a student (as William Ellery Leonard said) "on the shores of the Hudson River," and when I was an editor on Madison Avenue (the literal address), I made lifelong friends of men and women of other regions; so, I am speaking out of personal experience in attributing the distortions of the Northern self-portrait to a certain smugness. After all, they won—and in America, as the cynicism has it, "they pay off on the score."

When destiny paid off in a "winner-take-all" fight, the South was the loser that got nothing. It got worse: it got kicked when it was down and spat on; and then it got sneered at for not being like the winner. The duality of the

South, as it sees itself, is caused by being a part of the victorious element while not essentially respecting the victor or what he represents.

If the South, like Ireland during the four centuries of the British occupation, had steadfastly wanted nothing from the victor except to be rid of him, the line would be simpler and clearer. But Ireland was an island invaded by foreigners who, not even speaking the same language, came forthrightly for conquest and exploitation. Here, our Northern brethren came to save us from being divorced from their culture, and we—involved with our high-minded conquerors by a common language, history and indescribable inter-relations—tried to make the best of a bad situation that had never been very clear in the first place.

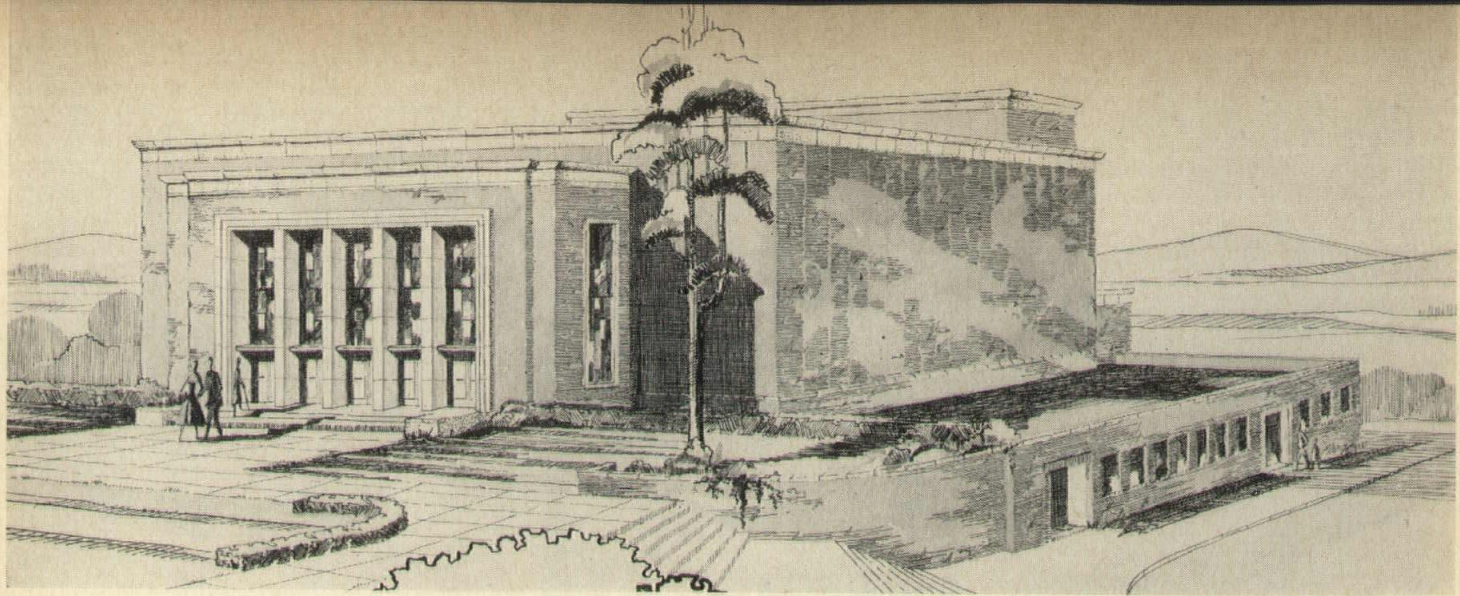
That the South was not allowed to make the best of it is a barrier in the stream of American history that Northerners always manage to evade with bland skill. That the Southerner *knows* it—through his people having suffered it—has given him a personal history that until now, and in the foreseeable future, differentiates him historically from the rest of the country.

The Southerner's problem in self-portraiture, then, would seem to be in accepting the good and the bad of his own separate culture, whilst accepting what good there might be in the bad of the national culture of which he is—however reluctantly and bitterly—a part. Before he can do either, he must understand the nature of his long defense, and the duality of his position.

Certainly little good, as the Southerner sees it, exists in the culture that surrounds and is encroaching on his. But there is some. If this can be accepted, the self-image might be based on a paraphrase of James Joyce's novel: "The Portrait of the Artist as a Young Man." Ours would be: "The Portrait of a Southerner as an American."

The Southerner can not exist in his separate culture, complete unto itself; but he need not, in existing in the whole, distort his culture in order to preserve it. Of all times, since the vandals and the do-gooders left our land after bleeding us dry in the 1870's, we need to follow the axiom of "Know thyself."

Clifford Dowd



Auditorium and Administration Building at Radford College.

HIGHER EDUCATION IN THE NEW RIVER VALLEY

THE NEW RIVER VALLEY has three fine colleges: Virginia Polytechnic Institute; Radford College—a part of V.P.I.; and Marion College. Together they adequately meet the needs of the area and offer the families of industrial personnel settling in the New River Valley assurance of the best in education facilities for their sons and daughters.

Virginia Polytechnic Institute, at Blacksburg, Virginia's land grant college, was established in 1872 and during the last half century has grown from a struggling agricultural and mechanical college to one of the nation's leading technical education institutions. Since World War I it has trained more

Virginians in the fields of science and technology than has any other educational institution. It annually gives instruction in agriculture and home economics to thousands of Virginians through its Extension Services.

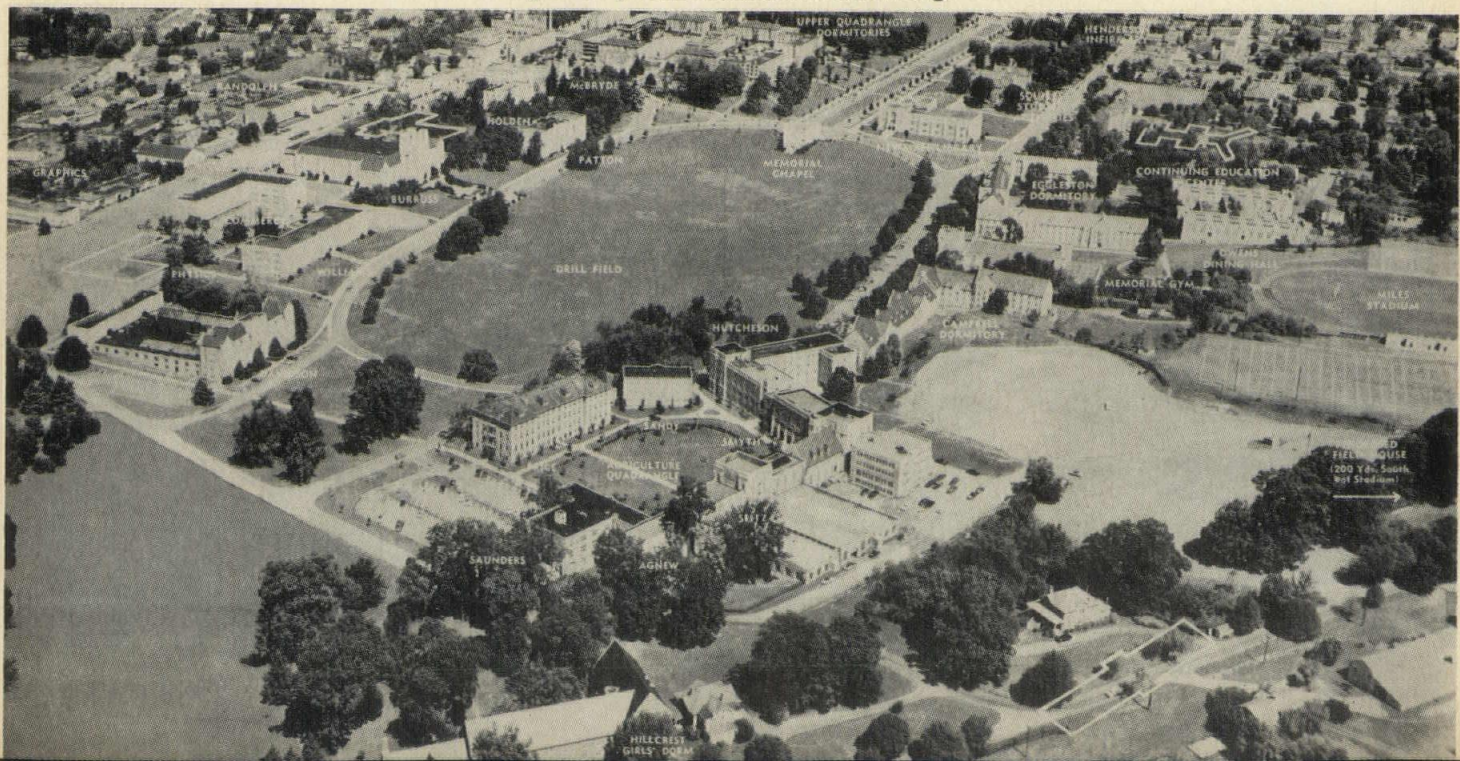
Today it has the largest enrollment among Virginia colleges, and since its founding, has trained more students in engineering than in any other field. Virginia Tech has become more than just a college as it serves the state and nation in three important fields of teaching, research and extension. Improved instruction results from the fact that many teachers are trained scientists who also conduct research. With modern technological developments,

Virginia's industry, business and agriculture are faced with recurring problems and adjustments to the rapid changes taking place. Faculty members and people throughout the state have worked together to disseminate information on business, industry, farming, and homemaking to meet these ever-growing needs.

Of 62 million employed Americans, 25 million work in some phase of agriculture. In addition, a quarter of a million scientists directly serve agriculture. There are 500 distinct occupations in the 8 major fields of agriculture which need about 15,000 new college graduates.

(Please turn the page)

Virginia Polytechnic Institute at Blacksburg.



(Continued from preceding page)

Due largely to information furnished by Virginia Tech during the last 25 years, crop yields have increased more rapidly in the Old Dominion than for the United States as a whole, while per acre yields for corn, peanuts and tobacco have increased almost 100%.

Women have been admitted as students at Virginia Tech in an increasingly wide variety of fields since 1921 and, since the war, in order to accommodate veterans, VPI has operated a "college", popularly known as "Radtech" at Radford, in the Barracks of the former Radford Ordnance Works.

Radford State Teachers College was established in 1910 and merged with VPI in 1944 to become the Women's Division of the Virginia Polytechnic Institute. Radford is a co-ordinated college. It offers both Bachelor of Science and Bachelor of Arts degrees in education upon successful completion of four years of instruction and furnishes more teachers for Virginia classrooms than any other college in the state.

The college has been for some time in the midst of a huge construction program. Bolling Hall, built by New River contractors, Trinkle and Dobyns, has just been completed for fall use. The same builder has done additions to Peters Hall as well as constructing other campus facilities. An auditorium and administration building combined is planned for 1958 and work on this is expected to start soon. This expansion program will eventually reach the six million dollar mark.

In addition to the academic side of student growth, Radford College is interested in the total development of the individual. It co-ordinates spiritual,

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social and recreational activities as the best means for personality development and cultural education. The extra-class activities are regarded as an integral part of the curriculum and supplement the formal work of the classroom. An effort is made to develop such organizations as are democratic and contribute to the personal, social and professional growth of the students. Radford was the first state-supported women's college in Virginia to be recognized by the American Association of University Women. The college is fully accredited and holds membership in the Association of American Colleges.

Marion College for Women was established in 1873 by a group of pastors and laymen of the Lutheran Synod of Virginia. It is the only junior college of the United Lutheran Church in America as well as the only Lutheran college for women. Enrollment is limited, thus giving students almost individual attention.

