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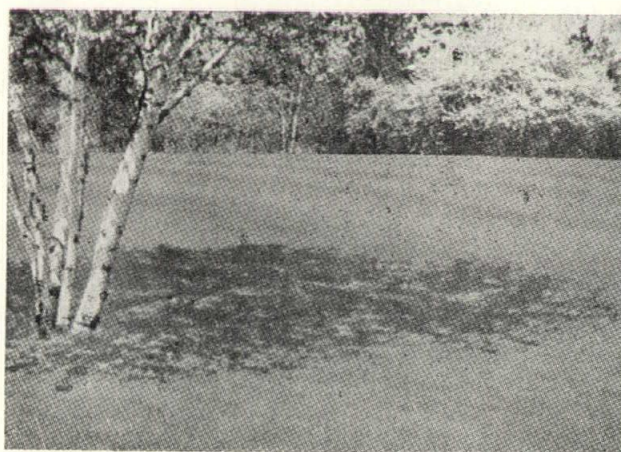
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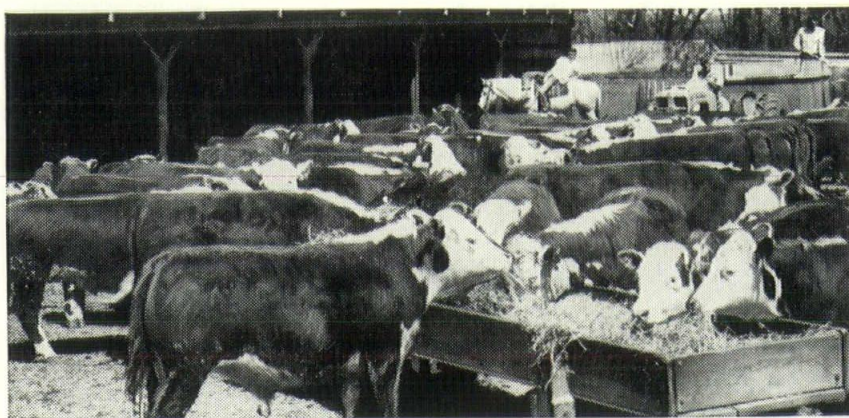
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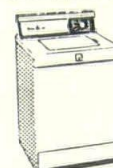
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Quo Vadis, Virginia?

THERE WAS a jazz song in the thirties that contained these lines: "What do you know about electricity?" "I know enough to leave it alone." That song expresses my sentiments about politics.

Fundamentally, political action is group action, which in itself is antithetical to any one who works alone. The group action is designed to resolve the stresses and strains of conflicting interests, of diverse viewpoints, and it has been found in all countries under all conditions (except during dictatorships) that the interminable hub-bub of clashing demands is avoided by the organization of operational groups within the whole. A practical politician is a participant of one such operational group, and by his participation acquires the special skills and knowledge of his craft. Evidently, as observed from the results, a large part of his skill and knowledge is to recognize at what pace to proceed to a given end and to recognize when it is not practical for his operational group to attempt achievement of a given end, when to compromise and when to yield altogether. Inevitably, a certain part of his group action is to achieve *inaction*.

To the individual working alone inaction is the ultimate calamity. Production ceases, and with it income. More significantly even than the cessation of income is the loss of the *reason for being*. For the individual worker to be unproductive is to be among the living dead. Naturally, he is aware—in comparing his individual action to the group action of politics—that many of his decisions would, if made in committee, require months and years. He would be divided into the Committee for Creating Books, the Committee for Practical Work, the Committee for the Long-range View and the Committee of Inclinations. Once each went off and studied and then delivered its report, a secretary took minutes of the meetings and the chairman gave each his chance to orate, it is possible a deadlock would result, and the individual would be reduced to complete inaction.

Inevitably, then, one committee would begin to politick—give ground here, make promises there—and an operational group would finally decide on a course of action which, as the saying goes, "all could live with," but none would really want. But to the individual all those processes are done quicker than the eye can follow, sometimes without even conscious thought at all. The individual worker—and this would apply to the farmer too—is free to follow *instinct*.

Now this individual worker is manifestly unqualified to measure the methods and results of those to whom the achievement of *inaction* is a fine art, but he does sometimes wonder if perhaps the operational procedures in politics have not gotten in the way of the ends to be achieved. Admitted that the ends must be measured in light years rather than in hours, still the ends seem sometimes to be forgotten in the play of the operation. Certainly at all levels the operational means seem to have supplanted the implementation of the basic principles we all grew up to believe.

A politician who becomes a statesman, or a statesman who operates as a politician to achieve his ends, we believe to be an individual not only motivated by

(Continued on page 42)

VIRGINIA RECORD is indebted to R. D. Michael and Mrs. Gene S. Moody, of the Agricultural Extension Service of Virginia Polytechnic Institute for providing and readying the material for this feature presentation on Virginia agriculture.

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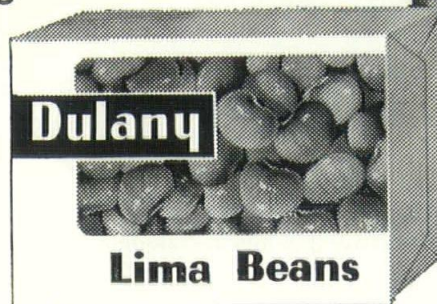
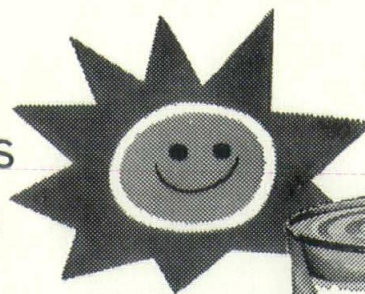
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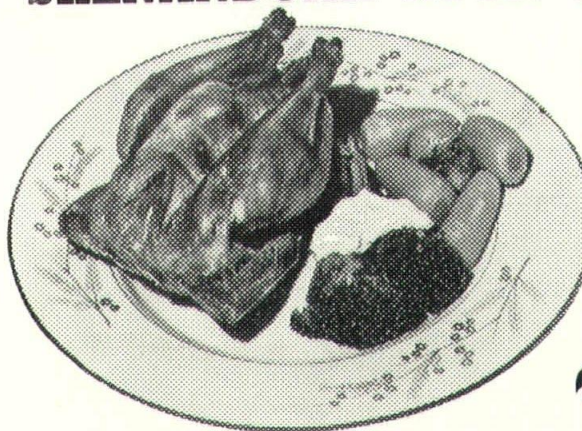
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The Virginia Commission of the Industry of Agriculture

by GENE S. MOODY & R. D. MICHAEL



ABOUT TWO HUNDRED YEARS ago one of the early settlers in southwest Virginia was offered half of Burke's garden for a rifle, \$5, a turkey gobbler, and five gallons of whiskey. He refused to trade, and his descendants have regretted it ever since. Residents of today's Burke's Garden, a veritable land of plenty in Tazewell county, are fond of saying you can't get land there unless you marry it, or inherit it.

A nostalgic search through some yellowed, tattered papers of a century ago also unearthed this "recept" for washing clothes:

Bild a fire in bakc yard under kittle of rainwater. Set tubs so wind won't blow in yore eyes if wind is pert. Shave a hole cake of lie sope in bilin water. Sort things. Make three piles, 1 pile white, 1 pile cullord, 1 pile rags and britches. Stir flour in cold water to smooth, then thin down with bilin water. Rub dirty spots on board. Scrub hard. Then bile. Rub cullord but don't bile. Just rench and starch. Take white things out of kittle with broom handle, rench, blew, and starch. Spred tea towels on grass. Hang old rags on fence. Pour rench water in flower bed. Scrub porch with sopy water. Turn tubs upside down. Go put on clean dress. Smooth hair with side combs. Brew a cup of tea. Set and rest and rock a spell and count yore blessings.

So is the picture of yesterday and rural people. Times have changed, are changing, and will continue to change. Agriculture in Virginia is piping an exciting new sound.

"Agriculture" no longer means just the farm. It means the man who sells seed, fertilizer, machinery, etc. to the farmer. It means the farmer himself. And

it means the processing, transporting, and marketing of food and fiber. It's called now "The Industry of Agriculture."

The concept of the farmer has changed, too. He is no longer the man in overalls chewing a blade of grass and dreaming over his furrows. He is a businessman, manager, producer. If he isn't all or most of these things, he won't be in business very long.

The new sound is one of new ideas. The ideas are those of agricultural strength, built into the economy, encompassing activities that would have boggled not only grandfather's reason, but his imagination.

In some places in Virginia, you may still find the kerosene lamp, the one-horse plow, the milking stool. These symbols of an agrarian life are getting harder to find. They are being replaced by symbols of a progress in agriculture that has made America the best fed, best clothed nation in the world.

It was this interpretation of agriculture as a many-faceted industry—one which must contribute and share in the economic progress in Virginia—that prompted Governor Albertis S. Harrison to encourage the establishment of the Virginia Commission of the Industry of Agriculture.

"Total agriculture," says Governor Harrison, "has absorbed the shattering impact of an unprecedented concentration of science and technology without losing its basic strength. There have been serious and deep-seated adjustments. Many of them are still under way.

"The transition from the agrarian world of our childhood to the modern industrial complex of today has been accomplished without major distress

or disruption in our economic process.

"Industries have expanded and new ones have come into being to provide the farmer with the tools that research has designed for him; and in turn, the labor no longer needed to till the fields and harvest the crops has filled the needs of burgeoning industry. In continued reciprocity, industrial, commercial, and suburban growth have created new markets at home for the products of the farm.

"Examining this record, the conclusion is inescapable that the major segments of our Virginia economy, like the segments of agriculture, are as interrelated as the three legs of a milking stool, and that their fortunes will rise and fall together. We certainly cannot allow them to fall, or permit one of them to falter."

In his reference to the three major segments of the Virginia economy, Governor Harrison lists industry, tourism, and agriculture.

The Virginia Commission on the Industry of Agriculture is comprised of men who, in another decade, would have been strange bedfellows indeed. There are manufacturers, railroad men, bankers, editors, educators, industrialists, farmers — all embarked on an exciting venture — a strong program of economic development in the industry of agriculture.

The Commission, created by the last session of the General Assembly of Virginia on recommendation of the Governor to appraise and improve the State's agricultural industry, phrases its aims in this manner:

To advise the Governor on the status of the industry of agriculture.

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

To work closely with all agen-

cies concerned with industrial development, coordinating efforts toward maximum farm and off-farm employment.

To examine marketing procedures and new techniques for selling Virginia's farm products.

To devise plans for developing new markets for such products.

For accomplishing these lofty aims, the Old Dominion has assembled a bank of brains which can consider with calm acceptance the difficulty of the task.

Behind the rather academic words detailing the aims are

dreams which have now become passionate demands. In thinking of an expanded and more prosperous economy, the men involved are thinking in wide dimensions. But what is even more staggering than the dimension of agricultural development are its bewildering complexities.

