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AN INDEPENDENT PUBLICATION-FOUNDED 1878 TO TELL THE VIRGINIA STORY



Published Monthly At The State Capital By Virginia Publishers Wing, Inc.

EDITORIAL OFFICES: 15 North 6th Street Phones MI 4-6717 - MI 4-2722

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"Second Class Postage Paid at Richmond, Va."

SUBSCRIPTION PER YEAR \$4: TWO YEARS \$7

Please address all mail to: P. O. Drawer 2-Y, Richmond 5, Va.

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.

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OCTOBER 1959

NUMBER TEN

THE NEW HERO IN AMERICA

by CLIFFORD DOWDEY

IN THE AGE OF THE SPECTATOR, by which current America may well be known, it can be observed that the Great Do-ers of the society have been shunted into the wings by the entertainers of the moment. Time was when Americans hung on the words of the "Captain of Industry," the Magnate, the Tycoon. Interviewers sought the wisdom of life from the lips of the men who amassed fortunes.

"History is bunk," quoth Henry Ford, and dust gathered on the volumes of Gibbon and Carlyle. Small books were published on Builders of the Nation, to enlighten the climb of aspirers by tracing the careers of those who had reached the top. "Save your money," they said solemnly. "Money works while you sleep," the public was told, and such an aphorism was cherished as a nugget of truth.

A visit of J. P. Morgan to one's city would be an event almost comparable in importance to, say, that of a minor television personality today. A certain aura attached to one who even worked at a bank: no one ever worked for a bank; he was "with the bank."

Today the president of one of Richmond's most important banks was jostled unceremoniously by a mob bent on seeing-and, if possible, touchingan innocuous young actor whose day in the sun has been caused by a piece of theatrical business, publicly combing his hair, he performs during his undemanding chores in a cheesy crimeseries on television. "Kookie Comes" was the only headline required to draw a crowd to commune with this source of wonder. While the vice-president of one of America's great coporations, visiting in the city, sipped an undisturbed drink with a friend, interviewers sought this Kookie to learn his views on life, art, and the state of the world.

A long and serious news-story was given to a hatchet-faced person who pretends to shoot guns at people in a frankly un-adult western, on the occasion of his visit to the learned humanist, Dr. Schweitzer. You had to read it twice to make sure that the importance of the interview was what Hatchet-Face thought of Dr. Schweitzer. Hatchet-Face averred that Dr. Schweitzer was a good man and should be encouraged, and he was going to take steps.

In this trend away from the do-er to the performer perhaps the most disturbing phenomenon was the apotheosis of Casey Stengel, a hitherto unsuccessful clown of baseball who had the good fortune to be selected as manager of the New York Yankees.

In no sense a baseball-fan, many years ago I developed some interest in the Yankees from having known Lou Gehrig in college (the late August Dietz, Jr., of Richmond, roomed with Lou at Columbia), and, when I was a magazine editor in New York, I occasionally watched the team-very occasionally: maybe half-a-dozen times in ten years. The point of this vague familiarity with the Yankee organization during the past three decades is that it seemed to me nearly all managers of the N. Y. Yankees are successful.

When Gehrig was playing with Ruth and such valiant wielders of a wooden club, Miller Huggins was a great manager; when Gehrig continued into the day of Dickey, Gomez, Di Maggio and their like, then Joe McCarthy was a great manager. Some of the hold-overs from that era formed a nucleus around which the Yankee organization built another collection for this Stengel. Then he became a great manager, and nobody seemed to mention that it was hard to remember a poor Yankee manager.

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Garden Gossip

Section-15

COVER NOTE: October comes to the Shenandoah Valley the Blue Ridge and the Alleghenics with a festival of color. Thousands come to the skyline Drive, the Blue Ridge Parkway and to that great natural wonder, Natural Bridge (cover), to view October's magic.

On the contrary, this illiterate made such good copy for sports writers that he was magnified into a national character. Not even Ford and Rockefeller at the height of their power were so often quoted. Every ungrammatical idiocy Stengel uttered became a quaint bit of philosophy, rare and original wit, and his tortured misuse of pronouns was faithfully reproduced as the individuality of native genius. What "Stengel says" was avidly read for the sheer joy of communication with a spirit whose uniqueness transcended time and circumstance.

The country was probably spared some serious consequence when the old hired hands gave out on him and the young immortals proved to have feet (as well as heads) of clay. One more Yankee championship and Stengel could have been our next president. This is not as far-fetched as it might sound. The people elected Eisenhower on a military reputation and a grin, and Grant without even a grin.

There is a fateful tendency to the worship of heroes in America. This worship attributes to a success in one field of endeavor, attributes and wisdoms in all fields. Traditionally the military hero is the most heroic of all successes, perhaps because as the ultimate man of action he is the most readily visualized in command of hosts.

In America this worship of the man of action has, since the Civil War, centered increasingly on the individual whose heroics bore no relation to contributions to society. There is the Saga of Billy the Kid, the legend of Jesse James, the career of John Dillinger, all of which ran concurrently with the rise

(Continued on page 26)

THE VIRGINIA PETROLEUM JOBBERS ASSOCIATION, INC.

by E. D. CATTERTON Executive Secretary

THE VIRGINIA Petroleum Jobbers Association is a state-wide trade association whose active membership consists of locally owned wholesalers of petroleum products. The associate members are those firms that are allied to the petroleum industry and, also, the so-called major oil companies and the commissioned distributors.

There are many thousands of trade associations in our country today, each representing some industry or profession or some particular segment thereof. It might be a good idea for us here to review exactly what a trade association is and some of the reasons for the existence of these groups.

A good definition of a trade association, I believe, is a non-profit, voluntarily joined organization of business competitors which has been formed to scrve its membership—its industry and the public—in dealing with mutual problems. The whole idea of trade associations can be summed up in three words: *people working together*. Business people have found that the collective intelligence of a group is greater than the intelligence of any one of the individuals. Unity of purpose and action will carry an industry farther than almost any amount of individual effort.

One of the functions of a trade association is to be the contact between the trade or industry which it represents, and the government, the press and the public.

Most trade associations are formed for purposes such as to improve trade practices within their industry; to improve the products and services of their industry to the public; to gather and maintain statistics for use by their members, by the government and the public; to conduct market research to help find out what the public wants in





W. D. MACGILL, JR., President



H. J. PARRISH, 2nd Vice President

the way of new services and products; to conduct legislative research. Of course, trade associations provide many other services. Actually, they set the ethical and economic environment in which to run a business.