The college has many student organizations. The Missionary Society holds the distinction of being the oldest Women's Missionary Society of the Lutheran Church in the South.

The Administration and Board of Trustees of Marion College, fully aware of the demands the immediate and more distant future will make, are planning for these needs. Recent acquisitions of property have added to the school's physical plant, and a commission is at work on a long-range expansion program. Present and future plans should assure generations of Marion College students the best in educational equipment.

~



Pioneer Panoramic Dining Room

Big Walker Lookout

13 miles north of Wytheville, Virginia
in the heart of the Appalachian Highlands.

See 5 states from our Observation Tower
(Elevation 3,405 ft.)

And enjoy the finest food served anywhere
in Virginia's most unique dining room.

MR. & MRS. STUART KIME,
Managing Owners

Appalachian Power Company

APPALACHIAN POWER COMPANY is the largest of the six companies comprising the American Electric Power Company system, which operates in seven states between Lake Michigan and the North Carolina border. Appalachian serves over 477,000 customers in 31 counties in western Virginia and 21 counties in southern West Virginia, an area of about 19,000 square miles.

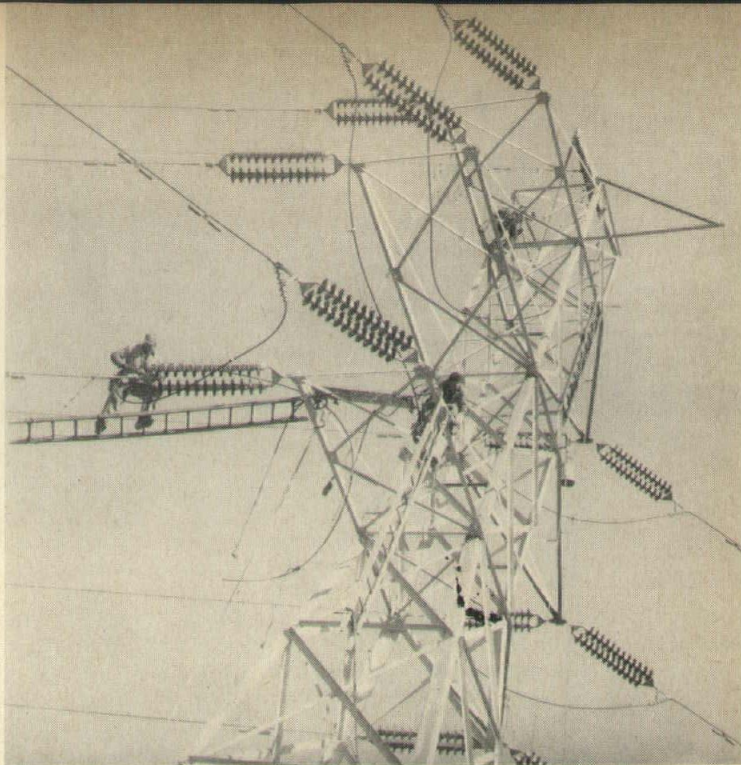
Interested in the development of the area which it serves, Appalachian maintains an area development department. The company has men in 13 offices in Virginia and West Virginia who give industries seeking new locations up-to-date information on such subjects as communities, plant sites and the labor force. The industrial development department works closely with communities, chambers of commerce, other industries and organizations in an effort to attract new industries into the area.

Industrial development of western Virginia is proceeding at a rapid pace, and in the past few years, several large companies have located new plants in the area served by Appalachian. These include International Telephone and Telegraph Corporation, planning to build a plant near Roanoke for production of electronic tubes; the General Electric Company with plants near Salem and in Lynchburg; the Babcock Wilcox Company atomic reactor plant at Lynchburg; Thompson Products Company's new facility near Rocky Mount; the Columbus McKinnon Chain Corporation plant at Abingdon; the Easthampton Rubber Tread Company operation near Stuart; Koppers Company tie-treating plant near Salem and several other smaller firms.

Appalachian is ready to meet this increased industrial development with an ample supply of electric power. The company is continually expanding its system to provide all of the electricity needed by industry, homes and farms.

This continuing expansion program has included the 225,000-kw addition to the Glen Lyn, Virginia steam-electric plant, giving it a capability of 395,000-kw; the 400,000-kw Kanawha

This scene is typical of the transmission expansion program of Appalachian Power Company's facilities in western Virginia. New lines and stations have



provided an adequate, dependable supply of electric power for the rapidly growing area.

River plant at Glasgow, West Virginia; the Philip Sporn plant at Graham Station, West Virginia, which Appalachian owns jointly with a sister company. With an original capacity of 600,000-kw, Sporn's capabilities will be increased to 1,050,000-kw when the new unit under construction is completed. This will make Sporn the third largest private power station in the world.

Another major construction project is the 450,000-kw plant being built on the Clinch River near Carbo, Virginia. The \$55-million steam-electric plant is scheduled for operation in 1958. Preliminary work is progressing on the 320,000-kw Smith Mountain hydroelectric project on the Roanoke River. Pending governmental approval, the project would include a main dam at Smith Mountain gap and a smaller dam downriver near Leesville.

With increased generating capabilities, transmission and distribution facilities have also been expanded. In Virginia, the company has built 350 miles of transmission lines since 1950 and several large transmission stations, including those at Roanoke, Wytheville, Cloverdale, Marion, Lynchburg, Ridgeway and Fremont.

New transmission lines operating in the area since 1950 include links between Marion and Wytheville, Glen Lyn Plant and Hancock station near Roanoke, Floyd and Stuart stations; the second Glen Lyn to Saltville circuit and lines from Clinch River plant to Fremont station and to Beaver

Creek station in Kentucky.

All of these increased transmission facilities have brought more electric power to the western Virginia area, where the company serves such industries as textiles, furniture, cement, synthetics, electronics, railroads and coal.

As the area grows, Appalachian's expansion program continues. In 1958, the company will spend almost \$50-million for construction. Of this, about \$26-million is for completion of the Clinch River Plant.

Appalachian will spend over \$6,700,000 on transmission lines and stations in 1958, including facilities to be served from the Clinch River plant. Allocations totaling more than \$11-million have been designated for distribution line and station work.

Generating capacity of Appalachian is over 1,655,000-kw, exclusive of Clinch River plant, Smith Mountain and the Sporn plant addition.

The company's transmission system is interconnected with other companies of the American Electric Power system, making available to Appalachian customers more than 4,500,000-kw of generating capability. In addition to AEP, Appalachian has interconnections with the systems of Virginia Electric and Power Company, Duke Power Company, Carolina Power and Light Company and the Tennessee Valley Authority.

All of this means that there is an ample supply of electricity for the continued growth of the area.



by

RALPH W. CORN

Bank Contribution to Industrial Development

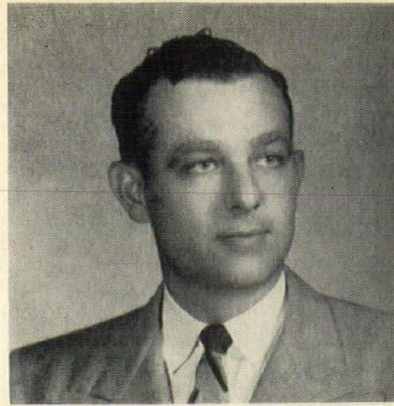
THE FUTURE GROWTH, progress and opportunity for service of banks is directly dependent on the business prosperity and economic welfare of its customers. Industrial development makes a most significant contribution to the economic welfare of a community. Our banks do not "blink the fact" that there is an enlightened self-interest which compels them to be in the middle of efforts to secure new industry or assist in the expansion of existing industry.

So, it is that banks in this area have contributed generously to their chamber of commerce budgets, and have supplied leadership, inspiration and man power to their nerve center, the chamber of commerce industrial development committee.

Our banks have stressed the importance of thrift and savings, along with prudent, constructive investment, through the years with the hope that the need for credit for business expansion and the ability and willingness of people to save stay in proper balance. We have tried to stay alert to the difference in industrial promotion and industrial development. An essential role of our banks is the prudent restraint of potential investment excesses which may be based on inadequate demand for product or other unsound proposals.

Many of our banks individually and collectively have gone on record as being willing to make available financing for land and construction of building for industry.

We have played ball with the team in providing better water sources,



Ralph W. Corn, president of the Regional Clearinghouse Association of Pulaski, Giles, Floyd and Montgomery Counties, is vice president of The First and Merchants National Bank of Radford, Virginia and has been associated with that bank since 1940. He was born in Franklin County, educated at Ferrum Junior College and is a graduate of the Graduate School of Banking at Rutgers University, class of 1953. He was an Infantry Platoon leader in the E. T. O. and served both as Company Commander and Battalion Adjutant in the States.

He is a past president of the Kiwanis Club of Radford and Past President of the Inter-Club Council of Radford. He is treasurer and vice chairman of the Board of Stewards of Grove Avenue Methodist Church. He is member of Clearinghouse Committee, Virginia Bankers Association, member of the Library Board, and director of the Red Cross, committee chairman of Banking Education and Public Relations. Group Five, Virginia Bankers Association. He is married to the former Pauline Lester of Hurley, Virginia and has two children.

schools, churches, roads, recreational opportunities, housing and hospital facilities.

Of the 15 banks in this association, most have built new banking quarters or have enlarged and remodeled in recent years, adding more parking space, drive-in windows and improved facilities beyond their immediate needs.

Our banks are country banks, as are 85% of all banks in the United States, but we maintain close working relationships with many other banks throughout the country. The knowhow of one bank is available to other banks through the correspondent banking system. This channel is being utilized in plant location problems. Large sums of money can be made available for housing and plant location through loan participation with correspondent banks.

Our banks are managed by men of discretion, whose business it is to know everybody's business and use this knowledge in a quiet and confidential manner to bring plant and location together, for the betterment of all parties concerned.

Considering predicted great population increases, the expected trend of industry southward and the belief is a growing dynamic America, coupled with all the advantages our Valley has to offer to plant location, we are optimistic as to our economic future. However, we are aware of the fact that other areas are seeking industry. Dreams do not materialize automatically, yet we believe wonders can happen with intensified directed effort.



The First & Merchants National Bank of Radford

RADFORD, VIRGINIA

A Friendly Bank

RESOURCES: TEN MILLION DOLLARS

Complete Banking Facilities for Individuals,
Partnerships and Corporations

For Your Convenience, Use Our 10th Street Branch—Drive-In Window

Member Federal Deposit Insurance Corporation

Member Federal Reserve System

By

STATE SENATOR TED DALTON

A COUPLE OF MILES south of Claytor Lake on Max Creek in Pulaski County, is a large boundary of woodland and mining properties which was donated to Radford College in 1948. The area, embracing some 15,214 acres of land adjoining and surrounding Camp Powhatan, has just been acquired by the Blue Ridge Council, Boy Scouts of America. The historical background of these properties is most interesting.

During the War Between the States a Union soldier named Watson was engaged in the battle of Cloyd's Mountain in Pulaski County, fighting for the Union by the side of three young officers, McKinley, Garfield, and Hayes, of the Union Army who were afterwards to be Presidents of the United States. Before the war Watson was an employee of R. D. Wood and Sons, pioneer iron pipe builders, of Philadelphia and when the war was over, he sought to interest them in the manufacture of pig iron and in mineral possibilities of the Southland. The four (then considered) essentials to the manufacture of pig iron were ore, wood for charcoal, limestone, and water, all of which were present in the lands of the Max Creek area, and through the efforts of Watson, the first Northern capital to come into the South following the Civil War was sent to purchase and develop the mineral possibilities in Pulaski County. Thus R. D. Wood & Sons were pioneers in the iron industry.

History of Radford College Forest Lands Just Acquired by Blue Ridge Council, B.S.A.

The fact that the manufacture of pig iron on the Max Creek property did not pan out did not deter one of the Wood sons, Walter, who continued to acquire lands and mineral rights in the South until he died.

He also held to the opinion that paint ores would be extracted from the Max Creek lands, and true to his prediction, valuable paint ores have been, and are still being, optioned on portions of this land. He always hoped for a greater value to the timberlands of Virginia, but the first growth of timber from most of our Virginia lands was removed at a time when the cost of production practically consumed the value of the raw products. Some first growth timber remains on the Radford College boundary, however, and it is heavily forested with small trees which will grow into a valuable timber area.