The chairman of the Commission, Dr. Paul Sanders, editor-orator-businessman of Richmond makes dramatic claims, and reinforces his claims with hard facts. He says agriculture is the biggest business in Virginia. It is

HOUSE BILL NO. 243

Offered January 24, 1962

A BILL to amend the Code of Virginia by adding in Title 3, a chapter numbered 2.1, containing sections numbered 3-16.1 through 3-16.4 inclusive, to create the Commission of the Industry of Agriculture, to provide for the membership, terms of office, duties, expenses, and the time of meetings thereof.

Patrons—Messrs. Daniel, J. H., Wampler, Middleton, Davis, J. W., Slaughter, Anderson, M. G., Anderson, H. P., Manns, Price, Orr, Edmunds, Adams and Pope.

Referred to the Committee on Agriculture

Be it enacted by the General Assembly of Virginia:

1. That the Code of Virginia be amended by adding sections numbered 3-16.1 to 3-16.4 inclusive, as follows:

Section 3-16.1 There is hereby created a commission known as the Commission of the Industry of Agriculture composed of fifteen members including a chairman to be designated by the Governor; the Commissioner of Agriculture and Immigration; the Dean of Agriculture at Virginia Polytechnic Institute; a representative of the agricultural press; and twelve members representing the major segments of the industry to be appointed by the Governor, subject to confirmation by the General Assembly if then in session, or if not in session, then at its next succeeding session, who shall hold office at the pleasure of the Governor for a term concurrent with that of the Governor. All vacancies in the membership of the commission shall be filled by the Governor for the unexpired term.

Section 3-16.2. The duties of the commission shall be to advise the Governor on the state of the industry of agriculture and on a course of action that will promote its development; to encourage and counsel with persons, agencies, organizations and industries in implementing a development program; to work closely with all agencies concerned with industrial development, coordinating 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; and such other matters as the Governor may request.

Section 3-16.3. The members of the commission shall receive no compensation, but shall be paid their necessary expenses incurred in the performance of their duties.

Section 3-16.4. The commission shall meet twice each year, but additional meetings thereof may be had at any time upon the call of the chairman.

not, he says, on the decline. It is dynamic and progressive. Unquestionably, there are certain road-blocks to Virginia's agricultural progress, admits Dr. Sanders. "These must be identified and removed through research and education if the industry of agriculture is to take its rightful place alongside industrialization and tourism to form the tripod of progress for Virginia's economic growth."

Statistics blow across today's world like chaff. But culled from the long dry columns are facts that depict the place of agriculture in Virginia's economy. People are made of flesh and blood, and money talks.

In Virginia, the "farming" segment of the industry of agriculture employs 154,000 people. The 1960 gross value of farm products at the farm gate was \$528 million. The average farmer is a big-time consumer, too. He must use certain assets in production, such as land, machinery, fertilizer, fuel, feed, and other items. These production items on the average Virginia farm today cost

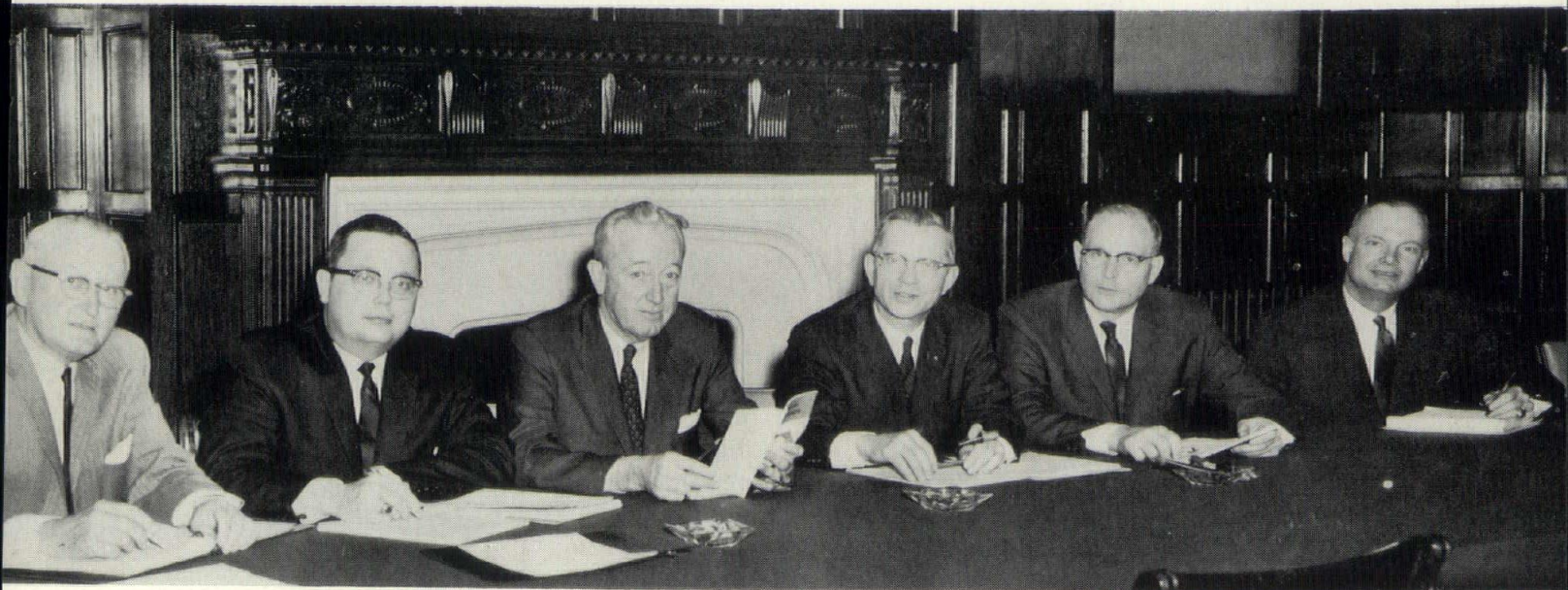
around \$35,000. On many farms, the figure will exceed \$100,000. In the early part of this century, farmers bought very few of the items needed in production, and needed only a small amount of capital. However, today, farmers buy about 65 per cent of the resources needed on the farm. For instance, in 1960, Virginia farmers spent \$63 million for feed, \$70 million for repairs, \$62 million for labor, \$11 million for electric current.

Very few, if any, of the businesses and industries furnishing these supplies and services existed 100 years ago. Even 50 years ago they were very small. Most of this business has developed within the past 30 years. The demand for these services and supplies from the modern business of farming has given rise to the segment of agriculture identified as the businesses furnishing supplies and services. This segment employs 166,000 people in Virginia, and in 1960 had gross sales amounting to \$403 million. These businesses include 355 equipment dealers

who employ 1,900 people with an annual payroll of \$5.5 million; 44 feed manufacturers with an annual payroll of \$4 million. Many others could be added to the list—banks, gas and oil distributors and dealers, electric power suppliers, fertilizer manufacturers, etc.—all inextricably interwoven not only in the industry of agriculture but in other segments of the economy as well.

Many of the people who have left the farm are now employed in this off-farm portion of agriculture. The off-farm businesses are struggling with some of the same problems that are so prevalent in the business of farming—the cost-price squeeze and stiff competition. As in farming, the profit margins are small, requiring a large volume of business to meet the cost of operation. These businesses have combined, merged. They must do this in order to keep on operating. The same is true with farmers. They are forced to buy or rent additional land, or in some way increase the size of their business. This accounts, in part, for the

EXECUTIVE COMMITTEE OF THE COMMISSION OF THE INDUSTRY OF AGRICULTURE: (Left to right) Earle D. Bottom, President, Universal Tractor-Equipment Corporation; Richard D. Chumney, Commissioner, Virginia Department of Agriculture; Dr. Paul D. Sanders, Editor, THE SOUTHERN PLANTER, Chairman; Dr. Wilson B. Bell, Dean of Agriculture, Virginia Polytechnic Institute; J. E. Givens, Assistant General Manager, Southern States Cooperative, Inc.; and Maurice B. Rowe, Executive Assistant to the Commissioner of Agriculture and Secretary of the Commission.





Most homeowners would be interested in this research, in which VPI scientists attempt to find lawn grass varieties and management practice to assure a "carpet of green" for everyone who wants one. Turfgrass is a \$50,000,000 business annually in Virginia.

decline in the number of farms. This trend in both farming and in the off-farm businesses will continue, as it is likely to do in all businesses.

One fact emphasized by the Commission members, is that any condition which affects one segment of agriculture will have an immediate effect upon the other. A drought, change in production, change in price of farm commodities, farm legislation, will be reflected in all businesses and industries furnishing supplies and services to the farm. Likewise, a shortage, or a change in price, of machinery, seed, feed, drugs, credit fuel, and other items used in production on the farm will have its effect upon the farm income.

The farm is no longer self-sufficient. It is a highly specialized and competitive business requiring business ability and managerial skill. In addition, the operator must have knowledge of and use up-to-date technology in many fields such as engineering, plant and animal nutrition. The 20th century farmer is a man in

transition, caught between a finger held to the wind and an IBM machine. If he, as some people claim, has two cars in every garage and spends his winters on tropical cruises, he earned them the same way other successful businessmen earn them—by skill and acuity in a highly competitive world.

Farming is a full-time job. One farmer today feeds himself and 25 other people. Because he does, these other people can become educators, doctors, entrepreneurs, lawyers. If he did not, they would still be grubbing for food. He keeps busy, and he doesn't have time to market his products as he once did. Fifty years ago, the main markets for butter and eggs, cured meat, dried fruit, live poultry, were the country stores. Here the farmer swapped for his limited grocery needs, shoes, and clothing. Hogs, cattle, and sheep were driven to markets over the roads. The buggy and wagon gave them the right of way.

Now another segment of agriculture has developed—the businesses and industries which pick

up the farm commodities at the farm and deliver them to the consumer. There are many steps between the land and the consumer's table—transportation, processing, warehousing, wholesaling, retailing. In Virginia, these industries employ 147,000 people with a gross value to the consumer of \$1.75 billion annually. In 1958, more than 16,435 businesses were engaged in marketing or processing of farm products in Virginia, with a combined annual payroll of \$357,468,000. The Commission points out that this segment of agriculture is facing and will continue to face problems similar to the other two segments. Here, as in farming *per se* and in the businesses which sell supplies and services to the farmer, competition and lower margins of profits call for larger volume. For example, in 1948, the 9,974 grocery stores in Virginia rang up on their cash registers sales of \$464,600,000. Ten years later the number of stores had declined to 6,508, but the sales were up to \$897,200,000. Considering all of the retail trade

of agricultural products, the figure reaches a whopping \$1,147,639,000 in sales and an annual payroll of \$95,376,000 in the 12,783 retail business concerns.

Processing of agricultural commodities also looms large in Virginia's economy. In 1958, there were 2,520 manufacturers of farm products with an annual payroll of \$215,460,000.

Add it all up and you find gross sales of \$1.7 billion annually in Virginia's massive "industry of agriculture."

The first task facing the Commission was that of studying the nature, size, and relation of the industry of agriculture to the total economy. Says J. L. Givens, assistant general manager, Southern States Cooperative, "The facts are startling as well as stimulating. Agriculture has not become less important, but it has become vastly different. As

a matter of fact, it is so different that many otherwise astute business and professional men fail to recognize its growth, its development, its scope, and its impact on Virginia's economic well-being."

