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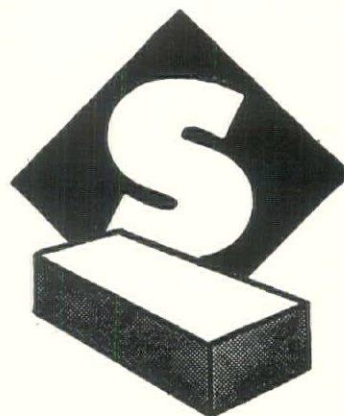
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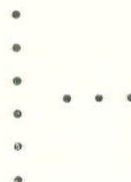
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VIRGINIA RECORD is an independent publication cooperating with all organizations that have for their objectives the welfare and development of Virginia. While this publication carries authoritative articles and features on statewide and local industrial,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

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VIRGINIA RECORD wishes to express its appreciation to the Virginia Department of Agriculture for the preparation of the editorial matter on agriculture in this issue and for supplying the photographs.

Museum Without Walls

PART TWO OF THREE PARTS

IF GOVERNOR HARRISON's purpose of achieving a "cultural Renaissance" in Virginia is to have a chance of success, it devolves on the citizens to conceive of "education" as an end beyond the system which provides a basic classroom education for everybody. Along with the equalization principle which provides a level of opportunity for all, there must be the recognition, the encouragement and the cultivation of the few who show capacities for potential achievement in the contemplative fields. There must be, in brief, a return to the principle of developing the superior mental individual. This principle can operate within the broader principle of providing education for the many, but it must be a clearly defined purpose within the total system.

This principle is already commonplace in sports. The athlete of superior endowment in high school is recognized by alert scouts representing institutions of higher learning from all over his region. Either paid recruiters and/or volunteer alumni woo him with offers of free schooling, cash and other benefits; he is taken on trips where the attractive aspects of the institution are displayed by skilled professionals who try to persuade the high school player to cast his lot with them; in some cases, provisions are made for his wife and children. When the sought athlete decides which institution he will favor with his gifts, this becomes a matter of newspaper interest: "Tzymnupholwicz Signs With State."

In the institution of higher learning, the superior athlete is quickly separated from those of more limited potential. Highly paid and gifted teachers in physical prowess concentrate on the development of the superior; every opportunity is offered him to display his talents to multitudes. Of the one hundred or so high school prospects who receive at the same time this highly specialized training in an institution of higher learning, a few will emerge by graduation to a point of development where large business organizations which operate professional teams will vie for their skills. As much as \$100,000 will be offered for three years of their services, with the guarantee that if the athlete fails to realize his promise in the harder competition he can not be fired. Since this so called "no-cut" clause forces the business organization to pay out this sum for three years, naturally—and again—highly trained teachers devote their time to developing his potential.

If he succeeds at this level, he will further benefit financially from the advertising agencies who will pay him sums of money to have his picture taken shaving, or rubbing something on his face or hair, or washing under his arms, that millions of viewers might be induced to purchase the product used by this individual in his personal toilet. Some of them can be coached to speak a few words after their ablutions before the camera. On every side, recognition is given of their superiority: young and old push forward to shake their paws, or get their names written upon some object associated with the game they play; organizations seek to pay them to grace banquets, that all may gaze upon them close up; newspapers devote whole sections and employ talented reporters to follow them about and record their doings. In brief, they have become national heroes by the principle of developing the superior individual.

It must not for a moment be considered that such a highly developed system of selectivity and reward could be employed for the scholar—(Continued on page 35)

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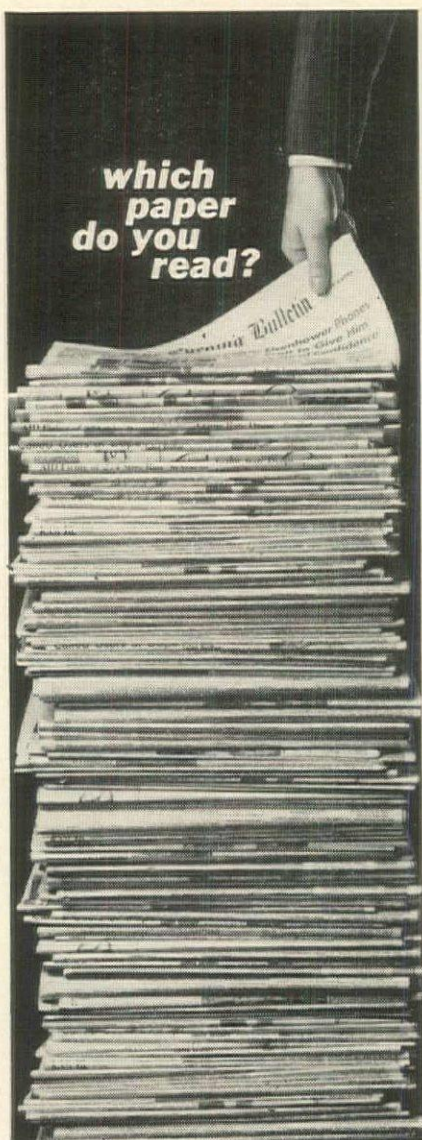


Best Wishes to
Commissioner Parke Brinkley
and the
Virginia Department of Agriculture

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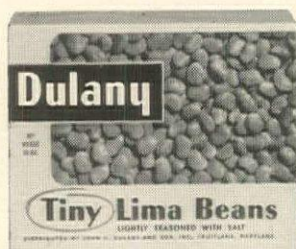
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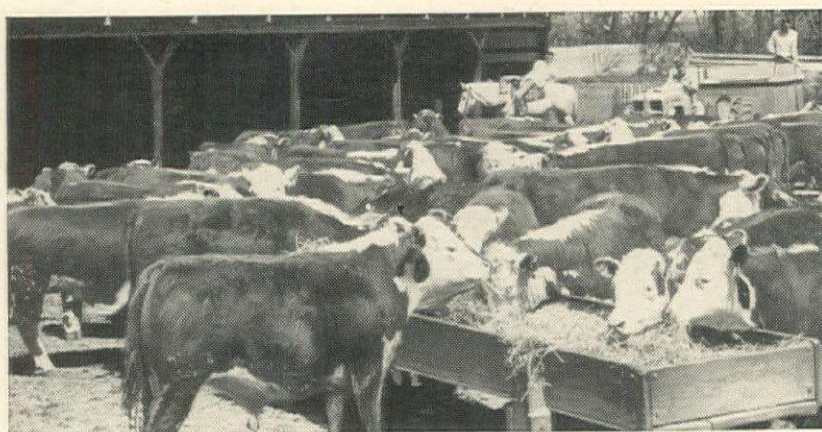
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new approach

to a growing industry

by PARKE C. BRINKLEY, *Commissioner*
Virginia Department of Agriculture

■ As a young farmer in Nansemond County, I can recall farming as a relatively simple operation.

For example, the raising of hogs was the single operation of animal breeding, feeding home-grown feeds, slaughtering, curing the meat and selling it to the consumer on the curb market.

This was the complete operation. The farmer grew his supplies, produced his crop and marketed it.

Because of technological advances and consumer demands, this is no longer the operational method of profitable agriculture.

The operational phases are the same. But because of the spectacular demands placed upon American farmers to produce the best food at the cheapest price for the consumer, the operation has divided itself into three segments.

These three segments are: (1) furnishing the farmer with production supplies, (2) food and fiber production by the farmer, (3) processing and marketing of the farmer's raw materials for the consumer.

Each segment is agriculture. Each is dependent upon the other. Neither can stand alone.

Therefore, the concept of the Industry of Agriculture is the sum total of these three segments.

The magnitude of the Industry of Agriculture is vast. It comprises an important part of our economy, both in size and in the fact that it supplies us with the essential items of food and clothing.

Business enterprises in the Industry of Agriculture are cemented by profits. Consequently, businesses in each of the segments have a vital interest in the well being of the other.

This is equally true in economic conditions as well as public policies.

The best managerial ability is required to operate businesses of the three sectors so that each complements the operation of the other.

Governor Harrison is fully aware of these facts and of the impact of the Industry of Agriculture on Virginia's economy.

Realizing the inter-relationship between agricultural development and industrial development, the Governor called for a 15-member "Virginia Council on the Industry of Agriculture" in his address to the General Assembly.

Within ten days, Delegate John H. Daniel and 12 others introduced a bill to create the Commission of the Industry of Agriculture.

In the language of the bill, the Commission would be composed of

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Governor Albertis S. Harrison, Jr., signs the bill creating a State Commission on the Industry of Agriculture, with spectators John H. Daniel, delegate from Charlotte and Prince Edward, chief sponsor of the bill, and Commissioner of Agriculture Parke C. Brinkley on the left.

15 members including a chairman to be designated by the Governor, the Commissioner of Agriculture, Dean of Agriculture at Virginia Polytechnic Institute, a representative of the agricultural press, and 12 members representing major segments of the industry.

It is expected that the Governor will appoint four commission members from each section of the industry.

The duties of the Commission shall be: "To advise the Governor on the state of the Industry of Agriculture and the course of action that will promote its development; to encourage and

counsel with persons, agencies, organizations and industries in implementing a development program."

Also, "To work closely with all Agencies concerned with industrial development, co-ordinating efforts toward maximum farm and off-farm employment; to examine marketing procedures and new techniques for selling Virginia's farm products; and to devise plans for developing new markets for such products."

"Members of the Commission shall receive no compensation other than necessary expenses incurred in the performance of their duties."

With the Governor's intense interest in and knowledge of the agricultural situation, I think this Commission could be one of the greatest things that could ever happen to Virginia agriculture.

Few people realize the complex growth of the Industry of Agriculture in recent years.

It touches every man, woman and child in Virginia. Each of us are direct consumers in the food we eat and the clothing we wear.

The farmer and his family are important consumers in the purchase of supplies.