A trade association is the main channel through which individual businesses may learn how to operate more efficiently, lowering cost and improving services, in order that the prime purpose of that business may be to create a greater demand for higher wants at a lower cost. This country is a land of teamwork-and only through teamwork can the problems of our day be solved. That teamwork has given us the highest standard of living ever enjoyed by any people in any part of the world. There is nothing more important today than a mutual understanding and mutual respect among businessmen. The trade association is the essence of teamwork.

The petroleum industry is divided into four main divisions and these are production, refining, transportation and marketing. The so-called major integrated oil companies are engaged in all of these divisions and, also, there are many small independent businessmen in each division. The main divi-



D. E. QUARLES, JR., 1st Vice President



E. D. CATTERTON, Executive Secretary

sion we are concerned with is marketing, and we must say that this is very complex. However, briefly, there are three main channels of wholesale marketing of petroleum products in Virginia. They are:

(1) Direct Operation. A major oil company operates its own bulk plant, equipment and rolling stock, and operates with salaried employees. Thus, everything is owned and operated by the major oil company. They deliver the petroleum products directly to service stations, commercial accounts and fuel oil for home heating purposes.

(2) Commissioned Distributor. He is also known in the trade as a commissioned agent or consignee. The major oil company usually owns the bulk plant and holds title to the petroleum products until actual delivery to the customer. Under this arrangement, the commission distributor owns his own rolling stock and has his own employees. He typically receives a commission on a per gallon basis for distributing the product to service stations, commercial accounts, farm accounts, and fuel oil to the domestic consumer.

fuel oil to the domestic consumer. (3) Independent Oil Jobber. The independent petroleum jobber is a merchant middleman, an independent businessman, owning his own bulk plant, his own rolling stock and equipment. He takes title to the petroleum products by buying them outright from the major oil company. In turn, he sells to service stations, commercial accounts, and fuel oil for heating purposes to the ultimate consumer.

The Virginia independent petroleum jobber performs all of the basic marketing functions, and these include buying, selling, assembling, storing, managing risks, financing market, and transporting. A successful petroleum jobber should be a leader in his community and he must be a good manager of men, money, markets, methods and merchandising. In most cases, the major oil companies are the jobbers' competitors and they have specialists to handle the various functions. So the jobber, to be competitive, must be a salesman, trainer, advertising specialist, real estate expert, accountant, credit manager, public relations specialist and many other things.

To do a good job in all of these things, the Virginia jobber obviously must have some help. The major oil company, whose products the jobber sells, offers aid in the form of specialists and materials to help the jobber acquire the knowledge he needs. Also, our Virginia association conducts a "school" each year called a Management Institute where the jobber is able to learn to be a more efficient businessman. These institutes are co-sponsored by Richmond Professional Institute and they have proved most successful.

Another service of our Virginia organization is a monthly news bulletin through which we attempt to give the latest important oil news and moneysaving ideas to our members as well as communicate the policy of the association. Also, through these bulletins we seek to be a constructive force in our industry, rather than a tool of destruction. But, in the interests of truth, and to protect our members and the industry as a whole, we never hesitate to attack and denounce those practices which we feel are endangering the very foundations of petroleum marketing.

You know, ours is a vibrant, dynamic industry. Its achievements down through these first one hundred years have been monumental. And, as might be expected of such a mighty industry, its mistakes also have been on the grand scale, whether they occurred in production, refining, transportation or marketing. We attempt to discuss both the achievements and the mistakes, as they apply to petroleum marketing.

We feel that our Virginia conventions, which are held twice a year, pro-



Above: Oil wells were crowned on every promising acre during the great boom of 1859. Below: An early "Service Station," featuring "free" air, water, windshield cleaning, etc. Photos courtesy American Petroleum Institute.



vide the jobbers with an opportunity to discuss all matters affecting the industry and, also, the fellowship and exchange of ideas is most beneficial to them.

It goes without saying that one of the main activities of our association is in the field of legislation, both at the state and national levels. We are definitely not a pressure group because our organization is certainly not large enough or wealthy enough for this We attempt to see that no discriminatory legislation is enacted and we do not seek special favors from the General Assembly of Virginia or the Congress.



PAGE SEVEN

THE AGE OF OILY ROCK

by ROSEWELL PAGE, JR.

D^{ID} YOU EVER stop to think what would happen to our country if by some evil chance we were deprived of petroleum? If you paused long enough to study the many ramifications of the North American oil industry you would most certainly be disturbed, not to say frightened, by the prospect of such a catastrophe.

Petroleum in the hands of skilled and learned men has, like love, come to be "a many splendored thing." If time, space and probability allowed, it would tax the credulity of one who had left this life only a bare score of years ago to bring to his attention the different things used daily by the average North American with petroleum as their base—from shaving cream to jet planes.

To take an example: you don't have to call back a person from the deadtalk to any man over 40 and tell him that if our gasoline supply should be dried up our present transportation system would necessarily go by the board. His reaction might be a shrug of his shoulders with the remark, "So what? We can always go back to horses and mules and steam locomotives." Can we indeed? . . . as a practical proposition, taking statistics into consideration? We are fully cognizant of the quotation about lies, damned lies and statistics as we write this, but "facts is facts," and as former governor Alfred E. Smith, of New York, used to say, "Let's take a look at the record."

Today, or rather as of the end of December, 1958, the latest date for which figures are available, there are 52,492,509 automobiles, 10,056,567 trucks and 4,685,000 farm tractors (excluding garden tractors) engaged in farming and in transporting us and our goods over the highways of this country. There are 27,585 diesel locomotives hauling passengers and freight over the railroads, plus the many passenger and

freight airplanes flying our airways.

In comparison to these figures, there are, set over against them for a comparable period, only 3,079,000 draft and saddle animals here and only 2,663 steam, electric and "other" locomotives.

We have not mentioned the number of petroleum powered vessels daily plying our inland waters and the oceans, carrying many passengers and much freight tonnage. Petroleum is a prime source of energy and motive power, and from what we observe, most of us are well satisfied with the kind of power it produces.

This is probably all right too, because those with authority to speak on the subject tell us that we have enough oil reserves on hand in the ground to meet our future needs. According to the United States geologists, we have been finding oil at nearly one and a half times the rate at which we have been using it up, and in spite of the fact that we are producing more and more oil all the time, our reserves seem to continue to grow.

Again the geologists figure there are probably something like 500 billion barrels of oil in the ground waiting to be discovered, plus at least another 300 billion we can get from oil shale a rather comforting thought provided no unforeseen disaster strikes our world. But since we can't heat our homes, run our automobiles or power our machinery tomorrow on the oil we produce today, we must go on with our search. For a century, thousands of men have spent many hours and millions of dollars doing just that.

One story told about the amazing experience of a California oil company operating in the first decade of the twentieth century illustrates this, showing how capricious an occupation drilling for oil can be.