The Commission envisions its job as partially educational. It made a significant beginning when it invited to Richmond last November several hundred of Virginia's leading industrialists, publishers, agency representatives, and others directly or indirectly concerned with what Commission members termed a "revolution" in agriculture. Led by Governor Harrison, Commission members made a determined assault on whatever outmoded ideas their audience may have had.

The word revolution has been used so often in so many different concepts that its meaning has become blurred. But that day its

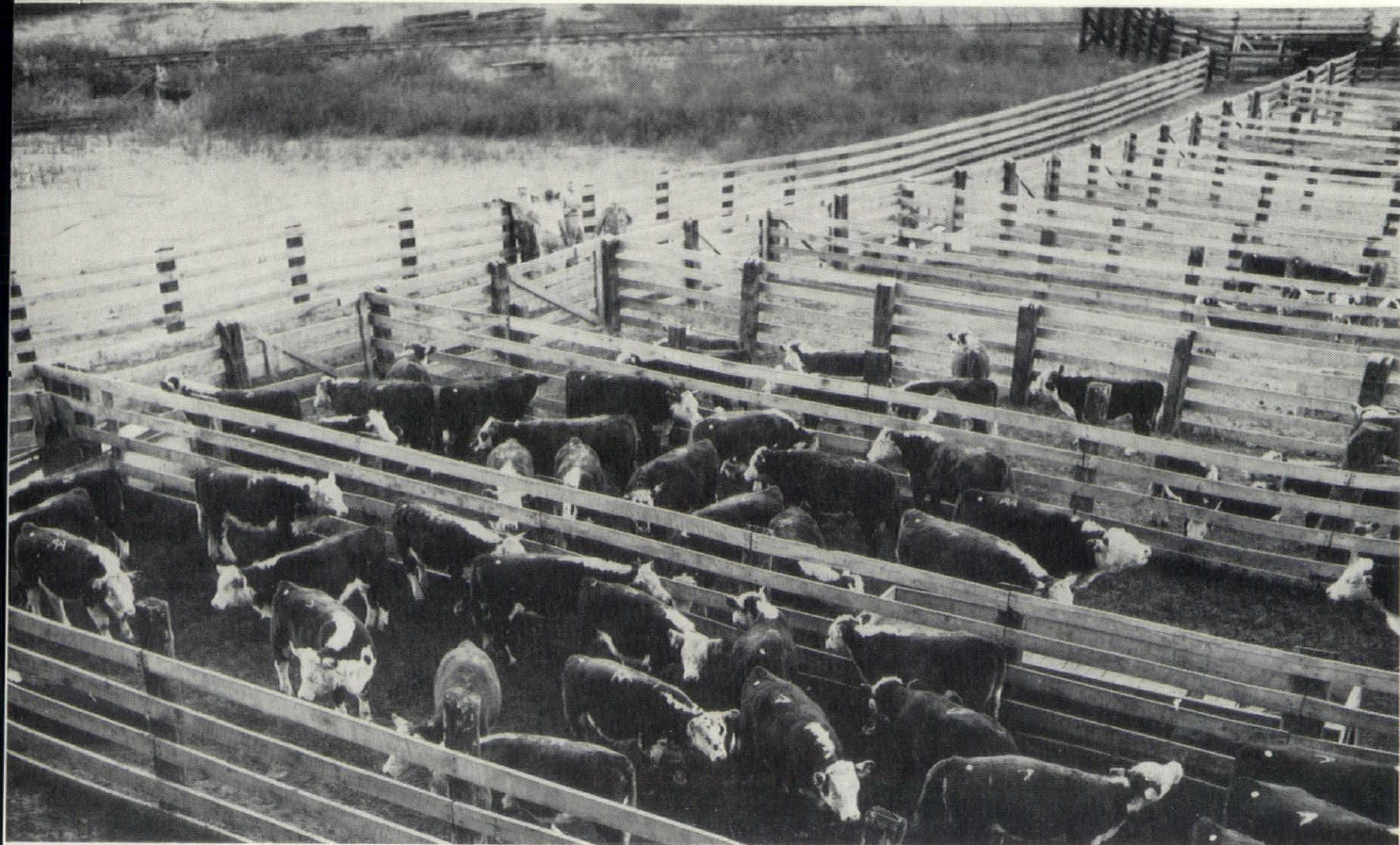
meaning became distinct. Agriculture in Virginia was portrayed and accepted as an economic giant, not a puny pigmy fading into the past as many men had thought.

"The reason for the existence of this Commission probably stems, more than anything else, from the fact that this is a highly competitive industry and that Virginia cannot isolate itself, nor should it, from the competitive forces which bear down from all sides," says Mr. Givens.

The giant is not without his troubles. Colonel Earl D. Bottom, president of Universal Tractor Company in Richmond, and another member of the Commission, is outspoken in his summation:

"Agriculture is an industry that is the victim of its own ingenuity—one that has been able to produce in abundance far in

These cattle are penned in uniform lots for sale through Virginia's organized sales—an important step in the road from the farm to the table. They are graded by the State Department of Agriculture.





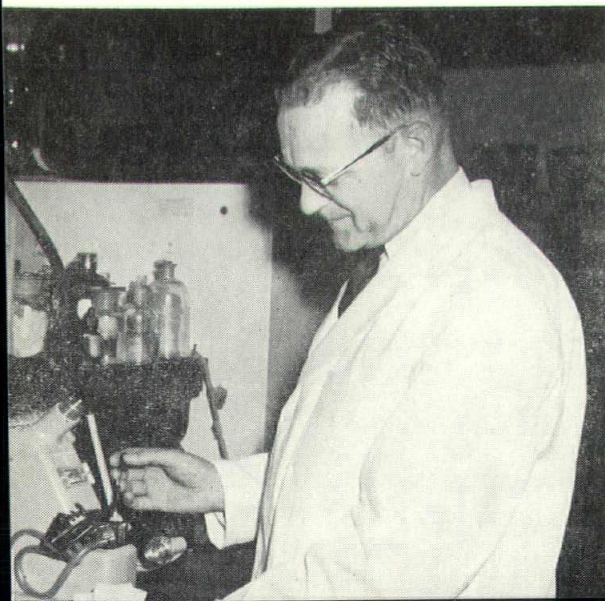
Charles Jones, market expansion division, State Department of Agriculture, discusses trends and problems with members of the Hanover County Vegetable Growers' Association.

excess of our own needs and the ability of other segments of commerce and trade to find outlets for the excess in a world where millions are inadequately clothed and sheltered and go to bed hungry at night.

"To the charge that agriculture has through its productive genius produced in ever-increasing abundance, thereby reducing to a small fraction the number of our people ill-fed and ill-clothed, we stand indicted and must plead guilty.

"In my opinion, the difficulties confronting agriculture are a challenge to the other segments of American business to apply in-

The scientific aspects of the industry agriculture are shown here as A. M. Oldham works in the food laboratories of the State Department of Agriculture.



genuity, imagination, and skills to cope with the productive capacities of a continuously decreasing farm population. I think it's safe to say that to a great degree the so-called farm problems have been historically approached on the basis of political expediency, which has not provided—nor do I think it will provide in the future—the solution for the full use of our capabilities. We of the non-farm segment of American business need to address our attention to economic growth and a balanced economy with a minimum of Federal controls and Federal doles."

Colonel Bottom casts a diagnostic eye toward the future, and agrees that even on a short-term basis tomorrow will bring real challenge and opportunity. Here are some predictions and conclusions:

Rural factories to complement the farmstead will become increasingly important—to reduce the movement of the rural population to the already overcrowded urban areas.

Increased enrollment in schools of agriculture is another need—to produce the qualified manpower desperately sought by the huge industry of agriculture. Each year 16,000 graduates are needed as chemists, engineers, food technologists, salesmen, marketing experts. Currently, agricultural schools are graduating about enough to fill one-third of the potential. If this trend continues, the schools will be able to fill only one-fifth of the industry of agriculture positions that will be crying for trained men in 1970. The trend is currently of deep concern to educators and business firms. So that loud noise you hear is opportunity knocking for the student who wants to train for a position somewhere in the industry of agriculture.

By the mid-sixties, there will be 400,000 fewer farms. By 1970,

those employed in farming will represent only about five percent of the nation's total working force.

Farm output will continue to increase—about eight per cent in the next five years.

The trend of farm products will be away from fats, with a higher demand for meat, poultry, fruits, and vegetables—creating expanding markets for the cattle grower, vegetable producer, orchardist, poultryman, and dairyman. And also with increasing opportunities for the suppliers of seeds, pesticides, fertilizers, and machinery. Demand for these supplies should rise as much as 10 to 20 per cent in the next few years.

Within the next few decades, certainly before another century has passed, a new economic and social unit may grow up to rival the city. The town-countryside area will be a balanced group of large and small towns and rural residential areas, with commercial farms, processing plants, and industrial enterprises interspersed among them. Urban planners say before this century is out it will be necessary to build the equivalent of another United States—and then some. All the structures that now exist will be doubled. The job must be done before the children born in 1960 reach middle age. There will be a great, sprawling, hungry market for agricultural products.

Dr. Sanders points out some specific areas of study and concern. For example, he says, Virginia is raising some of the finest feeder calves in the United States. Yet most of the best calves sold in the state-graded sales are shipped outside Virginia for finishing. The finished beef is finally rolled back into Virginia for market. Stated another way—Virginians eat 330,000 head of beef cattle a year. Only about 160,000 head are slaughtered in

(Continued on page 33)

MEMBERS OF THE VIRGINIA COMMISSION OF THE INDUSTRY OF AGRICULTURE



PAUL DE LEON SANDERS, chairman, has been editor of "the oldest agricultural journal in America"—*The Southern Planter*—since 1934. He is also vice-president and a member of the board of directors of The Southern Planter Publishing Company.

A native of Mississippi and agriculturally trained at Mississippi State College, the University of Maryland, and Harvard University, he has been a strong supporter of Virginia's agriculture these many years, and has received numerous recognitions, among them Virginia Polytechnic Institute's "Certificate of Merit", the National 4-H Club Alumni Recognition Award, State Farmer Degree from the Future Farmers of Virginia, and honorary doctoral degrees from three universities.

He has been Master of the Virginia State Grange, chairman of the National Farm Electrification Conference, and president of the American Agricultural Editors' Association. Currently he is a member of the agricultural committee of the foreign agricultural trade policy advisory committee of the U. S. Department of Agriculture, National Planning Association, the Governor's Advisory Council on the Virginia Economy, and the Board of Visitors of V.P.I. He is a director for the Bank of Virginia and a number of other businesses in the state.

