

Virginia RECORD

AN INDEPENDENT PUBLICATION
FOUNDED 1878

FIFTY CENTS
SEPTEMBER 1960



*PRESENTING: Virginia's Department of
Conservation and Economic Development*

VIRGINIA
A. G. C.
REVIEW
Page 11

MECKLENBURG ELECTRIC COOPERATIVE

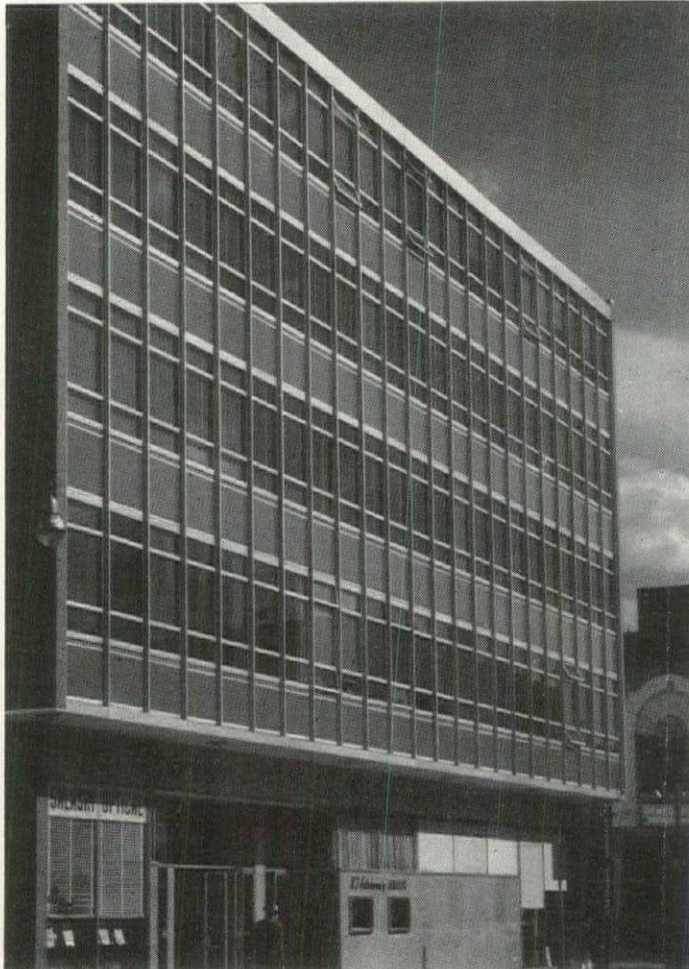
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VIRGINIA RECORD is an independent publication cooperating with all organizations that have for their objectives the welfare and development of Virginia. While this publication carries authoritative articles and features on statewide and local industrial,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

CLIFFORD DOWDEY
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VOLUME LXXXII

SEPTEMBER 1960

NUMBER NINE

Yesterday Is Dead

LAST OF THREE PARTS

BY TRYING TO PROVE that they are unique among the world's people in having no past, Americans have done a very convincing job of self-selling. Not only have they dismissed everything of the preceding centuries as "ancient history," but under the benevolent glow of national clichés the immediate past is more effectively concealed from the modern American than the mysteries of the early Biblical times are from contemporary scholars.

America's blindness to its roots worked no harm during the decades when the world left America alone to expand physically and develop its riches, though the portents for today's troubles were all there. The ground-swell of coming divisions was present while the Robber Barons were milching fortunes out of national resources and the exploited immigrant labor-pools consisted of inchoate and voiceless masses.

It is little noted that in 1912, when Woodrow Wilson was elected, more than 1,000,000 votes were cast for Eugene V. Debs, the socialist candidate. In those days, when the South was too humbled to interest any causists north of the Potomac, the Liberals devoted their energies to the "Masses." The most dramatic of the rabble-rousers was Emma Goldman, an anarchist; and the Harvard's gift to enlightenment, John Reed, was an early Bolshevik, buried in the Kremlin. The intellectuals of that pre-World War I period diagnosed the American society as "sick, sick, sick," and looked gloomily ahead to a future dominated by material standards.

America's entry into World War I was the beginning of a series of national cataclysms which diverted the attention of analytical thinkers from the fundamental drift of the union of states. The orgy of the twenties and the dislocations of the depression were accompanied by the rise of the overlords of organized crime and vice (made possible by the breakdown in law enforcement and law obedience brought in by the unwise Prohibition Amendment) and by the rise to vast power of labor unions. Then came World War II, followed by what is evidently to be an indefinite Cold War, both of which were accompanied by a spiralling inflation and a drift toward a socialized state, with the resultant spread of government regulations and encroachments.

From 1919 through 1959, Americans have existed politically from hand-to-mouth, in expedient reaction to one crisis after another, unwilling to assume the world responsibility of the power caused by their wealth and grasping at the chimera of "something for everybody."

As the former "Masses" no longer need champions, ambitious politicians have further splintered national unity by appeals to minority groups, during which process the South was reactivated as a villainous appendage to serve various interests unconcerned with national welfare or with the truth about the South. When such a forty-year span extended from a treacly sentimentality which passed for history, no one needs to seek causes for the present drift of Americans away from any emotional center. What would they center on?

In the recent war in Korea, for the first (Continued on page 37)

VIRGINIA RECORD

SEPTEMBER 1960

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COVER NOTE:

The cover shows the likeness of Marvin M. Sutherland, Director of the Virginia Department of Conservation and Economic Development. Though it is said he does not own a hat, figuratively he wears six in his far-reaching executive position, since his Department includes six divisions. For a profile of Mr. Sutherland, see page 9.

VIRGINIA RECORD is indebted to the Department of Conservation and Economic Development for assistance in preparing this feature and for providing photographs of the director and the division commissioners.

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PAGE THREE

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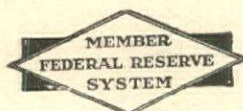
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VIRGINIA'S DEPARTMENT OF CONSERVATION AND ECONOMIC DEVELOPMENT



Industrialists were advised in a recent national publication that "you, the site seeker, will find the red carpet rolled out everywhere in Virginia, from the mountains to the sea."

There is in Virginia, in virtually every community throughout the state, a "new alertness, an accelerated interest in the factors which lead to healthy industrial growth," Industrial Development Magazine reported.

"This pattern pervades the cities where new industrial districts have an increasingly prominent part in planning and zoning, and it extends to those smaller communities where groups of citizens have bent their energies toward attracting new industries with encouraging success."

To these kind words Marvin M. Sutherland, the able, practical and far-sighted head of Virginia's Department of Conservation and Economic Development, adds an enthusiastic "amen." Years of hard work on the part of individuals—not the least among them Gov. J. Lindsay Almond Jr.—organizations and communities are beginning to pay off in terms of increased prosperity throughout the state.

This fact is evidenced in a report published by the Division of Industrial Development and Planning of the Virginia Department of Conservation and Economic Development on the state's economic growth during the eight-year period, 1950-58.

In general, the report shows that Virginia's overall economic growth—in population, personal income, employment and capital expansion—for the most part surpassed that of the nation and the southern and neighboring states with the exception of Florida, Maryland and Texas. These comparisons were drawn:

1. Population increased by more than 600,000 to 3,935,000, an 18.6 per cent increase which was more than the nation's 15 per cent gain and the Southern and neighboring states' 14.1 per cent.

2. Personal income received by Virginians increased by 64 per cent, keeping pace with the 64 per cent averaged by the Southern and neighboring states, but exceeding the 58 per cent averaged by the nation.

"Personal income is the best measure available for showing the combined effect of all economic activities on a state's economy," the report noted. "Virginia's per capita personal income in 1958 was \$1,674, six per cent above the average of the Southern and neighboring states."

3. Non-agricultural employment grew by 200,000 in Virginia during the period. This 24.8 per cent gain was well above that of the nation and slightly more than that of Southern and neighboring states.

The net effect of this period on the state's economy, the report concludes, was to make Virginia's manufacturing even more diversified. Although the three leading manufacturing industries—textiles, lumber products and chemicals—failed to gain in employment during the nine-year period, progress in other lines compensated. Shipbuilding, food processing and apparels, three major industrial groups that accounted for one-half of Virginia's employment gains during this period, outdid the nation.

Of even greater significance are the industrial and economic gains made since 1958, the year the state launched its accelerated industrial development program.

During 1959, alone, Virginia gained 10,000 new jobs in the manufacturing industries, as compared with an average



JAMES L. CALVER, *Commissioner*
Division of Mineral Resources

annual gain of 4,700 throughout the preceding nine-year-period.

Substantial gains since 1958 have been made in chemicals and allied industries, fabricated metal products and electronics—all high wage industries. In the latter field, General Electric Company opened its third Virginia plant at Lynchburg and in 1959 transferred its entire Communications Division there. A branch of the New England Transformer Company was set up at Lynchburg last year chiefly to supply General Electric with transformers for electronic products. Other additions to the electronics field include the new plant of International Telephone and Telegraph Company (electronic tubes) at Roanoke; the Virginia Panel Corporation (electronic data panels) at Waynesboro; and Ovensaire, Inc., (precision crystal ovens for television and radio parts) at Charlottesville.

The apparel industry has continued to grow and during 1959 accounted for the greatest increase in employment among new plants and expansions. Largest of these were the H. D. Lee Company now under construction in Rockingham County and the Princess Anne Uniform Company at Norfolk. P. H. Hanes Knitting Company expanded its facilities at Galax, more than doubling employment. Additional expansions were made by other apparel manufacturers throughout the state.

Virginia today ranks first in the nation in the production of synthetic fi-

bers. While employment in this field has declined somewhat during the past few years through mechanization, production volume has increased and an impressive number of new plants have been added to the industry. The 1959 additions included Firestone Tire and Rubber Company (nylon tire cord) at Hopewell; General Foam Plastics at Norfolk; Imco Container Corporation at Harrisonburg; and a new duPont plant for the manufacture of elastic fibers at Waynesboro.

New plants in the field of fabricated metals include Crown Cork and Seal Company at Winchester and Victor Metal Products Company at Harrisonburg, both producers of metal containers; and H. K. Porter Company which opened a branch of its Disston Tool Division at Danville and plans a



(Foster Studio)

GEORGE W. DEAN, *State Forester*
Division of Forestry

second Virginia plant at Lynchburg.

The outlook for 1960 is equally bright with further diversification indicated. The Division of Industrial Development and Planning, reporting on manufacturing developments in the state during the first six months of this year, showed 31 new plants for a total anticipated employment of 1,750. Thirty-five plant expansions will provide jobs for an additional estimated 2,800 workers. Products of the new industries include furniture, wood and foam rubber items, foundry patterns and apparel.

Two of the new plants announced are for Aileen Knitwear Company which

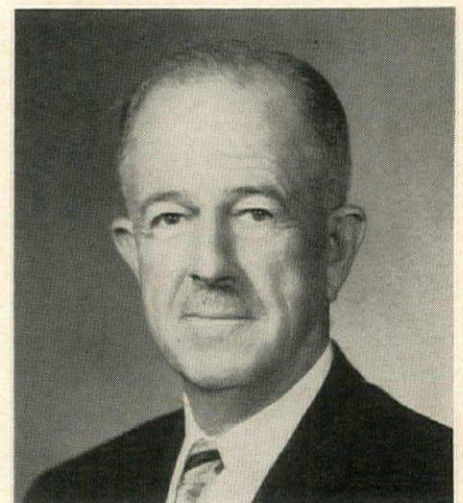
established a plant in Strasburg in 1955, another in New Market in 1957, and is now expanding into Woodstock and Culpeper.

An important addition to the Olin Mathieson chemical industry in Smyth County is a plant to produce rocket fuel for the federal government. The cost of the plant has been estimated at \$15 million. The New Corrosion Master Company in Lynchburg has gone into production on an unusual product in the fabricated metals field—apparatus for removal of rust, grease and scale from cooling systems.