On a boiling hot day in 1904, com-





Edwin L. Drake (in Stovepipe hat) and the world's first oil rig. (Photo from Drake Well Museum)

One of today's modern oil refineries. (Photo courtesy Cities Service Company)



pany crews began placing derrick and engine house on the spot. The boiler accidentally fell from a wagon and landed where the derrick was to have been placed. The listless crew just left it there and set up the derrick where the engine house should have gone.

The well came in with a roar— 12,000 barrels a day, the greatest producer of its time.

In 1918 this well collapsed. Rather than clean it out the company decided to drill another just 65 feet away on the exact spot where the original derrick should have been placed back in 1904. The new well produced barely 95 barrels on its best day.

This is the centennial of the discovery of oil, the vast source of energy that has completely changed and dominates

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our way of life. Due to its importance in the North American economy, it is fitting that on August 27 of this year, the 100th anniversary of Colonel Edwin L. Drake's Titusville, Pennsylvania drilling of our first commercial oil well was properly marked by celebration.

It is true of course that petroleum had been known since early times and that Drake was not the first man to discover oil. He was simply the first to prove by his drilling that oil was there in abundance and his well was the starting point for a new industry. By it, a new era of industrial growth was introduced, which may properly be called the Age of Petroleum.

It is indeed a vast industry, this oil business. It developed from sparks of genius in the souls of stout hearted, strong bodied, tough minded men, ever dissatisfied with what they found upon their entry into this life and fired with zeal and determination to improve their conditions and surroundings by developing our petroleum resources into finished products to be used in many different ways for their comfort, welfare and continued march to a higher standard of living and increasing financial security.

A century ago, adequate lighting in the home or outside of it was rarely seen. Petroleum has allowed man to turn much of his former night into day. During cold weather, petroleum has made it possible for us to live at home, in school, in church, in office or factory in comfort.

Industry has had placed in its hands a new source of energy. Because of it new types of work now add much to the wealth of the nation in the rapid production of consumer goods. Petroleum coupled with electricity has allowed many a manufacturing plant to double and triple its creative hours and so the volume of its products as well.

Because of petroleum, we people of the United States of America have been able to extend our spheres of personal influence far beyond the distance from our stables our horses could travel in those days of long ago. We have spanned the seven seas in the same amount of time that we used to take to go from home to the nearest market town and back, behind our horses.

In the development of every industry, the influence and personality of certain individuals is evident. Around these grow legends of charm and amusement. The oil industry is no exception.

Starting with Edwin L. Drake—he was no military man despite the honorary title of Colonel bestowed upon him either by himself or his admirers. Rather, he was a retired railroad conductor with perhaps a glib tongue and a yen and a knack for making a fast dollar or two.

He persuaded a group of New England businessmen to send him as their representative to explore the commercial possibilities of surface oil known to exist in the vicinity of Oil Creek in Pennsylvania near Titusville.

Drake hit Titusville in August, 1859, and things began to happen. He tried having a hole dug, which found oil, but rapidly filled with water nearly drowning the workmen. Men who "knew" discouraged him, telling him he was a crazy fool. He was just fool enough to try again. He therefore exploited the idea of drilling a well. The "Colonel" had no handbooks to

The "Colonel" had no handbooks to go by so he used the process of trial and error. He hit upon a plan of sinking 10-foot lengths of 3-inch iron pipe into a hole to keep the sides of the well from "caving in" as the drilling progressed. That was a primitive forerunner of well casings used by the oil drillers today. He kept at it though funds ran short and credit failed. (*Turn to page* 24)

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OCTOBER 1959

PAGE NINE

VIRGINIA AND THE NATIONAL INTERSTATE HIGHWAY SYSTEM ... WHERE DO WE STAND?

by G. WATSON JAMES, JR.

All photos by R. M. Carper, Virginia Highway Department

A HIGHWAY IS BORN. These aerial photos show Interstate Route 64 as it (top) is seen from the northwest across U.S. 258 interchange in Hampton heading for Billy Wood's canal; (center) as it passes under Big Bethel Road by a landscaped lake; and (bottom) as it goes under U.S. 17 at the interchange and beneath a transmission line in the extreme background.



PAGE TEN

WILL VIRGINIA'S 1,090 miles of the National Interstate Highway System be completed?

Will the total of 90 per cent of the estimated cost of one billion, five hundred million dollars necessary to construct this mileage be forthcoming from Federal funds?

Well — by September 5th both Houses of Congress had voted to increase the Federal gasoline tax from 3 to 4 cents as a temporary method of keeping the Interstate Highway program going. The increase was for a 21month period, but there were still some hurdles ahead.

According to a press release of September 5th from Washington, covering the Senate's approval of the 1 cent tax boost: "The higher tax is expected to bring in an additional 333 million dollars for the highway trust fund in the nine months that begin October 1, and 590 million in the year that follows it.

"The Senate went along with the House in earmarking part of the excise taxes on automobiles and parts, that now go into the treasury general funds, for the special highway fund after July 1, 1961."

At this juncture it seems pertinent to review the origin of the system and the present chaotic condition of the project as has existed for several months past from both the national and state angle.

As outlined by Mr. D. B. Fugate, one of the Department's two Assistant Chief Engineers, a Trust Fund for the whole national cost was authorized by Congress in the "Federal-Aid Highway Act of 1956," which supplemented a similar act passed in 1944.

The financing of this Trust Fund through the 1956 Act was effected by the Federal government by means of a 2 cent tax per gallon on gasoline; 2 cents tax per gallon on diesel fuel; 5 cents tax per pound on tires and 9 cents per pound on innertubes.

So far so good, but in 1958 Congress took the ceiling off this Trust Fund by authorizing more money for construction purposes than was in the Trust Fund. Came 1959 and the lid was system had to be financed from the Trust Fund. Then the problem was: how much money to authorize for the New Trust Fund, which couldn't be



Top Photo: New construction in Pulaski County-Route 81 five miles west of Pulaski. Center: A bridge and interchange of Routes 81 and 101 west of Pulaski. Bottom: Construction at the intersection of Routes 58 and 81, one-half mile west of Bristol.

determined until Congress enacted additional fund-raising legislation. An increase of 1 (one) cent in the gasoline tax appeared to be the answer, which brings one to the status of the 1 cent gas tax bill as of September 5th.

Meanwhile, with Congress still debating the pros and cons of this gas tax increase, the run-of-the-mine citizen wants to know: How Does Virginia Stand Today? How does Virginia stand today with respect to sections of the system completed, under construction, and those projected, provided further Federal Aid is possible? On the basis that Virginia was to receive 4.3 per cent of the cost of the overall national system the following apportionments from the Federal Government had been made prior to the clamp down as noted above. Fiscal years

 1956—1957
 \$ 23,715,000

 1957—1958
 34,414,000

 1958—1959
 44,065,000*

 1959—1960
 105,395,000***

(* The Highway Department to date has not quite used all of this 1958-1959 apportionment.)