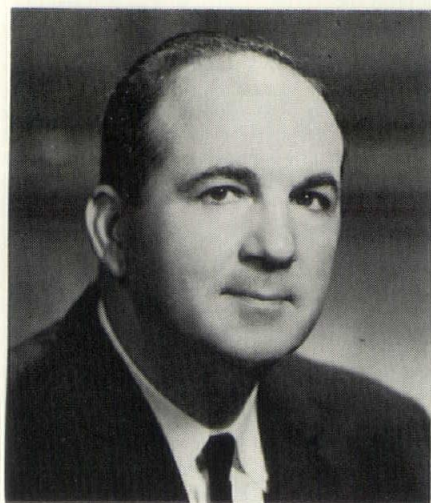
He holds membership in the honor societies of Phi Kappa Phi and Epsilon Sigma Phi, and belongs to the Torch Club, Commonwealth Club, Press Club of Virginia, Forum Club, and many other agricultural organizations and commodity associations.



HOWARD L. ATTKISSON has been associated with the milling and grain business his entire adult life. He worked for the Casco Roller Mills, Casco, Virginia, and the Dunlop Mills, Richmond, Virginia; then served as superintendent of the Dixie Portland Flour Mills, Richmond, from 1934 to 1937; then manager of the milling department of The John W. Bishop Company, Martinsburg, West Virginia, from 1937 to 1939, at which time he became manager of the Ashland Roller Mills, Ashland, Virginia. He served in this capacity for fifteen years, until he purchased the company in 1954.

Mr. Attkisson holds an Honorary State Farmer Degree in the Future Farmers of America organization and is a past president of the Richmond Grain Exchange and The National Soft Wheat Millers' Association, Chicago, Illinois. He is also past president of the Ashland Business Men's Association.

He is now serving on the Hanover County School Trustee Electoral Board; is chairman of the Board of Deacons of Ashland Baptist Church, co-chairman of the Executive Committee of the Richmond Grain Exchange, and member of Board of Directors of The Hanover National Bank in Ashland.



WILSON B. BELL, dean of the School of Agriculture of Virginia Polytechnic Institute, is a Surry County native. He is an educational product of elementary schools in Isle of Wight county, V.P.I., University of Virginia, Cornell, and the University of California. He received the doctor of veterinary medicine degree from Cornell and the doctor of philosophy degree from V.P.I.

His major interest up to 1954 was investigation into infectious diseases of livestock. He researched such threats to animal health as brucellosis, Johne's disease, hog cholera, leptospirosis, vibriosis, and bovine hyperkeratosis.

Since 1954 he has devoted full time to administrative duties as associate director of the Virginia Agricultural Experiment Station, and—as of October 1962—as dean of the School of Agriculture.

Dr. Bell was commissioned as a Reserve Officer in 1934, and advanced to the rank of Major in 1946. He served on active duty from 1941 until 1946, as battery commander of an anti-aircraft unit, and as battalion commander in the American and European Theaters of Operations. He took part in the European campaigns of the Third and Seventh U. S. Armies.

He was named "Man of the Year" in Virginia agriculture in 1961 and has served as president of the Virginia Academy of Science. He is a member of the Board of Directors of the Blacksburg branch of the First National Exchange Bank of Virginia.

GASPARE BATTAGLIA, JR., has interests as diverse as the produce he grows and ships through the company which he heads in Norfolk, Virginia—the Battaglia Produce Shippers, Inc. He is also president of Farmers Potato Distributing Company and of Krisp-Pak Company.

Fifty-two years old and the father of four girls and three boys, he is a native of Troy, New York, and a graduate of Syracuse University. He is a member of the board and past president of Diocesan Bureau of Catholic Charities; member of the Board of Directors for St. Mary's Infant Home, vice chairman of the Board of Directors for DePaul Hospital, and director and past president of the Norfolk Little Theater.

Related business activity, in addition to serving on the Commission, includes the presidency of the Association of Virginia Potato and Vegetable Growers, a directorship on the National Potato Council, and a directorship of the National Pre-Packaging Association.

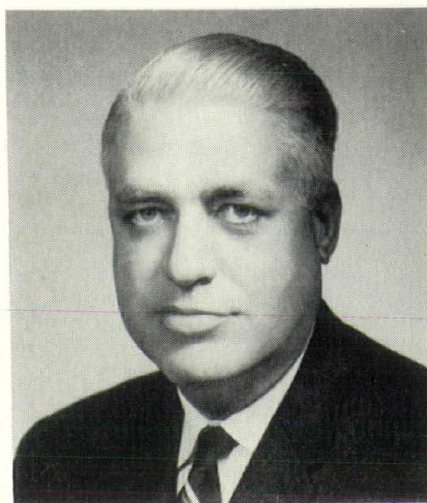


EARL D. BOTTOM, although a native of Richmond, spent much of his life in other climes before returning in 1953 to establish Universal Tractor-Equipment Corporation, the headquarters of which occupy "Virginia Acres" at 5401 Charles City Road. The Company serves Virginia and eastern North Carolina through 73 franchise dealers.

Mr. Bottom served on the staff of the Chief of Ordnance, Army of the United States, attaining the rank of Colonel and awarded the Legion of Merit. He was released from active duty in late 1945.

Before entering the services, he was associated for twenty years with the Ford Motor Company in manufacture, merchandising, and administration in Virginia, Georgia, Kentucky, and Michigan. After the war and until he returned to Richmond, he was vice-president and general manager of Ford Tractor and Equipment Distributorship in Dallas, Texas.

He is a member of the Richmond and the State Chambers of Commerce and of Kiwanis Club, on the advisory committee to the School of Agriculture of Virginia Polytechnic Institute; a member of the board of Stewards and Commission on Finance, Trinity Methodist Church, Richmond; and on the governing boards of the Robert E. Lee Council of Boy Scouts of America, Big Brothers of Richmond, and United Givers Fund, Richmond area. He and his associates are also strong supporters of rural youth organizations.



W. M. GAUNT, JR., executive vice-president of the Virginia Retail Council, Inc., received his elementary schooling at Berryville. While a student at Virginia Polytechnic Institute, he was business manager of the Virginia Tech "Agrizette," a member of Alpha Zeta, Block and Bridle Club, and other campus organizations.

He entered the Army in 1941 with the rank of Second Lieutenant and was separated from service in 1946 as a Lt. Colonel. Twenty-five months of his service career were spent in the European Theatre of Operation.

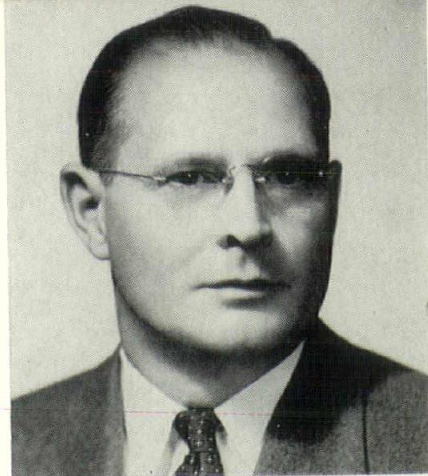
Mr. Gaunt serves on the Board of Stewards of the Westover Hills Methodist Church, Richmond; is a member of the Advisory Committee to the V.P.I. School of Agriculture; and is a director of Willow Oaks Country Club, Inc.

He has served as president of the Virginia Food Council; master of the Richmond Agricultural Grange; president, Virginia Association of Executives; and chairman of the National Chain Store Public Relations Conference.

Since returning to civilian life in 1947, he has worked diligently in developing and administering a program within the Retail Council to better the civic, social, and economic conditions in Virginia with particular emphasis on agricultural marketing.

RICHARD D. CHUMNEY, Virginia's Commissioner of Agriculture, is an Amelia County farm boy, come to the city. In addition to his farm background, he holds a B.S. degree in agriculture from Virginia Polytechnic Institute, and an M.S. degree from Cornell. His college education was interrupted by service in the Army for three years, part of which was spent in the South Pacific. He was the recipient of the Borden Agricultural Award as the outstanding student in agriculture during his junior year at V.P.I. Mr. Chumney was active in extra-curricula work at college, serving as president of two campus organizations, and state secretary of the intercollegiate YMCA.

He spent seven years with a Richmond seed firm before entering service with the State Department of Agriculture as assistant to the Commissioner. Parke C. Brinkley, Mr. Chumney left the department for a short time to serve as Governor Harrison's executive assistant in charge of urban affairs. Upon the resignation of Commissioner Brinkley, Mr. Chumney was appointed to his present post.



J. E. GIVENS was born and reared on a blue-grass cattle farm in Southwest Virginia—Newport in Giles county, to be exact. He holds a bachelor of science degree in agriculture from Virginia Polytechnic Institute. Upon graduation he became a teacher of vocational agriculture.

He joined Southern States Cooperative in 1935 and early became manager of Southern States Roanoke Service. Later he was elevated to the district managership on the Eastern Shore and successively became head of the petroleum services of Southern States and director of community services, and in April of 1961 became assistant general manager.

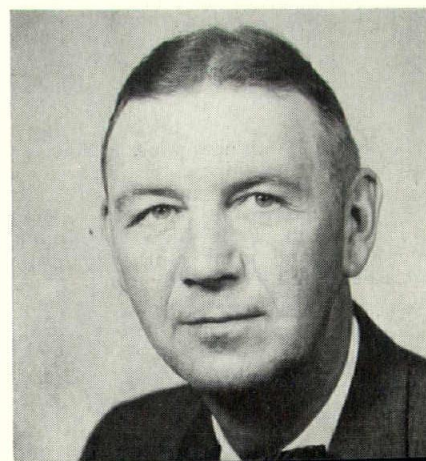
He is president of the Agricultural Conference Board of Virginia; member, Advisory Committee to the V.P.I. School of Agriculture; and an active member in the Ginter Park Presbyterian Church, Richmond.

EDWARD MOFFETT JONES was born in Washington, Virginia, and returned to his native county in 1945 to take up apple and beef production and later, in 1954, to add the managership of the Rappahannock Cooperative Fruit Growers, Inc. He received a B.S. degree in horticulture from Virginia Polytechnic Institute in 1932 and followed this with professional agricultural work.

He left his position as County Agricultural Agent in Roanoke county in 1942 to enter the Army, becoming a Captain by the end of his service in 1945. He married in 1937 and has two daughters and a son.

Mr. Jones has been president of the Virginia State Horticultural Society, National Apple Institute, and Rappahannock Farm Bureau, and chairman of the State Apple Commission. He is a member of his county's Board of Supervisors (chairman in 1958), and Board of Welfare. He is a director of Blue Ridge Fruit Growers, Inc. and the Rappahannock National Bank.

He owns and operates a 417 acre farm.





HERBERT C. MOSELEY has been president of The Bank of Virginia since April, 1959. As the bank's second president, he succeeded Thomas C. Boushall, founder of the bank and its president from 1922 to April 1959. Mr. Moseley became the bank's chief executive at the age of 50 after 31 years in banking.

Born in Gladys, Virginia, in 1908, he began his banking career in 1927 with the Campbell County Bank in Rustburg, Virginia.

From 1935 to 1937 he was an examiner with the Virginia State Banking Department, returning to the Campbell County Bank at its Brookneal office.