We can no longer speak of agriculture without including indus-

(Continued on page 23)

THE FARMER AS CONSUMER



Above: Purchase of farm equipment is no small item for the consumer-farmer. Right: Farmers buy more petroleum than any other industry. Below: Farmers purchase \$1.5 billion worth of fertilizer each year.





THE AGE OLD IMAGE of a Virginia farmer as a self contained unit of society is just as outdated as the spinning wheel.

Both are picturesque, but just not practical in today's farm scene.

Time was when he grew the necessities of life and bartered his surplus for the luxuries.

In today's economy the farm family is as much a consumer as it is a producer.

Approximately 150 years ago the farm family produced its own needs. This included food and clothing, production of its own draft animals, tools, equipment, fertilizers and other production items.

Only a relatively few items had to be purchased off the farm. This worked well, but it took 80 per cent of the nation's labor force to operate this type of economy.

Farm operating equipment was crude and homemade. Men toiled with their hands and lived close to the soil.

Most food processing was done on the farm and in the home. Meats were hung in the smoke house, dried, salted or pickled. Bread was baked in the homes. Milk was churned for by-products. This was true both on and off the farm.

By the 1790's farmers were becoming aware of benefits of tools. First it was the cast iron plow and the cotton gin. Then came the mould-board plow of the 1830's which paved the way for mowers and reapers.

By 1860 new machines in the form of harrows, planters, discs, stalk cutters, bailing presses, and feed grinders were a part of America's growth.

The mechanization of agriculture reached a new high with the use of the internal combustion engine. This sparked the revolution which reshaped agriculture for the first time since man began to sow and grow his own food.

As mechanization advanced on the farm the Agricultural Revolution spread to education with the creation of land grant colleges.

These advances were in direct parallel with the expansion of the nation.

As farming efficiency increased, more and more farm workers were released to related industries. Whereas it took 80 per cent of the work force to feed the nation, it was cut to 72

per cent in 1820, 59 per cent in 1860 and 8 per cent in 1961.

Never before have so few produced so much to feed so many.

With the farmer turning all of his energy toward production, he became a full fledged consumer.

As a relative newcomer to the role of consumer, the part he plays is growing by leaps and bounds.

Farmers spend \$4.5 billion for feed every year. Today he buys 56 per cent more than he did ten years ago. It is predicted there will be a 50 per cent increase during the next ten years.

This is just one item. All told the farmer is a big buyer. He spends a whopping 27 billion dollars for farm expenses.

Add the 16 billion dollars more he spends on living expenses and you begin to realize he is a very important customer.

And with the gross farm income expected to be around 1.5 billion dollars higher in 1962 than in 1961, agriculture is becoming an even bigger and better customer.

Each year farmers spend:

\$2.5 billion for new tractors and other motor vehicles, machinery, and equipment,

\$3.5 billion for fuel, lubricants, and maintenance of machinery and motor vehicles,

\$1.5 billion for fertilizer and lime,

\$3.9 billion for food,

\$2 billion for clothing,

\$1.9 billion for transportation,

\$3.9 billion for recreation.

Agriculture is a major user of rubber. Each year it buys products containing 320 million pounds, or about 9 per cent of the total used in the United States. That is enough to put tires on nearly six million automobiles.

Farmers buy more petroleum than any other industry.

Agriculture buys 27 billion kilowatt hours of electricity annually. This is about 4 per cent of the nation's total. It is also more than is needed annually by Baltimore, Chicago, Boston, Detroit, Houston and Washington.

Only 3 per cent of the 3.7 million farms are without electricity.

The home freezer on the farm is packed with industry processed commodities as well as fresh killed meats. (*Continued on page 28*)

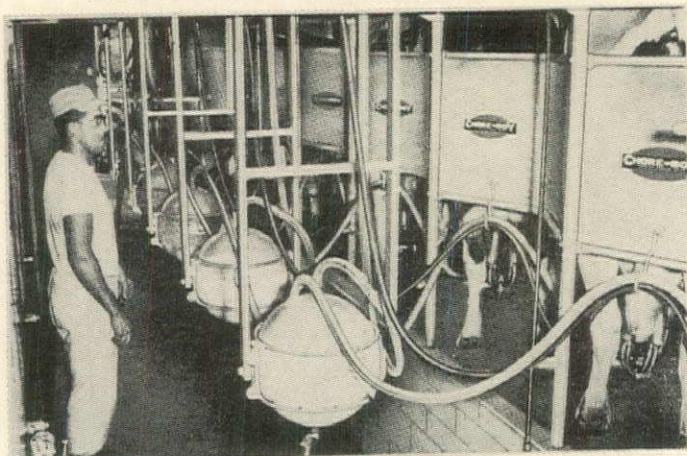
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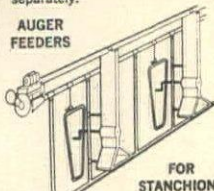
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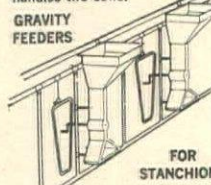
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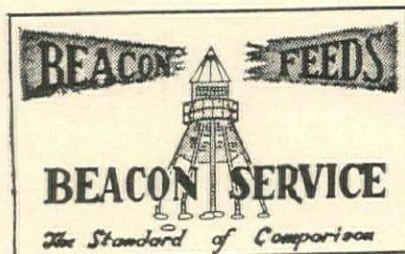
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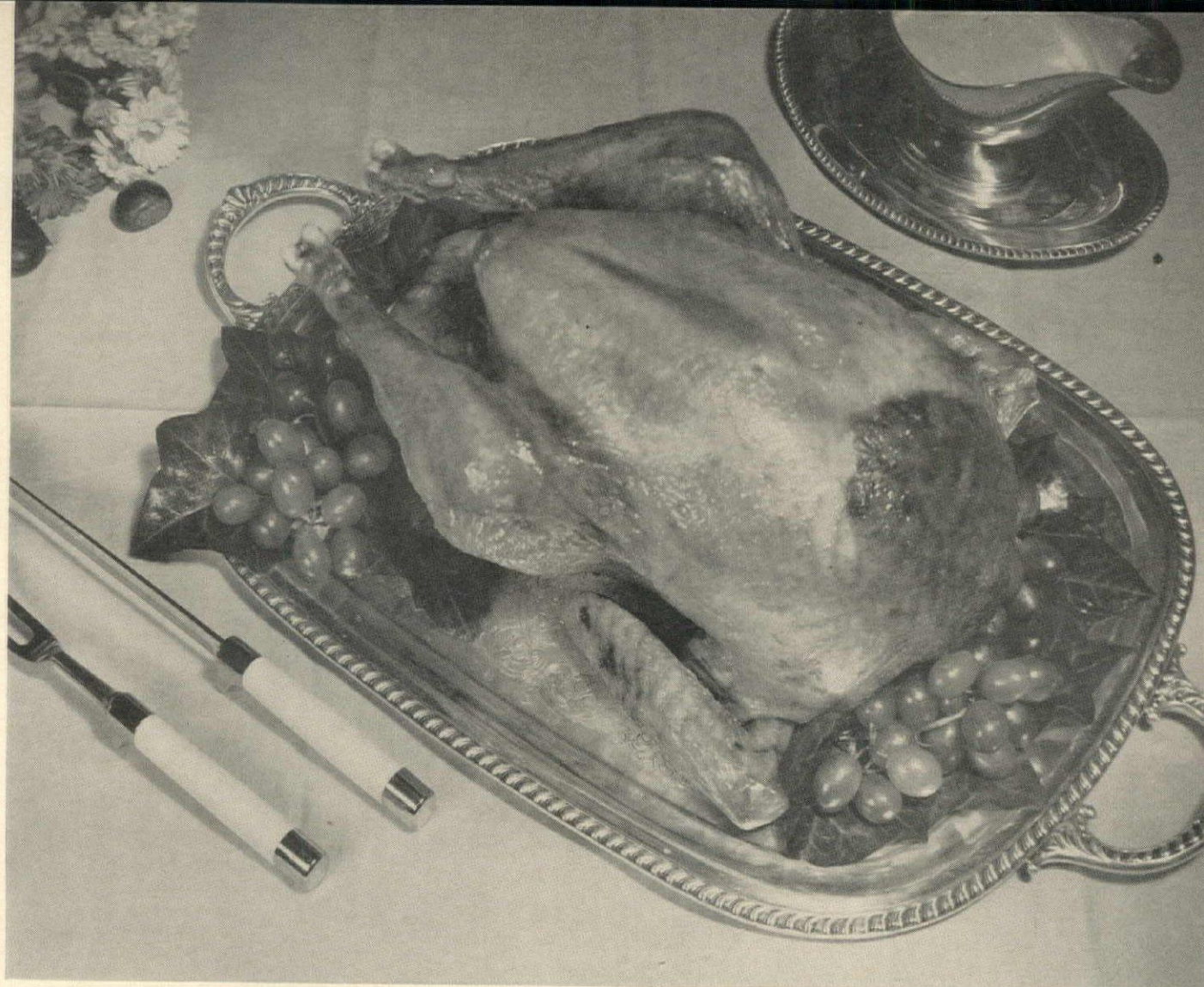
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Today's Consumer

by

VIRGINIA CARTER

Information Officer

Va. Dept. of Agriculture

● Are you eating less these days but enjoying it more?

If you are a typical American consumer, your answer is "Yes." You eat better quality, easier-to-fix foods with slightly less calories than in years past.

And, although you may not realize it, you work fewer hours than ever before to pay the food bill.

Teamwork within the Industry of Agriculture delivers this giant size good buy to American tables each year.

One phase of the industry supplies fertilizer, chemicals, seed, equipment—the things it takes to run a farm.

The farmer himself grows the food with the
to tell the Virginia Story

most advanced agricultural know-how in the world.

And the processor transforms fruit, vegetables, grain, animals and poultry to the kind of food product you buy at the super market.

While the resulting good buy is giant size, the actual amount of food eaten by each American has gone down slightly in this century.