However, the real value of the land today, aside from the forest and paint ores or mineral values, comes from the value as a place to study the flora and fauna of this mountain area, and further from the recreational value that can be derived by the citizens of tomorrow.

It is a great thing in the rush of present day civilization to provide the Boy Scouts of today and tomorrow the

opportunity at Camp Powhatan to enjoy our own native woods. Hiking, riding, camping in the wilds; the return to nature is the modern urge of a host of our people, with camp sites galore. This vast area of rugged country—one of the largest unsettled expanses of land in the East—offers unexcelled opportunities for recreation and the future expansion of Boy Scout activities in Virginia.

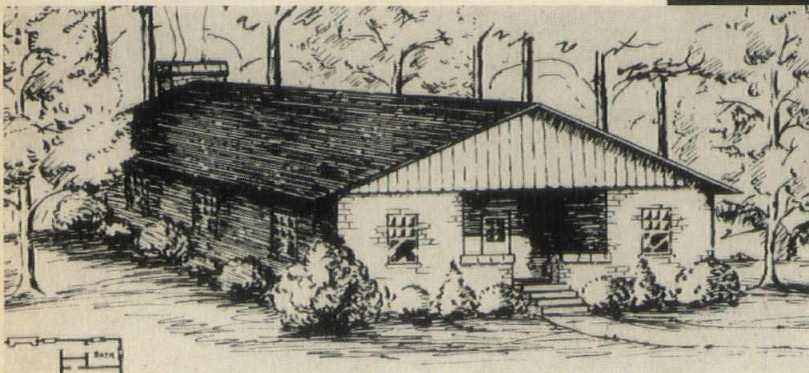
Donated to Radford college through the benevolence of Walter Wood's estate, it was his fervent hope that these lands would be used advantageously, but by reason of lack of funds and facilities, the college did not have the opportunity to fully use the properties, and felt that the proceeds from their sale could be used for other and more suitable purposes of the college.

The Boy Scouts of the Blue Ridge Council have established Camp Powhatan at great expense in the heart of these lands to serve the Scouts of 14 counties and cities of Southwestern Virginia. One of the moving factors in the selection of the site for the Boy Scout Camp was its proximity to this large unspoiled tract of woodlands, on which the Scouts can train for great usefulness in life.

(Continued on next page)

PROJECTED BOY SCOUT CAMP — MAX CREEK NEAR RADFORD

STAFF QUARTERS—SCOUTERS QUARTERS



STORAGE BUILDING—CANTEEN

An architect's conception of two of the buildings in the projected Boy Scout camp located on Max Creek near Radford. This is an area project which will add much to the activities of the youth of the community when it is completed.

(Continued from preceding page)

Thus, time marches on! A Union soldier started the chain of events. A remote area on Max Creek in Pulaski County furnished the setting. In quest of the minerals of the earth and in their assaying many fortunes have been made and lost. The Woods of Philadelphia put in their bit to help those whom they helped defeat in the South. Their efforts met a ragged line of resistance, but Walter Wood kept forging ahead until he assembled an unspoiled large place for others to enjoy after he had left.



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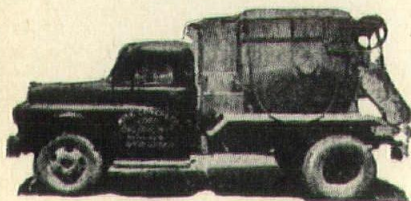
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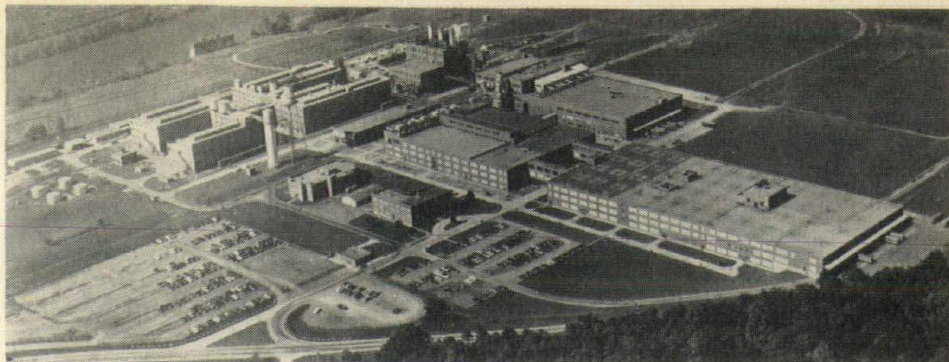
27

OR
NORTON, VA.

328

13th St.

Big Stone Gap, Va.



Celanese Corporation of America plant at Narrows.

Celco Plant at Narrows

TWENTY YEARS AGO, Giles County was a quiet agricultural region of southwest Virginia tucked away between the forested slopes of the Allegheny Mountains. Farming was its major occupation and chief source of income although lumber and limestone quarries were minor sources of employment. In 1939, however, only 168 production workers were employed in the county's seven small manufacturing establishments.

This heavy dependence on agriculture, an all-the-eggs-in-one-basket economy, worried Giles County officials for many years. They recognized the need for new industries, to provide a more balanced economy. But their chance to convert recognition into reality did not come until the late 1930's.

At that time, engineers of the Celanese Corporation of America were studying several locations in the South Atlantic states as possible sites for a new acetate flake and fiber plant. One suggested site was in Giles County, on the banks of the New River between Pearisburg and Narrows.

Spurred by this chance to end the county's dependence on agriculture, public-spirited citizens of Giles County subscribed funds for the purchase of a 1,231 acre plant site and offered it to Celanese. After several months' consideration, the company accepted—satisfied the location met its varied requirements. These requirements included ample water supply, accessibility to the coal fields, adequate rail and highway facilities, and temperate climate. The company also sought a community of progressive, friendly people to furnish the manual skills and mechanical abilities required in the acetate yarn manufacturing process. Giles County offered all these assets of both man and nature.

Construction of the Celanese plant

began in 1939 with actual operations getting under way in January 1940. Known as the Celco plant, it produces cellulose acetate flake, acetate filament yarn and staple fiber. Over the past 19 years, the plant has been virtually doubled in size.

Cellulose acetate flake is the basic material for the production of acetate fibers. Cellulose, obtained from either wood pulp or cotton linters, is combined with acetic acid, then ripened and precipitated into flake form. For textile purposes, the flake is dissolved in acetone to provide a spinning solution. It is then extruded into filament yarn and staple fiber. Since the Celco operations are largely chemical in nature, they are necessarily continuous, and the big plant works 'round the clock every day in the year.

The Celco plant's most recent new products, all made from acetate staple fiber, are high crimp carpet fibers, acetate tow for cigarette filters, Quilticel acetate battings, and Celacloud fibers for use in mattresses, pillows, comforters and sleeping bags.

Celco's influence on this once predominantly agricultural area has been forceful and far-reaching. It added a new "cash crop"—worth about \$9 million a year. That was the Celco payroll last year, shared by some 2,200 employees coming from Pearisburg, Narrows, Pembroke, Rich Creek, Ripplemead and other towns within a 30-mile radius of the plant. In addition, Celco also distributes another \$2,000,000 annually in the area in payment for supplies, services, local taxes, and for civic and charitable donations as well as employee benefits.

The plant manager at Celco is H. K. Busch, a resident of Pearisburg.



VIRGINIA BUSINESS REVIEW

by

ROSEWELL PAGE, JR.

Robert S. Lovelace Company and Smith Plumbing and Heating, Inc., both of Richmond, have been named to represent Jacuzzi Pump Equipment, it was announced by Candido Jacuzzi, general manager of Jacuzzi Bros., Inc., Richmond, California.

Both companies will offer the complete line of Jacuzzi pumps and water systems. Jacuzzi is the world's largest manufacturer of deep well jet pumps and domestic water systems.

The government and American Export Lines, Inc., signed a \$6,500,000 contract with Newport News Shipbuilding and Dry Dock Co. to enlarge the passenger quarters on the liners Independence and Constitution. The work will add quarters for 112 first class passengers to each of the vessels.

The contract is expected to provide about 600,000 man hours of work for employees of Newport News and allied industries.

The Appalachian Power Company has started a \$39,000 project in Patrick County to insure dependable service to customers, according to Bruce Cox, Appalachian's Fieldale district manager. The project, which includes additions to the Stuart-Carroll-Ararat 1,200 volt line, will make power available to the southeastern and Blue Ridge-Ararat area of the county.

Williamsburg's new bank, the James-York Bank, is located near the eastern city limits on the corner of Wickre and Penniman Road. Architects for the building were Williams, Coile and Blanchard of Newport News, and the general contractor was the firm of Wray and Richardson of Williamsburg. The furniture and fixtures came from the American Furniture and Fixture Company of Richmond, and the vault

equipment was furnished by Herring-Hall-Marvin Safe Company.

James-York Bank is in charge of C. Rogers Huff, assistant cashier. Officers are R. A. Duncan, president; Robert C. Walker, vice-president and cashier, and V. M. Geddy, Jr., secretary. Directors include E. S. Bingley, R. A. Duncan, V. M. Geddy, Jr., D. C. Renick and Robert C. Walker.

The bank is enjoying steady growth and at the present time its total footings (to quote Mr. Walker) are approximately \$800,000.

The Peoples Bank of Reedsville, recently brought the latest in banking to the Northern Neck with the opening of its branch bank at Burgess, which features for the first time drive-in window service in the lower Northern Neck.

The building is 29 feet wide by 42 feet deep, plus a three foot overhang on each side. Leonard R. Forrester, Lively, constructed the building. The night depository, drive-in window and large safe (walled in) were purchased

(Continued on page 74)

First Drive-In Service in Northern Neck



BURGESS BRANCH

PEOPLES BANK OF REEDVILLE, VA. INC.

ORGANIZED 1910

REEDVILLE, VIRGINIA

Member Federal Deposit Insurance Corporation

A Modern Fable

Once upon a recent time a Contractor spoke thus to his Foreman: "We are ready for the big job today. Are all the materials on hand?"

And his foreman answered: "Sir, everything but the sand and gravel are here."

Whereupon the Contractor waxed exceedingly angry and said, "Why is not the sand and gravel here? Is this one of your flubs—or is the supplier at fault?"

"Neither, sir," replied the Foreman. "I am ordering West Sand and Gravel. I can always depend on their delivery to be on time."

As he spoke, the West trucks drove in. "I not only go West for the Best," he added. "I always get it the quickest."

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(MRS. ARTHUR
R.) GIESEN

was born and reared in Radford, Virginia, attended Radford Schools and Radford College. She first ran for public office in 1954 and was the first woman to ever serve on the Radford City Council, leading the ticket in that June election. "Pinkie" as she is affectionately called, was elected to the House of Delegates representing Montgomery County and Radford (47th House District) in November 1957. She is a member of the Board of Directors of the Radford Chamber of Commerce and the Radford Child Care Center; a charter member of the Radford Business and Professional Women's Club, a past member of the Radford Woman's Club, an honorary (past active member) of the Radford Garden Club and a member of the Church Council of Christ Lutheran Church. In 1956 Mrs. Giesen was elected vice-mayor of Radford. She says she will not seek re-election to City Council when her term expires in September. She is the wife of a Radford business man, has a married son and daughter and 5 grandchildren.



S. FLOYD
LANDRETH

is a native of Galax, a lawyer and president of the First National Bank of Galax. Mr. Landreth is immediate past Chairman of the Virginia State Republican Committee. He headed the first Eisenhower for president campaign in Virginia and through his efforts was largely responsible for Eisenhower's victory in Virginia.