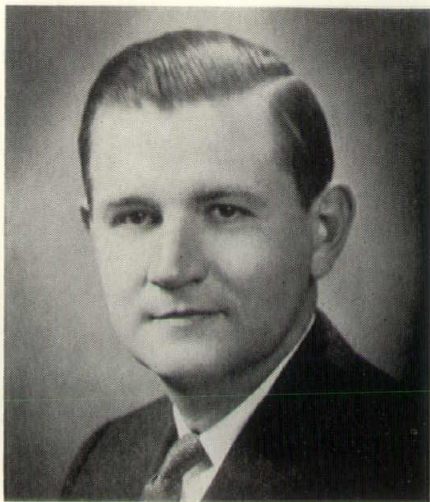
He joined The Bank of Virginia January, 1945, and successively was officer in charge of the bank of Petersburg and in Roanoke, and then of the bank's offices in six Virginia cities.

He was elected senior vice president in October 1955, and executive vice president and a member of the board of directors in December 1956.

Active in financial and civic circles, Mr. Moseley has served as a member of the Executive Committee, National Tobacco Festival; State Affairs Committee, Virginia State Chamber of Commerce; Board of Directors, Richmond Chamber of Commerce; Board of Governors, Consumer Bankers Association; Board of Governors and Treasurer, United Givers Fund of Richmond, Henrico, and Chesterfield, Inc.; Board of Directors and Executive Committee of the Virginia Industrial Development Corporation; president of the Richmond Clearing House Association, and commissioner of the Richmond Redevelopment and Housing Authority.

Mr. Moseley is a member of the First Baptist Church. Other memberships include Newcomen Society, Forum Club, Society of Virginia Creepers, Commonwealth Club, and the Country Club of Virginia.

He is married to the former Miss Ellen Thompson. The couple has one son, Herbert Clifton Moseley, Jr.



STURE GORDON OLSSON is president and general manager of The Chesapeake Corporation of Virginia, a kraft pulp and paper mill which began operations in 1914 as one of the first kraft mills in the nation.

Mr. Olsson was educated at Episcopal High School, Alexandria, and graduated from the University of Virginia in 1942 with a B.S. degree in mechanical engineering. In 1943 and '44 he was a service engineer with the Sperry Gyroscope Company, Inc., in Brooklyn, and served with the United States Navy from 1944 through 1946.

He went with the Chesapeake Corporation in 1946 as plant engineer. In 1951 he became vice-president in charge of manufacturing, and in January of 1952 was made executive vice-president and general manager.

He is a director of the Corporation, of the State Planters Bank of Commerce and Trusts, Richmond, and of the Citizens and Farmers Bank, West Point. He is also an officer or director of the four subsidiaries of The Chesapeake Corporation. Mr. Olsson serves as a member of the Governor's Advisory Council of the Virginia Industrial Development Corporation.



STUART SHUMATE, Richmond, was born in Calverton, and educated at public schools there, and at Virginia Polytechnic Institute, where he received a B.S. degree in civil engineering in 1936.

Mr. Shumate is president of the Richmond, Fredericksburg, and Potomac Railroad Company; president and director, Richmond Terminal Railway; president and director, Richmond Land Corporation; director, Fruit Growers Express Company; director, First & Merchants National Bank; and holds important offices in several other rail-related enterprises.

He is also a member of the Board of Governors, United Givers Fund; member, Richmond Regional Planning Commission; director, Richmond Memorial Hospital; member, Executive Committee, Children's Home Society of Virginia; and director, Richmond Chamber of Commerce.

Mr. Shumate served in the Transportation Corp of the U. S. Army from 1943 until 1946. He is presently a Colonel in the Army Reserves. He is an elder and trustee of the Tuckahoe Presbyterian Church.

HUBERT B. PHIPPS, 58, is publisher and editor of *The Fauquier Democrat*, Warrenton, and the former president and publisher of the Loudoun Times Publishing Co., Leesburg. In addition, he is the founder, publisher, and editor of the *Livestock Breeder-Journal*, a livestock magazine serving the Southern and Eastern states.

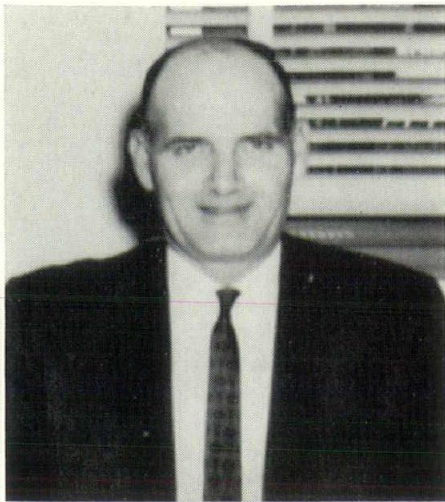
Mr. Phipps is a breeder of thoroughbred horses, a yearly consignor to Saratoga Yearling Sales, and owner of Rockburn Stud, Marshall, Va. He is one of the organizers of the Atlantic Rural Exposition, now the Virginia State Fair, of which he is a member of the board of directors. He is president of the Fauquier Livestock Exchange Inc., Marshall; a director of the Eastern National Livestock Show, Baltimore; and a member of a number of other livestock organizations.

His newspaper affiliations include membership in the Virginia Press Association, the National Editorial Association, and the National Press Club of Washington.

He is an alumnus of the University of Virginia, and a member of Trinity Episcopal Church, Upperville.

Mr. Phipps was married in 1955 to Lady Phoebe Plevdell-Bouverie, daughter of the Earl of Radnor, Longford Castle, Salisbury, England. They have two children, Melissa, 7, and Hubert Grace, 5. They live at Rockburn Farm, Rectortown, where Mr. Phipps maintains commercial herds of Hereford cattle.



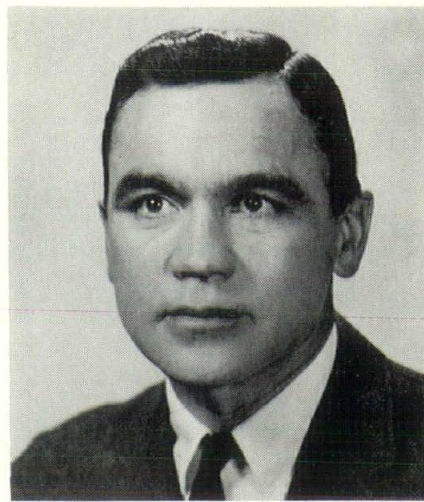


JAMES E. WARREN operates 1,500 acres with his father and brother in Mecklenburg County, near South Hill, Virginia. He produces approximately 60 acres of flue-cured tobacco, 100 acres of small grains, and 75 acres of corn. His livestock includes 100 head of Aberdeen Angus cattle, his specialty, (he sells breeding stock and some fat cattle), keeps about 50 Shropshire sheep, and about an equal number of Duroc-Jersey hogs.

Mr. Warren is a director and past president of the Mecklenburg Farm Bureau. He is a director of the Central Fair Association and is a supervisor of the Southside Soil Conservation District.

Born July 22, 1919, Mr. Warren was educated in public schools and was graduated from Virginia Polytechnic Institute with the class of 1940. He saw service with the Army in Europe, being discharged as a Major. He is single.

The Secretary of Agriculture in June of 1957 appointed Mr. Warren to the Virginia State Agricultural Stabilization and Conservation Committee, on which he has served ever since. He has been chairman of the Committee since July 1, 1959.

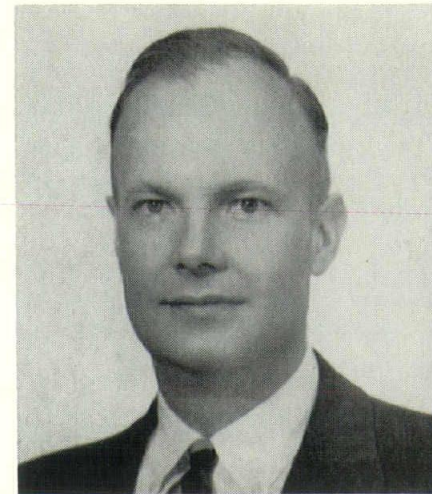


WILLIAM ALEXANDER STUART, JR., combines the supervision of the 22,000-acre Stuart Land & Cattle Company of Virginia with participation in a dozen farm-related organizations.

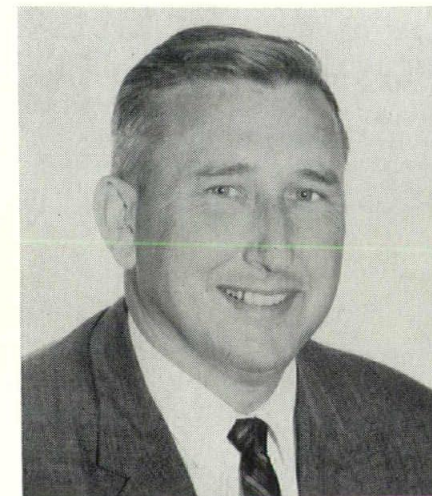
A native of Abingdon, he is the product of Abingdon and Alexandria, Virginia, secondary schools, and of Virginia Military Institute and the University of Virginia, from which latter he received a bachelor of arts degree in 1948. He is a first Lieutenant in the Marine Corps Reserves, with overseas service. He married Cynthia Merrifield Bemiss of Richmond in 1948, and has a son and two daughters.

In addition to being vice president and general manager of his company, Mr. Stuart currently is president of the Russell County Fair Association, the Russell County Dairy Herd Improvement Association, and the Mountain Empire Holstein Breeders Association; vice president of the Virginia Hereford Association; and a director of the Southwest Virginia 4-H Center, the Virginia Beef Cattle Improvement Association, Tri-State Milk Producers Association, Russell County Cooperative, Virginia-North Carolina Wool Marketing Association, and the Atlantic Rural Exposition.

Rowe Replaces Middleton As Executive Secretary



Maurice B. Rowe



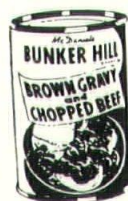
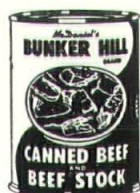
C. A. Middleton, Jr.

MAURICE B. ROWE, executive assistant to the Commissioner of Agriculture was named to replace **C. A. MIDDLETON, JR.**, information director for the Virginia Department of Agriculture, as secretary to the Commission just as this feature was being written.

Mr. Middleton joined the department in 1949 as a marketing agent and was made market news supervisor in 1953. A farm-reared native of Fauquier county, he turned to commerce and obtained a B.S. degree from the University of North Carolina. He is married and has three children.

Mr. Rowe is a graduate of Virginia Polytechnic Institute, entering there from high school in Fredericksburg. He joined the Virginia Department of Agriculture in 1948 and later headed its fertilizer, lime, and motor fuel work. He is chairman of the executive committee of the Association of American Fertilizer Control Officials and secretary-treasurer of the Association of Southern Feed, Fertilizer, and Pesticide Control Officials. He is married and has two children.

Mr. Middleton has transferred from the Department of Agriculture to the Division of Industrial Development and Planning.