(** This 1959-1960 apportionment is of course not available until some congressional action is taken to bolster the Trust Fund.)

The above funds to be matched by ten per cent from Virginia's highway funds.

The above allotments are book figures and actual payments by the Federal Government are made through progress vouchers presented on various construction contracts, Mr. Fugate explained.

When, for example, \$200,000 worth of construction had been completed on a contract, the State would pay the contractor for the work completed and claim reimbursement from the Federal Government of 90 per cent which in this instance would be \$180,000.

So much for figures, but what is more important are the physical accomplishments as they stand today.

First, as of June 1, 1959 there had been committed on projects under way and those completed a total of \$97,-000,000 including rights-of-way costs.

In addition, the completed projects include the Hampton Roads Tunnel and approaches and the Richmond-Petersburg Turnpike, which are a part of the Interstate System in Virginia though financed through toll revenue bond funds. The 1956 Act expressed the intent of Congress to reimburse the States for the cost of revenue bond financed facilities included as a part of the Interstate System.

Projects Nearing Completion

Projects nearing completion are the (1) Emporia By-pass (2) an extension of the Hampton Roads project between Route 258 and Route 17, (3) the Harrisonburg By-pass, and (4) a spur into Bristol.

Now under construction is a circumferential highway around Washington, D. C., (Route 495) to the West and in the Arlington area. The estimated cost is \$75,000,000 and completion date set for late in 1961.

In this same general area two arterial sections of the Virginia System feeding into the nation's capital are in the book: (1) the ultimate widening, and reconstructing to interstate standards, the Shirley Highway (funds for this not now available) (2) surveys and studies are underway to parallel the Arlington Boulevard (Route 50) into Washington with a route to be numbered 66 to connect with the projected Constitution Avenue Bridge.

In the Hampton Roads Area a 47 mile section of the Interstate System will include a circumferential expressway of Norfolk between this end of the Hampton Roads Bridge and Tunnel crossing at Willoughby and the Intersection of Routes 58-60 at Bower's Hill.

The section of Interstate Route 64 just east of Richmond passes immediately to the north of Byrd Airport. An interchange will permit Interstate traffic direct access to this airfield. From this point the Interstate Route (64) will connect with the Richmond-Petersburg Turnpike at a location yet to be determined.

The final disposition of the question of Interstate Route 64 west of Richmond, however, is still in doubt. As an alternate proposition to the present northern route of 64 between Richmond and Clifton Forge, via Char-lottesville, Staunton and Lexington, overlapping Route 81 between the latter two points, the Highway Commission has requested the Bureau of Public Roads to approve changing to a southern route for No. 64. This would pass through Farmville, Appomattox, Lynchburg, Bedford and, after crossing Route 11, run almost due north via Eagle Rock to Clifton Forge. This southern route would be 54 miles longer.

While Route 81 of the Interstate System will by-pass Roanoke and Salem, there will be a spur into Roanoke and final plans and specifications are being prepared for a portion of this section.

The above list just about wraps up to date how sections of the Interstate System (constructed, planned or under study) will affect major cities and towns in the Commonwealth.

Of course, the big question is what

projects will now be resumed since the one cent gasoline tax measure was passed by Congress.

"As far as Virginia is concerned, what will be the picture in this respect?", we asked A. K. Hunsberger, Assistant Location and Design Engineer, who in company with Mr. Fugate, F. E. Tracy, Road Design Engineer, and Walter Drewry, the Department's Public Relations Officer, recently gave of their time to discuss at length with the author every angle of this important and perplexing statewide engineering project.

wide engineering project. In a nutshell, this was Mr. Huns-berger's prediction:—With the 1 (one) cent increase in the Gasoline Tax, the progress of the Interstate projects will be maintained at near the original schedule or as near as funds will permit. The Federal Government will pay 90 per cent of the cost on items it approves, as is now the case. However, there are items considered essential by Virginia in the Interstate program on which the Bureau of Public Roads will not participate on the 90-10 basis. In such cases the financing reverts either to the normal 50-50 Federal participating basis, or a no-participating feature.

In this connection Mr. Fugate had previously pointed out that, provided the present program is continued in accordance with the provisions outlined in the 1956 Act, the National Highway System will be completed by 1971. Virginia's completion date would also conform with this schedule.

There is also the proviso that Virginia continues to match the Federal commitments with ten per cent of the total project costs.

The Department has estimated that of the total expected revenue Virginia will receive for the fiscal year 1959-60 there will be available for the highway construction \$98,088,000—less some \$11,608,000 allocated out of the above fund for certain other state agencies.

Meanwhile, down in the big building on Broad Street in Richmond—state highway engineers are "on their marks," all set to go.



PAGE ELEVEN

THE SEA VENTURE IN HISTORY and FICTION by Nora Miller Turman

The Sea Venture has been associated with both literature and history since this flagship of the first sizable English fleet to sail for Virginia was wrecked by a tropical hurricane near the Bermuda Islands in the summer of 1609. Much has been written about its relation to Shakespeare's charming farce, *The Tempest*, but the historical facts have been shrouded in secrecy. Upon close inspection it is clear that the story of *The Tempest* parallels the actual happenings, from the opening scene on the flagship of a dispersed fleet, to the meeting of two Dukes of Milan on an imaginary island in the climax scene, which satirizes the meeting of two governors at Jamestown in the spring of 1610.

The Tempest may be regarded as a historical writing in disguise, as well as a charming play which transcends both time and space. It alludes to incidents which had too many political implications for historians to record at the time, and which have been shrouded with melodramatic misrep-

The first governor commissioned for Virginia was Sir Thomas Gates, a principal officer of the English army on leave, and a member of the Lower House of Parliament. He had been the first petitioner for a Charter to develop the resources on England's land in Virginia by joint-stock. A company of men had landed at Jamestown, Virginia, in the spring of 1607, and received reinforcements from England while they proved that English people could live here. A Second Charter was granted in the spring of 1609. The Virginia Company was given a sizeable tract of land, to which it was sending people, to settle on and develop. After an apprenticeship period, which was planned for seven years, individuals would own small tracts of the land in fee simple. This departure from the prevailing system of land tenure by Royal patronage caused some apprehension within the Company before Sir Thomas Gates was commissioned governor, but not the real trouble.

resentations ever since. For more than three centuries this play has served as a divining-rod from the stage and classroom to focus attention on the actual facts pertaining to the founding of our nation. My curiosity about this subject began before I was mature enough to delve into surviving documents from which the answer could be deduced, and before there were printed transcripts to work from. Every textbook I have encountered with The Tempest among its contents, has

Mrs. Turman is a high school librarian in Accomack county, Virginia whose biography of George Yeardley is out this month, published by Garrett & Massie, Inc. Mrs. Turman's YEARDLEY is the first book-length biographical offering on the man who played so prominent a part in the early days of the Virginia Colony, one of whose claims to fame resides in his organization of the General Assembly in 1619 which has functioned continuously until the present time. Mrs. Turman illuminates, with her work, not only a man but a period —that first score of years of Virginia's existence in which lay the present American way of life in microcosm.