Multi-million dollar expansion is planned by the Manchester Paper Board Company of Richmond and by the duPont plant in Chesterfield County (for the production of nylon cord). A third major expansion—estimated at seven million dollars—is that of P. Lorillard Company which plans to replace its present tobacco processing plant at Danville. When this new facility goes into operation in 1961, employment will be increased from 500 to 1,000. Allied Chemical Corporation expects to triple the production capacity of the National Aniline Division at Bermuda Hundred, in Chesterfield County, through an expansion which will also double the plant's present employment of 500.

This industrial growth in Virginia is cause for pride and optimism. But the real significance of the new growth during the past decade, and particularly during the past three years, lies not solely in the volume of increase but in the fact that it is "planned industrial growth".

Industry-minded Virginians have recognized that the Commonwealth with its abundance of natural resources, its strategic geographic location, its equitable tax structure and sound economy



(Dementi Studio)

GEN. H. B. HOLMES, JR., *Commissioner*
Division of Water Resources

NEW APPOINTMENT

A. L. Rachal Jr. has been appointed to serve as executive assistant to Marvin M. Sutherland, director of the Virginia Department of Conservation and Economic Development. Mr. Rachal, former executive director and treasurer of the Roanoke Chamber of Commerce, fills the vacancy created by the elevation of Mr. Sutherland following the death of Raymond V. Long last February.



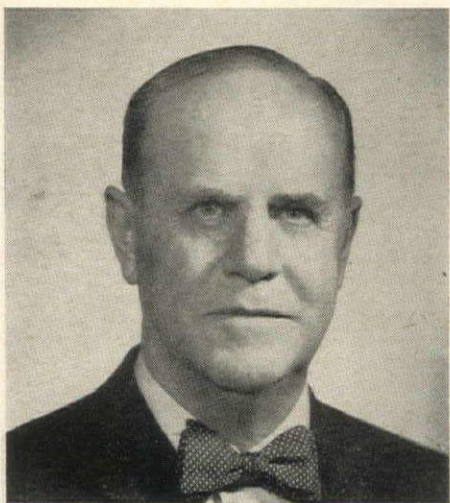
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RANDOLPH ODELL, Commissioner
Division of Parks

was a "natural" for industrial expansion at a time when more and more manufacturers are looking for space to spread out.

But the goal of most industrial leaders, Mr. Sutherland pointed out, is not to industrialize the state beyond its capacity to supply workers, or to attract any and all industries without regard to their stability and effect on the state's economy. The goal, rather, is to provide the state with a diversity of desirable industries in sufficient number to meet the state's growing labor force. It is estimated that Virginia's labor force will grow at the rate of 30,000 a year or 300,000 within the next ten years. This does not include in-migration from other states but takes into account only natural increases in population and accretions from declining opportunities in farming.

The move toward planned industrial growth received real impetus in 1958 when the General Assembly, at Gov-



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L. W. BISHOP, Executive Head
Virginia Industrial Development
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to tell the Virginia Story

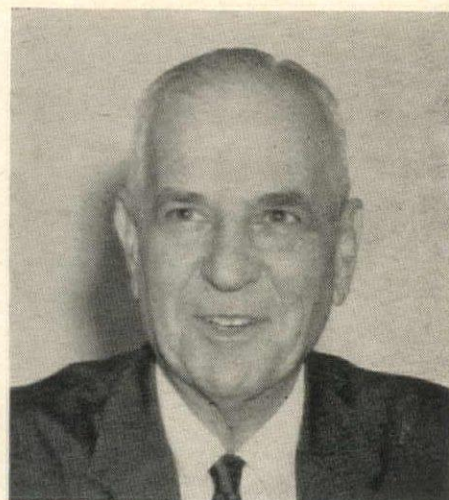
... like the storied baseball play ... from Tinker to Evers to Chance ... all divisions of the Virginia Department of Conservation and Development work together like the highly professional team they are to field the play ... the planned, diversified development of Virginia's industrial economy for the immediate and future benefit of her citizens while ever mindful of the conservation and development of her natural resources ...

ernor Almond's request, increased appropriations for the Department of Conservation and Economic Development. The additional funds enabled the Department to strengthen its research and industrial promotion activities and to enlarge its staff of industrial agents from two men prior to 1958 to more than five at the present time.

The 1958 General Assembly went a step further by reorganizing the Department of Conservation and Economic Development as a means of stressing industrial development. The former board of 13 members was replaced by a board of nine. The old board served in an advisory capacity only while the present board is a policy-making body. Serving on the board are: Victor W. Stewart, chairman; G. Alvin Massenburg, vice chairman; A. Plunket Beirne, C. S. Carter, Andrew A. Farley, Worthington Faulkner, Sydney F. Small, William P. Woodley and Erwin H. Will. Mr. Will was named to fill the vacancy created by the death of Lee Paschall on Dec. 17, 1958.

The Division of Industrial Development and Planning, headed by C. M. Nicholson, Jr., conducts its work at several different levels. Industrial Agents spend most of their time in the field — meeting industrial prospects, visiting suitable plant sites, and assisting localities in planning for industrial development. Since the enlargement of its staff, the Industrial Development Section has been able to service a much larger number of prospects—191 in 1959 as compared with 61 in 1958. Visits by out-of-state industrialists increased from 18 to 32 and out-of-state contacts increased from 16 to 57. In-state contacts rose from 151 in 1958 to 407 in 1959.

The Research and Information Section of the Division is currently engaged in an important study of industries which are best suited to the Virginia economy. This Section, additionally, has set up a system of reporting new industries and expansions to provide current data on manufacturing activity in the state. Economic data summaries for each city and county in the state,



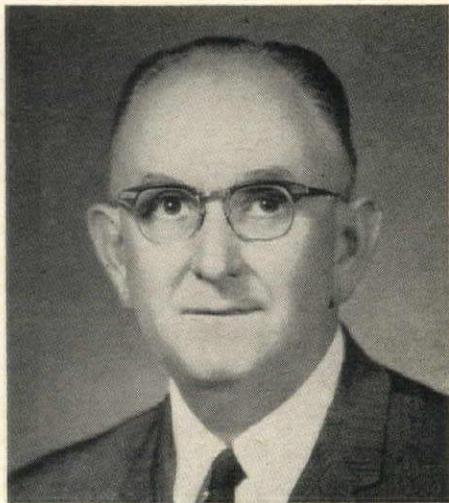
C. M. NICHOLSON, Commissioner
Division of Industrial Development

prepared several years ago, are being revised and enlarged to provide fuller information to industrial prospects.

Work at the grass roots level is handled by the Local Planning Section of the Division which promotes sound community planning as an important element in industrial development. This Section is staffed by three professional planners whose services are available to localities on request. Working with other sections of the Division, Local Planning assists in the organization of planning commissions, with land-use studies, zoning, subdivision regulations and a variety of related problems.

The Mapping and Surveys Section of the Division is rendering a special service to other sections by providing area industrial site and economic data surveys. Twelve surveys were prepared in 1959 as compared with five the preceding year.

Rounding out Virginia's accelerated
(Continued on page 27)



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J. STUART WHITE, Commissioner
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NEARLY A YEAR AGO, when the late Raymond V. Long, then Director, Virginia Department of Conservation and Economic Development, was seriously ill, two Commissioners of the Department and some of their associates were lunching together. Said one:

"You know—one of the great accomplishments of Mr. Long was his success in convincing Marvin Sutherland that he should become his Executive Assistant."

There was unanimous approval. If the luncheon party had been expanded to all Commissioners and their associates, the verdict would have been the same. Only a few knew that Long had made earlier efforts to bring Sutherland to the Department—without success.

When Long died last February, after a notable State governmental career climaxed by his service to the Conservation Department, Governor Almond elevated Sutherland to Director.

Again there was widespread agreement, inside as well as outside the Department, that the Governor had named just the right man.

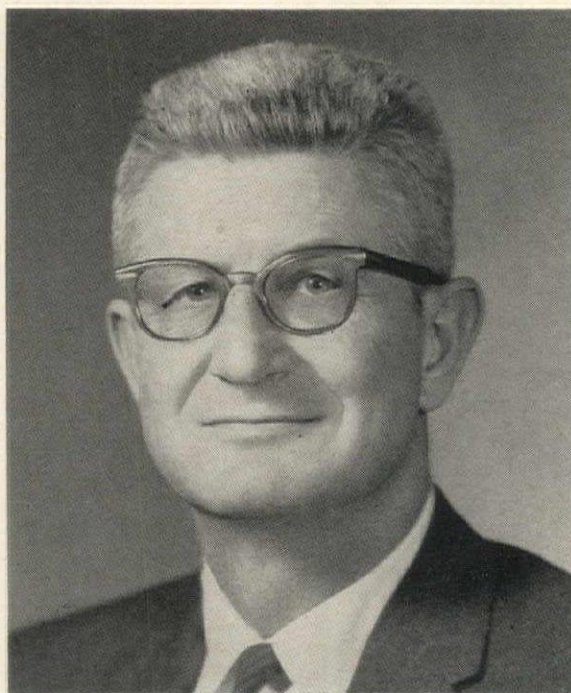
The reasons for the correctness of the Governor's decision go deep into the very nature of the Department's services and activities. The Department of Conservation and Economic Development is a grouping of six different services—some technical and scientific, all professional—yet related only to the extent that they play important roles in conservation and economic development. The scope of the Department's work ranges from industrial development and planning to water resources, from mineral resources to parks and recreational areas, from forestry to public relations and advertising of the travel attractions and industrial advantages.

Whatever the salary offered, it would be impossible to find a man who had professional and technical skills in all these varied fields. If the Director were highly skilled in one field—say industrial development—and devoted his major time and energies to this currently most important service—he still could not divorce himself administratively from a multitude of different problems associated with the other five divisions, some of which, indeed, are highly important to industrial development itself.

The task was to find an excellent administrator, with imagination and leadership ability, who could give expert direction to the work of the whole Department, yet one who had broad experiences with State and local governments, and if possible, with some phases of conservation and development. The position called for qualifications difficult to find in one person—qualifications not fully appreciated by the public.

Sutherland is a professionally educated and experienced engineer, with two degrees. He had been Assistant Director of the old Virginia State Planning Board, most of whose services were brought within the Conservation Department

(Division of Industrial Development and Planning), when the Board was abolished. Through his varied services on the Planning Board, he had many associations with State and local government agencies and with many State and local organizations. He served as Assistant Director of the Budget, which gave him wide and deep insight into the whole financial structure of the State government and the economic forces which effect it. For six years, he was Clerk of the Appropriations Committee of the House of Delegates, a service which broadened his knowledge of the legislative processes and gained for him the friendship of some of the Assembly's outstanding members. He had nearly two years experience as Executive Assistant to the Director of the Conservation Department, long enough to obtain a grasp of the whole Department's services.



(Dementi Studio)

Sutherland has several outstanding characteristics of administration. He is a bear for economy and a shark at figures. He is slow to accept anything as best without thorough study. He is never happier than when engaged in objective research or reviewing the research of others.

An associate once remarked, after a session with him over some financial matters: "If a period is upside down in a financial report, he will find it."

By nature quiet, he uses the soft and gentle rather than the noisy and boisterous approach. Even the soles of his shoes are soft.

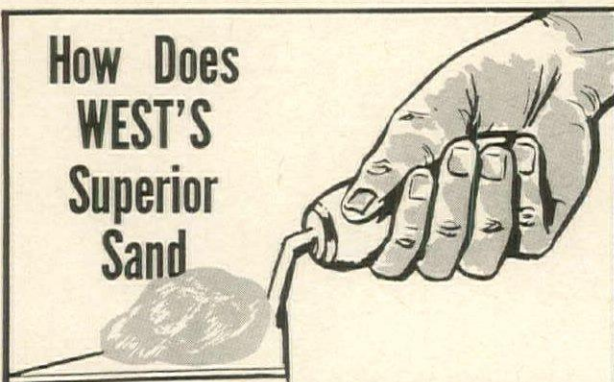
He has developed a great gift for listening. He will voice his opinions strongly, only when all the evidence is in—even when he knows the answer in the beginning. Frequently, he does not show all his cards at the start, but will close with a wallop and convincing argument, which his hearers sometimes never knew he had.