The average American eats 1500 pounds of food a year. This is 100 pounds less than 50 years ago.

The reason?

We aren't working as hard, physically, as we used to. As a result, we don't need as many calories.

(Continued on next page)

While we're eating less, we're eating better.

For one thing, we're eating more meat, poultry and fish than we did 10 years ago. In 1950, the average consumption of these foods was 156 pounds per year per person. Today we eat about 15 per cent more.

We're also eating more dairy products except for butter.

During the same period, we ate less of several food groups. These included eggs, fats and oils, dry beans and peas, potatoes and certain vegetables. Flour and cereal products are also down.

Our higher standard of living is partly responsible for this shift from vegetable to animal products. As we get more money in our pocket, we like to eat our protein in beef steak instead of dried beans.

Perhaps our increasing concern with our waist lines has also encouraged the shift.

To keep up our present high diet standard, U. S. farmers by 1975 must produce:

- 36 per cent more eggs
- 61 per cent more broilers
- 56 per cent more meat animals
- 60 per cent more fruit and vegetables
- 48 per cent more dairy products
- 26 per cent more grain

Part of the increase is due to projected changes in eating habits. Most is because we have 8,000 more American mouths to feed everyday.

Even more dramatic than the shift in what we eat is the shift in how the food is processed.

The homemaker of 1900 would gasp to see frozen orange juice concentrate,



Consumer's choice of bright, red apples has influenced the varieties orchardists grow.



With an increased standard of living, consumption of meat and meat products has soared.

ready-to-cook chickens, dehydrated soups and cake mixes.

The United States Department of Agriculture estimates that 20 per cent of the items on supermarket shelves today weren't even heard of just five years ago.

New foods come on the market at the rate of one to two thousand a year. And nine out of ten of them don't pass the acid test of consumer acceptance.

The ones that do, chances are, fit in best with the patterns of life of the 1960's. One characteristic of this life is the larger number of women working outside the home. This puts a premium on instant foods.

From pancake mix, to canned Brunswick stew, to baby food, to TV dinners—complete meals are available in a package.

Surprisingly, the extra cost of this "built in maid service" is low.

(Continued on page 30)

PEOPLE TO PEOPLE



Commissioner Parke C. Brinkley, right, and Governor Harrison's executive assistant, John H. Wessells, Jr., plan route of the People-to-People tour which will take 30 Virginia agriculture leaders to Russia this spring.

● Virginia's Commissioner of Agriculture, Parke C. Brinkley, and one of Virginia Governor Harrison's executive assistants, John H. Wessells, Jr., will head a delegation of Virginians active in agriculture on a trip behind the Iron Curtain this Spring.

The 30 men from all segments of Virginia's agricultural enterprise will have an unusual chance to meet and talk with farmers and agriculturalists in Russia and in the Iron Curtain satellites of Hungary and Poland.

The delegation will leave New York May 22 and return June 10, flying first to Brussels, Belgium, and then to Budapest, Hungary; the Kiev-Kharkov area of Soviet Russia; East and West Berlin; and finally to Paris to enplane for the trip back to New York.

Altogether, the group will have three days in Russia itself, in addition to the stops in the two Iron Curtain satellites and in East Berlin.

The trip has been arranged by a privately-owned tour agency, but is designed to fit in with the aims and objectives of the People-To-People Foundation and with government-sponsored projects to encourage interchange of individuals between Capitalist and Communist countries.

Similar tours have already been arranged for some 41 state delegations. The nature of the tour and the fact that the members are farm-connected enables a degree of freedom not available to the usual tourist, according to reports from previous delegations.

In fact, members of these groups enjoyed complete freedom to take pictures, walk the streets, talk to citizens of Soviet Russia and spread American good will wherever they went, according to Commissioner Brinkley.

To select Virginia's delegation, some 600 letters were sent out and those to make the trip given an opportunity on a first-come-first-served basis. The response was so immediate and intense that a second section may have to be arranged, leaving in August.

More than 100 people showed up for the first briefing prior to final selection of the initial delegation and heard Donald N. McDowell, Director of Agriculture for the State of Wisconsin, discuss the experience of that state's delegation.

Wisconsin's farmers were free to wander at will on the streets of Moscow, and to talk to residents of the city, McDowell said. Whenever members left their hotel, groups of

students would form around them, asking questions about America, McDowell said.

Russians were particularly interested in prices of clothing and consumer goods in America, but the overriding question was, "Do Americans want war?"

Russian propaganda has so drummed the theme of "American Warmongers" into the people, that this question kept coming up in various forms wherever the Americans went, McDowell said.

Throughout Russia, and particularly on Russian farms, visitors are struck by the amount of heavy work done by the women. Women care for livestock, do much of the plowing, and even dig ditches.

On the farm, horses were the most often observed source of power. Despite advances in recent years, farm mechanization has not approached the stage now common in America.

However, this is not admitted by Russian officialdom. At county fairs and in market places stand complicated pieces of farm equipment, reminding Russians of their own accomplishments in this field.

The only trouble was that in many instances, the equipment had been spliced together, so that it could not

(Continued on next page)

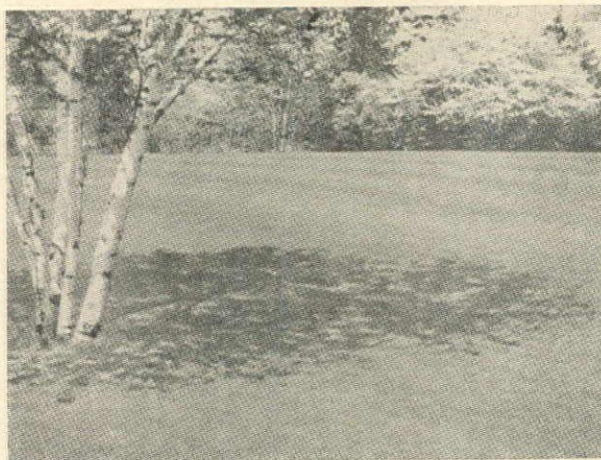
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possibly operate, McDowell said, but so scarce was farm equipment that most Russians didn't know the difference.

Despite official Russian efforts to stamp out religion, churches were jammed on Sunday and people stood in long lines hoping for a glimpse of the priest. Though most deny belief in God, Russians engaged in conversation by the Wisconsin group were anxious to talk about religion.

Perhaps the most vivid contrast between Capitalism and Communism was observed in Berlin. In the Western sector, much of the rubble of World War II bombings has been replaced by new, modern buildings, and shops throb with customers.

In the Communist sector, new buildings are few and far between, and living standards generally much lower.

Virginia's delegation will cover the same general route as that taken by the Wisconsin group, but will visit different farms and sections of each country, so that duplication will be avoided, according to Commissioner Brinkley. •

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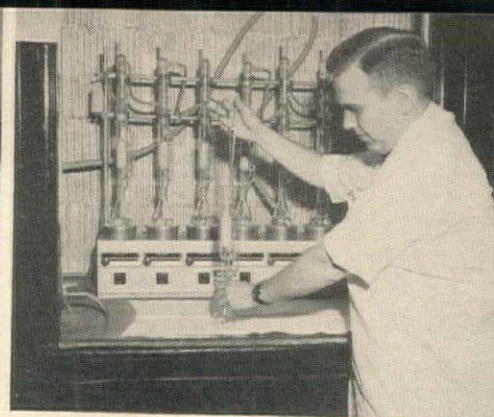
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by VIRGINIA CARTER

Information Officer, Virginia Department of Agriculture

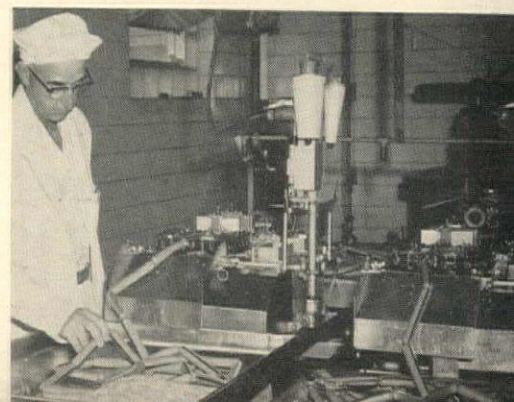
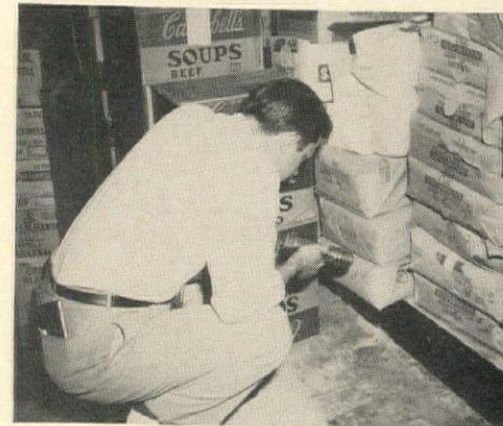
● A corps of "detectives" is at work to see that the food you buy is pure and wholesome.

These "detectives" are food inspectors of the Virginia Department of Agriculture.

They don't wear wrist radios à la Dick Tracy—at least not yet. But they do carry an amazing array of equipment. It usually includes:

- A thermometer,
- A kit to measure the strength of bottle-washing solutions,
- A typewriter,
- A camera,
- A flashlight,
- A flour slick to detect foreign material in flour and corn meal,
- An infrared light,
- And a chemical kit to tell if meats have been treated with an artificial preservative. (Suspected cases go to the lab to be double checked.)

(Continued on next page)



Top row, left to right: James A. Johnson, a Virginia Department of Agriculture chemist, checks cookie samples for possible insect contamination. VDA employee Charles O'Rear checks to see that milk samples contain no antibiotic residues. Leon Harris uses an extractor in the VDA Food Lab to see that sausage contains not more than 50 per cent fat. Second from top picture to bottom: A. Lee Turner, who heads the Virginia Department of Agriculture's Pure Food Section, inspects a supermarket store room for possible insect, rodent contamination. Helen Hodges uses microcoulometric gas chromatograph to test foods for DDT and other residues. C. C. Mayes, a VDA pure food "detective," packs his gear for an inspection trip to food processing plants, warehouses, supermarkets. Meat inspection is carried on under a joint VDA-USDA program.