C. E.
RICHARDSON,

executive vice-president of Pulaski Veneer and Furniture Corporation, though a native of Carroll County is regarded as belonging to Pulaski because his civic affiliations read like a blue book of community progress. In 1926 he was one of the organizers and founders of his present business and remained its vice-president and general manager for 20 years. He has been a vice-president and director of the Southern Furniture Manufacturers Association, a director of the Virginia Manufacturers Association and of the American Furniture Club as well as a member of the Advisory Board of the New York Furniture Exchange. Mr. Richardson was born on a farm and has been engaged in farming for 38 years. He raises Hereford cattle and is president of the Virginia Hereford Association and a director of the Pulaski County Livestock Market. He is chairman of the roads committee, of the Pulaski County Chamber of Commerce and he is a past Chamber president. He served as a director of the Virginia State Chamber of Commerce for 3 years. Married to the former Stella Dalton of Carroll County, Mr. Richardson is a Methodist, an Elk, a Mason and a Shriner.
(Theda's Studio)

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NEWPORT NEWS, VIRGINIA



JAMES J.
PANDAPAS,

president of the Poly-Scientific Corporation (newest of Blacksburg's manufacturing firms) came to Southwest Virginia in 1939. A native of Massachusetts, he chose to practice architecture in Virginia and first located at Narrows in Giles County. By 1950, while still practicing architecture, he had sponsored or co-sponsored many housing projects in Giles and Montgomery and headed several construction corporations. During World War II, he organized and managed the Blacksburg Bus Lines, Inc., which transported thousands of defense workers from all sections of Southwest Virginia to the Radford Arsenal. In 1950, the growth of Electro-Tec Corporation of Hackensack, N. J., which he and his brother had bought, demanded his personal management and he commuted between the two states. In 1951, when further expansion in New Jersey seemed impractical, he and his brother organized a Virginia subsidiary, the Instrument Corporation of America and, within 75 days, erected and occupied a beautiful plant north of Blacksburg. Mr. Pandapas became president of this and withdrew from active management of two construction corporations to concentrate on the two manufacturing firms. He sold his interest in these in 1953 to organize Poly-Scientific, which has grown into a sound organization employing 140 Southwest Virginians and manufacturing annually \$1,000,000 worth of precise manufacturing components for the aircraft industry.

Go Hand in Hand

by
JULIA GWIN

PROGRESS in our country has invariably followed the coming of the railroad, and when the railroad is aided by good water supply, development has been even greater. Using water power the Appalachian Power Company has built a kilowatt highway from one end of the New River Valley to the other with powerful generators based strategically throughout the area. So, with transportation and power the story of the industrial development of the New River Valley is a saga of achievement made possible by the two great industries.

Interested executives find that people of this region want new industries. Industrial growth has become a major objective of practically every rural area, town and city.

The New River Valley has much to offer industry—raw materials, climate, location, power, labor, tradition, scenery and recreational attractions.

Heralding the culmination of a years-long dream are the plans in final stages this summer for the New River Valley Airport which is to be constructed just north of Dublin in Pulaski County. This achievement—long awaited—has been brought about by the vision of dedicated Valleyites who have long felt that the airport would aid communication and add to pleasure in the area. Construction of the facility will be done in two divisions with the first to include all construction for the airport except paving. C. V. Jackson, Mayor of Pulaski, has served as president of the airport commission which has brought about this milestone in the progress of the area.

Nowhere in Virginia does the visitor find more scenic vistas than in this region. . . . Big Walker Mountain in Wythe County which offers a look of breath taking beauty into seven states; Mountain Lake in Giles County, Hungry Mother State Park in Smyth County; Claytor Lake lying in Pulaski and Montgomery Counties, and the "top of the world" beauty of Carroll and Grayson Counties could be built into a tourist industry of great importance.

This is a land of contrasts: modern towns stand only minutes away from unspoiled nature; recreational advantages range from boating, water skiing, camping and swimming facilities to angling for the spunky smallmouth bass or hunting in mountain areas. The nights are usually cool and nowhere has nature been more lavish in the beauty of the mountains and streams.

The New River Valley has become

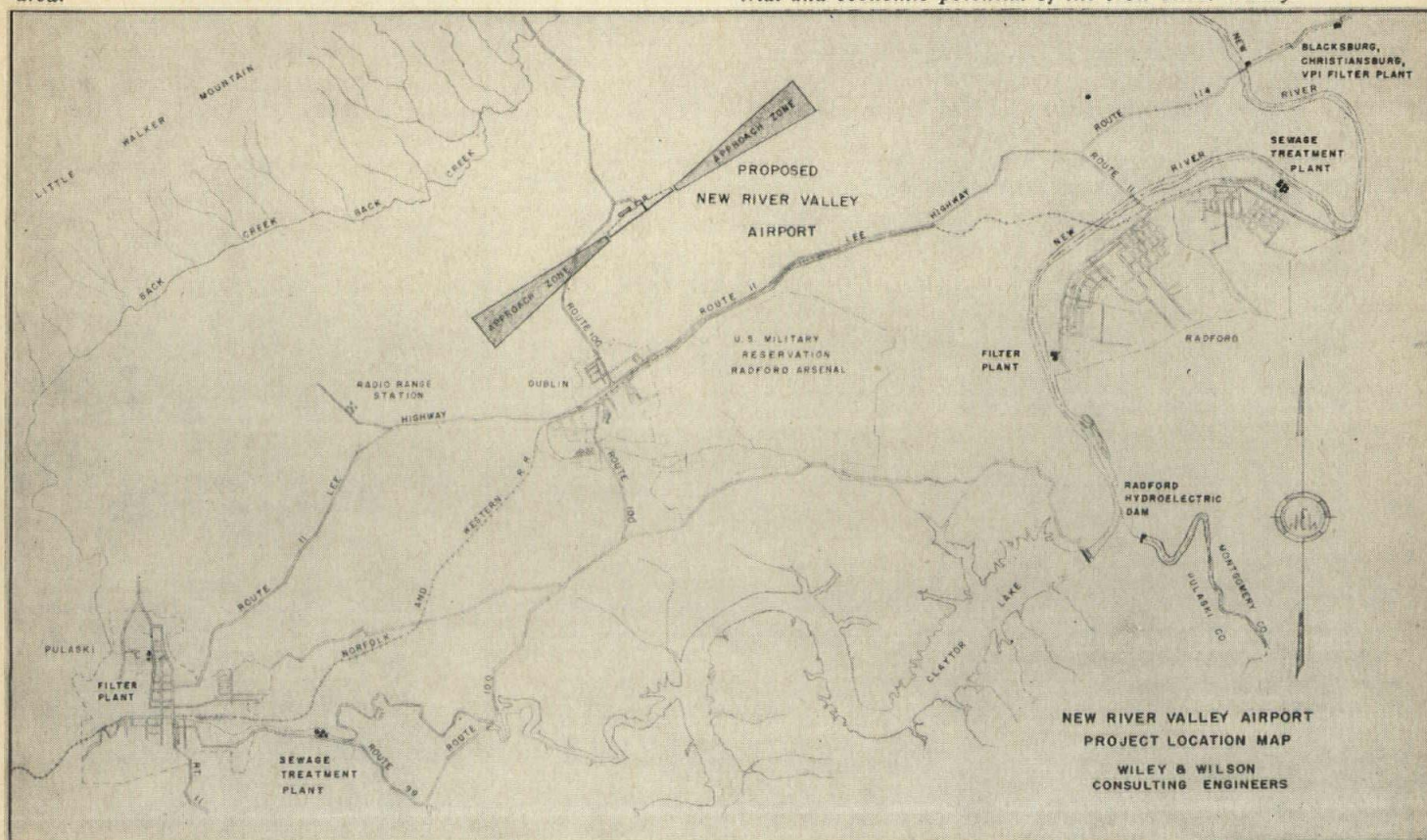
an industrial giant in Virginia. However, there is still much room for industrial expansion. To this end chambers of commerce, civic organizations and industrial commissions are working to attract new business. Firms such as Appalachian, Norfolk & Western, Chesapeake and Ohio and the Virginian Railway are helping through their industrial development departments.

With its many enumerated advantages to offer industry, together with favorable governmental and tax structure, the world port at Hampton Roads and the position of Virginia between the industrial North and the fast-growing South, the New River Valley can confidently look forward to an industrial growth that well may exceed anything the state has yet experienced, making this area the industrial heart of Virginia.



The Via Company of Richmond, who submitted the low bid for the construction of division I, estimated that it would take a year for that phase of the project to be completed. The entire project will include 4,200 feet of runway, taxiway, apron, temporary administration building and access road. The Via Company's bid was \$100,000 below what the commission officials estimated it to be.

The main work of the commission is now over, and as a result of its many months of planning, Southwest Virginia will soon have a fine modern airport which should give a great boost to the industrial and economic potential of the New River Valley.



Industrial Development of the New River Valley

(Continued from page 44)

Three or four miles downstream, also on the Norfolk and Western, is Austinville, site of the Lead Mines and the operations of the New Jersey Zinc Company. In following the history of this enterprise, which dates back to colonial days of the 1750's and the French and Indian War, one realizes that some of the industries of the New River Valley are older than the United States itself and have been so stable they could stem the tide of two hundred years of fortune, good or bad. Opened in 1757, by John Chiswell and William Byrd of Westover, the Lead Mines today are still producing and on a larger scale than ever. The first shaft dug by Colonel Chiswell in 1757 can still be seen on the property and is known as Chiswell's Hole. Immediately preceding the Revolution, the single county of Fincastle extended from Botetourt all the way through Southwest Virginia to the Ohio River, including present Kentucky. The county

seat of this vast layout was at the Lead Mines. Here, following victory against the Ohio Indians at Point Pleasant in October, 1774, the returning frontiersmen set forth their sentiments of liberty and freedom January 20, 1775 in the Fincastle Resolutions. The temper of the people bespoke the spirit of the new country. They stated, "Many of us and our forefathers left our native land, considering it as a kingdom subjected to inordinate power and greatly abridged of its liberties. We crossed the Atlantic and explored this then uncultivated wilderness bordering on many nations of savages and surrounded by mountains almost inaccessible to any but those very savages, who have incessantly been committing barbarities and depredations on us since our first settling the country. These fatigues and dangers we patiently encountered, supported by the pleasing hope of enjoying those rights and liberties which had been granted to Vir-

ginians, and were denied in our native country, and of transmitting them inviolate to our posterity; but even to these remote regions the hand of unlimited and unconstitutional power hath pursued us, to strip us of that liberty and property with which God, nature and the rights of humanity have vested us. We are ready and willing to contribute all in our power for the support of his Majesty's government, if applied to constitutionally and when the grants are made by our own Representatives, but cannot think of submitting our liberty or property to the power of a venal British Parliament, or the will of a corrupt Ministry."

Still professing allegiance to the Crown, the frontiersmen of Fincastle nevertheless concluded: "But if no pacifick measures shall be proposed or adopted by Great Britain, and our enemies will attempt to dragoon us out of those inestimable privileges, which we are entitled to as subjects, we declare that we are deliberately and resolutely determined never to surrender them to any power upon earth but at the expense of our lives. These are our real, though unpolished, sentiments of liberty and loyalty, and in them we are resolved to, live or die." These memorable resolutions were addressed to the Virginia delegates to the First Continental Congress recently returned from Philadelphia, and were signed by many whose descendants are still prominent in the southwestern section of the Commonwealth: the Reverend Charles Cummings, Captain James McGavock, Major Arthur Campbell, Captain Walter Crockett, Colonel William Preston, Captain Evan Shelby, Major William Ingles, Colonel William Christian, and numerous others.