Yes, he has his dreams for the Conservation Department, which will unfold as the months and years go by. At 48, he is perhaps the youngest head the Department has ever had. He has time to listen, time to study, time for research and time for solid accomplishment. He says he is greatly strengthened by a most able Board of Conservation and Economic Development and by Commissioners and their associates skilled in their fields.

Sutherland is a six-footer with a crew cut, who seldom if ever wears a hat. One employee casually remarked to

(Continued on page 34)

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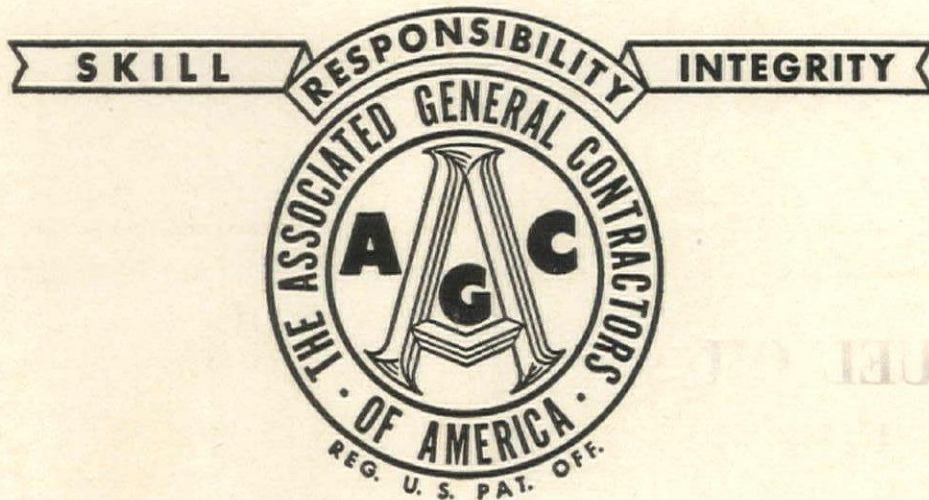


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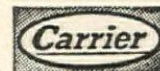
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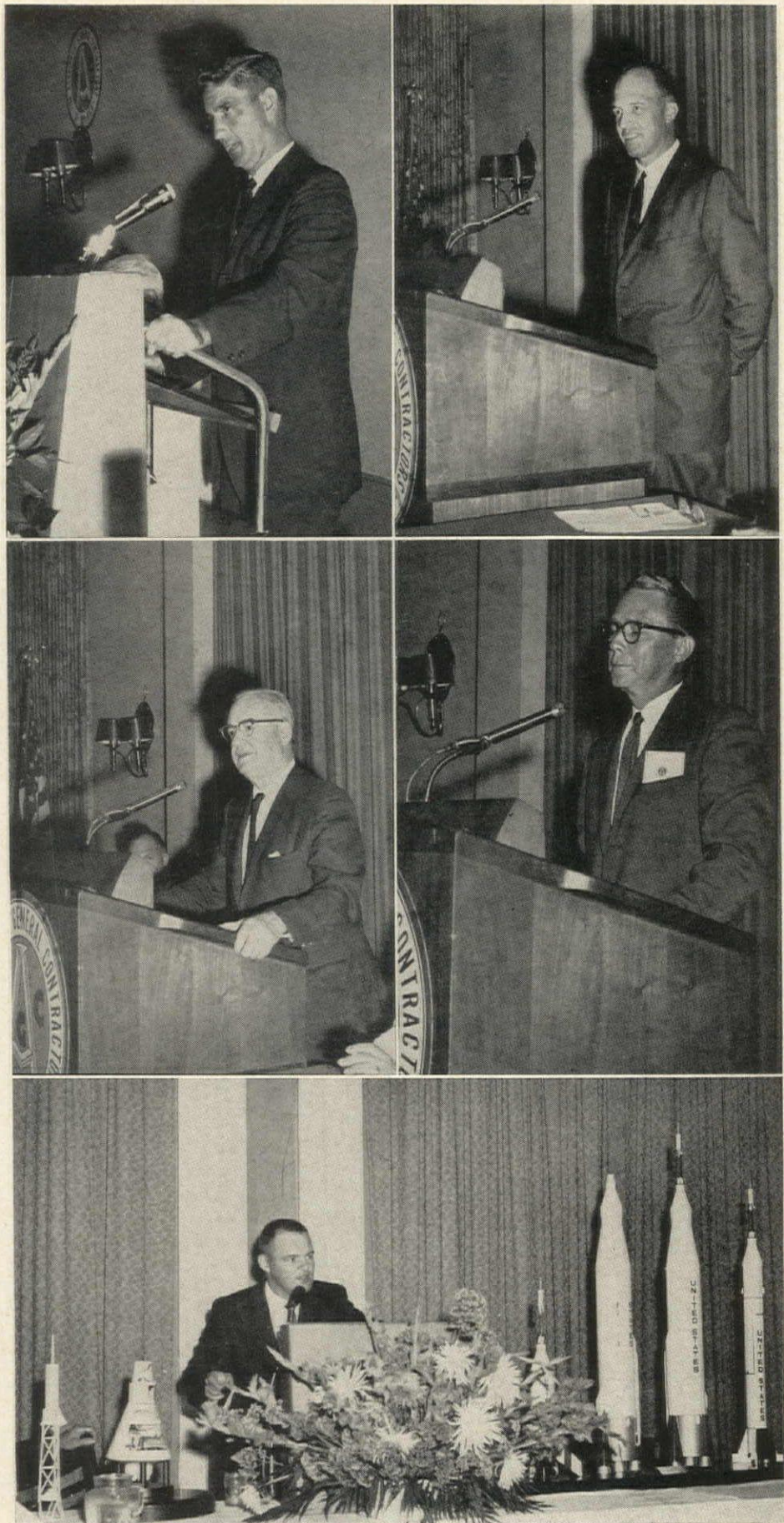
Guest Speakers . . .

THE VIRGINIA BRANCH, Associated General Contractors of America, Inc., held its 1960 Mid-Year Meeting at The Cavalier, Virginia Beach, Virginia, on July 31st through August 3rd. Nearly 200 persons registered for the convention, with well over 200 in attendance at the Tuesday evening banquet.

The convention began on Sunday, July 31st, with registration. Chairman Sam R. Gay, Jr., S. R. Gay & Company, Inc. of Lynchburg, held a meeting of the Membership Committee late Sunday afternoon. On the agenda for Sunday evening was a reception and a special buffet.

Business on Monday began with an early breakfast and meeting by the Associate Division. In charge of this meeting was Chairman G. H. Cothran, J. H. Cothran Company, Inc. of Altavista. Mr. John F. O'Grady, Doyle and Russell of Richmond, was the Master of Ceremonies. At 9:30 A.M., the Associate Division, with all members invited, had as their guest speaker Mr. J. Thomas Markley, Executive Engineer, Flight Systems Branch, NASA, Space Task Group. The subject of his talk was "Progress of Project Mercury." Mr. Markley reviewed Project Mercury in light of experience gained thus far in the implementation of this nation's initial program for manned orbital flight and the role of the Astronaut in the Mercury Program. Following his talk, a special movie just produced on the "Progress of Project Mercury" was shown. Models of the various space vehicles and also the space capsule were on display.

Guest speakers pictured are top row, left, Mr. Alfred W. Whitehurst, Commonwealth's Attorney, City of Norfolk, guest speaker at banquet; right, Mr. Dutton Biggs, Structural Engineer, Kansas City, Mo., speaker at General Business Session. Center row, left: Mr. James D. Marshall, Executive Director, National A.G.C., speaker at General Business Session; right, Mr. G. H. Sedgley, Chief, Review Staff, Office of the District Director, U. S. Internal Revenue Service, Richmond, who spoke at the Contractors Division meeting. Bottom row, Mr. J. Thomas Markley, Executive Engineer, Flight Systems Branch, NASA, Space Task Group, speaker at Associate Division meeting.



The guest speaker for the Contractors Division meeting was Mr. G. H. Sedgley, Chief, Review Staff, Office of the District Director, U. S. Internal Revenue Service, Richmond. The subject of Mr. Sedgley's talk was "Administration of the Depreciation Provisions of the Internal Revenue Code." Mr. Sedgley reviewed the various provisions of the Internal Revenue Code that affect contractors and also answered numerous questions concerning its application. A special film was then shown entitled "High Low Bid" which was produced by the Employers Mutual of Wausau, with the cooperation of the Milwaukee Chapter of the A.G.C. This film concerned safety in the construction industry.

The remainder of the program for Monday included an informal ladies' luncheon and reception at The Beach Club, Board of Directors meeting,

Left to right: Mr. C. C. Carpenter, Carpenter Construction Co., Inc., Norfolk, National A.G.C. Director from Virginia; Mr. James D. Marshall, Executive Director, Associated General Contractors of America, Inc., Washington, D. C. and Mrs. James D. Marshall.

men's and ladies' golf tournaments, a reception sponsored by the Associate Members, and a dance at The Beach Club.

President J. Davenport Blackwell presided over the Tuesday morning General Business Session. The first item on the agenda was a special film on a legislative hearing before the U.S. Congress. National A.G.C. Executive Director, Mr. James D. Marshall, gave an excellent talk on problems facing the construction industry. The main guest speaker for this session was Mr. Dutton Biggs, a structural engineer



from Kansas City, Mo., who spoke on "Building for Economy with the Hyperbolic Paraboloid." Mr. Biggs, a graduate of Oklahoma State University, is an expert on thin shell concrete design and construction and has toured Europe in order to advance his knowledge in this field. He reviewed, in his talk, several of his projects including Gov-

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ernment Employees Exchange now under construction in Norfolk, and also various projects he visited in Europe. Prior to moving to Kansas City, he was a consulting engineer in St. Louis for five years, and with the Portland Cement Association for seven years.

The guest speaker for the Tuesday evening banquet was Mr. Alfred W. Whitehurst, Commonwealth's Attorney for the City of Norfolk. Mr. Whitehurst, a graduate of the University of Virginia Law School, was, prior to becoming Norfolk's Commonwealth's Attorney, Judge of the Juvenile and Domestic Relations Court in Norfolk. Receiving a special certificate for outstanding service to the construction industry as Chairman of the Committee on Apprenticeship Training for the Virginia Branch was Mr. Robert R. Marquis, Robert R. Marquis, Inc., Portsmouth, Virginia. Receiving special safety plaques for no disabling injuries for the reporting year of October 1, 1958 through September 30, 1959 were Mr. J. V. Richardson, J. V. Richardson, General Contractor, Martinsville, Mr. Robert R. Marquis, Inc., Portsmouth, and Mr. J. E. Burton, Burton & Hanlon, Inc., South Boston. Also announced as recipients of the same safety awards, but not present, were Apex Building Contractors, Inc., Newport News, Virginia and Nelson Construction Company, Warrenton, Virginia. President J. Davenport Blackwell gave official recognition to the 1960 Mid-Year Convention Committee for their splendid job in making this one of the most successful conventions in the history of the Virginia Branch. This committee was under the Co-Chairmanship of Mr. Phil Richardson, Philip Richardson Company, Williamsburg, Virginia, Mr. Marvin W. Lucas, Luke Construction Company, Inc., Norfolk, Virginia, and Mr. Walter Tucker, Hall-Hodges Company, Inc., Norfolk.