Inspectors use these aids, plus a background of practical knowhow, to see that the food you buy is not misbranded, adulterated, or contaminated.

Working along with the inspectors are trained scientists in Department laboratories. These men and women use the most up-to-date instruments and equipment to check food purity.

Thanks to their efforts, and heavy fines levied by the courts, the practice of adding sodium sulfite to meats has been stopped in Virginia. This chemical keeps the meat looking red and appetizing even after it is actually rotten.

Adding water to canned tomatoes is not much of a problem any more, either.

From time to time, Department inspectors do turn up cases of mislabeled food.

According to the law, for example, deviled crabs must be just that—all crab. Sometimes it's part fish.

"Pure maple syrup" has been known to be caramel-colored sugar syrup with flavoring. When this happens, the consumer pays 60 cents a pint for something that costs about 12 cents to make.

The law sets certain standards which must be met by food products. The Department sees that they are met.

Apple cider must not contain more than 0.1 per cent of the preservative, benzoate of soda, for example.

The ceiling on dry skim milk plus cereal in hot dogs is $3\frac{1}{2}$ per cent unless the product is labeled "imitation," then there is no limit.

Pork sausage must be all pork, and sausage must not contain more than 50 per cent fat.

It would be hard—in fact impossible—for the consumer to spot violations on her own.

A food inspector can see for himself if the water is hot enough and the cleaning solution strong enough to get soft drink bottles clean.

He observes the general cleanliness of the food processing plant, warehouse or grocery store.

He checks flour or corn meal for possible rodent contamination.

He uses his infrared light to locate rat urine or to find treated grain which may be in food channels by mistake.

But many things which threaten the purity or quality of foods can't be detected, even by a trained observer.

Are tiny fragments in a cookie box crumbs or insect legs?

Has fruit been canned before it was mature enough?

These are places where laboratory equipment and trained scientists must give the answers.

Within recent years, the extensive use of chemical pesticides has brought the word "residue" into everyday use.

A pesticide residue is a trace of the chemical bug killer left on the product. Scientific studies have established "tolerances," the top limit for safety.

Last year food inspectors of the Virginia Department of Agriculture sampled 1,721 lots of Virginia apples. Laboratory tests turned up only two samples above the established pesticide tolerance; these lots were cleaned before sale. Only 15 samples were even close to the tolerance.

Food inspection also helps to clear up questions in emergency situations, such as floods, fires, wrecks or power failures.

When a cold storage food plant in Richmond was rocked by an explosion a few years ago, our lab force was called in. It checked to see if food left in the warehouse was safe to eat.

Allied with pure food work is the Department of Agriculture's program of inspecting dairy products.

This starts right on the farm to see that proper sanitation practices are followed.

It extends to correct on-the-farm milk storage and to careful handling of the milk from farm to the processing plant.

Samples of milk are constantly tested by the Department of Agriculture to see that:

The bacteria count is within safe limits,

No water has been added to the milk, either on purpose or through careless cleaning of equipment,

The milk meets standards in its butterfat content,

No traces of antibiotics contaminate the milk,

And pesticide residues are not present.

The Department also checks ice cream to see that it is wholesome and that it meets minimum requirements on content of butterfat and milk solids.

Through its meat inspection program, the Department spots and diverts from food use animals that are diseased.

The Agriculture Department's program of eradicating animal diseases also insures pure food to the consumer.

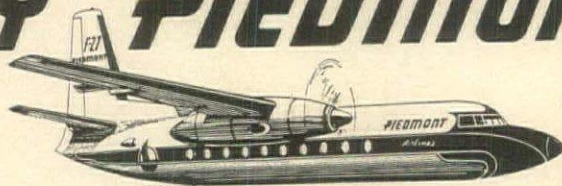
The farmer is just as interested as the consumer in keeping food pure and wholesome.

He knows that one cranberry scare can bankrupt him and wipe out years of good will.

That's why he and folks in the city join in supporting work by the Virginia Department of Agriculture to keep channels open for clean, pure, wholesome food.

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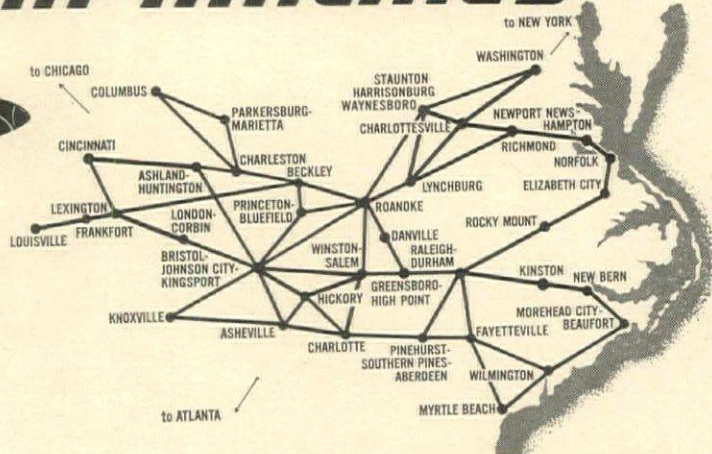
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THERE IS NO OTHER public service more fundamental than the services rendered by the Weights and Measures Section of your Virginia Department of Agriculture.

Be you farmer, housewife or businessman, the Weights and Measures Section is your protector.

Without realizing it, the housewife encounters the efforts of Weights and Measures inspectors each day.

Take an average short shopping tour. On the way to the store you have to stop for gas. Check the seal on the gas pump. It means the Weights and Measures people have been there.

Need a pack of cigarettes? The tobacco has been check-weighed since it was delivered from the farm to the auction market.

At the supermarket the scales in the meat and produce sections carry a seal for correctness.

There are more than 3.5 million prepackaged items in supermarkets today. All are required to have the weight or measure of the contents printed on the package. That includes everything from your carton of milk to the canned items.

These weights and measures are checked at the processing plant, and are also spot-checked by VDA inspectors in the markets.

When you return home the oil man has filled your tank with heating fuel. His meters have also been checked to assure you of a full measure.

The farmer has a big stake in Weights and Measures. He encounters it from both ends—both as a buyer and a seller. With feed, seed and fertilizer a large part of his operating expense he must receive what he orders.

Also when he sells his crop—live-stock, produce, milk or tobacco—he sells by weight and measure. The correctness of the weight and measure could mean profit or loss.

This is also true with the businessman. True weight and measure protects the merchant both in profit and loss and in good will—which means the same thing in the long run.

Anyone can be justly disturbed when he is over-charged. But consider the

(Continued on next page)



weights and measures

by

CHARLES STELLING

Information Officer

Virginia Department of Agriculture



Top photo: All prepackaged meats are double-checked by VDA inspector, R. H. Shelton. Center: Service stations in Virginia are visited by Weights and Measures inspector, G. W. Holmes, to make sure you get the full amount. Bottom photo: Virginia Department of Agriculture inspector, James Lyles, checks scales in supermarket produce section.

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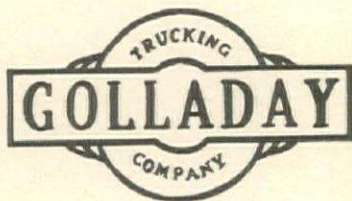
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plight of the merchant who is selling 17 or 18 ounces for a pound.

A single ounce error on a scale making 100 weighings a day for 300 days a year at \$1.00 a pound, will multiply out an error of \$1,875.

An operation like this is routed for bankruptcy. And this has happened.

The value of weights and measures inspection works both ways.

Most businessmen recognize the need for honesty. Without it, the public will not allow him to remain in business long. Businessmen welcome the inspections as a check to keep faith with the public.

The Weights and Measures Section periodically tests the scales and measuring devices used in commerce to protect all buyers and sellers.

The first duty of the Division is to make sure, by regular, systematic inspection, that weighing and measuring equipment is correct, and that false and incorrect scales and measures are not used. This includes every type and size of scale; linear measures used in selling yard goods; gasoline pumps and grease measuring devices in service stations; trucks and trailer tanks; and large petroleum meters.

The enforcement of accuracy affects the personal welfare of every individual. Nearly half of the family income is used to purchase necessities bought by weight and measure.

In buying and selling, pounds and inches are dollars and cents.

A constant surveillance is maintained. Complaints are investigated and, when necessary, prosecutions are instituted to secure compliance with our laws.

Yes, Virginia, there are violators.

But the Virginia Department of Agriculture is happy to report that the fiscal year ending June 30, 1961, was the most successful in Weights and Measures history.

During the preceding year 3,660,435 packages of prepackaged commodities were check-weighed and/or measured compared with 563,279 in the year before. This was an increase of 549 per cent. Only eight per cent were found in violation and ordered off sale.

The step-upped program has resulted in many companies, and the general public, taking a new look at their responsibilities.

It must be recognized that the weights and measures inspector cannot be present at each purchase. The buying public has definite responsibilities and should insist on good merchandising practices.