"The Sea Venture," which brings Mrs. Turman back to our pages after an absence of just over 10 years (August 1949), whets our appetite for GEORGE YEARDLEY and, incidentally, for any subsequent such offerings she may have up her scholarly sleeve. —THE EDITORS

had a note associating it with American history. On one occasion I asked a professor what relation there was between the plot of the play and historical incidents of the time. He glanced at the note before me and gave the assurance that no such question would appear on his examination.

If I were making that new appraisal of our nation's beginning which a prominent historian has said we need, I would begin with the meeting of two governors, at Jamestown, Virginia, in June 1610, which bears a decided resemblance to the meeting of two Dukes of Milan in the climax scene of *The Tempest*. Although this incident rates no anniversary it was of tremendous importance in the founding of the United States of America. I could work backward and forward from this focal point without resorting to Freudian tactics. However, the purpose of this writing is to cite and support new claims for *The Tempest* as it is related to the founding of our Nation.

The first Duke of Milan had set sail from Italy some years before the opening scene of *The Tempest* and had presumably died at sea. Apparently, there was no grief by the King of Naples over his disappearance, although he had no part in it. were two political factions. One favored the policies of King James I, and the other faction opposed them. Both factions were active in the Virginia Company, and the liberal terms of the Second Charter were no less than a miracle. As soon as the question of selecting a governor for Virginia came up, some favored a nobleman with a hereditary title, which would have pleased the King, although he was giving little concern to the activities of the mercantile company which had been given the right to operate in Virginia. Sir Thomas Gates was elected without the blessing of the devotees of government by Royal patronage.

Governor Gates and his staff of officers left England on the flagship with near 150 passengers, the last of May, 1609. His fleet was made up of nine ships taking workers and their families to the number of near 500 to Virginia. Like the fleet in *The Tempest* Governor Gates' ships were dispersed by a tropical hurricane, some 500 miles from the Virginia coast. The other ships arrived in Virginia, but nothing had been heard of the flag ship when the last of these left for England in November. Like the first Duke of Milan, Governor Gates was given up as dead.

A second governor was commissioned for Virginia in February 1610. The Governor was Lord Delaware (De La

VIRGINIA RECORD

The Second Charter gave the Virginia Company the power to set up a government for Virginia within the laws of England. A military form was agreed upon for the apprenticeship period, and then the Company would set up a civilian government compatible with outright ownership of land by the individuals. England, with its elected representatives to Parliament since 1295, was rapidly drifting toward an absolute monarchy, and there was opposition to the trend. There Warr) who had been knighted as Sir Thomas West, before he inherited the Royal title. He was provided with a staff of officers who would favor Royal patronage when the time came to divide the land. And, the sending of a mere knight to head a government, where women and children were concerned, was countermanded.

If these two governors had not met at Jamestown, Virginia, under circumstances which bear a decided resemblance to the meeting of the Dukes of Milan in the climax of The Tempest, Shakespeare might not have written the delightful play which has enchanted audiences for more than three centuries. If Governor Gates had died at sea there would hardly be a nation like the United States of America, today. The Royal faction within the Virginia Company might well have overruled the terms of the Second Charter before the framework of a government was developed within the Company, and transplanted to Virginia when the individuals got their land tenure and government by Royal patronage might have been transplanted to America.

THE SEA VENTURE will continue in a subsequent issue of Virginia Record. Serving Virginia as a part of the great petroleum industry

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Section

Mrs. Gerald J. Pierce, Editor Phone AT 8-0202, 7700 Hillview Ave., Richmond 29, Va.



Photo by Colonial Studios

FLIGHT OF THE BUMBLEBEE. The line of the pussy willow branches and the figure suggest the flight theme, and the bumblebee was actually held in the upstretched hand of the pink bisque figure. Mrs. Alfred Benson, Jr., used a dull pink container for her composition with Peggy Ann Hoover chrysanthemums, staged against a egg-shelled pink background, interesting for its texture. A Japanese burl base unifies the composition.

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BOOK NOTES

The 1960 edition of the popular Home and Garden Calendar is ready now, still priced at \$1 and featuring photos of table settings, holiday decoration and flower arrangements with details and techniques carefully explained. There are pages for garden records, notes for the following year too. A full color cover further enhances the attractive calendar, gift-boxed too.

Selling these popular calendars has proved to be a successful fund-raising projects for clubs and details can be secured from Helen Page, Hearthside Press, Inc., 118 East 28th St., N. Y. 16. All the pictures are of work done by the members of the N. Y. Federation.

When trees are grown in appropriate pots, they become a form of living art the long famous "bonsai" of Japan. The practice of growing such trees goes back many hundred years, says Dr. George S. Avery in the *Handbook on Dwarf Potted Trees*, just published by the Brooklyn Botanic Garden.

In this enlarged and revised edition of the Bonsai Handbook, there are 16 articles, written for the most part by Japan's leading authorities, which have been carefully edited to adapt them to American conditions. The experience gained from maintaining the Brooklyn Botanic Garden's nationally famous bonsai collection has been drawn upon heavily in preparing this new edition. Subjects covered include selection of suitable plants, how to grow minature potted plants, the bonsai culture of various azaleas, flowering trees, wisteria, Japanese zelkova, bald cypress and many kinds of evergreens.

The key steps in bonsai culture pruning the top and the roots, wiring the branches, repotting and proper soil mixtures—are all fully explained and illustrated. The *Handbook* makes one want to try this unusually culture and have the thrill of coaxing a dwarfed plant into a desired shape, but it apparently is not a process to be hurried. Available from the Garden for \$1.00.

Ruth Matson has written a book for those who like to eat well—Gardening for Gourmets—and even if you don't have an extensive vegetable garden, it is a joy to read. It really is for vegetable garden enthusiasts and is quite specific on its recommendations for seed varieties, time tables and cultural practices all based upon the author's personal experiences. The chapter "The Armchair Again—a Totting Up" is particularly fascinating as are the recipes included for the gourmet. (Published by Doubleday, \$3.95).