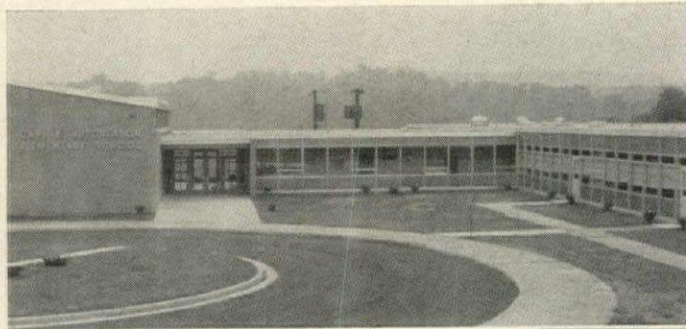
LADIES LUNCHEON: Top photo, left to right, Mrs. D. D. Gray, Lindon Construction Co., Inc., Arlington; Mrs. E. W. Lindsey, Concrete Ready-Mixed Corp., Roanoke; Mrs. L. J. Broyhill, Lindon Construction Co., Inc., Arlington; Mrs. J. C. McPhaill, Ruffin & Payne, Inc., Alexandria; Mrs. F. E. Weisensale, Liphart Steel Co., Inc., Richmond. Bottom photo, left to right, Mrs. R. E. Lee, R. E. Lee & Son, Inc., Charlottesville; Mrs. J. V. Richardson, J. V. Richardson, Contractor, Martinsville; Mrs. J. E. Burton, Burton & Hanlon, Inc., South Boston; Mrs. Margaret Rutherford, Secretary, Virginia Branch, A.G.C., Mrs. W. L. Tucker, Jr., Hall-Hodges Co., Inc., Norfolk; Mrs. J. R. Liles, Tidewater Construction Corp., Norfolk.

Awards . . .



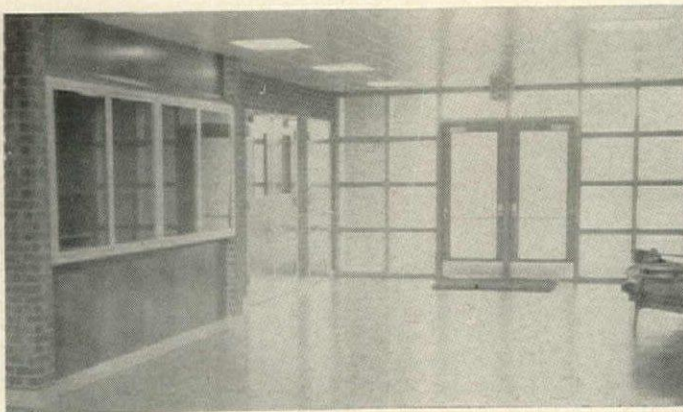
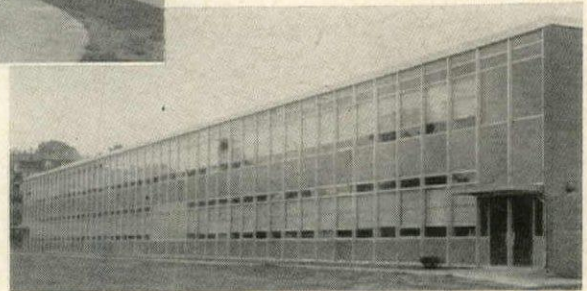
In the photo just above, Mr. J. Davenport Blackwell, right, Blackwell Engineering Co., Merrifield, president of the Va. Branch A.G.C. presents a safety plaque to Mr. J. V. Richardson, J. V. Richardson, General Contractor, Martinsville. The plaque was awarded for no disabling injuries during the 1959 reporting year. Top right photo, President Blackwell presents Mr. Robert R. Marquis, Robert R. Marquis, Inc., Portsmouth, with a safety plaque for no disabling injuries during the 1959 reporting year and a certificate for an outstanding job as Chairman of Committee on Apprenticeship Training. Photo immediately left, Mr. J. E. Burton, Burton & Hanlon, Inc., South Boston, receives from President Blackwell his safety plaque for no disabling injuries during the 1959 reporting season.





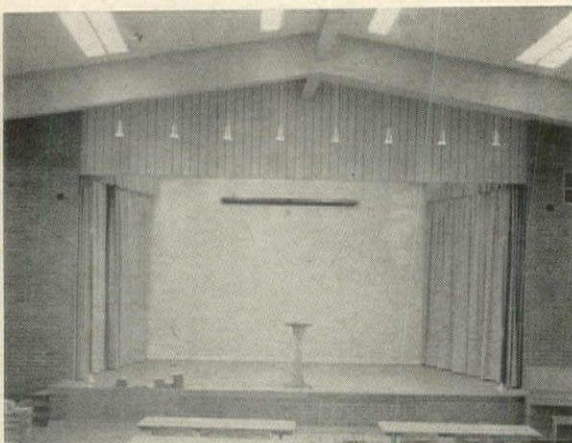
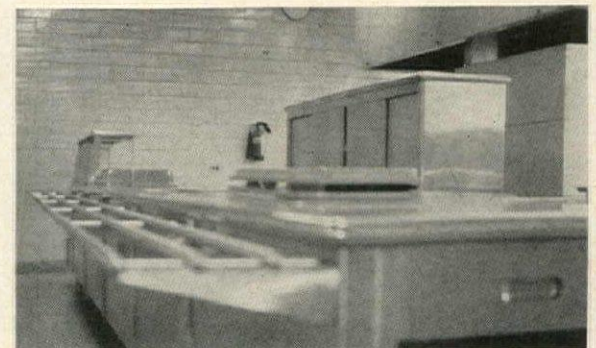
Above, entrance.

Right, two-story section.



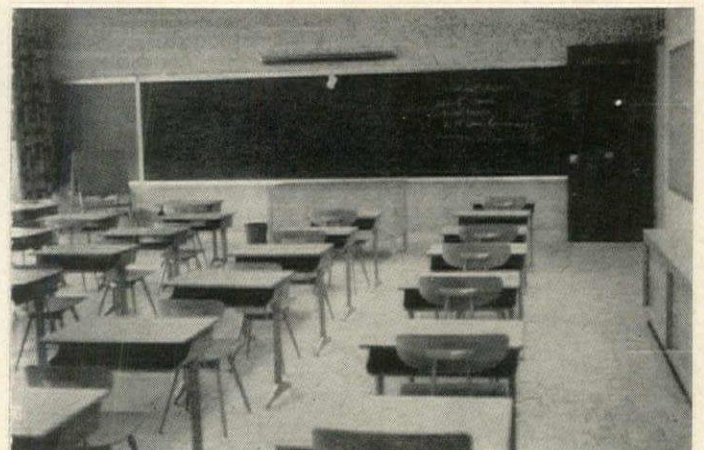
Above, lobby.

Below, cafeteria work room.



Above, auditorium.

Right, class room.



**CARL B. HUTCHERSON
ELEMENTARY SCHOOL
COMPLETED BY
HENRY D. PORTER & CO.**

THE NEW CARL B. HUTCHERSON Elementary School at Lynchburg was completed by Henry D. Porter & Company, General Contractors, at a cost of \$450,000. The split-level T-shaped building covers 35,000 sq. feet. Exterior walls are masonry and curtain wall construction and interior walls are CMU and glazed tile. Windows are aluminum, and are a fabricated part of the curtain wall system. Floors are vinyl tile and terrazzo.

The unusual and irregular site which varied in extreme elevations 102 ft. presented a problem seemingly impossible to solve as the entire site had to be utilized in constructing buildings, playground, parking and related facilities. Through extensive grading and through the arrangement of terraces and the employment of a split-level structure, a unique and satisfactory solution resulted.

The facility, which includes 14 classrooms, library, working, conference and lounge rooms, auditorium-cafeteria with stage, food storage and preparation facilities, administration and clinic facilities, toilet facilities, including exterior ones for use in conjunction with recreational facilities, and the other normal accompanying school spaces, was occupied at mid-term.

Architect for the project was Garland M. Gay & Associates, Lynchburg.

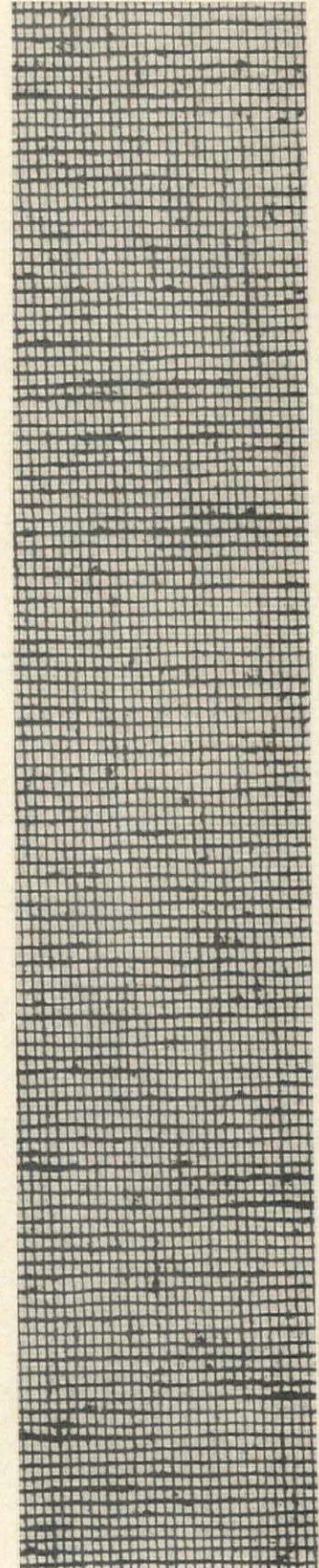
The general contractor also did the work on foundations, steel roof deck and carpentry.

Principal subcontractors and suppliers were as follows: A. B. Burton Co., Inc., excavating; Lynchburg Ready Mix Concrete Co., Inc., concrete; Virginia Dunbrik Co., Inc., masonry; Montague-Betts Co., Inc., steel; T. B. Dornin-Adams Co., roofing and waterproofing.

Others were Brown & Grist, Inc., Newport News, window walls; Pittsburgh Plate Glass Co., glazing; H. D. White & Co., painting; F. Graham Williams Co., Atlanta, Ga., structural tile; W. Morton Northen & Co., Inc., Richmond, insulation, acoustical and resilient tile; Johnny Coleman, plaster.

Also, Cress Tile & Marble Co., Danville, ceramic tile and terrazzo; J. E. Sears & Co., Inc., Appomattox, millwork; Associated Steel, Inc., handrails, steel doors and bucks; McDaniel-Kelly Electric Co., Inc., heating, lighting fixtures, electrical work; Marvin Moseley Plumbing & Heating, plumbing fixtures, plumbing, and Virginia Air Conditioning Co., Inc., ventilating.

All are Lynchburg firms unless otherwise noted.



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Garden Gossip

Section

Mrs. Gerald J. Pierce, Editor

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Courtesy Jackson & Perkins

White Bouquet, a 1957 All-America Rose Selection winner, lends itself well to arranging as well as the landscape picture as evidenced by this simple triangular arrangement of the floribunda rose with its own foliage, quite dark green and lustrous in appearance. As the gardenia-like flowers open, their center petals remain upright and the sweet, spicy fragrance is more noticeable. Like *Ivory Fashion*, it is a very pleasing flower to have and is especially notable as a white rose. *Ivory Fashion* is another superb white performer—very fragrant and beautiful in its open form with prominent stamens, yet a tea-like bud as has its parent, *Fashion*, one of the best floribunda roses of all time.

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<i>Garden Gossip Section</i>	

GRAPES IN VIRGINIA

Grape-growing in Virginia offers the possibility of part-time income, says H. B. Aroian, associate horticulturist at VPI. Demand far exceeds the supply in most local markets, and well-managed vineyards could prove profitable.

There are, at present, under 500 acres of vineyards in Virginia. The average planting is three acres. The blue Concord, or Concord-type grape, is most popular. Fredonia, a blue-black variety, is also popular, as is Seneca, a white variety. According to Aroian, Seneca is the sweetest type grape grown in Virginia.

Once established, a vineyard is a minimum labor proposition with pruning, harvesting, and spraying accounting for most labor required. Pruning and harvesting call for hand labor, but spraying is usually done with power equipment.

Spray programs for grapes are not as extensive as for apples and peaches. The two major diseases of grapes in the state are black rot and mildew. Black rot is the most important, but can be readily controlled where growers do a good job of pruning and start spraying early. The grape moth and Japanese beetle are the major insect pests of grapes in Virginia. Both can be controlled with insecticides. The leaf hopper has been a problem in some areas.

VPI has worked in developing and adapting grape varieties for over 30 years, says Aroian. R. C. Moore of the Agricultural Experiment Station, Blacksburg, is in charge of this work.