Cooperation of this kind should result in considerable savings to buyers, and give firm support to honest merchants who strive for 16 ounces to the pound. ●

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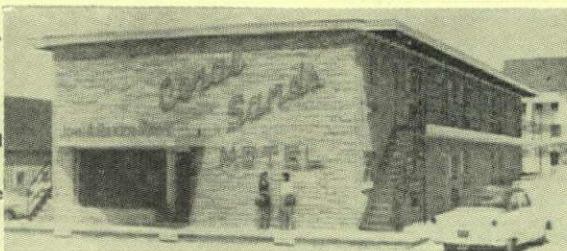
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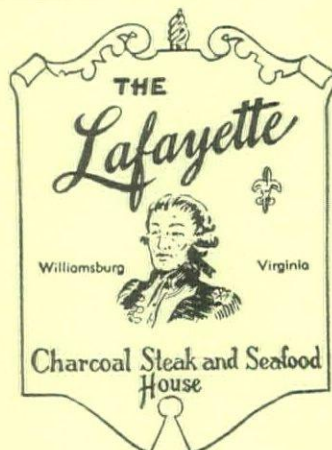
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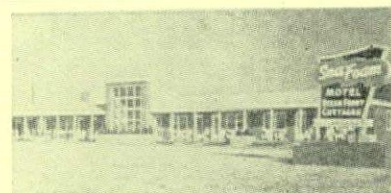
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The summer house, which commands a view of the confluence of the James and Appomattox Rivers.



The drawing room, used by Lincoln as an office.



View of rear of Grant's headquarters at City Point.

VIRGINIANS who are aware of the revolutionary changes which have taken place since 1910 in making Hopewell one of the state's industrial giants, may be surprised to learn that this city with its huge, sprawling plants, perched on the banks of two rivers, was a century ago a hustling, bustling port, supplying the Union Army during the last year of the Civil War. Unlike the South, the North was relatively well stocked with raw materials, and Federal forces ran a large-scale supply depot at City Point.

The modern city of Hopewell can trace its ancestry to 1613, for in that year a settlement was founded at "Bermuda City." In 1923 Hopewell annexed Old City Point, which was the successor to Bermuda City, Charles City and Charles City Point.

Ordered out of the political unrest of Washington by President Lincoln, at the peak of hostilities, General U. S. Grant commandeered Appomattox Manor, the ancestral home of the Eppes family at City Point, and established his headquarters here in June 1864.

A series of photographs of the period, carefully preserved and compiled from many sources, shows City Point in 1864-65 as a vast supply depot, where extensive docks and warehouses crowded the area. It was not unusual to see more than a hundred ships, including barges, sail and steam unloading supplies at the same time. Even the City Point Railroad, one of the earliest in the Nation, having been chartered in 1836 and completed in 1838, was turned into a military railroad, adding its part to hustling supplies for Grant's army.

As Grant settled down for the long siege of Richmond, a town quickly sprang up along the waterfront. There were warehouses, telegraph offices, guardhouses, hospitals and every conceivable structure for the operation of an army base. Appomattox Manor became the general-in-chief's headquarters. Cabins were erected on each side of the Manor, and here all of the officers lived, including General Grant, who had a three room cottage in order to accommodate Mrs. Grant and his sons, who accompanied him. The area presented an animated appearance with officers, clerks and orderlies crowding the grounds. The Manor be-

came the center of Grant's administration for an army of 120,000 men, as well as the Pentagon of the Civil War, for from this point he directed all of the Union Armies for ten months. Here, he conferred with his generals on strategy, directed his staff members and released latest news to war correspondents. The present dining room was used as his office and was the heart of his communication system. Notches are plainly visible on one window sill where the telegraph wires were installed, the only means of quick communication in those days when home telephones, radio and TV were only dreams of the future.

President Lincoln also kept his fingers on affairs of the Army, being a frequent visitor from June 1864 to April 1865, and according to records of the period, did not always inform Grant in advance of his arrival. However, late in March, 1865, he arrived on his steamship, the "River Queen," accompanied by Mrs. Lincoln and tied up to the pier just beneath the Manor, making this the White House for more than three weeks while awaiting the fall of Richmond. He used the present drawing room as his office, climbing the steps from his boat several times a day to confer with Grant, receive visitors and the latest news of the day.

Appomattox Manor represents part of a grant of 1700 acres patented to Captain Frances Eppes in 1635, and still in the possession of his descendants, probably a record in America. Located high on a bluff, overlooking the confluence of the Appomattox and James Rivers, it was part of a plantation formerly known as "Hopewell Farms" and named for the ship "Hopewell" on which Captain Eppes presumably arrived in the Colony. The Manor, now an historic attraction, opened to the public on April 1 and may be visited daily through October 31.

Visitors will find Appomattox Manor, Virginia's latest historic attraction, a light-hearted lady, but one of determination, having survived shelling by gunboats during the Revolutionary War, occupation by the Union forces during the Civil War; and from her serene surroundings has watched approaching war clouds, and the arrival and departure of countless trainees at near-by Fort Lee through two major World Wars.

try, because one cannot exist without the other. Of the new businesses started in Virginia during 1958-61, 29 per cent were related to agriculture.

It is also impossible to clearly discuss industry without including agriculture because of the contribution made to industry.

Seven out of each ten dollars of the farm income is returned to industry to purchase production supplies. These industries are dependent upon the farmer for their very existence. In turn, the farmer depends upon processing and marketing businesses as well as supplies for survival.

In this era of rapid agricultural change, too few people realize the importance of this advancement.

The agricultural changes during the last 20 years have been more rapid and more significant than in any previous period in history.

Progress begets progress. The modern technological advances during the last 20 years will pyramid.

Just as Colonel John Glenn's flight into space has put the world on the brink of an era of expansion that is beyond comprehension, so has the agricultural break-through opened a new era.

We must be prepared to meet these challenges.

Never before have we in agriculture faced such a challenge.

Never before has agriculture faced such problems.

But history proves that progress is marked with growing pains, and progress is measured by the ability to meet the challenge.

History demonstrates clearly that agriculture is the balance wheel between a free people and slaves.

It also determines the standard of living for the community, the state and the nation. In America,

we produce more food with less people than any nation in the world. It is no coincidence that ours is also the highest standard of living known to man.

Many changes on the farm have made this possible. Since 1940 the number of horses and mules on Virginia farms declined 67 per cent. During this same period the number of tractors and trucks increased threefold.

The use of electricity on the farm has been responsible for increased efficiency and comfort.

Increased knowledge in chemistry and the biological sciences have sparked major crop and livestock increases. Many varieties of crops now being grown in Virginia were not developed 25 years ago.

As the number of Virginia farms decreases, the size of the farm increases.

Farming is becoming more

EASY WAY



to a lovely lawn!

New V-C LAWN BUILDER takes the care out of lawn-care! No more endless fertilizer applications—once over with V-C LAWN BUILDER keeps grass growing all season long. The reason? GPA (Graduated Plantfood Availability)—an exclusive "built-in control" that releases nutrients gradually over a long period. V-C LAWN BUILDER is SAFE... won't burn...needs no watering in. For lawns, trees, shrubs and flower beds. Pick up a bag today!

Precision-made by
**VIRGINIA-CAROLINA
CHEMICAL CORPORATION**
RICHMOND, VIRGINIA
Fertilizer Manufacturers
since 1895



V-C PRECISION
MADE

**LAWN
BUILDER**

THE COMPLETE FERTILIZER WITH GPA®

Graduated Plantfood Availability
gives grass a strong start plus
long lasting growth!

ONLY \$4.50 FEEDS
AVERAGE-SIZE
LAWN

ON-BURNING

V-C and GPA are
registered trade-marks.

Rich in
ORGANIC nitrogen

Easy to apply by
hand or spreader

No need to
water in

Safe
won't burn

Odorless
clean dust-free

competitive. In this competition the modern farm must be large enough so the operator can own and operate labor-saving machinery and equipment.

The increased competition from industry and foreign agriculture compels today's farmer to be cost conscious.

In many instances, economic survival of commercial farms will depend upon the ability to increase efficiency.

In this respect the farmer is a businessman. Sound business management is essential. In this respect machine power is replacing muscle power. Wage rates have risen more rapidly than have prices of mechanical power. Capital is being substituted for labor at a very rapid rate.

This is where banks and other credit services enter the Industry of Agriculture. They play an increasingly important role in the

development of the overall picture.

Included in this picture are such agencies as the Farmers Home Administration and the Small Business Administration.

While America has been in an international struggle to close the missile gap, our agriculture has accomplished a victory that the rest of the world can only hope for in the future.

With this amazing growth we have felt the pains of progress.

We have diverted much of our farm capital in the outlay for machinery, fertilizer plants, feed mills, and market places.

We have diverted many of our farm people to meet the demands of urban areas.

We have diverted much of our farm land to highways and housing.

The income of the Virginia farmer has been in the lower ten among all states.

In spite of the great progress Virginia has made, there are problems which block agriculture's full potential.

Some of these are in farming technology, some are in meeting the needs of the farmer and some are in the marketing of the farmer's products.

In the past, we have had the "farm problem" as the whipping boy for the nation's economy. We segmented the problems of related businesses and industry.

We need a new approach which will include the entire Industry of Agriculture.

We need a healthy climate to obtain the co-ordination of all parts of the industry.