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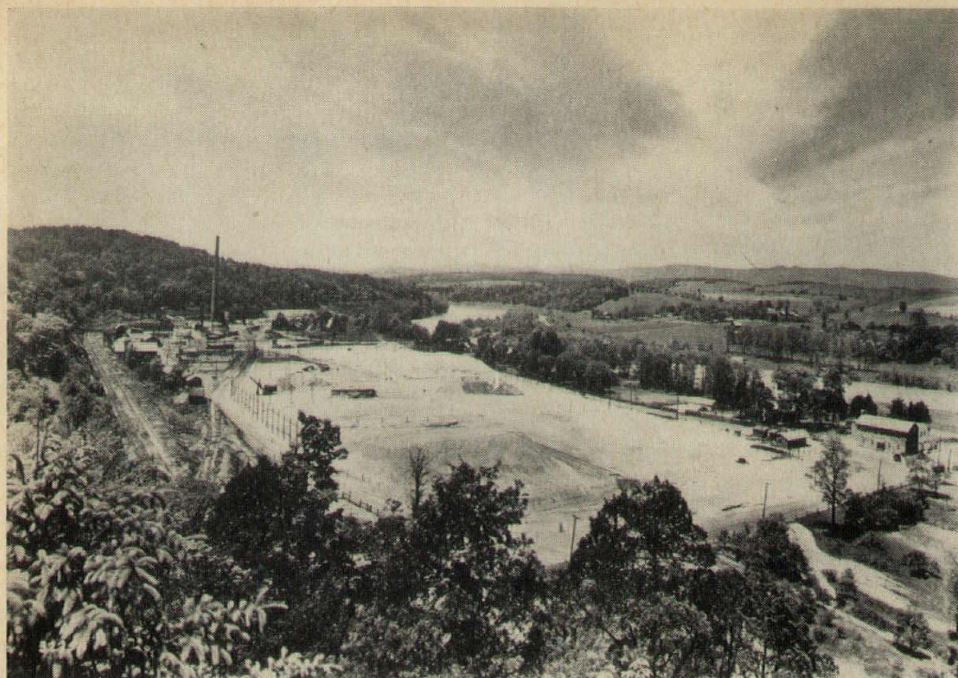
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JEFFERSON'S DESCRIPTION

The activities at the mines during the ensuing war for independence are described by Thomas Jefferson in his "Notes on the State of Virginia": "On the great Kanaway, opposite to the mouth of Cripple Creek, and about twenty-five miles from our southern boundary, in the county of Montgomery (cut from Fincastle in 1776) are mines of lead. . . . The present furnace is a mile from the ore bank, and on the opposite side of the river. The ore is first waggoned to the river, a quarter of a mile, then laden on board of canoes, and carried across the river, which is there about 200 yards wide, and then again into wagon and carried to the furnace. . . . From the furnace the lead is transported 130 miles along a good road leading through the Peaks



Part of the facilities of the New Jersey Zinc Company at Austinville.

of Otter to Lynch's Ferry, or Winston's on James River, from whence it is carried by water about the same distance to Westham." The Lynch's Ferry here mentioned is now the site of Lynchburg, Westham the upper part of Richmond.

Because these ores were an important source of ammunition for the patriot cause, the British incited Tory raids against the Lead Mines in 1779 and in 1780, but were defeated.

The Lead Mines were also subject, along with the Salt Works in Smyth County, to Yankee raids during the War between North and South.

With the Norfolk and Western's steady extension of its North Carolina Branch up the river from Pulaski in the 80's and 90's, the deposits at Austinville became more accessible and modern development began. The New Jersey Zinc Company, through its subsidiary, the Bertha Mineral Company and later the Bertha Mineral Division, has operated the lead-zinc mines at Austinville since 1902, when it acquired the Wythe Lead and Zinc Company. Employing a force of 600 men, Bertha Mineral's operation consists primarily in mining the ore, and by a flotation process isolating the lead and zinc concentrates. The railroad serving the plant, as in the case of other plants mentioned, is the Norfolk and Western.

Below Austinville, a stone's throw from the river, also stands the Old Shot Tower, where in its heyday, lead from the mines, melted in the top of the tower, was poured through a screen, the pellets solidifying in a pool of water

at the bottom.

The next enterprise of note downstream from the Lead Mines is the American Pigment Corporation at Hiwassee. Employing some 60 men, the plant mines pigment ores, chiefly iron oxide, in the contiguous area and prepares it for shipment. Some pigment materials are also secured from as far away as Persia and Italy. A new division of the plant located in Pulaski is now producing synthetic yellow and red iron oxides. Shipments from the Hiwassee plant reach manufacturers as far away as California and British Columbia, Wisconsin and Michigan, not to mention numerous customers in other manufacturing centers.

A few more miles down the Valley, marked by fine farming and grazing lands, one comes to the busy industrial community of Pulaski. Located on the Lee Highway and on the Norfolk and Western Railway, five or six miles off the river on Peak Creek, the town supports a population of some 10,000, engaged in a variety of enterprises. Here are manufactured sulfuric acid, iron sulfide, paint pigments, hosiery, furniture, hardwood flooring, millwork, plastic fabrics, grainmill products, mirrors, soft drinks, and work clothes. Nearby in the eastern end of the county lies part of the vast Radford Arsenal, while on the south side are the beautiful reaches of Claytor Lake, with all its recreational facilities, and the great hydroelectric power dam of the Appalachian Power Company. The upland areas of the county, some 52 of the 327 square mile area, is forested, while the

farming section of fertile limestone soil is given largely to grain and pasture. Livestock and dairying contribute approximately 90 per cent of the gross farm income. A busy cattle market is centered at Dublin.

Prominent among the older diversified industries in Pulaski is the acid plant of Allied Chemical and Dye Corporation. Established in 1904 by the Pulaski Mining Company, the plant has been in continuous operation for more than 50 years since. Generally employing between 130 and 150 men, Allied Chemical produces sulfuric acid from the high sulfide iron ores of the Gossan Mines in Carroll County, the Norfolk and Western bringing down as many as forty railroad cars of ore a week. Aside from the acid base secured from the sulfide ore, the plant realizes a by product concentrate of 70 per cent iron, disposed of to steel mills farther South, and also produces iron sulfide. Much of the sulfuric acid produced goes to textile mills of the area, fertilizer plants, power mills, and chemical plants.

Of long standing in the Pulaski Community is the manufacture of furniture. The Coleman Furniture Company, merging in 1928 with Coleman

(Please turn the page)

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Radford

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Buchanan

(Continued from preceding page)

Vaughan Furniture Company, has operated since that date. Generally employing more than 500 men, Coleman produces dining and bedroom sets.

Organized originally in 1926, the Pulaski Veneer and Furniture Corporation employs some 350 men and produces primarily dining and bedroom furniture and chairs. From 1946 to 1955 the plant was owned and operated by the RCA Victor Talking Machine Company of New Jersey and produced radio cabinets. With the change in style of cabinet, the plant turned to furniture, the veneer section continuing to supply much of the furniture industry of the South. Purchased by the present owners in 1955, Pulaski Veneer continues to grow, with shipments by rail to firms in California and Oregon, Colorado and Texas, Florida and Massachusetts, and many points between.

Supplying the local furniture plants as well as the industry in Martinsville and other areas is the Pulaski Mirror Company. Generally employing between 40 and 50 men, it receives most of its glass by truck and cuts, bevels, and silvers, according to demands of the trade.

WOODWORKING, TEXTILES

Also associated with the woodworking industries of the community is the Virginia Oak Flooring Company. In addition to flooring, the plant manufactures other hardwood building products such as stair treads and molding. Employees generally number between 150 and 170. A goodly proportion of the output of Virginia Oak goes to New York state and the Northeast.

The largest textile mill products establishment in Pulaski is Jefferson Mills, Division of Kahn and Feldman, Incorporated, 200 Madison Avenue, New York. Jefferson, established in 1938, celebrated its 20th anniversary in April this year. A yarn throwing plant, this mill twists and sizes raw nylon, dacron and rayon yarns for the loom. These materials are used in full-fashioned hosiery, fabrics, shirts and coats. Jefferson now employs around 420 workers.

Paul Knitting Mills, Incorporated, employing in the neighborhood of 150 workers, manufactures socks and anklets; while Virginia Maid Hosiery Mills, Incorporated, producing full-fashioned hose, employs some 190. Sadler Hosiery Mills, generally with 75 to 90 employed, manufactures infant socks.

Acme Hosiery Dye Works, Incorporated, employs around 100 workers

and does hosiery finishing. Sweet Orr Company employs around 150 and manufactures work clothing; while Electro Plastic Fabrics, Incorporated, with a force of over 50, manufactures rain wear and other plastic clothing.

Reflecting something of the farming interest of the surrounding area, Pulaski Mills employs a force of 30 men in the manufacture of feed and flour; while the soft drink business is represented by Nehi Bottling Works and Roanoke Coca-Cola, each with a working force of twenty or so.

Of prime importance to the Pulaski section is the ready availability of electric power. The Appalachian Power Company's great Claytor Dam, producing 75,000 kilowatts, is nearby, a unit in a much larger system which reaches both up and down the New River Valley and into numerous areas beyond. Claytor Lake, twenty-two miles long is the center of a choice recreation area, Virginia's newest state park.

Seven miles east of Pulaski lies Dublin. Here textile and garment plants appear again, and particularly farming interests. The largest enterprise of the community is the Dublin Finishing Plant of Burlington Mills. Located on Highway 100 and on the Norfolk and Western Railway, the plant employs approximately 350 persons engaged in dyeing and finishing apparel and automotive and industrial fabrics, for other Burlington plants, and on a commission basis for outside concerns. The property of the plant was acquired by Burlington in 1947 and a continuous program of expansion and improvement during the ensuing ten years has made the establishment as modern as science can make it. With an annual payroll of one and a half million dollars, Dublin Finishing draws its employees from a wide surrounding area.

Recently established in Dublin is the Dublin Garment Company, a branch of Wendy Wilson Company of New York. This plant manufactures principally pajamas and employs around 150 persons, mostly women. Progress of the business has already justified enlarging the plant, an operation now in process.

Dublin is also the center of an active cattle market. Under the management of Mr. Marvin Sutherland, Friday auctions of the Pulaski County Livestock Market attract as many as 500 farmers, and on occasion 1500 animals are sold, mostly Hereford and Black Angus beef cattle, a smaller percentage of dairy stock, and a number of hogs and lambs. Pulaski, Wythe, Giles, Bland, Carroll, Grayson, and Mont-

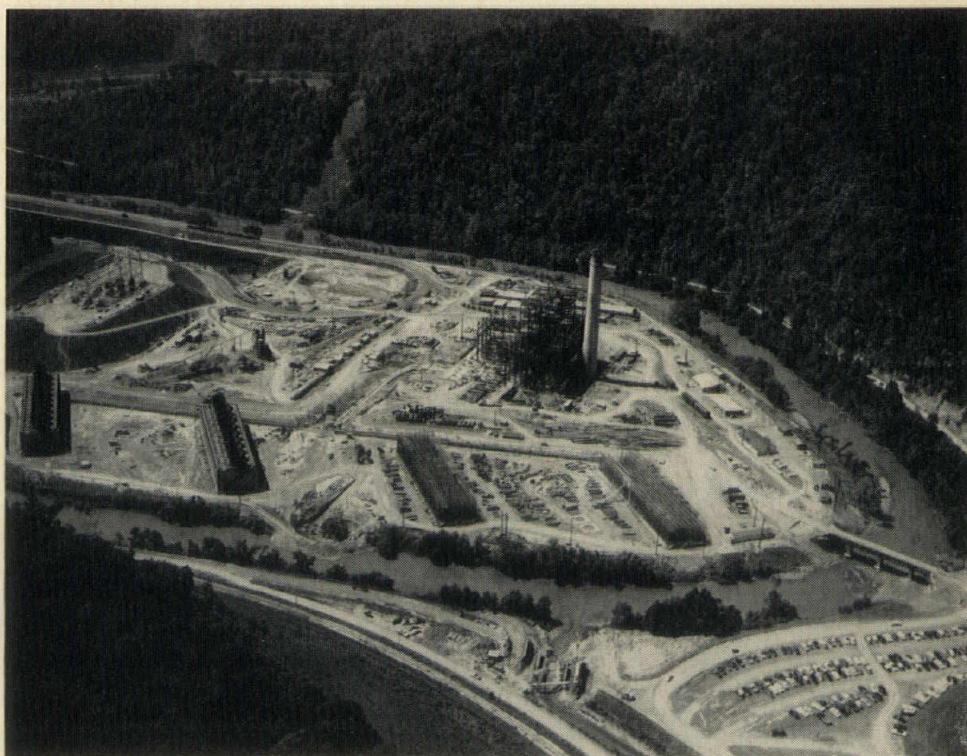
gomery Counties are steady patrons of the Dublin Market. Business has justified an addition to the yards to double capacity. A Dublin farmers' cooperative also moves a considerable volume of wool. Although not immediately on the river, the location of Dublin at the crossroads of the Lee Highway and Route 100, gives it direct access North, South, East, and West, a strategic advantage from any point of view; and direct service by the Norfolk and Western Railway makes it available to heavy industry. The \$700,000 airport now under construction will also be a great asset.