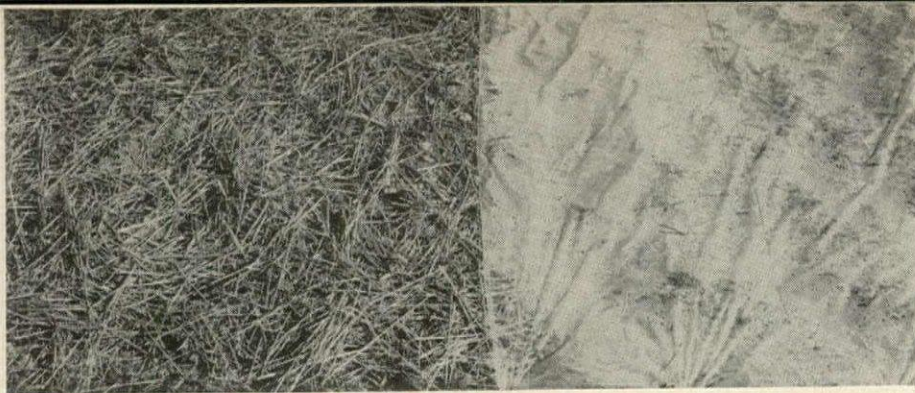
Most of the grapes grown in Virginia are marketed from roadside stands and farmers' markets, says Aroian. They are a good supplementary cash crop, find good acceptance at local markets, and the earlier varieties often can be marketed before competing California grapes arrive.

There are some varieties of grapes adapted to each section of the state. However, where the popular Concord is concerned, the mountainous western part is better. This is so, says Aroian, because Concord does not ripen evenly in warmer climates.

Other markets for grapes in Virginia include a few small wineries, and several manufacturing facilities which make jams and jellies.

Some home vineyards with as little as 50 vines have been paying propositions, the specialist said. One owner of a 7½ acre vineyard reports earnings of \$6,000 yearly from this source.

Additional information on this subject is available from County Agents.



Bluegrass under the polyethylene (right) sprouted ahead of that under the conventional straw mulch.

A NEW LAWN PATCHING METHOD

ROBERT W. SCHERY, *Director*
Lawn Institute

The unusual summer has perhaps left a need for some lawn patching; or maybe difficult slopes and landscaping changes were not completed in time for an advantageous seeding. Either way, a recent development of the "plastic age" may speed and insure the seeding of small areas. Of course the same technique would work with larger areas, except it becomes expensive to cover an entire lawn with plastic. But for critical spots, the approximately 2¢ per square foot is worth it.

The Lawn Institute was asked by Spencer Chemical Company to undertake some tests on use of polyethylene film for covering seeded areas. Results proved gratifying, for establishing quality bluegrass seedlings just about as quickly as mixtures full of impermanent but fast-starting nursegrasses. It should be an aid toward establishing good bluegrass in time to compete successfully with weeds; meanwhile, the plastic controls erosion until the grass covers thickly.

The method amounts to creation of a temporary clear polyethylene "greenhouse" over the new seedbed. The plastic sheet retains moisture and traps heat, while yet allowing gas exchange for the "breathing" of the seeds and seedlings. Simplest way to hold the plastic in place is to nail it down around the edges with 3 or 4 inch long, large-headed nails. A reasonably calm day makes laying easier. Plastic, nailed to the soil, has withstood the bluster of an entire winter at the Lawn Institute's research center. Before laying the plastic the seedbed should be prepared in the usual fashion—a scuffing or tillage of the soil to loosen and level it, mixing in of fertilizer, and spreading of a good seed mixture devoid of such nursegrasses as ryegrass, redtop or tall fescues. Since bluegrass runs over 2 million seeds to the pound, as little as a pound per 1000 square feet will suffice

for patching, or 2 or 3 pounds for new seedlings.

The new seeding is sprinkled before the plastic cover is laid. This single watering will ordinarily see the new seeding through, since evaporation is prevented and any condensation drips back from the plastic onto the soil.

Of course warmth is as necessary as moisture for quick seed sprout. The clear plastic does let sun rays through, checks to some extent re-radiation. In sunny weather, even with cool air and wind, the added warmth under the plastic combines with the abundant humidity to bring seed sprouting along rapidly. The new grass, with this excellent head start, has a better chance of success.

Once there is appreciable showing of green under the plastic, it should, of course, be lifted. Leaving it on the baby turf will mat the new seedlings. In mid-winter tests (indoors) the Lawn Institute found bluegrass to show appreciably within a week, in flats watered once then covered with polyethylene. Even in experimental plantings held below 65°, bluegrass was about 2 inches tall in three weeks.

There are some other unexpected advantages, too. It seems that children, even dogs, are circumspect about a strip of plastic. They will run right over a straw mulch, but defer to and walk around the crisp plastic.

Of course the plastic can be applied over a newly seeded area anytime nails can be driven into soil. The plastic is tough enough that it will not ordinarily tear at the nail perforation, although folding along the margins is added insurance. Provided the soil has been leveled and is receptive for seed, new seedlings missed at the recommended autumn seeding time can be made anytime through winter, protected by a plastic coating that insures them against wash and for an early start in spring.

VIRGINIA RECORD SEPTEMBER 1960

For Beauty

OF YOUR CRAPE MYRTLES

If your crape myrtle bushes don't seem to be as attractive this year, or if they aren't blooming as fully as other years, the Virginia Department of Agriculture advises your trees may be attacked by aphids.

It's a good idea to inspect your crape myrtle bushes thoroughly, to determine whether or not they are being eaten by aphids. If white and yellow specks appear on the green leaves, or if the leaves have a sticky, gummy feeling, you can be sure that aphids are busy chewing away at the leaves. Gradually, as the aphid eats away more and more, the leaves begin to turn black.

You can protect crape myrtle bushes by spraying with a mixture of malathion and detergent. One teaspoonful of any household detergent, mixed with malathion, used as directed, will help kill the aphids, and wash away the sticky honeydew residue left on the leaves by the aphids. The gummy substance closes up the pores of the leaf, and eventually stops the breathing process. It also serves as a medium for sooty mold, a black fungus that discolors the foliage and renders it unattractive.

Enjoy the beauty of your crape myrtle to the fullest extent. Take proper precautions against aphids which will gradually ruin the ornamental value of the plant.

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LONGWOOD GARDENS

GARDEN SHOWPLACE OF THE EAST

by Nancy E. Pierce

LONGWOOD GARDENS, one of the nation's most important horticultural showplaces, lies within easy reach of most of Virginia and on a route many Virginians travel into the northeast. Founded by the late Pierre S. du Pont as a permanent public institution, the Gardens include a water garden, greenhouses, an arboretum and fountain displays that one would not expect to find in the United States. It is frequently compared with gardens of Europe such as the Villa d'Este at Tivoli and the Borghesi in Rome and the Hemstead Gardens in Great Britain.

The Gardens are operated by the Longwood Foundation, a non-profit, philanthropic organization created by Mr. duPont in 1937. By the terms of its charter and by stipulation of Mr. duPont's will, the Foundation is charged with the care and improvement of the Gardens, as well as charitable activities designed "to promote the public welfare". Longwood is comparable in its sponsorship, therefore, to other cultural institutions such as the National Gallery in Washington, established by Andrew W. Mellon; the Rockefeller-sponsored restoration of Williamsburg and the many libraries endowed by Andrew Carnegie.

In their present form, Longwood Gardens are the personal creation of Mr. du Pont although the site, formerly known as Peirce's Park, has been open to the public for more than a century. Mr. du Pont acquired the property in 1906 and under his guidance, the gardens, fountains and greenhouses were built which transforms the 1000 acres into a sight everyone should see.

The outdoor gardens have something to offer each visitor and a stroll through the roads and grounds of the Gardens reveal beautiful trees. Notable specimens includes Paulownia, magnolia, English yew, Kentucky coffee trees, a huge ginkgo thought to be more than 150 years old. Longwood's fountains are

among its most famous attractions. From a terrace near the Conservatory one can look across acres of formal landscape. "Cubed" maples line a path behind the fountain basins made of stone brought from Italy for the purpose. Pine, spruce, hemlock, box and yew are used generously in carrying through the garden design. The terraces of the garden have fountains to cascade to the next level into box lined pools of sparkling beauty. At night, colored lights play on the plumes of water which rise in streams or spread into misty, fan-shaped sprays—all of which is controlled from a console much like that of an organ.

The lakes at the northern end of the grounds are natural, surrounded by swamp cypress, said to have come from the Great Dismal Swamp years ago. Yet nearby is the water garden, built as a replica of the Villa Gamberaia near Florence, with blue tiled pools and a formal juniper hedge. Still to be found on the grounds are the yew garden, enlivened with mass plantings of roses although the topiary work on the yew is most interesting. A herb garden and a rose garden, planted to test varieties more than as a design feature, attest to the experimental aspect of the Garden's work.

Near the Conservatory, a large outdoor garden contains summer annuals and perennials, largely planted for color, but each variety labelled and many of the varieties the new ones. Visiting the Gardens in autumn, one finds the chrysanthemums in their splendor as well as cannas, marigolds and other fall garden flowers. The outdoor gardens are open from sunrise to sunset.

The largest greenhouses in the world are at Longwood and there is no closed season on beauty and lush growth and colors that are hard to believe are natural. A beautiful green lawn greets the visitor, regardless of what the weather outside happens to be, and displays of flowers are breathtaking. Fruit trees bloom, blossom and bear; azaleas and rhododendrons glow; primroses, tulips, narcissi edge the lawn of perfect turf. In specially controlled humidity room, African violets flourish as well as cacti—although obviously not in the same area. A passageway of ferns has poinsettias planted below while the cymbidium orchids always draw attention because of dramatic beauty. In the theater of the greenhouses, 800 can be seated yet the walls are covered with vines, Australian tree ferns and beautiful bougainvillea. Cascade chrysanthemums drooping from the stage form a foreground in brilliant color. Masses of tuberous begonias and cyclamen whet the ambitions of the house plant enthusiast.

(Please turn to next page)

ABOVE—One view of the many fountains and basins shows the patterns made by the shimmering water. RIGHT—the Water Garden, built as a replica of the garden at the Villa Gamberaia, near Florence.



VIRGINIA COUNCIL OF ACCREDITED FLOWER SHOW JUDGES

Members of the Virginia Council of Accredited Flower Show Judges took advantage of the summer lull to meet in Blacksburg on the VPI campus August 2nd. Program chairman, Mrs. R. Lee Humbert of Blacksburg, presented the featured speaker, Mrs. W. I. Wilkins of Richmond, who spoke on "How Roses are Judged According to the Rules of The American Rose Society". An accredited judge, Mrs. Wilkins is currently president of the Richmond Rose Society. Mrs. M. Baldwin Watts addressed the group briefly on the work of the National Flower Show School Committee of which she is a member and Mrs. Curtis R. Davis, State Flower School Chairman, brought the group to date on latest regulations affecting judges.

Mrs. Davis also presented eleven judges with their Life Certificates, a coveted designation, won only after at least twelve years of judging and continued study. The recipients of this honor were: Mrs. John A. Clem, III, Staunton; Mrs. Robert Fohl, Richmond; Mrs. Robert Hackett, Richmond; Mrs. Joe E. Holland, Suffolk; Mrs. A. C. Hollomon, Norfolk; Mrs. A. D. Livesay, Richmond; Mrs. J. L. Manson, Blackstone; Mrs. A. D. Oigny, Portsmouth; Mrs. K. B. Stoner, Eagle Rock; Mrs. M. J. White, Luray; and Mrs. A. Waverly Yowell, Etlan. At the present time there are 218 accredited flower show judges on the roster in Virginia.

"Keys to Garden Pleasure" is the theme of the 15th Williamsburg Garden Symposium, set for March 20-24, 1961. More later.