It shall be the duty and responsibility of the Commission of the Industry of Agriculture—with the cooperation of all Virginians—to seek and obtain an intelligent approach to this challenge. ●

Edward's

**WIGWAM
BRAND**

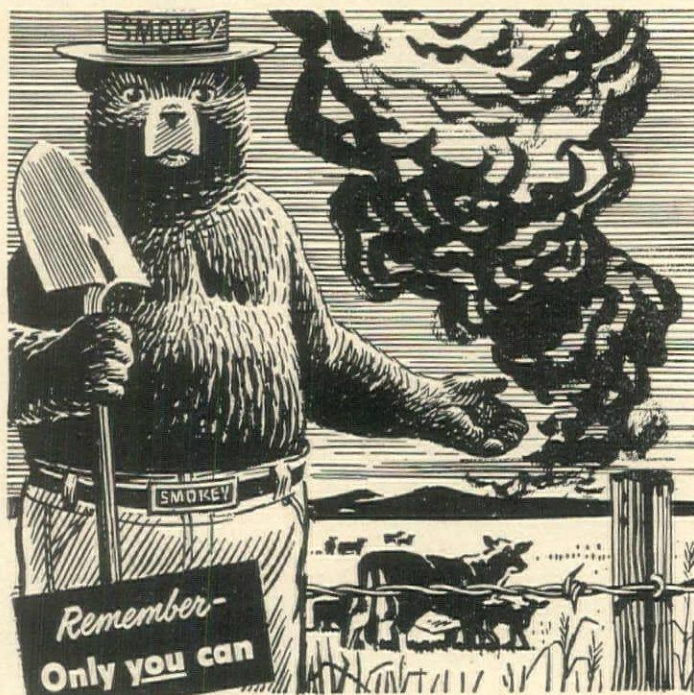
Meat Products

**Top Quality
HAM-BACON
SAUSAGE**



**S. Wallace
EDWARDS
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SURRY, VA.



PREVENT RANGE FIRES

Our aim is to strive for better pure bred Herefords for the commercial breeder and the pure bred breeder.
GOOD BULLS AND FEMALES FOR SALE AT ALL TIMES

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CHARLOTTESVILLE, VIRGINIA

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**Wholesale
Grocers**

Established 1917

Pleazing Food Products

Culpeper and Orange, Virginia

NORTON & COMPANY

Renderers

127 Madison Street

ALEXANDRIA, VIRGINIA

We Salute

Virginia's Department of Agriculture

and

Our Many Farmer Friends Throughout

The Commonwealth

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Va. - U.S. Approved Pulloxum Clean

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CUSTOM POULT HATCHING
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Broadway, RFD 2

Broadway, Va.

Sealtest
TRADE MARK
DAIRY PRODUCTS

VIRGINIA PLANTS

Richmond

Norfolk

Petersburg

Newport News

Harrisonburg

Danville

Roanoke

Collinsville

Christiansburg

Bedford

Rocky Mount

VIRGINIA BUSINESS REVIEW

THE STATE OF VIRGINIA will launch a special advertising and promotional campaign this spring and early summer to assure persons in other states that Virginia's beaches, hard-hit by the recent storm, will be rebuilt and ready for vacation visitors when the season opens.

Marvin M. Sutherland, Director, Virginia Department of Conservation and Economic Development, said his Department started planning for assistance shortly after the storm hit the beach areas about a week ago.

"A representative of our Department has just returned from the beach areas, where he made a personal inspection and was pleased with the rapid progress which is being made to bring the facilities back to normal," Sutherland said. "He is convinced that Virginia's beaches will be ready for vacation visitors when the season opens."

"Our plans were presented to Governor Harrison, who evinced keen interest in them and gave them his hearty approval," Sutherland added. "Governor Harrison, who visited the

storm-hit beach areas on March 11, also offered some promotional ideas of his own whereby the State, in co-operation with beach interests, may work together to inform the nation that the beach areas will be ready. We will work with the beach interests co-operatively in carrying out these ideas."

Sutherland said that the campaign will begin with newspaper advertisements in a few out-of-state papers on April 1 to support other advertising to be placed by the Virginia Beach Advertising Board, designed to bring Spring visitors to Virginia Beach.

The larger campaign, which will include advertisements in about 20 out-of-state newspapers circulating in states from which Virginia receives the largest number of visitors, will be published in late May and early June, and will serve to assure the people that everything will be in readiness at Virginia Beach, Ocean View, Buckroe Beach and Colonial Beach when the regular season opens.

Sutherland added that Virginia's beaches are already well represented in the Department's regular spring and early summer magazine and newspaper advertising schedules, which are somewhat larger than last year.

He said that the Virginia Beach Advertising Board made a request to the Department for special advertising assistance. The Virginia Travel Council and the Virginia State Chamber of Commerce also urged the Department to give extra advertising assistance to beach areas.



R. F. Wingo, Jr., above, Vice President of Southern Materials Company, Inc. was elected to the Board of Directors of the Ready Mix Concrete Association at its 32nd Annual Convention held in Chicago, Illinois.

The National Ready Mix Concrete Association was attended by members from all 50 states and Puerto Rico. The Association has members in foreign countries such as Australia, New Zealand, Lebanon, Japan, Iceland and many central and South American countries.

* * *

Richmond and environs has a new advertising agency, Don Martin Advertising, Inc., with offices in Bon Air.

President and founder, Don Martin, was formerly executive vice president of Advertising Associates here and sales manager for C. F. Sauer Company.

Martin, a native of Baltimore, also served as account executive with agencies in Philadelphia and was with the American Broadcasting Co. and United Press International in New York.


The new company holds accounts for High's of Richmond, Commonwealth Ford, Rox Chemical Co., Courtesy Motors, Amara Food Plan of Virginia, Jaili's Home Fashion Center and Stanley Toy and Novelty Co.

* * *

Motorists using the new east peripheral road at Dulles International Airport when it opens this fall will come across a little Virginia history. The access road, connecting Route 50 and Route 7, has been named Sully Road after the nearby Fairfax County home built by Richard Bland Lee in 1794.

The name was officially given by the Highway Commission last week at the request of the Loudoun and Fairfax County Boards of Supervisors and with the approval of the Federal Aviation

(Continued on page 32)



The BUNKER HILL Brand
Is Recognized for
QUALITY

*On the market in Virginia
for more than 40 years . . .
and growing all the time!*

SAM McDANIEL & SONS
Bedford, Virginia

Best Wishes to the Farmers of Virginia

Worcester Fertilizer Company, Inc.

SNOW HILL, MARYLAND

Quality Apple Products

BOWMAN APPLE PRODUCTS CO., INC.

MT. JACKSON, VIRGINIA

FARMER'S EXCHANGE, INC.

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PULASKI LIVESTOCK MARKET

DUBLIN, VIRGINIA

South's Leading Stocker & Feeder Market

AUCTION SALES EVERY FRIDAY

M. B. SUTHERLAND and J. C. WILLIAMS, Operators

BEATTIE BROS.

Corn Meal

PRospect 9-2586

ELLERSON, VIRGINIA

MICHAEL'S TRANSFER

M. L. MICHAEL, *Proprietor*

GENERAL HAULING TO ALL POINTS

FAST SERVICE TO 33 EASTERN & SOUTHERN STATES
REFRIGERATED TRUCKS FOR PERISHABLES

Specializing in Frozen Fruits

Telephone MO 2-4474

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WINCHESTER, VIRGINIA

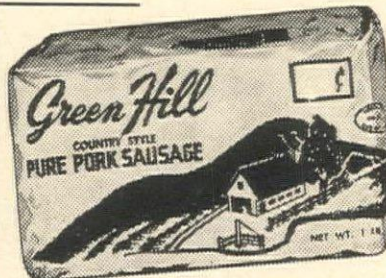
PRETLOW PEANUT COMPANY, INC.

PEANUTS IN CARLOADS

SINCE 1900

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*Your customers
will thank you
for stocking*

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Green Hill Pure Pork Country
SAUSAGE

It's delicious because "we wrap our future in each package"
Also stock GREEN HILL Franks • Beef & Beef Stock

GREEN HILL INC.

Elliston, Va.

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GOOCHLAND, VIRGINIA

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THOMAS B. HALL, JR.
General Manager

Virginia Dark-Fired Tobacco Growers Marketing Association

INCORPORATED

Main Office Phone EXport 2-3785

FARMVILLE, VIRGINIA

A Farmer's Cooperative composed of growers of Virginia dark-fired tobacco operating
warehouses in Farmville, Lynchburg, and Blackstone, Virginia

CHRISTIANSBURG FUEL & SUPPLY, INC.

AGENCY FOR SOUTHERN STATES
CO-OPERATIVE FARM SUPPLIES

Felicitations to the Virginia Department of Agriculture

FARMERS & MERCHANTS NATIONAL BANK OF BLACKSBURG

3% ON ALL SAVINGS ACCOUNTS

BLACKSBURG, VIRGINIA

Member Federal Deposit Insurance Corporation

MRS. GILES SALAD KITCHEN

125 Oakley Avenue
LYNCHBURG, VIRGINIA

The Farmer As Consumer

(Continued from page 9)

The telephone is becoming commonplace on the farm.

Agriculture purchases a large portion of services rendered by the transportation industry.

Agriculture also provides employment for more than three jobs off the farm for every one on the farm.

The 7.1 million workers producing food and fiber exceed the combined employment in transportation, public utilities, the steel industry and the automobile industry.

At least 16 million workers have jobs related to agriculture.

Six million people have jobs providing the supplies and equipment farmers use for production. Ten million more people are employed from the time the food leaves the farm until it is consumed.

There is very little fundamental difference between the man who runs the farm and the man who operates any other kind of business.

Actually, the man who runs a farm today lives in much the same kind of a house as his urban cousin, and it is just as full of gadgets that are smarter than he is.

He drives the same kind of car, and chances are he is making the same kind of payments.

By any standards—save one—American Agriculture is a success story.

With all its efficiency, its productivity and its great assets, agriculture has not achieved economic well-being generally for its own members.

The income of the American farmer has not grown in relation to the great advances it helped to bring about.

As a group, net farm income has dropped 26 per cent from 1947 while farm production per man hours has increased 108 per cent.

Too few people consider that the consumer's food dollar includes the cost of giving the housewife processed commodity in the way she wants it.

Even with the added expense of convenient forms, food is still the biggest bargain on the market today.

Many local businesses in Virginia are totally or largely dependent upon purchases of farmers or services rendered to them for their livelihood. Dollars spent by farmers create additional business which amounts to several times the original expenditure in the locality where spent. ●

In the fiscal year, ending June 30, 1961, the Virginia Department of Agriculture graded 105,189,488 pounds of processed foods and 69,680,933 pounds of meat.



BROWN'S GARDEN CENTER

U. S. 50—Chantilly, Va.
5 Miles East of Gilberts Corner

327-6355

EVERGREENS
PLANTS-SHRUBS

*Complete Landscaping
Service*

Serving Northern Va.