Seven miles east of Dublin is Radford. With the full volume of the New River running through the midst of town; located on the Norfolk and Western Railway near the junction of its main line from Norfolk to Cincinnati, Columbus, and the West, and its Bristol branch to points South; paralleled by truck highways to the four points of the compass; with easy access to the best coal and vast electric power, Radford is favored by many advantages leading to the steady development of industry. Beginning with the building of the Virginia and Tennessee Railroad in 1856 and the establish-

ment of its shops here, Central Depot, the midpoint between the terminals of Lynchburg and Bristol, grew in the boom days of the 1880's to incorporation in 1892 as the independent city of Radford.

The Norfolk and Western Railroad brought coal and local iron ore together with the resulting establishment of iron furnaces and other heavy industry. Emerging from the Panic of 1893 were the makings of the principal of Radford's present heavy industries, the Lynchburg Foundry Company, known locally for the last half century as the Pipe Works. Originating in 1891 as the Radford Pipe and Foundry Company, it was acquired in 1905 by Lynchburg Foundry Company, with the Lynchburg and Radford plants since operating under this name. The Radford plant is located on the New River in the west end of town. During the construction of the Panama Canal, begun in 1906 and finished in 1914, trainload after trainload of pipe left the Radford yards for the vast enterprise. World War I and II likewise found the plant furnishing pipe and other items for military installations, its work in providing parts for the vast

(Please turn the page)



This aerial view of Appalachian Power Company's new Clinch River Plant now under construction at Carbo, Virginia, shows the generating unit at the right center of the picture and the cooling towers in the foreground. The first 225,000-kilowatt unit of this plant is scheduled to go into service late this summer, and the second unit will be in operation before the end of the year. Coal for the 450,000-kilowatt plant is being supplied from the nearby Clinchfield coal operations. It is estimated that the plant will utilize over a million tons of coal annually in production of electric power.

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(Continued from preceding page)

merchant fleet of Liberty ships in World War II, bringing the Radford establishment the Maritime M Award from the Government. Peacetime production has included literally thousands of miles of pipe for water works in many American cities, as well as varied special castings, ranging in size from a half to 50 tons.

In ordinary course of business as many as 50 to 60 railroad carloads of pipe may be shipped out per week and 15 to 20 cars of special castings. The force employed by the Radford Plant of the Lynchburg Foundry Company generally ranges from 600 to 750, depending on volume of business. H. H. Holland is works manager. Central offices of the company are located in Lynchburg, officials including Henry E. McWane, son of the company founder, president; Charles R. Spencer, C. W. McClennan, Thomas S. Kirkpatrick, vice-presidents; I. M. Lynn, vice-president and treasurer; R. S. Shelton, secretary; and L. C. McNeill, general manager. Operations of various sales offices in New York, Cleveland, and Chicago and an agency in Norfolk are directed from the main office in Lynchburg.

RADFORD WEAVING MILLS

Another enterprise of the Radford Community contributing materially to the City's economic stability is the Radford Weaving Plant of Burlington Mills. A glance at the history of Radford Weaving reveals already a successful operation of over twenty years. In 1937 City Manager Henry T. Roberts of Radford wanted a new industry for his community. He made a trip to Greensboro, North Carolina, to talk with Spencer Love, then president of Burlington Mills, and successfully sold the idea of Radford as a new plant location for the company.

By early 1938, operations were well under way, with training programs conducted for the new employees, who quickly learned their textile skills. It was soon evident that the original plant of 70,000 square feet would have to be expanded, and in 1939 the first of numerous additions to the plant building was begun. The plant area is now over 138,600 square feet, arranged for efficient flow of materials through each step in the cloth manufacturing process.

An important measure of growth is the annual payroll at Radford Weaving, approximately \$1,000,000 now against \$156,000 during the first year of operation.

In the garment field one of Radford's newest industries is the Kenrose Dress Manufacturing Company. Established in 1954 in the building formerly occupied by the Hazel Knitting Mills Company, Kenrose has employed during the past few years an average of 200 workers. The first plant was set up in Roanoke, the next in Buchanan, followed by the third at Radford a year later. The plant manufactures printed cotton dresses, marketed by various chains such as Montgomery Ward, Penney's and Leggett's. Kenrose is notable insofar as it has never had a strike or layoff of any importance. The steady employment at Kenrose has aided greatly in the stabilization of the local economy.

Just west of the City limits is the junction of Little and New Rivers and the busy quarry of the Radford Limestone Corporation. One of the city's older industries, originally the Vaughan Construction Company, the business was acquired in 1923 by the Appalachian Power Company, whose vast Claytor Dam and generators join it on the west side. Employing 45 workers under the management of Mr. W. B. Bobbitt, operations involve the drilling, blasting, crushing, and shipping of limestone. Normal output of industrial stone is some 60 railroad carloads per week, most agricultural lime being shipped by truck. About one fourth of the plant's output goes for railroad ballast, another fourth for the local building trade and agriculture, and roughly a half for state highway work.

The Clover Creamery Company makes a fine market for the dairy interests of the Radford farming area. Established in 1921, Clover Creamery in the past 37 years has served well the territory generally known as the New River Valley. With manufacturing plants in Roanoke and Radford the company maintains distributors' plants in most area cities. A modern plant in every respect, the newly constructed building is an attractive addition to First Street in the West end of the City. Clover Creamery, under the management of Mr. G. Roy Weaver, employs approximately 100 workers at the Radford plant.

Another asset to Radford's economy is the Old Colony Box Company. A. A. Nolan, who founded the company in 1934, served as president until his death in 1957; the president now is Mrs. Evelyn S. Nolan, with R. B. Nolan as vice-president and manager. Old Colony manufactures plain and fancy

(Please turn the page)

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DUBLIN, VIRGINIA

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AUCTION SALES EVERY FRIDAY

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(Continued from preceding page)

rigid, set-up boxes as well as die cut boards for packaging and display purposes. One of the largest box factories of its kind in Virginia, the growth of Old Colony has been continuous, the number employed increasing accordingly and its development an asset to the city.

Another notable enterprise in the city is the Commonwealth Press. Asa W. Reese, who bought the Radford News Journal from Paul Appleby in 1943, set up the Graphic Arts Department of the Journal in 1946. Selling the paper in 1950, Mr. Reese organized

a new company to carry on and elaborate the job printing service of his former business. Of this company, the Commonwealth Press, Mr. Reese is president and Mrs. Elizabeth B. Reese is secretary-treasurer.

For the past eighteen years the largest industrial enterprise in the area has been the Radford Arsenal. On land seven miles northeast of the city, in the Great Horseshoe of New River, where Bryan McDonald engaged in the manufacture of gunpowder during the Revolutionary War, the Hercules Powder Company under contract with the United States Army Ordnance

Corps began construction in September, 1940 of the the Radford unit of Radford Arsenal—called until October 15, 1945 Radford Ordnance Works—a plant designed to manufacture smokeless powder, trinitrotoluene, and pentolite. Comprising in its original layout over 1100 buildings scattered over an area of over 4000 acres along both sides of the river, the plant's construction — including machinery and equipment — entailed a cost exceeding \$85,000,000.

One of the most diversified plants owned by the Government, the Radford Arsenal with an abundant supply of trained personnel, both male and female in the area, can, in the event of national emergency, increase production of propellants to maximum capacity in a short period of time.

The lifeline of industry in the New River Valley is and has been for upwards of a century the Norfolk and Western Railway. Beginning at Lynchburg in 1850 as the Virginia and Tennessee, the road two years later had reached Big Lick, now the City of Roanoke, and by 1854 the tracks had been laid up the Allegheny Mountains past Christiansburg to New River and Central Depot, now the City of Radford. Being the central point of the road between Lynchburg and Bristol, Central became the site of railroad shops and allied activities, target of Federal raids in the war soon following. Entering the Pocahontas coal fields in the early 80's the N & W brought the first coal from these fields to the sea port of Norfolk in June, 1883. Other ores now having access to coal, heavy industries were developed along the river, and were served by the railroad. Thus, new towns sprang up. In the years to follow, the N & W was extended on westward to Cincinnati and Columbus, and today forms one of the principal arteries of commerce joining the Atlantic seaboard with the middle west. Coal travelling both east and west still forms a major portion of traffic. The railroad also makes readily available the varied and abundant chemical resources at the Mathieson Alkali Works at Saltville. The New River Valley, including tributaries of importance, is still fully and well served by the Norfolk and Western, a prime factor along with the river in determining location of new industries in the area.

Among the greatest assets of the New River Valley are its two institutions of higher learning, nearby Radford College, at Radford, and the neighboring institution, Virginia Polytechnic Institute, some fifteen miles northeast, at

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Blacksburg. Established by act of the Virginia Assembly in 1910, the State Normal and Industrial School at Radford opened its doors to students in 1913. It developed rapidly under the able presidency of Dr. John Preston McConnell, a native of the southwest himself, and in 1924 became the State Teachers College at Radford. Under the capable presidency of Dr. David W. Peters the institution in 1944 was coordinated with Virginia Polytechnic Institute under one Board of Controls and thereafter designated as Radford College, the Woman's Division of Virginia Polytechnic Institute. Under the able leadership of Dr. Charles Knox Martin, Jr., the present president, Radford College continues to grow and serve the state and country at large. From modest beginnings, the enrollment of the institution had reached 951 by 1955, the year following, 1022, and for the 1957-58 session, 1085. For the coming session, preparation has been made to accommodate well over 1,100.

Fifteen miles to the northeast at Blacksburg, the Virginia Polytechnic Institute, older and larger than the Radford Institution, has enjoyed similar growth. Founded as a land grant college in 1872, the Virginia Agricultural and Mechanical College with the addition of the Agricultural Experiment Station was destined to become Virginia Polytechnic Institute, offering courses and degrees not only in agriculture and animal husbandry, but degrees in the varied and numerous branches of engineering. Under the sound leadership of Dr. Walter S. Newman, the enrollment at V.P.I. has well passed the 4,000 mark. The graduating class this June numbered 1,069.

Coordination of certain engineering research work with industrial needs, including those of the New River Valley, is one of the most useful and progressive services of the Blacksburg institution. The Virginia Engineering Experiment Station, a separate division of Virginia Tech, at times has as many as 60 projects and experiments in
(Please turn the page)

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RICHMOND, VIRGINIA

(Continued from preceding page)

process of especial importance to engineering, manufacturing, mining, transportation, and other branches of industry. Research problems often involve extensive field work in addition to laboratory investigation, sponsored and financed by private industry, or undertaken independently of any particular company at Experiment Station expense.

Virginia Tech's most recent acquisition in the atomic field is a 10,000 watt Argonaut critical reactor made possible by the Federal Atomic Energy Commission's grant of \$114,098. This brings the total of funds advanced by the commission to this institution to \$350,000. Additionally, the A.E.C. has made 2500 pounds of uranium and other special nuclear materials available. Other facilities previously supplied by the A.E.C. include a nuclear reactor simulator, two exponential reactors, a sigma pile, two accelerators and nuclear engineering technology laboratories to name but a portion.

According to Dr. Hahn, department head, a new physics building now under construction will house the newest equipment. The exceptional facilities for atomic study at VPI are attracting graduate students to the college from all over the nation.

Aside from its eminent usefulness in the varied fields of engineering and their allied industries, VPI also serves the farming areas of the state.

Other enterprises besides the college, located in Blacksburg and highly useful to many types of industry are the Electro Tec Corporation, Virginia Division which manufactures slip rings and other mechanical measuring and controlling instruments and employs normally around 180 persons, and the Poly-Scientific Corporation, which employs around 100 persons in the manufacture of miniature slip rings, brush assemblies and similar products.