GCV ROSE SHOW

In Fredericksburg on Wednesday, October 5th, and Thursday, October 6th, the Rappahannock Valley Garden Club will present the twenty-fourth Annual Rose Show of the Garden Club of Virginia. **The place:** Ann Carter Lee Hall at Mary Washington College of the University of Virginia; **the time:** Wednesday, October 5th from 3 P.M. to 9 P.M. and Thursday, October 6th, from 9 A.M. to 5 P.M., Eastern Standard Time. Entries may be placed on Tuesday, October 4th between the hours of 4 P.M. to 7:30 P.M., and on Wednesday, October 5th at 4 P.M. Miss Vena Walker, the Rose Test Chairman of the Garden Club of Virginia, emphasizes that the Floribunda classes will be greatly expanded over previous shows. There will be an exhibit of blooms of the newest rose varieties from Jackson & Perkins Co., Newark, New York.

Several luncheons have been planned for judges, exhibitors and guests. The Tea Shop at Ann Carter Lee Hall will serve lunch, as will also the General Washington Inn, the Kenmore Coffee Shop, Howard Johnson's and the Hot Shoppe. There are motels within walking distance of the College.

Completed schedule with entry regulations are now ready. Further information may be secured from Mrs. Levin J. Houston, III, the 1960 Rose Show Chairman, at 536 George Street, Fredericksburg, Virginia. Telephone Essex 3-8939.

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LONGWOOD GARDENS

(Continued from page 21)

Roses, properly labelled even to the information as to their hardiness outdoors, occupy a large greenhouse. The plants were mulched with ground corn-cobs and showed no disease, just many blooms. Varieties not commonly seen would also interest the visitor. It takes a staff of 25 gardening experts to maintain these greenhouses which cover nearly three acres, all under glass, all grown under meticulously controlled conditions.

Longwood has become a small "city" in itself, having its own water system and fire department and the staff residences, about 100 of which are on the grounds. Each month 40,000 kilowatt hours of electricity, 1,000,000 gallons of water and 200,000 feet of gas are consumed and the greenhouses alone use enough oil annually to heat the average dwelling for 175 years.

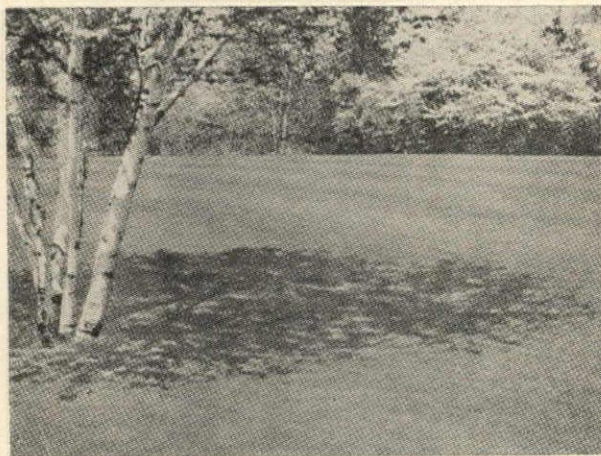
In addition to the horticultural displays Longwood presents to the visitor, the Gardens also offer a varied education program including special guided tour service for garden clubs, schools groups; a winter series of evening horticultural lectures; practical demonstrations of basic horticultural practices; short course for home gardeners; a slide rental service and many publications. There is always something to see at Longwood—the following calendar indicates the flowering dates for some of the most popular plants:

Acacias.....	January to March
Amaryllis.....	March and April
Azaleas.....	Late April
Camellias.....	January to March
Cherry Blossoms.....	Mid April
Chrysanthemums.....	Nov. and Dec.
Cymbidium Orchids.....	March and April
Dogwood.....	Late April and May
Fruit trees (espaliere).....	February
Lilacs.....	Early May
Orchids.....	All year
Pyracantha (berries).....	Sept. to Nov.
Rhododendrons.....	Mid May
Roses.....	June to October
Tuberous Begonias.....	June to October
Waterlilies.....	July to September
Wisteria.....	March and April

Longwood Gardens can be reached by auto or bus and lies near Kennett Square, Pa. outside Philadelphia and near Wilmington, Delaware. The conservatories and greenhouses are open to the public daily (including Saturdays, Sundays and holidays) from 11 A.M. to 5 P.M. The Information Center could provide additional information upon inquiry to the Gardens.

Garden Gossip Section

Sow Now Wood's Finest LAWN GRASS



One pound of Grass Seed Sows 200 Square Feet of New Lawn or 400 Square Feet Reseeding old lawns

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WINTER-GREEN—Quick-Growing Mixture; 1 lb. sows 100 Square Feet.

For Fall, Winter and Spring season. Makes a decidedly better lawn than sowing Rye Grass alone. 1 lb., 45¢; 5 lbs., \$2.15; 25 lbs., \$10.00.

If wanted by mail,
add 30¢ per lb.; 50¢, 5 lbs.; \$1.50, 25 lbs.



5TH ST., MI 3-3479

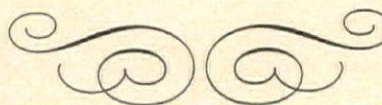
14TH ST., MI 3-2715

FRANKLIN ST., MI 3-6001

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RESOURCES	(Over) 20,000,000.00

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*Best Wishes to
Director Marvin M. Sutherland
and the Virginia Department of
Conservation and Economic
Development*

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Louisa Branch

Louisa, Virginia



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VIRGINIA BUSINESS REVIEW

by
VERNE STEVENSON

TWENTY-FOUR Virginians, prominent in industrial, financial and business fields, have been named directors of the newly formed Virginia Industrial Development Corporation.

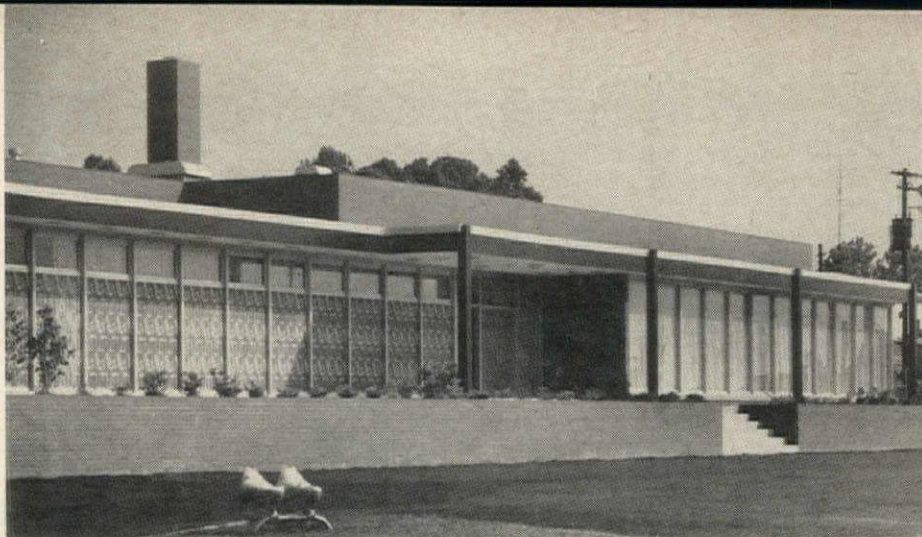
The Corporation, chartered in July in accordance with provisions enacted by the 1960 General Assembly, is designed primarily to provide supplementary financial assistance to businesses and industries desiring to expand or move into the State. L. W. Bishop is serving as executive head of the corporation.

The directors are: E. H. Ould, President, First National Exchange Bank, Roanoke; Stuart T. Saunders, President, Norfolk and Western Railway, Roanoke; Clarence T. Robinson, President, First and Citizens National Bank, Alexandria; Lloyd U. Noland, Jr., President, Noland and Company, Newport News; Shirley T. Holland, Executive Vice-President, Farmers Bank, Windsor; Henry Clay Hofheimer, Chairman of Board, Southern Materials Company, Norfolk; W. F. Duckworth, Chairman of Board, Cavalier Ford, Inc., Norfolk; J. Kenneth Robinson, Secretary-Treasurer, Shenandoah Valley Vinegar Company, Winchester.

William J. Erwin, President, Dan River Mills, Danville; R. R. Smith, President, Smith's Transfer Company, Staunton; Robert Hughes, President, Clinchfield Coal Company, Dante; Charles A. Taylor, President, Life Insurance Company of Virginia, Richmond; Sture G. Olsson, President, Chesapeake Corporation, West Point; Richard S. Reynolds, Jr., President, Reynolds Metals Company, Richmond; Herbert W. Jackson, President, Universal Leaf Tobacco Company, Richmond; J. Rhodes Mitchell, Vice-President, Chesapeake and Potomac Telephone Company of Virginia, Richmond.

Dr. Charles Abbott, Dean, Graduate School of Business, University of Virginia, Charlottesville; Erwin H. Will, Chairman of Board, Virginia Electric and Power Company, Richmond; Robert T. Marsh, Jr., President, First

to tell the Virginia Story



A RALEIGH ADDITION—Smart Contemporary styling, curtain-wall construction and exposed steel structural units characterize the Noland Company's new Raleigh, N. C. branch building. Standard unglazed tile has been worked into the design of the \$400,000 marketing center.

and Merchants National Bank, Richmond; W. C. English, President, English Construction Company, Altavista; John S. Alfriend, Chairman, National Bank of Commerce, Norfolk; J. Harvie Wilkinson, Jr., President, State-Planters Bank of Commerce and Trusts, Richmond; W. Harry Schwarzschild, Jr., President, Central National Bank, Richmond; L. W. Bishop, Executive Head, Virginia Industrial Development Corporation, Crozier.

* * *

A new \$400,000 branch building has been opened by Noland Company, Inc., at Raleigh, N. C.—the latest of the company's 36 branch locations.

Specifically designed for the distribution of plumbing, heating and refrigeration supplies in the Raleigh trade area, the new building replaces a downtown structure which had served as Noland's local headquarters for more than three decades.

The new marketing center is suburban, fronting on US Route One, North Carolina's busiest road with an average daily traffic volume of 31,000 vehicles. It features unlimited customer and employee parking, a two and one-half acre blacktop for truck movement and about 33,000 square feet of roofed

office and warehousing space.

Lloyd U. Noland Jr., chairman of the board, said the new branch building will serve as the marketing center for Noland operations in 15 south central North Carolina counties. W. A. Wilkinson Jr., branch manager, heads a sales, office and warehousing staff of 27 employees.

The Raleigh plant was designed by architects Edwards, McKimmon and Etheredge and built by William C. Vick, all of Raleigh. Prime contractors included Smith Plumbing & Heating Co., Bolton Air Conditioning and Heating Co. and the Raleigh Electric Co.

The Noland organization is the nation's largest independent distributor of plumbing and heating equipment and ranks fourth in electrical distribution volume. Its 36 branches are located in nine southeastern states and the District of Columbia.

* * *

National Pool Equipment Company, the world's largest manufacturer of swimming pool equipment and prestressed concrete pools, announced last month the opening of their new Eastern Division Office and Warehouse at Alexandria, Va.

Kenneth M. Rudd, manager of Na-

National Pool's new Eastern Division Office and Warehouse at Alexandria.



tional Pool Equipment Co. of Virginia and brother of National Pool Equipment President Gordon Rudd of Florence, Ala., said the new facility offers the only complete direct factory distributing center in the Mid-Atlantic States. It will service almost one-fourth of the United States, from the Carolinas

to Canada and from the East Coast to Ohio.

The new division headquarters, which represent an appraised value of more than \$200,000, will house the regional sales office, display room and warehouse facilities. It will be stocked with over 100,000 parts and will serve the area

with National prestressed pool packages, equipment, chemicals and all other related items in the aquatic field.

Products warehoused at the new location are manufactured at the main plant in Florence, Ala. Mr. Rudd said projected plans of operation include service facilities for all types of pools in the metropolitan area, including all competitive lines.

* * *

Aileen Knitwear Company has announced plans to build two new plants, one at Woodstock and another at Culpeper. The company now operates plants at Strasburg and New Market.

~

New Castle Telephone Co.

New Castle, Virginia

Central Virginia Electric Cooperative

Distributing electric power to thousands of farms and rural establishments in Albemarle, Greene, Nelson, Amherst, Louisa, Appomattox, Prince Edward, Orange, Fluvanna, Cumberland, Buckingham and Goochland Counties, we are proud to contribute towards the economic development of these areas.