CAMELLIAS AT THE NATIONAL GALLERY

The National Gallery of Art in Washington, D. C. first started a limited use of Camellia japonica in 1953 when a few specimen plants of Pink Perfection were purchased for use in tubs within the building. During the same year, in anticipation of possible future needs, a number of small plants of both japonica and sasanqua were secured.

Due to definitely limited space, it was not possible for the plants to be given greenhouse protection until they were brought in to begin slow forcing. Thus, extremely heavy bud drop was experienced. Other varieties have not, as vet, been tried in this manner since well-proportioned specimen plants at least three feet tall are required for Gallery purposes. It is hoped that, eventually, through experimentation in handling methods, a system can be found whereby japonicas might still be used effectively in the Gallery's two indoor Garden Courts as well as serve as accessories in future special exhibitions of works of art. Perhaps other varieties will be more amenable to this somewhat rough treatment. In any event, plants with light colored flowers must be used since the low-light values in the Garden Courts, especially in the winter, do not show off darker colored blossoms to best advantage.

The heavy bud drop of Pink Perfection under the Gallery's method of handling necessarily suggested a different use for these plants and in 1957 they were planted out, along with some of the other varieties of small japonicas, in the Mall Gardens on the south side of the building, in areas originally occupied by various species of evergreen ilex. Also, a few sasanquas were planted here, some of them being espaliered with the intention of forming backdrops for groups of low-growing azaleas. These plantings are still in an experimental stage and a definite arrangement pattern has not yet been established. Always to be taken into consideration is the fact that any planting around a public building is always subject to far greater hazards than one on private grounds.

With the addition of japonica and sasanqua camellias, the Mall Gardens now have woody plants that provide flowers around the calendar, except during the coldest days of winter. C. japonica is followed in this order by azaleas, Crataegus crus-galli, Magnolia grandiflora, plunged Hibiscus rosa-sin-

OF ART

By NOEL D. SMITH, Horticulturist National Gallery of Art Smithsonian Institution Washington, D. C.

Reprinted from the Camellian with permission of the editor

ensis, and C. sasanqua. It is believed that the restrained use of camellias in the Gallery landscaping will add much to the enjoyment of the one million visitors the Gallery welcomes every year. Even when not in flower, the plants are generally more attractive than most other broad-leaved evergreen shrubs.

In addition to Pink Perfection, other japonicas now growing in the Gallery shrub beds are Alba Plena, Yuki-Botan, September Morn, Rosea Superba, Ruth Royer, Admiral Nimitz and Are-Jishi. Camellia sasanqua is represented by Dawn, Texas Star, Mine-No-Yuki and Rosea.

A mixture of colors can be used to good advantage in the intimate Mall Gardens which partially surround the two fountains on the middle level on either side of the Mall entrance steps. At the present time there are no camellias in any of the street level shrub beds although there are a few locations where they could be worked in effectively. It is believed that any camellias on this level should be white flowering in order to conform with the balance of the landscaping.

The Gallery expects to continue its efforts to improve the quality of the plants in the landscaping and, when necessary, will make substitute plantings when they do not alter the basic landscape design. Undoubtedly, Camellia japonica and Camellia sasanqua will be used more extensively as time goes on.

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CAMELLIAS RECOMMENDED FOR WASHINGTON, D. C. AREA

Dr. Francis de Vos, horticulturalist at the U. S. Arboretum in Washington, D. C. has accumulated many varieties of japonicas and sasanquas and knows from personal daily observation, the performance of the various formations and varieties. The Editor of *Camellian* asked Dr. de Vos for his recommendations on varieties for the Washington area and with his permission, the list Dr. de Vos submitted is quoted:

Camellia japonicas recommended for the Washington, D. C. Area

- *Adolphe Audusson
- *Are-jishi
- Berenice Boddy

*Blood of China

- *Captain Martin's Favorite
- *Dr. Tinsley
- Donckelarii

Elegans

- Finlandia
- Flame *Kumasaka
- Lady Clare
- Leucantha

*Marjorie Magnificent *Mathotiana rubra Peach Blossom *Pink Perfection Professor Charles Sargent *Purity Rev. John Bennett Rev. John G. Drayton Sara Frost T. K. Variegated *Thelma Dale Tri-Color (Siebold) Red *Ville de Nantes *Personal observation at National Arboretum Camellia sasanguas recommended for the Washington, D. C. Area Cleopatra Shishi-gashira Crimson Tide Showa-no-sakae Orchid Splendor Velvety Papaver

Readers with similar climate conditions to Washington, D. C. may profit from these observations.



Rosy Mist

VIRGINIA RECORD OCTOBER 1959

Garden Gossip Section

White Glory

Memo to Judges of Flower Shows

NEW REGULATIONS

Directive addressed to State Chairman of Flower Show Schools, June 12, 1959 "In color classes if the exhibit does not conform to class requirements, only the points for color conformance will be removed. "Color" will refer to its use according to the principles of design. About one-fourth of the points usually allocated to color will be given to conformance."

In National Gardener, July-August 1959 issue, page 107, the same thing is said with a little different wording.

Until our judges become familiar with this change, it is suggested that the wording be amplified in the scale of points as follows: (Using the Scale of Points 33-a, p. 141, Handbook "Color Study . . .")

	Points
Color (Conformance to Schedule)	
(Use according to the principles of Design)	
Design	30
Distinction	20
Originality	
	100

100

Regarding Refresher Certificate: Directive, June 12, 1959

"The application for the Refresher Certificate must be made within six months following the date of the Course taken and passed as a Refresher." Also published in National Gardener, July-August 1959 issue, page 108. Also:

"It is strongly recommended that ALL judging and exhibiting requirements be fulfilled before the judge takes a refresher course for credit".

National Gardener, January-February 1959 issue, p. 32-9(d).

REFRESHER CERTIFICATES

National Council Directive-September 20, 1959

"Please emphasize to the Judges that merely taking the Refresher is not sufficient. The required number of shows must be judged and exhibits made. The final procedure and most necessary, is the application for the new certificate. The former certificate will lapse unless application is received for its renewal."

Note from your School Chairman in regard to submitting credentials for a Refresher Certificate:

Since it is the duty of the School Chairman to check each item of your credentials before your application for a refresher certificate can be approved, the following cooperation is sincerely requested in submitting your credentials for approval:

1. Send only the required number of signed schedules for shows judged-six.

- Be certain that the show you judged was a Standard Show before submitting the schedule for approval. Sending in schedules from shows which do not conform to National Council Standards entails much unnecessary correspondence and expense from the School Chairman.
- 3. In regard to the five *exhibits* necessary before applying for a Refresher Certificate—

These exhibits need not be in a Standard Show; just so you have exhibited in a public place that exhibit is acceptable. However, the *best* evidence of exhibiting is a blue ribbon from a Standard Show. Lacking these, a statement from your altar guild of church arrangements, a statement from an organization of arrangements made for some social function, or any other evidence of having exhibited in a public place is acceptable.