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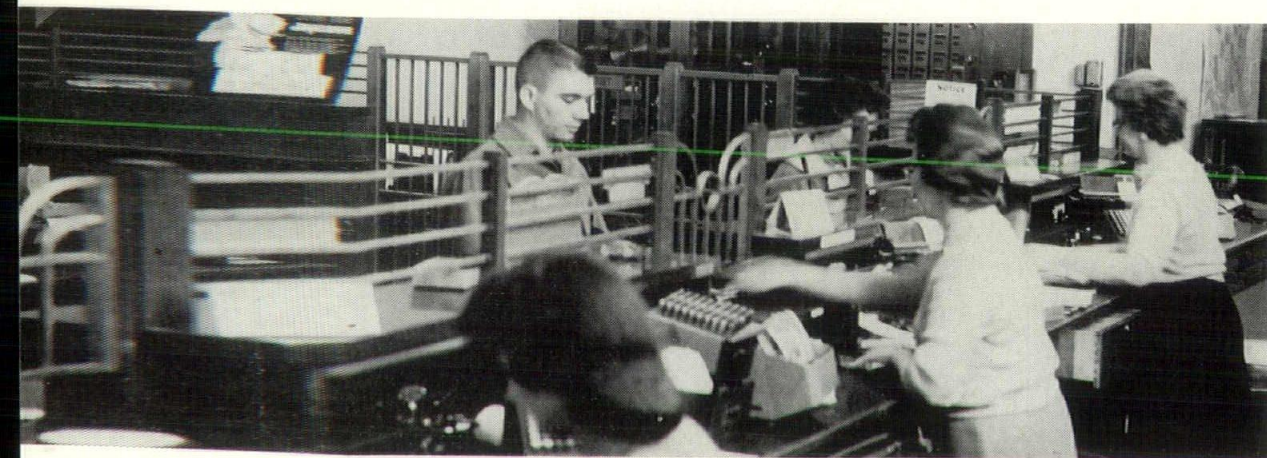
W. H. VAUGHAN, JR., *Gen. Mgr.*

PENOLA, VIRGINIA

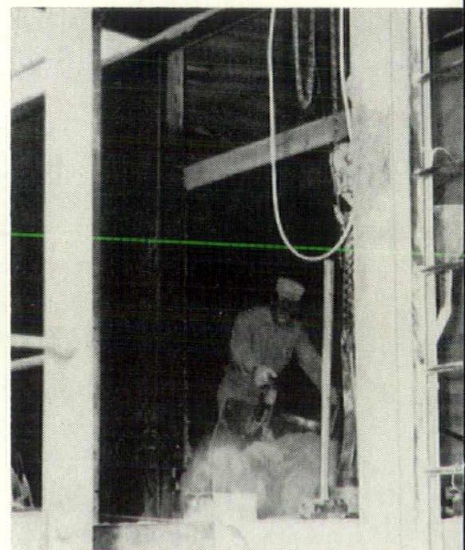


THE IMPACT of agriculture on the total Virginia economy is illustrated by a cross section of the state's industry as shown on these pages. . . .

Above: Supplying the farmer (and the supervisor of home grounds) with materials and tools he needs has become essential to today's scientific production and conservation of nature's bounty. Southern States Cooperative is a large supply operation servicing 145 local cooperatives and 470 private agencies in Maryland, Delaware, Virginia, West Virginia, and Kentucky. It handles more than 3,000 farm supply items and last year's volume of business amounted to \$203,000,000. The cooperative is farmer-owned and controlled. The supply center pictured here is in Richmond, and the headquarters for Southern States are also in Richmond.

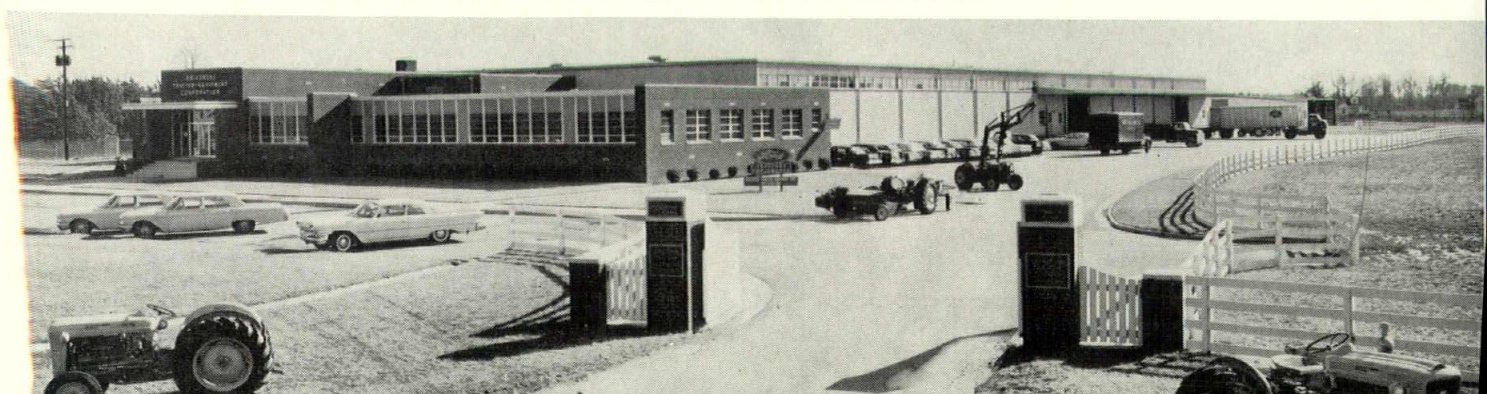


Capital is as essential to the industry of agriculture as to any other industry. It is furnished by both the independent banks (as the above scene in the National Bank of Blacksburg) and the banking giants, such as the Bank of Virginia which has 21 offices in the cities of Richmond, Petersburg, Roanoke, Newport News, Portsmouth and Norfolk. Bank of Virginia management philosophy is one of leadership and support for Virginia's development and growth, as illustrated in an institutional message, "New Dimensions for Virginia." Both the far flung institutions and the strong independents supply the necessary functional financing for the rural economy.

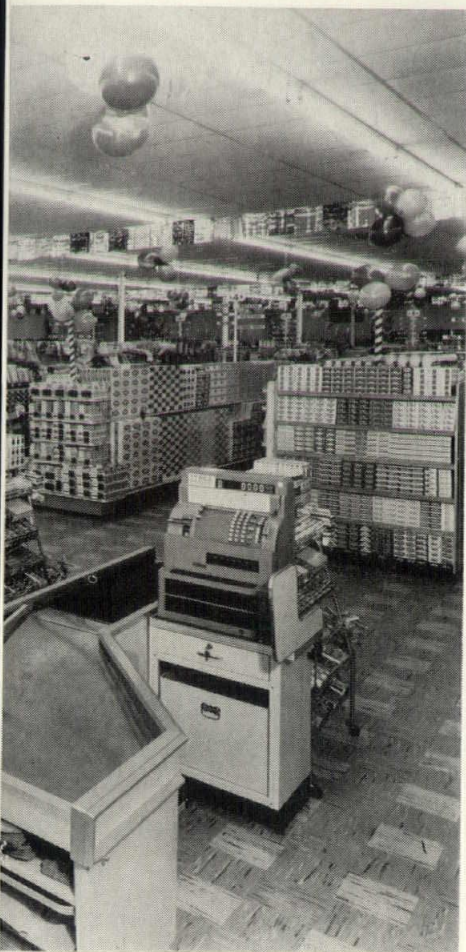


The railroad's handling of agricultural products represents one of those economic interrelationships which is indispensable to each. The photo above shows feed being unloaded at Ralston-Purina's Richmond plant.

Below: With the rapid mechanization of farming in the last thirty years, the man on the land has come to depend more and more on the inventors, manufacturers, and distributors of tractors, plows, planters, harvesters, motors, elevators and other labor-saving devices. If we still depended on hand labor and horse-drawn equipment, our food bill would be two or three times as high as it is. This headquarters of Universal Tractor-Equipment Corporation in Richmond serves 73 dealer-distributors in Virginia and eastern North Carolina.



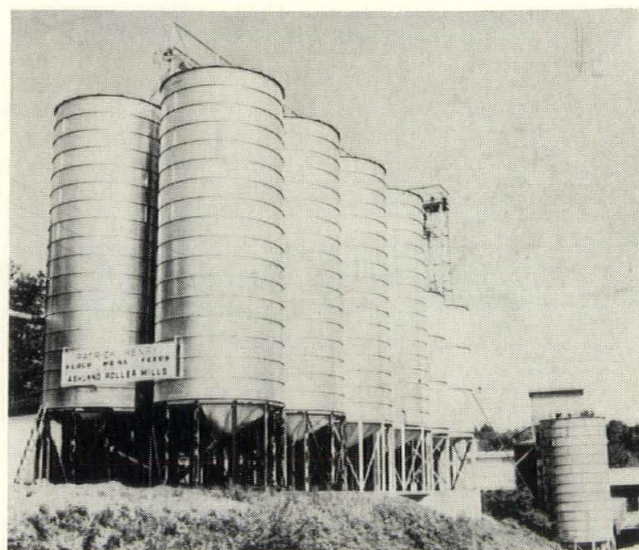
Below: The road from soil to mouth has become for most food products anything but direct; it is studded with stations for collecting, transporting, processing, packaging, transporting, wholesaling, and finally—for the consumer family—retailing. Hardly a housewife in the United States is unacquainted with the marvels to be found in modern food shopping. When supermarkets like the one pictured here are set up as exhibits in other countries to show the final phase of the industry of agriculture, they become the center of attraction.



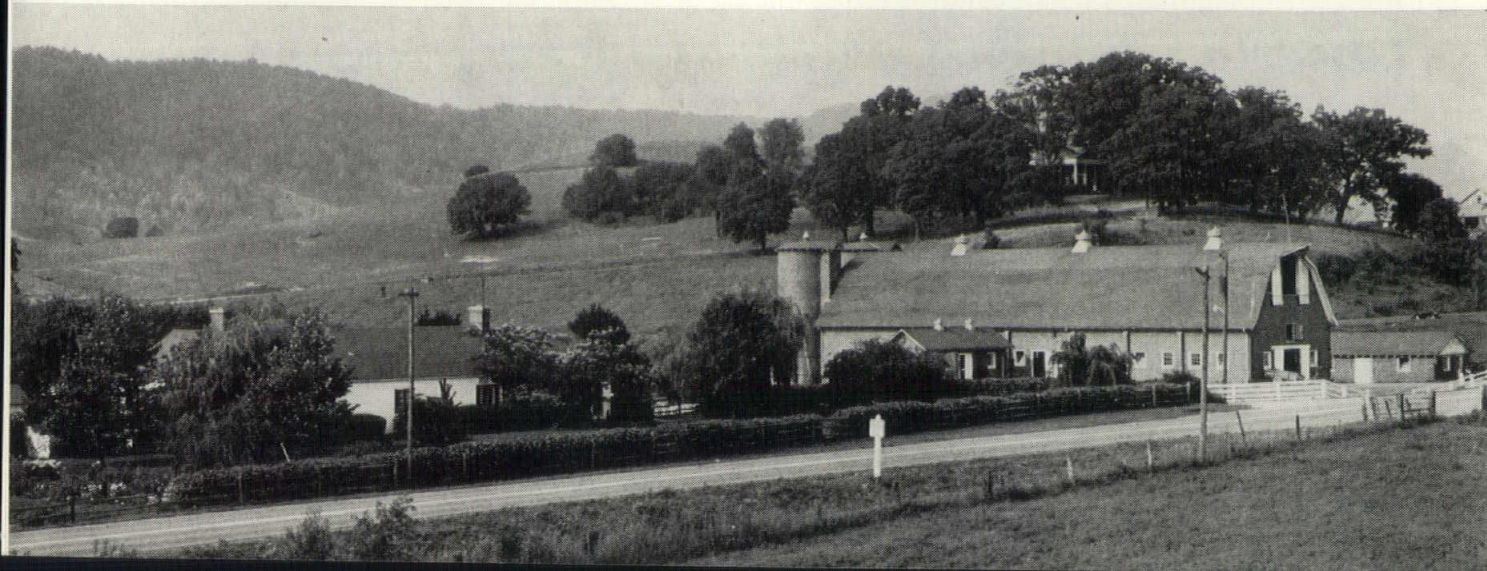
Right: An important contributor to the steady advancement of Virginia's agriculture has been printed information that has helped bridge the gap between research and application, keeping those in the production harness well-fed with progressive ideas. This publishing house of the FAUQUIER DEMOCRAT is representative of the educational efforts of more than 150 newspapers in the State and also issues a special journal, THE LIVESTOCK BREEDER JOURNAL.