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James M. Powell
Managing Director

WRITE FOR
BROCHURE

RICHMOND, VIRGINIA

Virginia's Department of Conservation and Economic Development

(Continued from page 7)

drive for industry, the 1960 General Assembly appropriated \$50,000 to the Department of Conservation and Economic Development to help form a private corporation to provide loans for industrial expansion across the state.

The new Virginia Industrial Development Corporation was chartered in late July following Governor Almond's appointment of Louis W. Bishop as executive officer of the proposed corporation. Mr. Bishop, a native of Goochland County and a retired banker, once headed the South Carolina Development Board.

The Corporation will seek to stimulate and promote the business prosperity and economic welfare of the state by offering supplementary financial aid, advice and technical assistance to new businesses and industries wishing to locate in Virginia or to existing companies in the state wishing to expand or improve present facilities.

Loans from the new corporation will be available only to prospective borrowers who are unable to obtain funds through regular commercial channels. Capitalization of the corporation will be made by loans to the corporation from banks and other financial institutions, and by the purchase of stock in the corporation. The corporation was authorized to issue 20,000 shares of stock with a \$100 par value, or a maximum capitalization of \$2,000,000.

The present 24-member board of directors is expected to be enlarged once the corporation begins functioning, Mr. Bishop said. (See Virginia Business Review, page 25, for directors of the corporation.)

The possible value of the new industrial corporation and the unity of effort among community leaders which it signifies was pointed up by Governor Almond who said, following its formation: "Virginia's economic progress and growth are contingent upon the creation of greater employment opportunities. I am encouraged by the fine support that industry, business and the various financial institutions are giving to the Vir-

ginia Industrial Development Corporation."

While Virginia's gains in industrial development have captured the spotlight during the past several years, Mr. Sutherland maintains that other Divisions of the Department—Forestry, Mineral Resources, Parks, Water Resources and Public Relations and Advertising—have kept pace and each has contributed a lion's share to industrial development.

He believes, furthermore, that conservation and economic development are so closely related that one cannot be separated from the other and for this reason—because of industry's dependence upon the forces of conservation—there is little danger of the state's neglecting any phase of the total program.

PLANNING FOR CONTINUOUS CROPS

"Conservation means more than prevention of soil erosion, protection of wooded areas from deforestation, and of water from pollution," Mr. Sutherland explained. "A program of forestry involves planned growing and harvesting timber as a continuous crop so that our tremendously important wood-using industries will not run short of supply and become more and more dependent upon raw material from outside the state.

"In the field of minerals," he continued, "we must always be exploring for sources that have commercial value and know whether there is room for expansion in the use of those that are now being produced for commercial purposes. The trends in new products, new uses for minerals hitherto neglected must keep us on the alert to know whether these are among Virginia's minerals in appreciable quantity.

"As for water resources," the Director said, "it is necessary to know not only the extent and quality of our surface water volume now available for

use, but at what points in Virginia it would be feasible to increase by impoundment the water supply for industrial needs or population growth.

"As more and more of our population is found within urban areas, the need for open spaces for recreation becomes directly related to economic development and each year finds a greater number of people enjoying the facilities of our public parks and recreational areas."

"In short," Mr. Sutherland summarized, "the term conservation might well be changed to 'resource management.'"

"After all," he concluded, "we are not conserving our natural resources for perpetuity. It is the use of our natural resources that is interwoven with economic development."

This interrelationship is illustrated by the vitally important topographic mapping being done by the Division of Mineral Resources. Commissioner James L. Calver points out that these maps are essential for detailed geologic studies and to mineral resource evaluation studies. They are fundamental to agriculture and forestry and to the mining and petroleum industry. But their usefulness does not end there.

"The economic and industrial development of any area is controlled in a large measure by the availability of facts on the natural resources," Dr. Calver said. "They are fundamental tools in industrial and area development, city and county engineering, communications, water works and water pollution studies, general engineering, power, military and civil defense, disaster relief, medical and health services, real estate, sports and recreation, and in other activities."

A vivid example of the value of topographic maps was offered by Mr. Sutherland who explained: "If you want to build a dam and have a topographic map, you can compute the volume of storage and preliminary cost of distribution of the water system.

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Without it, you have to send engineers in to get field information. It is useful to every segment of our economy."

Topographic mapping is carried out by the State-Federal cooperative program in which funds are matched dollar for dollar. The 1960 General Assembly increased the annual appropriation for this purpose from \$40,000 to \$80,000—a welcome and sizeable increase but still a relative drop in the bucket when compared with the \$1½ million needed annually as Virginia's share of the cost of completing State coverage with modern maps in a six-year period. Mr. Sutherland feels that the maps are so vital to industrial expansion that the work should be greatly accelerated.

"It is such a fundamental tool that it was one of the first things Kentucky did when it wanted to step up its industrial expansion program," he said.

However, Mr. Sutherland pointed out that Virginia is not lagging behind the majority of states. Topographic mapping is a slow and tedious process even with modern methods employing aerial photographs and photogrammetric plotting instruments. Very few states are completely covered by modern topographic maps. Approximately 15 per cent of Virginia has up-to-date coverage.

VA. RANKS 6TH IN COAL

Minerals are highly important to the economy of Virginia. Coal accounts for approximately two-thirds of the annual value of mineral resources and has made Virginia the sixth-ranking coal-producing state. Seven counties in the Appalachian Plateau region constitute the Southwest Virginia Coal Field, estimated to contain a reserve of 11 billion short tons. Over the past eight years annual production has ranged from 17.6 million tons to 29.2 million tons in 1959.

All of Virginia's physiographic provinces share in the state's mineral wealth. The Piedmont and Blue Ridge are underlain by belts of crystalline rock which constitute large reserves of stone. The production of crushed stone and concrete aggregate is statewide and ranks second in importance among mineral resources. Total value of stone quarried during 1959 ran in excess of \$27 million.

Ranking third in importance is production of the sand and gravel found mainly in the Coastal Plain and used largely in construction and road building. Its value in 1959 amounted to \$12,619,000. Marl, found in the Coastal Plain, and clay from the Coastal Plain, Piedmont and Valley regions, is widely used in the manufacture of brick, tile and ceramic products.

Limestone that meets specifications for lime manufacture is found in the Appalachian Ridge and Valley regions. Lime enters a variety of important industrial, chemical, metallurgical and special uses; its manufacture ranked fourth among Virginia's mineral resources with a value of \$7,830,000 in 1959. The output of Virginia's leading metallic mineral, zinc, also found in the Ridge and Valley region, rose seven per cent last year.

The Division of Mineral Resources, in cooperation with the U. S. Bureau of Mines, is currently conducting investigations and further explorations into Virginia's mineral resources. This work is expected to reveal other commercially workable deposits of minerals not now in production and may lead to discovery of new deposits of other mineral commodities.

Even more than minerals, perhaps, the state's great forest resources illustrate the inseparable nature of conservation and industrial development.

State Forester George W. Dean, head of the Division of Forestry, explained why this is so:

"The forest crop, unlike minerals, is renewable, and under wise growth and use can be increased," he said. "Obviously such an increase means more business, more jobs and an enlargement of the basic tax structure."

Moreover, it has been recognized for many years that forests are important in watershed improvement and that, in addition to increasing infiltration and thus preventing excessive runoff with the consequent danger of flood damage, these watersheds may be managed for the maximum production of timber (in which case much of the water stored in the ground is used by the growing trees) or for the increased storage of water in the ground. Virginia is one of the few states which has several foresters assigned to work specifically on watershed forest development. Again Mr. Dean explained:

UPSTREAM WATERSHEDS

"The Division of Forestry recognized that a continuous, adequate water supply for industrial, agricultural, and human consumption has reached a critical state in some sections, and soon will in others. In many potential industrial locations, the limiting factor is an adequate water supply."

In an effort to help conserve water, Mr. Dean said his Division has long been an advocate of good forestry practices and fire protection on the non-agricultural land of upstream watersheds. He believes this is the best possible method of retaining upstream water and preventing heavy runoff.

to tell the Virginia Story

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Procurement of good forestry practices is only one of the major objectives of the Forestry Division. Mr. Dean cited these as equally important:

1. Forest fire prevention and suppression, and enforcement of all forest fire laws.

2. Reforestation of idle, abandoned, and other lands not now growing a profitable crop.

3. Encouraging the profitable use of wood volume now wasted in cull hardwoods, mill slabs, and tops and limbs of cut trees.

4. Control of injurious forest insects and diseases.

With six out of every ten acres of land in the State devoted to some type of forest growth, the Division of Forestry is the guardian of tremendous wealth.

"Hundreds of millions of dollars annually passing through the state's business establishments," said Mr. Dean, "stem back to this raw forest material cut, logged, transported, rough-milled, and processed to the final product."

The adequacy of the state's water supply is such a vital question to manufacturers that Gen. H. B. Holmes, Jr., as Commissioner of the Division of Water Resources, finds his responsibilities increased in proportion to the degree of industrial expansion.

DATA ON WATER AVAILABLE

Like all other activities of man, industrial development is completely dependent on an adequate supply of water of suitable quality. General Holmes is sympathetic to the many and varied needs which exist as well as those which are in prospect throughout the Commonwealth. The best basis for predicting future availability of water is a knowledge of its past behavior. Consequently, one of the primary missions of the Division of Water Resources is the collection of basic information so that prospective users may have a long and continuous record of the past history of water. Streamflow data are published at five-year intervals but will gladly be supplemented to bring specific measurements up to date on request.

Personnel of the Division are always available for consultation and are eager to be of assistance in the location of suitable supplies of water. And suitable supplies are available in Virginia. By keeping in touch with planned water resources developments, it is possible to prevent conflicts and to insure coordination in the use of this vital natural resource.

As Mr. Sutherland pointed out, increased industrialization and urbanization brings with it an increased need for

park and recreational facilities.

An important aspect of recreation that must not be overlooked is the economic value of pursuits associated with leisure. This is far more significant than many people realize. Recreational facilities, which abound in Virginia, are most important in the State's efforts to encourage more people to vacation in the old Dominion.

Commissioner Randolph Odell, of the Division of Parks, believes that Virginia's state parks and recreational areas will become more valuable and more needed as time goes on. The need will be not so much for the honky-tonk type of playground (because these will be commercially profitable) but for the wide open, scenic type areas of large acreage that the State provides.

Mr. Sutherland, who is currently participating in a federal study on outdoor recreation, adds that the future need for reserved open space may be greater in Virginia than in most states.

NEED MORE PARK AREAS

"We're on the fringes of a great concentration of population and it's going to become a practical problem," he said. "We ought to be reserving now more land for parks in the critical areas around our urban centers."

The Division of Parks maintains eight state parks and three recreational areas. The natural beauty of the landscape has been preserved and the areas are carefully guarded "against possible encroachments." Both parks and recreation areas offer a variety of facilities for swimming, boating, riding, hiking and camping. In addition, the state parks offer fully equipped housekeeping cabins for overnight accommodations. The emphasis is on quiet and peaceful vacations.

The Division of Parks also operates the State Museum in Richmond and the Southwest Virginia Museum at Big Stone Gap; and Saylor's Creek Battlefield Park in Amelia County, an historical park that has none of the features of the other park areas.

J. Stuart White, Commissioner of the Division of Public Relations and Advertising, stands firm on the old axiom, "It pays to advertise"—for both tourists and new industries.

The General Assembly has provided steadily increasing appropriations for travel and industrial development advertising and promotion, both of which are handled by White's Division.

Virginia's story for tourists and vacationists is being told through a wide variety of media and services.

The Division of Public Relations and
to tell the Virginia Story

*A Salute to the Virginia Department
of Conservation and Economic
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Marvin M. Sutherland*

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PAUL M. ROBERTSON, *Asst. Cashier*

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B. A. NEFF, *Owner*

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Advertising places advertisements in nationally circulated magazines and in some 40 newspapers which circulate in metropolitan areas east of the Mississippi River.