Please send *only* the necessary number of evidences of exhibiting—five. Do not send in a whole batch with a note saying, "take your choice", which happens quite often. And PLEASE do not send in five detached blue ribbons, which happened very recently.

4. Be sure the credentials you have submitted for approval are the ones listed on your application for Refresher Certificate.

5. Also be sure that the shows you have judged and the exhibiting has all (Please turn to page 19)

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Strong lines and rugged materials characterized this arrangement in a late spring flower show in a class called "A Study in Silhouette". It is composed of royal poincianna pods and florets made of pods from the dynamite tree with centers of dried yarrow. The mountain goat is handcarved of wood, is standing on petrified wood that looks like stone. The smaller stone to the right was needed for balance. Set against a background of very light tan, the color harmony ranged into the deep chocolate tone, even to the plywood base with its usual streaks. Mrs. C. C. Lankford won the Award of Distinction on this entry in the Capital Landing Garden Club show "A Fantansy in Flowers".

VERY SMALL SEGMENT of the cultural classes displayed at the Twenty-Fifth Annual Daffodil Show of the Garden Club of Virginia inspires bulb enthusiasts to be sure to plant some new varieties this fall. In this one show held in Charlottesville at the Farmington Country Club, 1346 exhibits were entered-one good husband even cut specimens and took them to his wife's hospital bed for her to select the entries to be placed in the show.

With planning and planting for spring gardens very much under consideration at present, why not try some new daffodils-perhaps some of the multi-flowered triandrus or the slightly reflexing cyclamineus varieties, as well as some of the interesting color harmonies now offered in the large and small cups?



FLOWER SHOW FOR VFGC PIEDMONT DISTRICT

As the "Magic Wand of Autumn" is cast over the Old Dominion Room at Miller and Rhoads in Richmond, members of the Piedmont District of the Virginia Federation of Garden Clubs are proving a point to themselves-that a flower show by this name can be staged without months of preparation and hundreds of woman-hours spent and still be a Standard show. With the flower show, the fall meeting of the Piedmont District is also scheduled and members throughout the District will have the opportunity to exhibit in the show, attend the meeting and see the show too.

With the minimum requirement of five artistic classes scheduled with such interesting class titles as "Golden Vin-tage", "Country Lane", "The Frost is on the Pumpkin", "Witches Brew" and "October Elegance", Mrs. Harold Hemingway, chairman hopes to appeal to the artistic exhibitors who will place their entries on October 27th along with those interested in chrysanthemums who will have an opportunity to enter ten different classes. Exhibitors in the above classes will be those close to Richmond, but out of town members are provided the same opportunity to exhibit their chrysanthemums the following day as they come to attend the meeting on October 28th. If merited, a Tricolor Award and two Awards of Merit will be given to the winners at the close of the District Meeting.

A Standard Show in every respect, this miniature is being staged to encourage and to show member clubs how a similar show could be staged at any monthly meeting with a little planning -a show of quality, but not momentous work.





MEMO TO JUDGES (Continued from page 17)

been done since you last took a Refresher Course, and submit substantiating evidence of same.

- 6. Postal regulations require that any material other than printed material with a signature be sent First Class Mail. Do not make it necessary for your School Chairman to give the postman additional postage in order to receive your credentials. Please do not give credentials to your chairman at meetings.
- 7. Enclose a large self-addressed envelope with sufficient postage attached for the return of your credentials. Do not send loose stamps.

TIME EXTENSIONS

TIME EXTENSIONS of any designation are to be granted only in cases of emergency and are not for convenience. They are to be considered exceptions to stated regulations, not regular procedure. (Handbook, pp 69-70, 1958 Directive, p. 7, III.)

The present National Chairman of the Flower Show School Committee interprets the word "emergency" as "death, illness in family, etc." The fact that a course in which one may take a refresher is not offered in a

State during the time a judge is eligible to take a refresher does not constitute an emergency; neither does taking a trip, or engaging in some personal or social activity at the time when a refresher course is given constitute an emergency.

"Requests for time extensions for students and judges must be channelled through the State Chairman to the National Flower Show School Chairman." Directive September 20, 1959.

Judges, you can see what an embarrasing position your School Chairman is placed in by requests for extensions which are not justified, according to the above interpretations of the word, "emergency".

> LILLIAN H. DAVIS (MRS. CURTIS R.) V.F.G.C. Chairman, Flower Show School



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PAGE TWENTY

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Garden Gossip Section

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Garden Gossip Section

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PAGE TWENTY-ONE

VIRGINIA BUSINESS REVIEW

by

ROSEWELL PAGE, JR.

Michael J. English, Suffolk, Va., was recently elected President of PLANT-ERS Nut & Chocolate Company at a meeting of the company's Board of Directors.



MICHAEL J. ENGLISH

Other officers elected at the meeting include Ralph J. Lisman, Wilkes-Barre, Executive Vice President and Secretary; Peter J. McGough, Toronto, named to the newly-created post of Vice President in Charge of Production; Harry W. Guppy, San Francisco, Vice President in Charge of West Coast Operations; Hunter M. Haynes, Suffolk, Treasurer; and Assistant Secretary-Treasurers, Paul H. Britten of Wilkes-Barre and Harry J. Pettit of Suffolk. Mr. Haynes was also elected a Director of the Company.

Mr. English, who entered PLANT-ERS employ in 1917, was formerly on the staff of the PLANTERS Wilkes-Barre office and held various positions in the Sales Department of the Company. Transferring to the Company's Suffolk operation in 1944, he has been in charge of production there since that time. He has been President of National Peanut Corporation, a PLANTERS subsidiary which operates the firm's retail stores.

THE MOST IMPORTANT business in The MOST IMPORTANT is southside Virginia at present is tobacco. From Lawrenceville to southwest Virginia and from the Carolina line to the James River, tobacco is the important commodity. Harvest and curing are over and King Powhatan's weed is rolling to market not in hogsheads pulled by mules, it is true, but in every conceiveable kind of motor vehicle.

Warehousemen, farmers, merchants, newspapers, laborers, doctors, lawyers, automobile salesmen and mule dealers are happy.

Tobacco markets are open and the prices are good, better than last year to start. From now until after Christmas when the suncured tobacco market closes at Richmond, country people will have money to spend and the bankers and taxgatherers are smiling at the prospect. N. M. M.

H. K. Porter Co., Inc. has anpounced that it will locate a plant in Lynchburg. Construction is to get underway in the late fall. It will initially employ 250 persons from the local area, gradually expanding to a total roll of 600 within three years.