LEE BANK AND TRUST COMPANY

4% ON SAVINGS

"Serving Your Every Banking Need"

Money for Many Purposes

PENNINGTON GAP—ST. CHARLES, VIRGINIA

Member Federal Deposit Insurance Corporation

*We Salute the Virginia Department of Agriculture
and Our Farm Friends*

LEE FARMERS COOPERATIVE

Feeds — Seeds — Fertilizers

Farm Supplies

Phone 221

Jonesville, Virginia

G. V. ELY, *Manager*

CAROLINE PACKING CORP.

PENOLA AND DIXIANA BRANDS

CANNED TOMATOES

Phone WY 4-2464 (Dawn, Va.)

W. H. VAUGHAN, JR., *Gen. Mgr.*

PENOLA, VIRGINIA

W. W. SAMUEL

COMPLETE LINE OF FEEDS

Chicken Feed - Hog Feed - Horse Feed
Dog and Cat Food - Canned and Dry
Rabbit Pellets - Corn

AMOCO GAS PRODUCTS

Courtesy Cards Honored

Complete Line

GROCERIES AND MEATS

Five Forks

CA 9-3771

WILLIAMSBURG, VA.

SOUTH BOSTON BANK AND TRUST COMPANY

SOUTH BOSTON, VIRGINIA

MEMBER OF F.D.I.C.

The Mead Corporation

LYNCHBURG, VIRGINIA

Manufacturers of

PAPERBOARD PRODUCTS

Buyers of
ROUGH OAK

Let's Keep Virginia Green



ROY ERICKSON COMPANY

• WHOLESALE •

Veterinary Health Products for

POULTRY TURKEYS LIVESTOCK

Harrisonburg, Va.
290 C & W Drive

Dial 434-3808
Immediate Service

Patrick County Motor Company

STUART, VIRGINIA



SALES
AND
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Wardell Farm

Old Fashion

COUNTRY CURED HAMS

Contact S. E. Baylor for prices:

Wardell Hams

Route No. 2

CEDAR BLUFF, VIRGINIA

Phone 964-6253 (Richlands, Va.)

Best Wishes

to the

Farmers of Virginia

LUPTON ORCHARD SERVICE, INC.

BOX 405—560 N. LOUDOUN ST.

PHONE MO 2-3421

WINCHESTER, VA.

Today's Consumer

(Continued from page 12)

According to USDA, three "ready-to-serve" meals costing \$6.70 for a family of four could be prepared in the home kitchen for \$4.90, or \$1.80 less. The homemaker would use about 5½ hours to get the three home-cooked meals, but only 1½ hours to get the three "ready-to-serve" meals on the table.

The food cost saving of \$1.80 for home-cooked meals represents an hourly wage of about 50 cents for the four extra hours of work in preparing them.

Those are the two extremes. Most families use a combination of foods—unprepared, partially-prepared, and ready to heat and serve.

Other changes in products fit other developments in modern life—small families, for example.

Once buying a turkey meant either a hen weighing 10 to 15 pounds or a tom weighing 16 to 30 pounds. For a small family, that led to eating turkey for days.

It took researchers about 10 years to perfect a small, meaty turkey. The hens weigh 5 to 9 pounds, the toms 9 to 15 pounds.

Now Virginia farmers grow four million of these light-type turkeys every year.

Does the consumer want bright red apples? Orchardists in Virginia and elsewhere will switch their varieties.

Does she prefer pork chops from lean, meaty hogs? Then farmers will grow more of them, fewer fat-type hogs.

Does she buy more potato chips and fewer fresh potatoes? Producers will grow potato varieties suitable for chipping.

Is there a market for instant sweet potatoes? Then farmers in Virginia and elsewhere will consider producing potatoes for this outlet.

LIVE,
LAY
AND PAY

Place Your Order NOW for
DAY OLD AND STARTED PULLETS

Also HARCO Sex-Links

**POCOSHAM
HATCHERIES**

Phone BE 2-2649
RICHMOND, VIRGINIA

Not only is the consumer getting a greater variety of food, she's spending less of the family's income for it.

Today's homemaker spends 20 per cent of the family's disposable income for food, compared with 28 per cent in 1945. Most people of the world spend half their income for food.

One hour's take home pay buys much more food than it would have a decade ago. It buys one loaf more bread, nearly two pounds more chuck roast, 10 pounds more potatoes, two quarts more milk, or one and one-half dozen more eggs.

Food costs have risen less since 1947-49 than most other consumer items in the cost-of-living index. For all items on the list, the increase to April, 1960, was 26.2 per cent. For food, the increase was only 19.5 per cent.

Other changes include: transportation up 45.1 per cent; rent up 41.4 per cent; fuel for home heating up 36.3 per cent; and housing up 31.4 per cent.

Retail food prices have stayed relatively low due to declining farm prices. Other factors in the price of food—transportation, labor processing and marketing costs—have gone up.

The farmer's share of the consumer food dollar has gone down from 49 cents to 38 cents in the past ten years.

Shopping for the family's food is another thing that "ain't what it used to be."

A shiny, sprawling super market has replaced the neighborhood corner grocery, the meat market, and the butter-and-eggs man.

In the past ten years, one out of three Virginia food stores went out of business. At the same time, sales of the average food store went up by 77 per cent.

The typical food store today stocks around 7,000 food—and non-food—items.

Ironically, many folks complain about high food prices when their "grocery bill" includes one dollar for non-food items out of every five dollars spent.

These dollars go for household appliances, linens, clothing, pet food, china, toy items, drug items, and patent medicines—all available in the supermarket.

Thanks to the Industry of Agriculture, the American consumer is better fed, at lower real cost, than ever before.

This partnership of supplier, farmer and processor has abolished, here in this country, one of mankind's oldest anxieties—the fear of hunger and famine. ●

YODER DAIRIES, INC.

GRADE A PASTEURIZED
FRESH MILK & CREAM

Phone 497-3518
7260 Kempsville Road
NORFOLK 2, VA.

BRANDY ROCK FARM

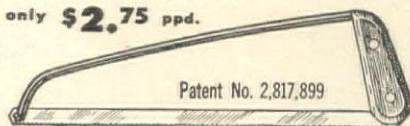
PUREBRED ABERDEEN ANGUS CATTLE

BRANDY, VIRGINIA

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Phone Culpeper VA 5-9562

only \$2.75 ppd.



At last a light-weight saw for pruning fruit trees. Not necessary any longer to work with a heavy, poorly-balanced saw. Our saw is tough and sturdy, made of finest materials, and makes rapid, clean cuts. Excellent for trimming pine trees and heavy shrubbery. Your wife will want one, too. Just attach name, address and check to this ad, and send to

Wheeler Saw Co.

BELCHERTOWN, MASS.

YOWELL HARDWARE COMPANY, Inc.

"Oldest Mercantile Firm in Culpeper"

Telephone 825-0741

CULPEPER, VA.

"It Pays To Buy In Culpeper"

H & C Coffee



Woods Brothers COFFEE COMPANY

ROANOKE, VIRGINIA

CLINCH HAVEN FARMS

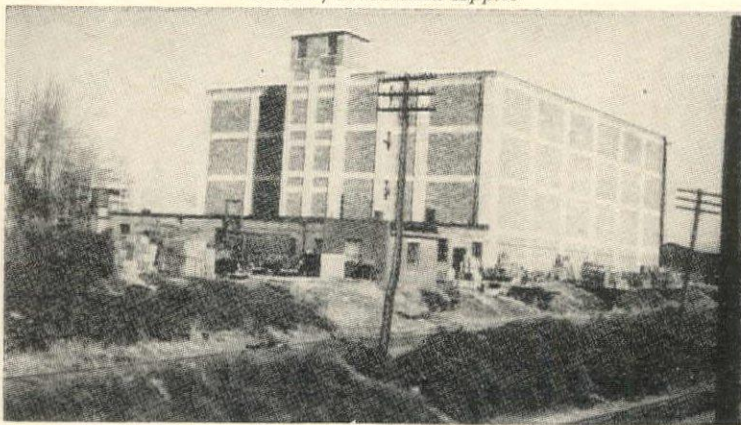


BIG STONE GAP
VIRGINIA

ARRINGTON COLD STORAGE CO-OPERATIVE, INC.

SHIPMAN, VIRGINIA

Home of Flavorland Apples



SHIPMAN PLANT
Capacity 250,000 Bushels

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ARRINGTON PLANT
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PROFIT Proven Through Production in
CLAY'S QUALITY BIRDS

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VANTRESS CROSSES—PILGH WHITE ROCKS

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U. S. Approved—Pullorum Clean

"Bred to Live, Live to Pay"

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TERMITE CONTRACTORS

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Installations — Cleaning — Repairing
Radio Dispatched Trucks

LYTTLE & BARNES SANITATION CO.

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RICHMOND, VIRGINIA

Bishop's Service Station

Telephone SPring 7-3441

LEESBURG, VIRGINIA

Farmers Bank of Holland

3% ON ALL SAVINGS

J. D. RAWLS,
Chairman and President

Member of F.D.I.C.

HOLLAND, VIRGINIA

VIRGINIA BUSINESS REVIEW *(Continued from page 26)*

* * *

Agency. The FAA built the section of road within the airport and the State Highway Department is building the sections north from US 50 and south from Route 7.

The Highway Commission has authority to name highways, but does so only when requested by local interests and when the name is approved by any other agency or group that might be affected.

Sully is a rather secluded house, modest by comparison with other historical Virginia homes, and is little known outside its own environs. But it may become more internationally known than more famous homes of the state when the airport opens.

The Fairfax County Park Authority will restore and refurnish the house, and the work should be well under way by the time the airport opens.

Randolph H. Walker, Jr., has been appointed production manager of Cabell Eanes, Inc., advertising agency, Daniel J. Korman, agency president, announced yesterday.

Walker has been sales promotion and advertising assistant at the Southwestern Life Insurance Company for the past three years.

He attended Randolph-Macon Academy and received his bachelor of arts degree from the University of Richmond. He served in the army from 1953 to 1956.