The Division publishes and distributes several booklets and folders about the State's historic, scenic and recreational attractions. It uses these publications for mailing to prospective visitors who write largely in response to advertisements. It ships bulk quantities of the publications to hundreds of travel and tourist bureaus throughout the nation.

The Division personally answers in the course of a year hundreds of letters requesting information about Virginia's travel and vacation attractions and, in addition, suggests tours.

Articles about Virginia attractions are distributed to magazines, newspapers and other publications, along with photographs to illustrate them.

The Division operates a Motion Picture Library, now containing 23 films about Virginia's travel and vacation attractions. These are distributed on a free loan basis to thousands of organizations and television stations throughout the nation. More than 4,500 showings of these films are arranged annually to audiences which total in the millions.

The Division also operates the Virginia State Travel Bureau in Washington, D.C. This year marks the 25th anniversary of the Bureau's establishment. Virginia is the only state in the nation having a travel bureau in the Nation's Capital. Two experienced travel consultants provide personalized service to visitors to Washington and to residents of the Washington metropoli-

*We Salute Director Marvin M.
Sutherland and the Virginia
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tan area by arranging tours and vacations and making hotel, motel and resort reservations. This service is provided to those who visit the Bureau, by mail and by telephone.

Like the Richmond headquarters of the Division, the Bureau distributes, in addition to the Division's publications, more than 150 other publications and maps, issued by other Virginia agencies, about travel attractions and accommodations.

The Division of Public Relations and Advertising handles all Industrial Development advertising and production of promotional materials for the Division of Industrial Development and Planning.

Commissioner White reports that travel has become the third largest industry in the state, exceeded only by manufacturing and agriculture. The state's annual revenue from tourists has risen from \$167 million in 1948 to \$654 million in 1959. Out-of-state travelers pay approximately \$40 million a year in gas, beverage, license and other state taxes.

This means Mr. White's division is getting a lot of mileage out of its advertising dollars. While 12 other states spend more on tourist advertising, only seven states have a greater income from the traveler.

The money spent on travel advertising aids and abets industrial expansion as well. It has been proved that the state that is well traveled is more quickly industrialized.

The inseparable nature of conservation and industrial development, or as Director Sutherland puts it, "resource management," is summed up well by Governor Almond, who said:

Virginia is proud of the conditions which prevail here and which are proving to be an ever increasing attraction to those who wish to realize the maximum potential from our natural resources, our favorable geographic location, our excellent manpower, our great network of transportation facilities, our proximity to domestic markets and the availability within the State of unsurpassed outlets to world commerce.

These are some of the factors which have had an important part in the evolution of industry in Virginia and in the advancement of the economy of the State.

They likewise are some of the elements in the vista of Virginia's future—a panorama of great opportunity for sound and stable industry and for individuals of vision and ability associated with such enterprise.

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BUCHANAN, VA.

Sutherland (from page 9)

another: "I wonder if he really owns a hat." To which the other replied, quite aptly: "He must own several, for in this Department, he has to wear at least six (divisions) hats."

He first saw the light of day on February 20, 1912 at Big Stone Gap, the son of a Methodist minister. In the same year, he moved with his family to Emory where his father was connected with Emory and Henry College. His father died in 1916 and in 1921 he moved to Pulaski where he lived until adulthood.

After attending the public schools in Emory and Pulaski, Sutherland was graduated from Randolph-Macon Academy at Bedford. In 1933, he was graduated from the University of Virginia with a B.S. degree in Civil Engineering. During summer vacations, he worked on various engineering projects, including an assignment with a survey party charting the shorelines of Claytor Lake, and later, on a bridge construction job with the Maine State Highway Commission.

Following graduation from the University, Sutherland found employment with the Civil Works Administration as a Sanitary Engineer. From this job he moved to the U.S. Geological Survey, working with this agency for a year and a half as a topographic engineer mapping the mountainous areas of Southwestern Virginia, North Carolina and New Hampshire.

He left the Geological Survey for a brief assignment with the Virginia Department of Health as a Sanitary Engineer. In 1935, he entered V.P.I. and



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was graduated the next year with M.S. degree in Civil Engineering.

From V.P.I. Sutherland went to work for the Virginia State Planning Board on a special study of water resources. In that capacity, he had his first experience with one of the divisions of the Department he now heads. During the next six years, as a research engineer for the Planning Board, he worked on a diversity of projects relating to the present program of the Conservation Department. These included a study of parks, parkways and recreational areas, aid to local planning commissions and an analysis of tourist trends. He also worked closely with the late Director Long, then Director of School Buildings for the State Department of Education, in preparing plans for consolidation of schools in Virginia localities.

In 1942, Sutherland became Assistant Director of the Planning Board and continued in that capacity until he entered the Marine Corps the next year as a First Lieutenant. His military service as an Air Combat Intelligence Officer took him to the South Pacific and the invasion of Palau. He now holds the rank of Major, U.S. Marine Corps, retired.

Upon separation from the Marine Corps in 1946, Sutherland joined the staff of the Bureau of Population and Economic Research at the University of Virginia. While there, he had his first taste of industrial development when assigned to make a site survey of the Roanoke area in cooperation with the Roanoke Chamber of Commerce, then

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In June, 1946, Sutherland accepted the position as Assistant Chief Engineer of the State Division of Institutional Engineering. In this capacity, he had a hand in formulating physical plans for the development of the State institutions.

In 1952, he became Assistant Director of the Budget. An important part of his budgetary duties included designation as Clerk of the House Appropriations Committee during sessions of the General Assembly. In 1958, Sutherland left the Budget Office to accept the new position of Executive Assistant to the late Director Long, of the Conservation Department. Governor Almond appointed him Director shortly after Long's death last February.

As a Boy Scout in Pulaski, Sutherland developed his first interest in conservation. He spent one summer operating a Scout Camp in Pulaski and one summer as instructor in archery at a Scout Camp in North Carolina.

Hiking has long been his major form of recreation, followed closely by camping.

He is a member of several professional organizations, a registered Civil Engineer in Virginia and a member of the Episcopal Church.

Although now a transplanted citizen of the "flatlands," he still stoutly maintains his love of the mountains and holds to the promise that retirement will take him back to the hills of Southwest Virginia from whence he came.

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Yesterday Is Dead (from page 3)

time in the country's history, Americans as prisoners of war failed to form cohesive groups with recognized leaders. In many instances the so-called "brain-washing" consisted of no more than permitting the groups of prisoners to fragment themselves. The undeclared "every-man-for-himself" philosophy, by which Americans actually lived, easily prevailed over the emptiness of the slogans about American democracy as spouted, and the Communists had no difficulty in obtaining agents among the prisoners who would spy on their fellows in return for preferment.

In World War II, most Americans were convinced that the fight in Europe was necessary for their country's safety, but in the fighting in Korea most of the men had no notion as to why they were there. To be Americans caught in common plight together was no longer enough. It was not so much that the Communist theories exerted a profound appeal as it was the absence of any unifying appeal in the obsolete "American Dream." The Communists did accomplish a fairly thorough job on teaching the prisoners American history. The Communist view was naturally slanted but it contained more reality, equated more with what the American adults had actually observed in their own country, than the foolishness to which they had been briefly exposed in their inadequate history lessons.

Currently we hear of reported cases among high-school students, from Richmond to California, who are in-

terested in the doctrine of Communism. This alarming development has been accompanied by a suggestion that it might be the point of wisdom to teach the doctrines of communism in high schools, in order that the coming generations may be informed of the enemy's philosophy and intention. This would be a most excellent suggestion if accompanied by obligatory courses in American history as it really was.

Obviously the old rallying points have become as meaningless as the abandoned Fourth of July orations. "Rally Round the Flag, Boys" was recently used as a comic title for a humorous book. Side by side with that, Lincoln—the leader of a terrible and unnecessary war, which left lasting misunderstanding and hostilities between parts of the one country—continues to grow in glorification by idolaters and mercenaries until the image of the legend beclouds the whole period between the "heroes of '76" and the bewildered present.

In modern medicine, the first thing a physician wants of a patient is his case history. As America is proud of its modernity, and is currently being regarded as a patient, it would seem the point of wisdom to begin the diagnosis with a study of the formative periods of the total organism. Many illusions would be shattered and many myths blown away, but the people would at least know something about themselves. And until Americans know what their country is made of, the increasingly divided people will be unable to understand and evaluate the enemy.

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Communism illustrates the failure to make America meaningful in its current phase. It is not that the Communist "idea" is in itself defined, but its purpose is clear, single and simple, and there is a dynamism to its purposefulness. By contrast, the bumbling, nervous defensiveness of an America grown flabby could scarcely be calculated to inspire any desire to seek for meaning in a mass of spiritual atrophy. Yet, it is only by understanding the "case" of a self-infected nation that any meaning can be found that would offer a counter-purpose to Communism.

No intelligent patient would dream of going to a doctor and saying that "everything which happened to me before today is ancient history, so why bring that up?" On the contrary, when an individual can remember nothing about himself he is considered to be in the serious condition of amnesia. Now, we behold a country which is successfully trying to become a people of national amnesiacs.

The frightening aspects are that while they regard individual amnesia as an alarming problem they boast of the self-induced amnesia they are achieving about their country's case history. Outside the South, the majority of Americans regard "tradition" as a ludicrously old-fashioned form of sentimentality. Yet, the traditionalist is actually more realistic and more enlightened in that he recognizes the laws of natural growth from the roots into a living organism. His understanding of these natural principles derives from a knowledge of the history of the growth from the roots into the present organism. And it can be observed that the further that Americans severed connections with tradition, the more dangerous has been the drift to a purposeless disconnection between individuals and national spirit.

Not until Americans lose their silly vanity in a modernity which denies the past can the country hope to achieve any self-understanding; and without this, as each passing crisis increasingly proves, we are indeed lost. If the Korean action is an example, as now isolated instances in high schools indicate it is, the Communists need only allow the Americans to fragment themselves.

It can be hoped that, at the end, they can sustain their pride in scorning the past as they make their contributions to making America one with Nineveh and Babylon.

Clifford Dowd

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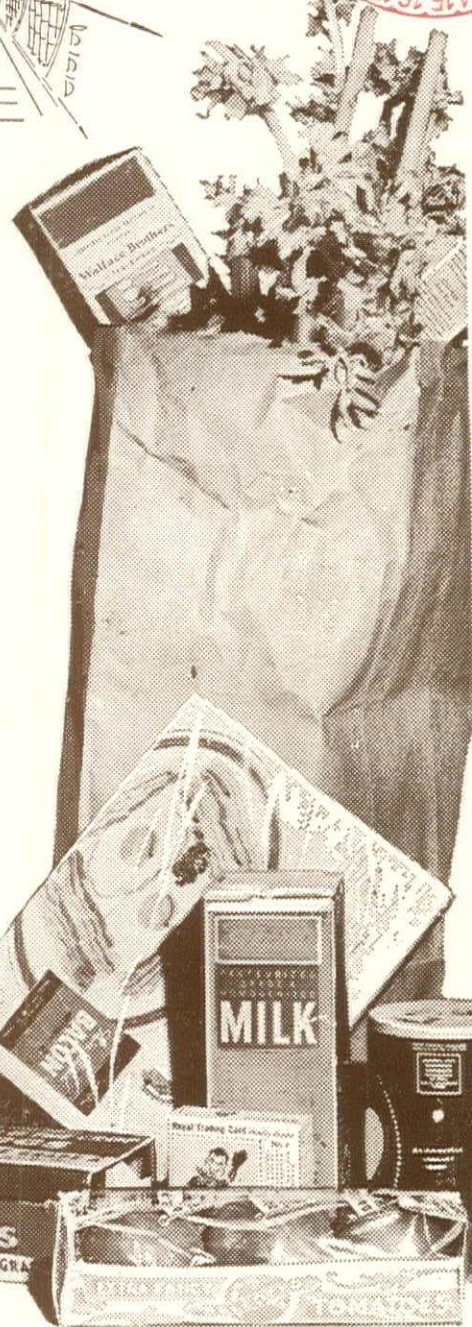
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