Porter manufactures varied industrial equipment but has not announced what it will make at Lynchburg.

The plant will be built by the Lynchburg Development Corp., and leased to the Porter Company. The multimillion dollar plant will have a floor space of 275,000 square feet.

* * *

For the third time in the past five years the Award of Honor, the National Safety Council's highest, has been given to the Virginia Department of Highways.

It is based on the number of man hours worked compared with time lost because of personal injury accidents. The Old Dominion's Road Agency's rating was 4.4 accidents per million man hours, compared with a 15.4 rating for the nation as a whole. This report comes from a recent release by the Department of Highways Public Information service.

Fifteen new manufacturing installations were established or announced their intention to establish in Virginia during the second quarter of 1959, according to Raymond V. Long, Director, Virginia Department of Conservation and Economic Development.

There were also recorded 29 manufacturing expansions during the second quarter which created a minimum of 2,300 jobs. Among expansions which added 100 or more to the firm's employment were: American Furniture Martinsville; Brunswick-Company, Balke-Collender, Marion; Electro-Plastic Fabrics, Pulaski; Christiansburg Garment Company, Christiansburg; P. H. Hanes Knitting Company, Galax; Holiday Industries, Portsmouth; Levi Straus & Company, Warsaw; and Virginia Folding Box Company, Richmond.

Edward C. Anderson, senior partner in the investment banking firm of Anderson and Strudwick, states that they will open a branch in Fredericksburg this fall. Warren Farmer will manage the branch and W. Byrd Holloway will also be associated with it.

Anderson and Strudwick is a member of the New York, American and Richmond stock exchanges. Its New York correspondent is Carl M. Loeb Rhoades & Company.

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NAMES IN THE NEWS

John C. Hagan, Jr., founder and president of Mason-Hagan, Inc., has been nominated president of the Investment Bankers Association of America. Nomination is tantamount to election at the association's convention, which will be held in early December at Bal Harbor, Florida. . . . The Highway Department has recently announced the following changes in position of some of the personnel: James Kayton Skeens succeeds Homer L. Chryssikos as assistant highway resident engineer, Staunton. Chryssikos filled the position of resident engineer which vacancy was caused by the retirement of Fred M. Vellott, July 1st of this year. Miles W. Holland, assistant resident engineer at Waverly, has been promoted to resident engineer at Rocky Mount. Paul F. Cecchini becomes resident at Hillsville. He will be succeeded as secondary roads planning engineer by John E. Inabinet, formally assistant resident engineer at Charlottesville. Holland succeeds Richard Worthington, who transfers to Halifax as resident engineer. Cecchini replaces Perry W. Burton, retiring after 32 years at the Hillsville residency. Worthington succeeds Sidney T. Barker. William B. Ballard replaces Holland at Waverly, and will be succeeded by Barker. . . O. D. Osburn has succeeded Arthur Newhoff, retired as general manager of Valleydale Packers, Inc., Salem plant, says Lorenze Newhoff, Jr., president. . . . Gurley A. Barlow, Jr., and Edwin F. Sherwood have been elected to the Board of Directors of the Smithfield Merchants and Farmers Bank-Mr. Sherwood assumes the duties of the bank's senior vice-president. Joseph W. Luter, Jr., is president. . . . Ira L. Harding, Commissioner of Revenue of Halifax county, has been elected to the board of directors of the Citizens Bank in Halifax. . . . Thomas Lomax Hunter. Jr., senior examiner at the Federal Reserve Bank in Richmond, is joining the staff of the Federal Reserve System's Board of Governors in Washington, D. C. as supervisory review examiner. . . . Kermit A. Blanks of Halifax County has been named manager of the Richmond Division of the Virginia Transit Company to succeed W. K. Fleming, deceased, according to Warren R. Pollard, company president. . . . The Fieldale Towel Mill of Fieldcrest Mills, Inc., Bassett, promoted W. H. Richardson to office manager of warehousing and shipping, and J. T. Roach, the former chief clerk, to assistant office manager.

Seventy years ago, a group of gentle, Victorian women with firm purpose founded an institution that is the only one of its kind in Virginia and possibly in the entire United States.

Sheltering Arms Hospital, housed in a faded old Richmond mansion at 1001 East Clay St., is the only all-free general hospital in the state. It serves the sick who cannot afford to pay for hospital care, and many men and women give of their skills, time and money in order that the work may be continued.

This year, Sheltering Arms Donation Day is November 12, when Virginians are given an opportunity to share in a unique mission of mercy.





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(who knows?) lead him by the well and he looked down into it.

He saw a liquid rising to a point within a few feet of the top, but it wasn't water. No it wasn't water. It was black and slimy. It was oil!

The old man's eyes bulged and he let out a yell, "By God, we've struck oil!" His cry reached the air waves and resounded down the century

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to tell the Virginia Story

OCTOBER 1959

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(Continued from page 5)

of the "Robber Barons"-the rapacious men who made fortunes by outwitting their fellows, using unscrupulous wiles instead of guns.

This idolatry was natural enough in a young, expanding country, heady with its own power and cocky at breaking away from Old World traditions. Where the sinister aspects enter is in the current idolatry given to craggyvisaged performers who merely pretend to be bold individualists and play at make-believe heroics by firing blanks from prop pistols against shoddy and shopworn sets, all of which look like relics from Cain's warehouse.

Among these grown-up pretenders, the self-aggrandizing Stengel performs in his own way too: something like a gladiatorial ring-master, he palmed himself off as a mastermind, as phony in this role as the Earps and Burps are in theirs. Now, then, we have come to a place where the worship of the hero is given to shadow-people, manipulated performers, and something is seriously sick with a people who have made household gods of manufactured symhols.

A certain idolatry has always been extended romantic actors, but these were clearly symbols of romance. The big personalities of the motion-picture industry at least played themselves. Whatever the role of Valentino or Garbo, the public went to see Valentino or Garbo. But here we have a simulacrum of a personality, a product of the industrial system in entertainment.

It begins with a producer wanting a type, usually a variation of a type already proven successful. Then hackwriters and assistant-directors and casting-directors and various relatives and friends smoke cigarettes, take benzedrine, call their psychiatrists, and use sundry devices to keep themselves going while suggesting their portion to the formation of a composite "character." Then out-of-work actors are interviewed and, when the total organization agrees on one whom the cameras will cause to appear the nearest to their invented type, he goes off the relief-rolls and comes ino your livingroom and, violá, a new hero is born.

The sinister element here is that he, like the public, believes that he is a hero. The N. Y. Yankees gave Stengel a chance and the sports-writers invented the legend but, make no mistake, Stengel believed that he made the Yankees and invented the sports-writers. The collapse of his team saved us from him. But, who will save us from the next hero?







PLANTERS





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