Not immediately on the river but

some eight miles east of Radford and south of Blacksburg at the intersection of Highways 11 and 460 and on the main line of the Norfolk and Western Railway lies Christiansburg, county seat of Montgomery. Already supporting a workers' garment plant (Blue Ridge Overalls), the S & M Milling Company, and Sam Moore Chairs, Incorporated, as well as the long established Economy Lumber Company, Christiansburg's industrial possibilities have been enhanced by the recent use of the New River for an adequate town water supply.

The next industry of size one encounters down the New River Valley after leaving Blacksburg and the Radford Arsenal area, is the great lime operation of the National Gypsum Company at Kimballton, on the Norfolk and Western near Ripplemead, in Giles County. Normally employing 175 men National Gypsum can ship out 30 railroad carloads of lime per day. The great limestone deposit at Kimballton is extensive enough to keep the plant active for 50 years, it is estimated. Also operating in the Kimballton deposit is Standard Lime and Stone Company, employing normally between 120 and 130 men.

The largest industry in Giles County is the Celanese Corporation plant located on the banks of the New River between Pearisburg and Narrows. [An article devoted to the activities of the Celanese Corporation appears elsewhere in this issue in connection with this presentation.—Ed.]

Another of the Giles County enterprises, older though not so large, is the Leas and McVitty Tannery at Bluff City, near Pearisburg. Now employing about 100 men Leas and McVitty has operated since 1894 without being closed a day, an admirable tribute to good labor relations and faithful service.

Farther down the river below Narrows at Glen Lyn is another of the Ap-

palachian Power Company's generating plants, easily accessible coal over both the Norfolk and Western and Virginian railroads here being converted into electricity. Formerly of 185,000 kilowatts capacity, the plant was expanded in 1957 to produce a total of 395,000 kilowatts. The Appalachian at this plant employs around 160 men.

Other industries of the Giles area include more limestone plants, two cinder block companies and the Peavey Paper Mills. With abundant water resources (an average daily discharge of New River at Glyn Lyn being 5023 second feet); vast electric power; through highways; two railroads (the Norfolk and Western on one side of the river, the Virginian on the other); easy access to coal and limestone; manganese and marble deposits; good timber resources; temperate climate; dependable labor and many choice factory sites already surveyed, Giles County, with its wide awake Chamber of Commerce and its comprehensive economic and industrious brochure, bids fair to attract more worthwhile industries in the near future.

The last community of considerable size in the Virginia portion of the New River Valley is Bluefield, located off the river at an elevation of 2612 feet and some 25 miles west of Glen Lyn, on the Virginia-West Virginia line. Bluefield is the gateway to the vast coal deposits of southern West Virginia and the newly opened Buchanan fields of the Old Dominion. A major supply and service center for the industries of a wide area and served by the Norfolk and Western Railway as well as by good roads and convenient air schedules, it commands an enviable importance far out of proportion to the size of the city. Its wholesale houses stock every item used by the mines, the mills and other industries of the area. Seventy-two such houses at present turn over an annual business of \$118,000,000, while machine shops, armature plants, and sim-

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ilar services keep industrial equipment in good repair. Bluefield's electric power comes from the vast 395,000 kilowatt plant of the Appalachian Power Company a few miles to the east, her natural gas supply from the Atlantic seaboard pipeline extending from Texas, a part of the Columbia Gas System. Other utilities are the West Virginia Water Service Company and General Telephone.

Spearheading Bluefield's industrial promotion is The Area Development Corporation, directed by a 21-man board whose first task is securing industrial and commercial sites at a fair market value, to be made available to industrial prospects. Aid in building, if necessary, is also extended firms definitely locating. A complete economic, social, and industrial analysis of the community is maintained by the corporation for the immediate use of any prospect.

The upper and middle section of the New River Valley, lying as we have seen between Galax and the Glen Lyn-Bluefield area, has not only many industrial advantages, but is also a delightful section of country to live in. The New River Valley is indicated by the Federal Health Department as one of the two most healthful areas in the United States. Nor are good facilities lacking to maintain good health. Most of the towns in the Valley support fine hospitals: two at Galax, one each at Radford, Christiansburg, and Pearisburg, and three at Bluefield; and the activities of the Southwestern Virginia Medical Society indicate an alert organization of practitioners, surgeons, and specialists in the medical field.

As for recreation, no area could wish for better natural advantages or more available facilities. From the beautiful scenery of the Blue Ridge Parkway at the upper end of the Valley to White Sulphur Springs on the Greenbrier 150 miles farther down, a variety of interests appeal to the summer resident.

There are excellent golf courses at Galax, Pulaski, Radford, Blacksburg, Pearisburg, and Bluefield; superb boating, rowing, and fishing on beautiful 22 mile Claytor Lake, with modern cabins for those who wish to spend a longer outing. Also, we find beautiful Mountain Lake with its modern and spacious resort hotel on the top of Salt Pond Mountain in Giles; June horseshows at Galax, Wytheville, and Christiansburg. There is fishing and swimming in Bluestone Lake below Glyn Lyn, and golf at White Sulphur on the Greenbrier, which this summer celebrates the "Old White Centennial" of the opening of the famous spa in 1858.

For education, good school systems serve the Valley, with exceptionally well trained teachers. College training of the best rank also is available in the two fine institutions of higher learning at Radford and Blacksburg.

That conditions in general are making for steady industrial progress in the New River Valley is apparent from the long-standing of many of the older industries and recent establishment of many new ones. The availability of abundant, high-quality water, basic raw materials, ready transportation, and intelligent and dependable labor are prime attractions, not to mention the favored location with respect to market area.

The hammer of the builder is never idle. Construction of the large commer-

cial airport at Dublin has passed the planning stage and is under way; highway contracts for a 3.5 mile project south of Pulaski and a clover leaf interchange at Draper have been let for some \$2,100,000. The construction of a 27 mile four-lane highway from Newbern to Shawsville at an estimated cost of \$36,000,000 has been approved. Also, the more than \$2,100,000 expansion program at Radford College is under way as is the more than \$3,500,000 worth of work at VPI. The Appalachian Power Company has just completed vast expansion of its Glen Lyn plant from 185,000 to 395,000 kilowatts capacity, and the addition of a 445,000 kilowatt unit to its system farther west at Carbo in Russell County. Natural gas mains are approaching the Valley from the west and Radford Arsenal proceeds with its new \$15,000,000 contract received from the Government the last of May.

The New River Valley Industrial Commission, recently organized with Dr. James T. King of Radford serving as chairman and three members each from Giles, Montgomery and Pulaski counties and the city of Radford, is fostering industrial development in the region as a whole.

Industry in the New River Valley is continuing at a good pace and since the advantages the area has to offer are real and fundamental, the prospects for industrial growth are bright.



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the New River Valley*

MEMBER F. D. I. C.

NEW RIVER VALLEY RAILROADS

(Continued from page 49)

when the Virginian Railroad was incorporated.

At the time the Virginian started construction out of the West Virginia coal fields there was not a single mine development on what is now its main line. Ninety-one mines have been directly developed by the Virginian since that time and it has shared in the development of 47 mines on connecting branch lines which it has acquired or built.

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that railroads are the life-line of the United States, that there never will be a substitute for them, indispensable in peace, mandatory for survival in war. In their growth and success are the roots of America's progress. This is demonstrated dramatically in the New River Valley which owes a large part of its industrial growth to the Norfolk and Western and the Virginian Railways.



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"TWIN COUNTIES"

(Continued from page 33)

of Galax, organizations of forward-thinking business leaders have been incorporated to purchase or obtain options on lands suitable for industrial plants.

Both counties and the city are spending thousands of dollars on schools in an effort to keep abreast of the growing population.

The scenic highway of the Blue Ridge Parkway slices through the area as it enters North Carolina and, in

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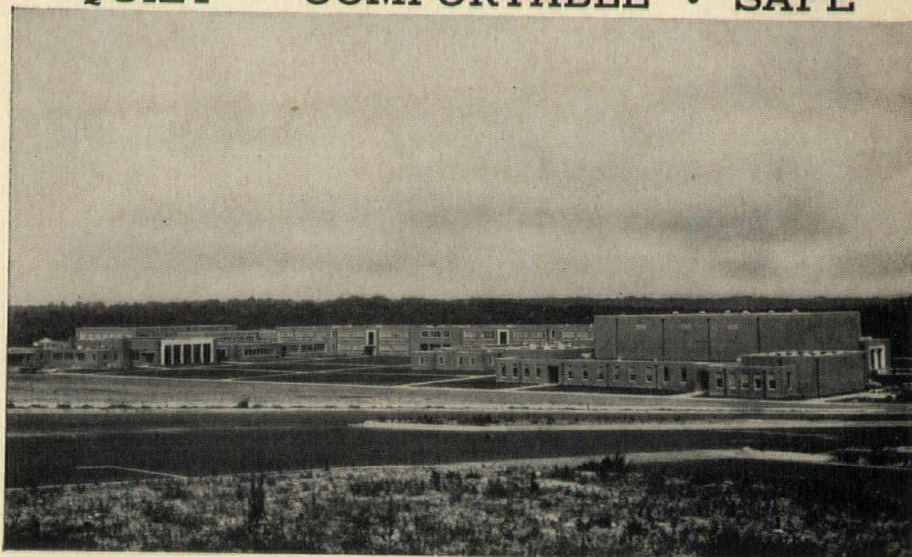
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VIRGINIA BUSINESS REVIEW

(Continued from page 59)

from Mosler Safe Company. Bank Fixtures came from American Furniture and Fixture Company of Richmond and compose three window interior fixtures, a customers' check desk in the lobby and one in the alcove where the night depository is located.

The interior decorating was done by Morton Marks of Richmond and building materials were supplied by Lilian Lumber Company, of Lilian.

Construction is of brick and glass with a small amount of wooden vertical sidings next to the brick pylon. The interior flooring is pure commercial vinyl tile, with the reception room and

private office carpeted. The heating and air conditioning is by Carrier with ducts in the cement floor. From 7:30 to 11 P. M., clock operated floodlights illuminate the exterior of the building, located on a 100 x 200 foot lot, 75 feet back from the highway.

Mrs. Sylvia Kilduff Ball is the manager of this Burgess branch. She is assisted by Amos Lee Laine. During banking hours either L. E. Taylor, executive vice president of the bank, or Edwin W. Rice, cashier, is at Burgess most of the time.

At a recent open house over 750 people inspected the bank and its

premises. The Peoples Bank of Reedville now has a \$75,000 capital and \$125,000 surplus, with deposits of \$2,693,170.95. Its loans and discounts amount to \$1,403,501.47. It is an up and coming institution. Its total assets and liabilities are balanced at \$3,012,082.93 each.

The officers are: Ammon G. Dunton, president; O. Dewey Cockrell, vice-president; L. E. Taylor, executive vice president; Edwin W. Rice, cashier, and Mary L. Bowles and Sylvia K. Ball, assistant cashiers.

IN THE NEWS . . .

The promotion of Richard E. Strauss of Lynchburg to the post of general

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*See the Equitable Building
featured on page 23*

manager of Commonwealth Ford in Richmond, brings **Fabian A. Barnhill, Jr.** from Hampton to Lynchburg as general manager of Virginian Motors Co., Inc. there. . . . **Ralph G. Fisher** of Bloomington, Ill., but formerly of Virginia, has been promoted to assistant director of agency training for State Farm Mutual Insurance Company. . . . **Dr. A. L. Grizzard** of Southampton has been elected basic director of the First Farm Bureau District. He succeeded **George R. Shapp, Jr.**, resigned. . . . The Board of Directors of the Bank of Waverly, Inc., elected **J. Brownley Cox, Jr.**, as assistant cashier.



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See page 20*

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and the Cafeteria Building at Virginia State
College. See pages 20 and 18.*

CONSIDER NEW RIVER VALLEY FIRST

(Continued from page 37)

in the community.

Locating industrial sites with the combined availability of sewage disposal, water and transportation facilities is no problem for this area. The presence of Appalachian Power facilities throughout the entire area makes for excellent electric supply and there is an abundance of water for industrial needs while the Norfolk and Western Railway, the Virginian Railway, Virginia Trailways and Greyhound make transportation to any part of the New River area the least important problem. Additionally, a new interstate highway system, already under construction, will serve the whole valley area. Currently serving the area now are some of the best highways in the Commonwealth . . . U. S. Routes 11 and 460 and numerous first class state routes, especially Route 100.