Right: Grain from the farms first goes to mills, to be made into meal and flour for bakers to use in the breads and pies and cakes we buy by the ton every day, and into still more tons of poultry and livestock feeds. This modern plant in Hanover county is the Ashland Roller Mills on the banks of the South Anna River where it is crossed by U. S. Highway No. 1. The giant cylinders are storage bins for grain.



Below: One of the largest farm operations in the State is that of the Stuart Land & Cattle Company of Virginia, which has its headquarters at Rosedale and of which some features are pictured here. The farming operations include the production of feed for and care of 3,000 Hereford cattle, 1,500 sheep, 750 hogs, and 120 registered Holstein dairy cows. The enterprise requires the attention of 75 full-time employees.



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• It takes a heap of marketing to get milk, eggs, broilers, tobacco, cattle, wool, apples, and other farm crops processed and into consumer hands, say agricultural economists at VPI.

Feed mills, milk bottling plants, livestock auctions, wool pools, farm supply and equipment stores, roadside markets, warehouses, trucking lines, railroads, grocery stores—all these and many more businesses are needed to keep Virginia's agriculture going.

If you follow the route of just one farm crop from farm to market, you might think there is no rhyme nor reason to the whole thing. There are moves this way and that way; there is back-tracking and there are stops and then moves again. A very complex system is at work, say the economists.

Take tobacco as an example. As tobacco leaves the farm, it goes by truck to a tobacco warehouse. Here it is inspected and graded before being sold. Then comes the familiar chant as the auctioneer auctions it off.

From the warehouse floor, it goes to still another warehouse, this time one belonging to the tobacco company. It will stay here under strictly controlled conditions for up to three or more

years, aging until it is ready for cigarettes, pipe tobacco, or some other tobacco product.

After this aging period, the tobacco leaves the warehouse and goes to a factory. Here it is blended with other types of tobacco to become a special blend that marks a particular brand of cigarettes or "pipe smoke."

It goes through many machines and down production lines, and it comes out at the end neatly packaged. Now it is ready for consumption, but it is not convenient for the consumer to pick up.

So, once again it travels. It goes first to another warehouse belonging to the tobacco company. From there it goes to a warehouse belonging to a chain of retail stores. And lastly, the tobacco goes from the warehouse to a retail shelf from where it finally is picked up by a consumer.

Some farm products travel a more simple route than did this tobacco; others may follow a much more complicated path. All, however, move in somewhat the same manner. "It takes a heap of marketing, people, machines, companies, and know-how to get farm products from the farm into consumers' hands."

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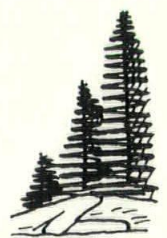
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Tree Farms mean goods, jobs, wildlife, recreation,
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FOR FAMILY FUN



Come to the Complete Family Resort Hotel

the Carolinian

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N. C.

Wonderful Meals, Swimming, Fishing,
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OPEN ALL YEAR

CAROLINIAN'S 16th SEASON UNDERWAY

The sixteenth season of The Carolinian Hotel at Nags Head is now underway.

"Through the years we have consistently expanded our facilities and services in an effort to provide our guests with the utmost in comfort and vacation entertainment," said Julian Oneto, General Manager, who is also Mayor of Nags Head.

"This year our guests will enjoy the latest word in room air conditioning, with individual room controls—cool for summer—heat for the cool nights of Spring and Autumn," he added. The Carolinian is a year-'round facility. The popular Motor Hotel has swimming pools for adults and children, supplementing the spacious ocean beach; life-guard service and protection at both pools and beach; an 8-hour supervised children's activity program (free of charge) and a full program of entertainment for those wishing to take part.

In addition to the two ocean-front dining rooms, lunch is served in the open with umbrella-shaded tables and chairs on the Sea Oats Veranda. Cook-outs are a regular feature during the week and a private club is available to those guests wishing to dance or just relax.

The same friendly staff that has made the Carolinian famous will be on hand to greet old friends and new.

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Free TV—Wall to Wall Carpet—Large Private Individual Patios
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Virginia Beach 1963 Events and Entertainment Calendar

May 4 Norfolk Virginian Pilot Relays
 May 11 Four-H Steer Show and Sale
 May 17 Norwegian Lady Festival
 May 17-18 Elks Club Merry Widow Presentation
 May 18 Armed Forces Day Parade
 June 1-2 Aqua Catamaran Sailing Regatta
 June 15 Brothers Four in Concert
 June 15-17 Virginia Beach Music Festival
 June 22 The Highwaymen in Concert
 June 29 Ray Charles in Concert
 July 4 Let Freedom Ring

July 6 The Journeymen in Concert
 July 11-15 Boardwalk Art Show
 July 13-14 Peter, Paul and Mary in Concert
 July 20 Jazz Night at Virginia Beach
 July 17-24 The Lotus Festival
 July 27 Peter Nero in Concert
 Aug. 3 Theodore Bikel in Concert
 Aug. 17 Dave Brubeck Quartet in Concert
 Aug. 24 Jazz at the Seashore Night
 Aug. 26-31 Children's Week
 Sept. 2 Elks Club Rodeo
 Sept. 6-8 Virginia Beach Folk Music Festival

• The January first merger of Virginia Beach and 272-year old Princess Anne County has made this resort "American's Greatest Historyland Playground," boasting 28 miles of ocean-front beach and 252 miles of shoreline on rivers, bays and lakes. Supplementing the 3,000 fine accommodations offered last year are 265 new rooms; seven new motels are under construction, and a 400-room high rise hotel, The Capes, will go into construction late this summer. Historical landmarks and a wealth of things to do and see make Virginia Beach 1963 a matchless vacationland.

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to Spring

at The Virginia Seashore in April and May when the area is ablaze with flowers and golfing superb. Glorious weather for sunning and sightseeing. Early runs of fish are in both inshore and offshore waters.

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MOTOR COURT • RESTAURANT
WARM SPRINGS, VIRGINIA

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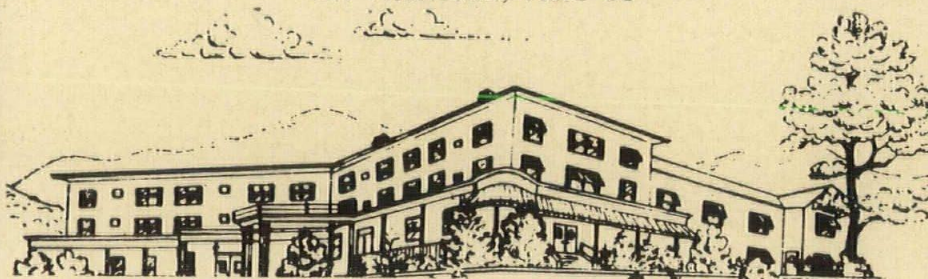
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In the Historic Northern Neck of Virginia

Finley To Speak At Stratford

The Honorable D. Finley, Chairman of the Fine Arts Commission of the District of Columbia, will speak at a Commemorative Ceremony to be held at Stratford on Sunday, April 28.

There will be Open House and the public is invited. Mr. Finley will speak on the lawn under the famous old beech trees at 2:00 P.M. Eastern Standard Time.

Fish With OTTIS PURIFOY'S

LUCKY 7

Great Fish-Finding Fleet

MOREHEAD CITY, N. C.

Total Catch, 1962 by 8,022 People

Fish	Count	Aver. Per. Fish	Total Lbs.
Wahoo	9	16	144
Blues	49	2	98
King Mackerel	10,969	16	175,504
Amberjack	2,704	24	64,896
Dolphin	2,805	15	42,075
Albacore	3,613	12	43,356
Barracuda	92	20	1,840
Bass	38,941	1	38,941
Cobia	43	35	1,505
Grouper	41	38	1,558
Sailfish	4	33	132
Pilot Fish	7	2	14
Bonita	394	12	4,728
Tuna	19	18	342
Porgies	612	4	2,448
Red Snapper	1,180	2	2,360
Triggers	1,139	7	7,973
Sharks	70	100	7,000
Blue Marlin	2	312	624
Gray Trout	1	8	8
Spade Fish	513	5	2,565
Spanish Mackerel	47	2	94
Flounder	5	2	10
Total pounds 398,215, Tonnage 199, Catch per boat 347 Lbs. each trip, Parties carried 1,146, 9 boats.			

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Over 40 Species caught annually—Albacore, Blue Marlin, Bonita, Dolphin, White Marlin, Amberjack, Wahoo, Bluefish, Channel Bass, Sailfish, Tuna, etc.



Tree Farming

• The term "Tree Farm" was coined by American Forest Products Industries, Inc., an organization sponsored by all segments of the timber industry. A timberland owner who has a management plan for his forest land, who is practicing forestry and who meets certain other conditions established for the Tree Farm award may have his forest land designated as a tree farm. The property is recorded as such, he is awarded a Tree Farm certificate and they may receive a Tree Farm sign to place on his property.

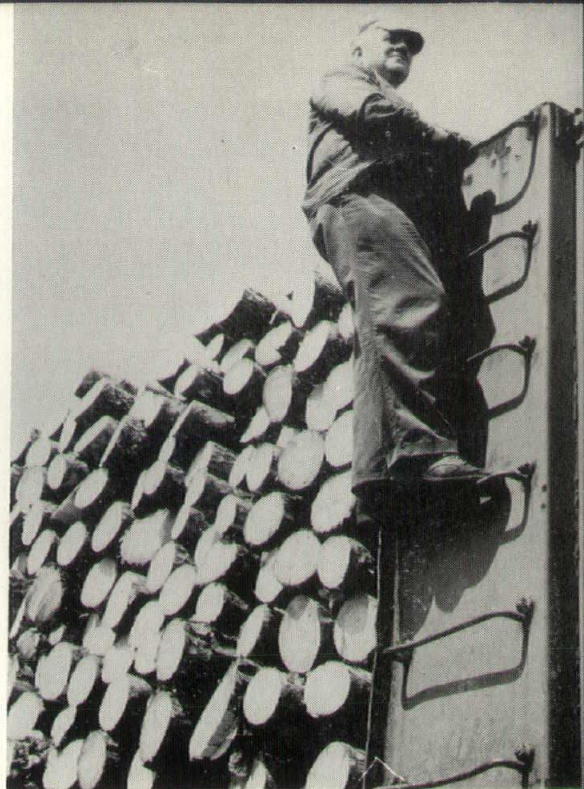
In order to receive this designation and award the owner must first make application for an inspection. Application blanks for Virginia may be obtained from the Chairman, Virginia Tree Farm Committee, P. O. Box 340, Hopewell, Va. An inspecting forester then inspects the land, obtains certain information from the owner and submits his report. This report is reviewed by the State Tree Farm Committee. If the report is approved by the committee, the owner receives the certificate and sign. In order to keep this award, the owner must continue to

manage his timberland in accordance with good management practices.