Walker is a member of the board of directors of the Richmond Area Chapter of National Multiple Sclerosis Society, past president of Atlantic Life Employees Association and past president of Eastern Shore Club of Richmond.

Felicitations to the Virginia Department of Agriculture

COINER'S HATCHERY

GORDONSVILLE, VIRGINIA

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GENUINE VIRGINIA POULTRY

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Plant: Harrisonburg, Virginia

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*We Salute the Virginia Department of Agriculture
and Commissioner Parke C. Brinkley*

Curles Neck Dairy, Inc.

PROCESSOR-DISTRIBUTOR OF DAIRY PRODUCTS

RICHMOND, VIRGINIA

"The Landscape Nurseries"

Watkins Nurseries

SINCE 1876

MIDLOTHIAN, VIRGINIA

*We Are Landscape Designers
And Contractors*

Milton 8-3306 SYcamore 4-2581

THE PEOPLES NATIONAL BANK OF LEESBURG

LEESBURG, VA.

Member F.D.I.C. & Federal Reserve System

The Tri-County Bank, Inc.

BEAVERDAM — DOSWELL
HANOVER

Mechanicsville, Virginia

A Complete Banking Service

MEMBER FEDERAL DEPOSIT
INSURANCE CORPORATION

Best Wishes to the Virginia Department of Agriculture

ORANGE LIVE STOCK MARKET

INCORPORATED

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Dial 9197

Orange, Va.

"Every Hoof Under Roof"

LEO OWNBY, *President*

C. B. DeBARR, *Sec'y-Treas.*

SALE

Every Wednesday

2:00 P.M.

E. B. WOOD & BROS.

Pine and Oak Lumber



HARTFIELD, VIRGINIA

CANNING LAND & CATTLE COMPANY

*WE SPECIALIZE IN FARMS AND ESTATES THROUGHOUT
THE SHENANDOAH VALLEY & ALL OF VIRGINIA*

WE OFFER A YEAR'S FREE FARM MANAGEMENT SERVICE

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Tel. 885-1271



McCLENNY MACHINE COMPANY, INC.

MANUFACTURERS OF FARM MACHINERY

Phone 539-7471

P. O. Box 1206

SUFFOLK, VIRGINIA

*Best Wishes to Parke Brinkley, Commissioner,
Virginia Department of Agriculture
and to the
Farmers of the Old Dominion*

***"Born in Blackstone - Growing
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(Continued from page 3)

especially the non-technical scholar. In scientific work, the student above average is usually spotted by industrial firms and assured of future remuneration; if exceptional, he might advance in research; but fundamentally he is embraced by the system of the Organization Man, which regulates and computes his expenditure of energy toward specific ends of technical specialization. The scholar whose potential would lie in the contemplative fields, which might lead to the study of the whole, is outside the interests of an organization by the very nature of things. In the same way, it is incomparably more difficult to recognize the potential of a youth whose mind might synthesize knowledge, as did Bruno with the Copernican theory, than one who can throw a round object harder than his fellows or knock more people down when he runs with an inflated tube under his arm.

However, though lack of public interest (and, hence, money) would never support a system of recognition, recruitment and development such as exists for the superior athlete, the system for athletes does establish the precedent of cultivating the superior individual within the principle of equal opportunity for all and shows that it can be done. The point is the recognition that the cultivation of the superior individual of the mind does not remove opportunity from those with no minds to cultivate (or interest in cultivating what they have) any more than the subsidization of athletes deprives opportunity to those without muscular development or those without the desire to use their bodies in competitive sports for pay or other emoluments. Just as almost limitless facilities exist for men and women to enjoy a participation in athletic life unrelated to organized sports in a profit system, so do libraries, museums and all manner of facilities exist for those who enjoy participation in the life of the mind without making a career of it.

There is no question that at this time there is a generalized mental block (as well as organized blocs) against the selection and the cultivation of the superior individual of the mind. Very few schools exist in the whole country where, in the early grades, students of pronounced individuality of response are recognized and developed separately.

By the second year in school, if not before, some students will reveal a response to and gift for thinking in abstract terms ("conceptualizing" in the dreadful jargon of our times). Any ex-

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perienced teacher in Virginia will recognize these students. With the enormous problem of merely absorbing the multiplying school population, it would not be possible to inaugurate a sound system of selectivity and separation—even if this is desirable, and experiments have by no means been demonstrated that it is.

Yet, something seems wasted when the money, the time, and the trained personnel are devoted to giving the standard tests — Stanford-Binet and Weschsler Intelligence Scale for Children—to the children with problems, so that society measures its deviants, on whom masses of material have been established, and neglects the superior who holds the potential of making contributions to the future.

Under a system that necessarily must devise curricula and pace the advance to accommodate the average, the superior is exposed to the risk of losing interest and not developing. If he grows sufficiently bored, so that he shows apathy and his classwork suffers, then he will be tested, and the test will reveal him as "a high potential with a low performance;" but then he has had to become a deviant from the norm to attract this attention and be discovered.

While most natively gifted students will demonstrate their superiority and be recognized by their teachers, outside the science awards made by those interested in promoting more specialists, there is no system provided to attract them to and cultivate them for work of advanced pure scholarship. For two years, I chanced to be at the annual S.I.P.A. sessions given at Washington and Lee, where awards are given to students whose school newspapers excelled in some category of journalism. They are gala affairs, the students are enthusiastic, and great excitement is aroused by the winners. Yet, I have never seen a recruiter from a single college waiting outside the Washington and Lee gymnasium to offer inducements to one of these students, nor have any of their parents complained of being besieged by representatives of institutions of higher learning bidding over their child.

Nothing is going to change this, any of it, and these are the conditions under which the superior mind must be developed. Since the change cannot start at the bottom, it must start at the top. It must start at the levels of colleges, graduate work and adults. It has to start with a conviction that as we now have all the techniques that can conceivably be wanted—indeed, with the nuclear bomb we have a technique we don't want—we need to develop a consciousness of what the techniques are

for. It has to be an attitude that welcomes the promotion of conditions, an atmosphere out of which the individual can devote contemplative study to the meaning of man's journey on a planet which some scientists assure us will ultimately cease to support human life.

If Virginians' convictions and interests are not aroused to support Governor Harrison's purpose of a "cultural renaissance," there is nothing any government can do about it. All the movements of superior individuals of the intellect have come out of general movements. The great creative minds of the Elizabethan age were contemporaries, each stimulating the other and all stimulated by the demands of the audience. In the heart of the Italian Renaissance in Florence, the incredible roll call from Leonardo to Michaelangelo were artists working at the same time. The art of Ghiberti, Donatello, Bruneschi, and the giants represented the pride of the Florentines.

If the Florentine wealth and adulation had gone to groups of hired gladiators, the Florence Flamingoes, and the great event of their year had been the annual play-off with the Tuscan Tigers or the Milan Marauders or the Rome Rhinoceri, there would have been no Renaissance in Florence. Minds, like anything else organic, grow in fertile soil.

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too much specialized technical knowledge, he operated as a financier on an immense scale, as a politician and statesman without superior in his area, and as a "promoter" of the arts. He did not use wealth to acquire the work of dead artists who had starved; he did his own recruiting at a high school level and developed men like Michaelangelo all the way to the ranks of the professionals.

So far have we progressed since the 15th Century of Lorenzo de Medici in specialized technique that now vast, complex systems are employed to develop a Michael Mantle. Brains with knowledge and information which Lorenzo's world never dreamed of were combined with a technical efficiency which would have astonished a Florentine to develop this baseball performer whose contributions to the world, such as they are, will cease with the atrophy of his muscles. Can anything more illustrate the futility to which the specialized techniques have been employed? Can anything more illustrate the state of mind of a people who applaud such a use of the technical advances? Can anything more illustrate the separation of man from an awareness of consciousness than that, by his own choice, he has reduced himself to the role of a spectator of games which do not concern him in the least? Fitful fragments of his consciousness are diverted by watching others play a child's game for profit, as other fitful fragments of his consciousness are absorbed in employment at some specialized technique. From the necessary absorption for subsistence, he turns to preferred escapes—even to watching images in a little box that employ a bag of tricks to make him forget his consciousness by laughing. To guard against the possibility that his responses are so debased by opiates that he doesn't know when to laugh, canned laughter provides him with the signal. Here, while technical advances have provided a physical paradise, man has retrogressed in the use of his mind to the level of ignorant villagers watching a traveling puppet show.

The point of this is that this mental climate can not be changed by any governor or government. All that can be done is to provide opportunities for those citizens who would respond to experiences of the life of the mind—both adults and students.

Clifford Dawley

(To be concluded)

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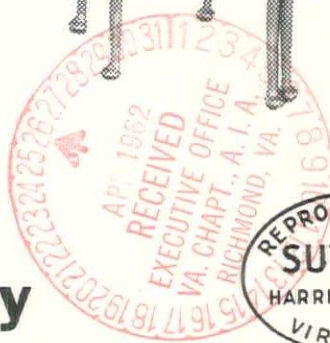
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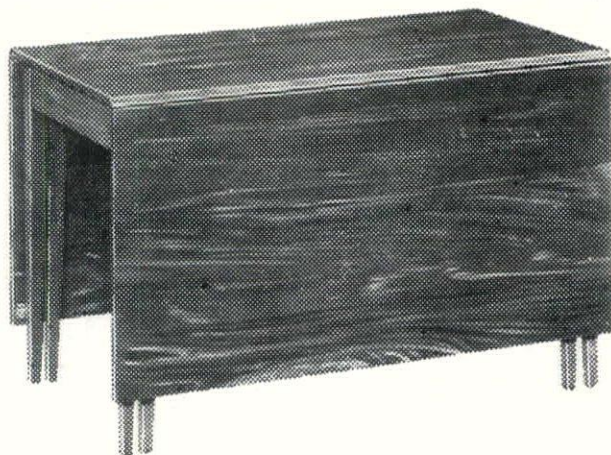
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