It is well to remember that industry does not support the people, the people support industry. The general impres-

sion is that this nation earns its living in industry. The facts make quite a different picture. The labor picture is made up in almost equal parts of people attached to agriculture, personal services such as the professions, wholesale and retail trade; large numbers work as clerks and in clerical positions, in forestry, fishing and mining. None of these businesses are classified by the government as industry, yet they account for the greatest majority of our jobs.

The New River Valley is no exception in this job breakdown. Industry is important and affects all other lines of work just as all other lines of work affect it, but 4/5 of American workers always have been employed at something else. The nation could hardly exist otherwise.

Industry earns *its* living by making the tools and utensils which the rest of the people use in earning *their* living . . . shovels for diggers; plows and

trucks and tractors for farmers; ovens for bakers; hammers and saws and nails and lumber for carpenters; leather for shoemakers; motor cars and electric cars and locomotives for transportation; machines for all sorts of mechanical work; paper and ink and presses and so on. Industry equips workers with the things they use to support themselves in infinitely diversified forms of daily work.

In the New River Valley this diversification is proof that industry has found it a good place to grow. Here both community and labor relations are excellent; climate is above average and other advantages include the nearby Virginia Polytechnic Institute from which have come outstanding engineers and technicians which industry needs and the new Boy Scout camp, like nothing anywhere in this section of the country, dedicated to the development of the future leaders of industry in the New River Valley.

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COUNTIES PROGRESS THROUGH DIVERSIFICATION

Industry has led in efforts to start the wheels of employment turning and keep them running. Industrial employment has kept pace with and often exceeded production, and a community which numbers a few good steady industrial payrolls in its economy is fortunate indeed.

For Pulaski County, the past year was one of its healthiest and it looks as though this one will rack up a considerable progress report. The town of Pulaski annexed some outlying sections which nearly doubled its land area and increased its population to a total of more than 12,000. Many of its existing industries have expanded or are in the midst of expansion programs or working on processes now in the development stage. (Most of these concerns report that despite recession predictions, an increase in product output is expected.) Employment has increased some 650 in a year's time. Products of Pulaski County industry include hosiery, sulfuric acid, iron sulfide, paint pigments of iron oxide, furniture, hardwood flooring, plastic fabrics, mirrors and work clothes.

Giles County enjoyed a successful year and anticipates continued prosperity. The Appalachian Power Company has more than doubled capacity of its Glen Lyn plant by completing a new unit; the Celco plant is maintaining production levels and the four limestone plants are generally pleased and

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hopeful about the future. Though the county is making every effort to attract new industry, there is no real unemployment problem and levels are expected to remain pretty much the same.

Radford and Montgomery County are not only holding their own but are making progress. The needs of industry can be adequately filled in this area. The water situation is particularly good. In 1957 a new water system feeding from the New River and supplying water to Christiansburg, Blacksburg and Virginia Tech was completed and put into operation which provides 1,300,000 gallons of water daily, making the supply of water for industry unlimited. Unemployment is not a major

problem in this area. Radford has several large industrial payrolls, largest being Radford Arsenal. Others include the Lynchburg Foundry, Kenrose Manufacturing, Burlington Mills and J. Freezer & Sons. In the county are such industries as Sam Moore Chairs, Harman Fur Farms and Blue Ridge Overall Company.

The Giles, Montgomery, Pulaski, Radford area of the New River Valley knows that it has a fine potential for industry and business. Not only does the region present all that business needs but it is a land of promise in other ways. Scenically and recreation-ally it is a tourists' paradise. Radford is the home of Radford College and Virginia Polytechnic Institute is at

Blacksburg. Elementary schools are keeping pace and many of the communities have several fine, new schools.

The New River Valley is indeed Virginia's Land of Industrial Promise. The farsighted leadership of its industrial commission, cooperating Chambers of Commerce and town and county officials in energetically soliciting new and diversified enterprises is geared to nearness to good markets, raw materials, fine transportation, rational labor conditions and a generally moderate climate. Industry can be assured that they will be met half way and every effort will be made to locate them in desirable sites in close proximity to their individual needs.

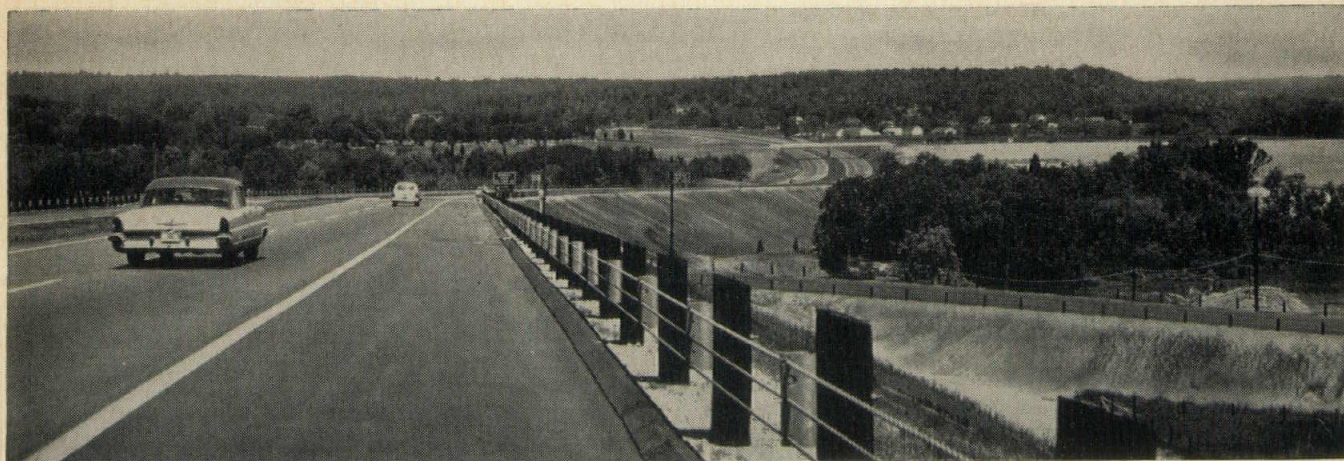


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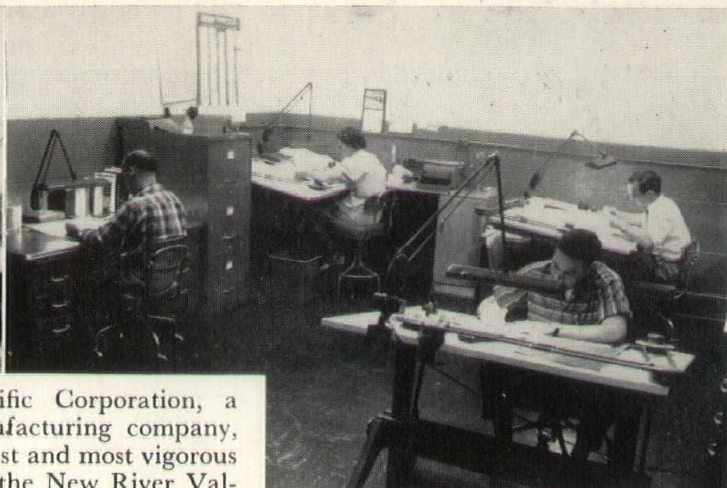
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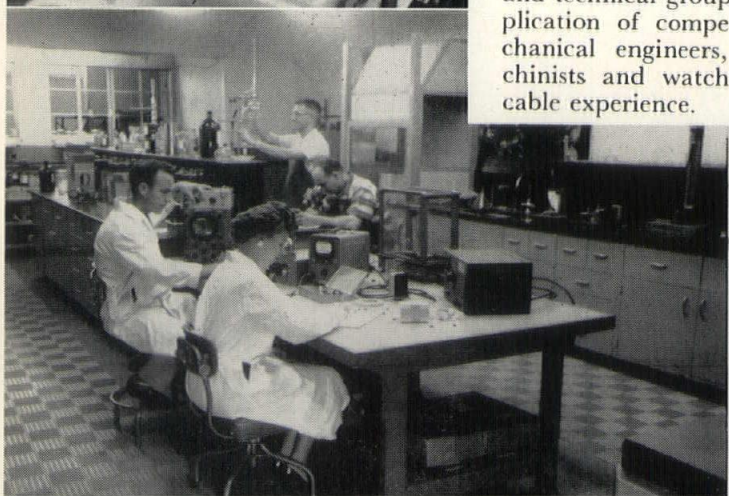
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The Poly-Scientific Corporation, a five year old manufacturing company, is one of the youngest and most vigorous new enterprises in the New River Valley. It manufactures precise electro-mechanical components used in gyroscopic instruments for indication and control for aircraft of all types and for inertial guidance systems for advanced aircraft and missiles.

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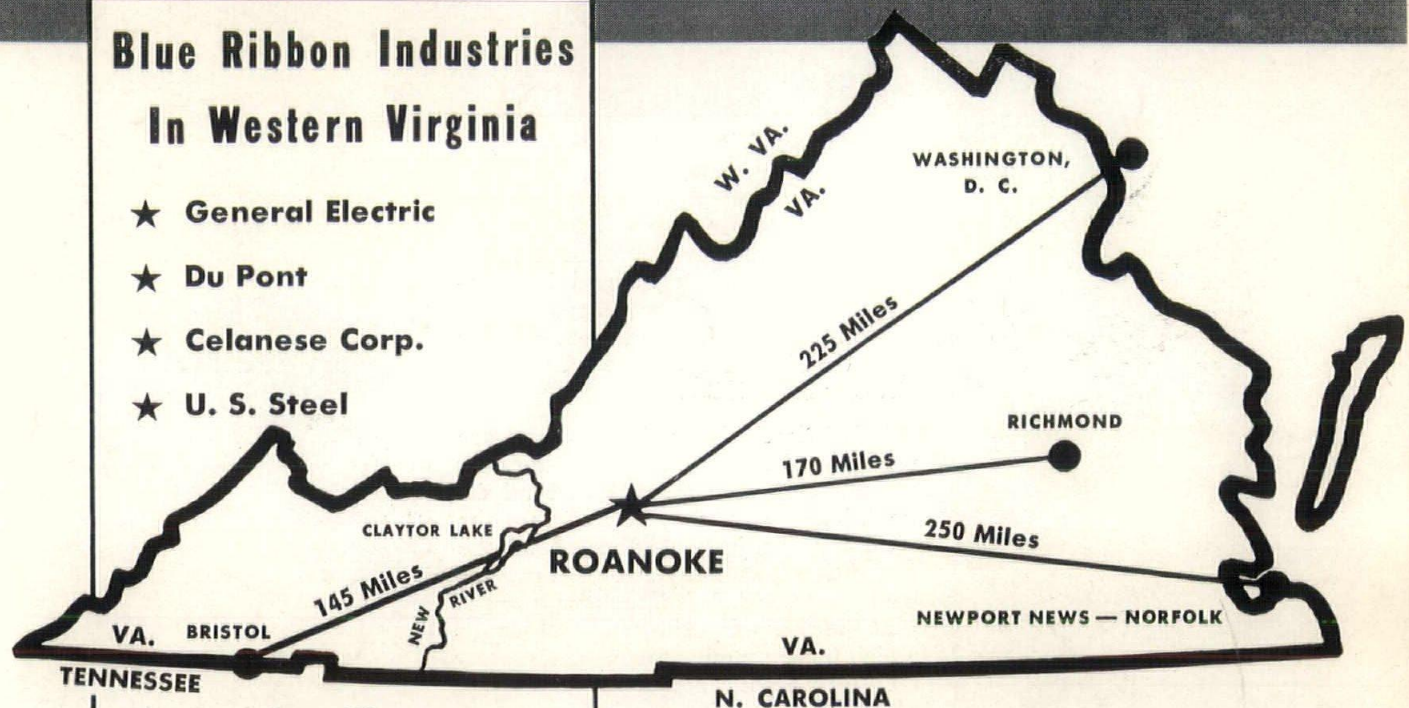
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