"Tree Farming", a phrase which is becoming a popular term, may be described as the growing, harvesting and marketing of timber on a sustained yield basis. Sustained yield implies the continuous production of timber crops with the aim of achieving, at the earliest practicable time, an approximate balance between net growth and harvest, either by annual or somewhat longer periods.

In establishing a "tree farm" one may start out with open land which he plants to forest trees or with an already established forest in an unmanaged condition. The land capability, the timber types on the land and the species of trees the land is capable of growing must be taken into consideration. Capital, markets and available labor are also critical items for consideration.

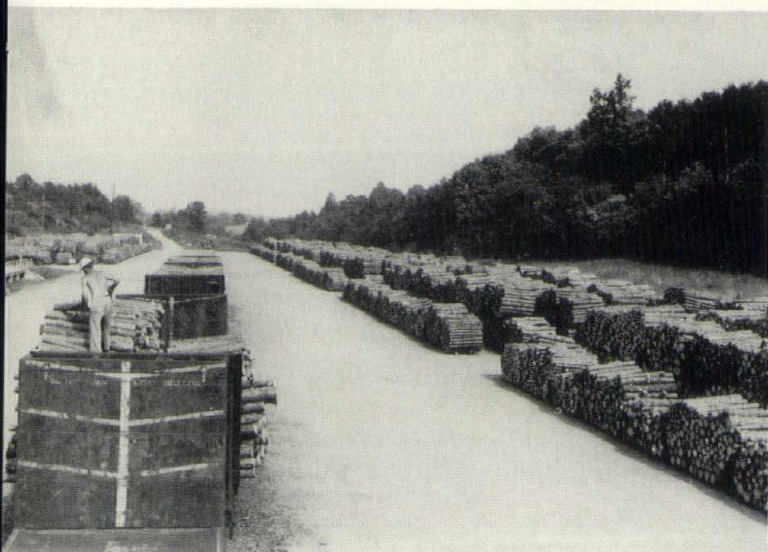
In Virginia, service foresters employed by the Virginia Division of Forestry will make free timberland examinations and prepare simple management plans for landowners. They will also mark merchantable timber for a

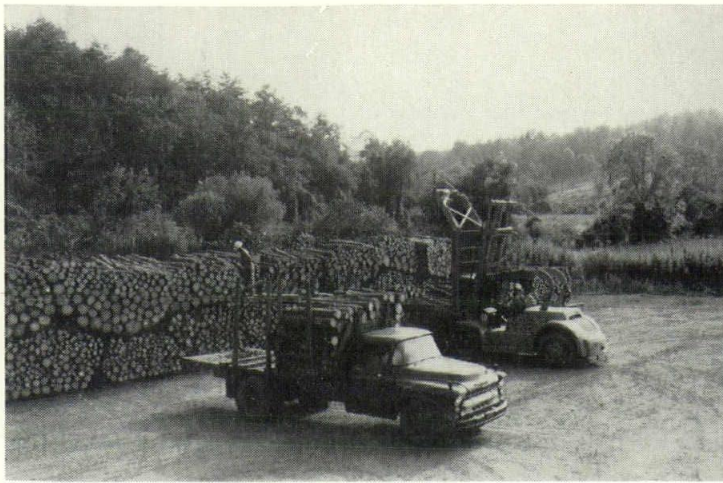


• Although much of the pulpwood that goes into paper products these days comes from company-owned land, the greatest share of it still comes from farm woodlands. Trucks and trains carry this raw material to the paper mills, an example of how transportation becomes a vital part of the industry of agriculture. In the picture above a brakeman checks the movement of pulpwood and other freight in the Milford yards of the R.F.&P Railroad.

• Below left: Here at the Ivy Wood Yard of the West Virginia Pulp and Paper Company, near Charlottesville, pulpwood is being loaded for transportation to the mills.

• Below right: panoramic scene of the Burkeville Veneer plant.





Lumber trucks transport wood from Virginia farm woodlands to wood yards.



Demonstrations on clearing land for tree planting is a part of the intensive forestry education program in Virginia.

small fee. Consulting foresters are available to do forest inventory work, run boundaries and will also take over the entire management of forest properties.

Their fees, on a per acre basis, are in line with other professional services. They are not limited in any of the activities they can perform for a land-

owner. Industrial foresters in some parts of the state also assist landowners with management problems.

The Commonwealth of Virginia has two forest nurseries which grow the species of trees best adapted for forest plantings. These trees are sold for a nominal price per thousand and are available in any quantity desired. Advice on how, when and what to plant may be obtained from the Virginia Division of Forestry, and the VPI Agricultural Extension Service or from consulting or industrial foresters.

Under the Agricultural Conservation Program, the Federal Government, through state committees, assists landowners financially in the planting of trees as well as in certain improvement practices. This is done on a cost share basis. At the present time this assistance may be as much as 80% of the estimated cost of doing the work, depending on the county. There is a legal limit of \$2500 per year which any landowner may receive. However, the actual cost share payments are often limited since there are usually more applications for assistance in a county than there is money available to pay for the work landowners wish to do.

The VPI Agricultural Extension Service, through its county agents and specialists at the college, is able to furnish additional information on any of the programs outlined above. Bulletins on almost any phase of forestry are also available. County agents are usually located at county seats, and most often in the court house or post office. Subject matter specialists in forestry are located in Blacksburg. They are always available to give the public whatever help falls within their field.

**WOOD
RECREATION**



**WATER
WILDLIFE**

Ninety-two per cent of commercial timberlands owned by forest industries is used for hunting.

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



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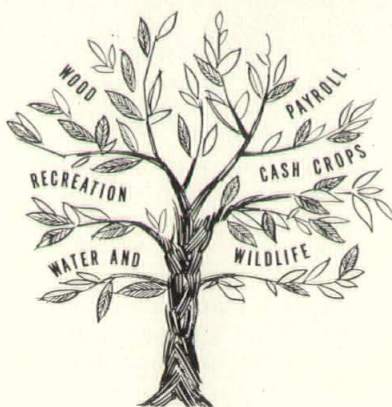
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Tree Farming is full use of the forest.
It serves the needs of all the people.

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YOU
HOLD IT
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Little seedlings produce tomorrow's
timber. You hold in your hand the
power to nurture or destroy Amer-
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power to prevent forest fires.

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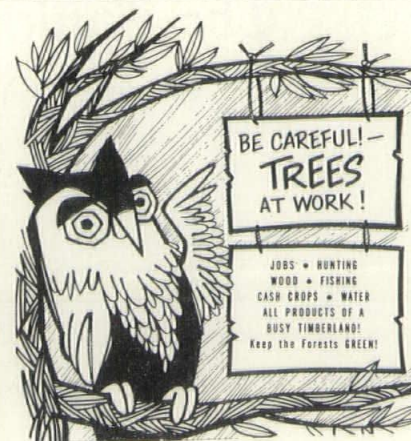
... grow
every day!

It takes about 10,000 board feet
of lumber, or the annual growth
from 50 acres of well managed
forestland, to build a six-room
house.



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**Cloverdale Lumber
Co., Inc.**

PINE AND HARDWOOD

RFD #2

Sutherlin, Va.

Virginia's Trees Are Everybody's Business

• It may be, as Poet Joyce Kilmer claimed, that only God can make a tree. But mankind can—and "better had"—aid in the process.

The United States has been prodigal of her forest resources. Now timber is one crop in steadily rising demand. There's no coping with surpluses for the tree farmer.

Virginia has over 16 million acres of forest land, more than 10 million acres of it farm-owned. Industry owns over one million acres. Some of it is owned publicly, some by private interests other than farmers.

Almost all public commercial forest lands and much of that owned by wood-using industries are in large holdings and under management by trained foresters. The timber owned privately fares less well. Yet the future of Virginia's vast wood-using industry, with its wages, taxes and profits, is largely in the hands of the individual owner.

Every year, Virginia forests produce over 1,200,000 cords of pulpwood for mills in Virginia and in adjoining states. They also produce about a billion board feet of lumber and smaller amounts of veneer logs, piling, posts, excelsior wood, barrel staves, Christmas trees, etc.

The value of manufactured forest products in Virginia last year (stump-

page value of the timber cut plus value added by logging, transportation, milling, and manufacture) was a whopping \$646,900,000. By 1975, foresters calculate, that figure will rise to over \$1 billion.

Virginia has many industries producing wood products. The paper and furniture industries use large amounts of wood each year. As the population increases, so will the need for more and more trees. Last year in the Old Dominion 1,941 forest product-based firms employed 53,400 people on a payroll of over \$196 million. By 1975, the forecasters say, the number of employees will rise to 60,800, the payroll to over \$353 million.

This mammoth portion of the industry of agriculture is one that claims particular attention from the Commission, for many reasons. A forest is more than a group of trees. It is a whole community of plants and animals living together and associated with a suitable soil. Forests produce timber, yes. But they also protect watersheds, provide recreation for hunters, fishermen, campers. They protect soil from erosion, help control landslides and avalanches.

Good management is important here from the viewpoint of just about everybody.



Few states have a greater variety of forest trees than has Virginia. Included in this wide selection are some of the most useful trees to be found anywhere. Above is a stalwart and well-managed stand of pine.

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Arbanna and Saluda, Virginia

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Best Wishes to the Farmers of Virginia

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PEANUT HULLS

Large Bag.....	Delivered \$2.60	Yard Price.....	\$2.00
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FARMER'S FERTILIZER

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50-Lb. Bag.....	Delivered \$1.25	Yard Price.....	\$.97
100-Lb. Bag.....	Delivered \$2.25	Yard Price.....	\$1.90

P. L. FARMER, INC.

2020 Jennie Scher Rd.

MI 3-9117

RICHMOND, VIRGINIA

VIRGINIA BUSINESS REVIEW

● The Fifth Annual Highland Maple Festival was held last month in Monterey. The Festival salutes the annual harvest of one of Virginia's lesser known agricultural industries, maple syrup.

Small compared to the industry in Vermont, average yearly production in Highland County is one thousand gallons. An average of 42 gallons of tree sap will produce one gallon of maple syrup. This uncut syrup sells for \$7 per gallon. Commissioner of Agriculture Richard D. Chumney recently visited the area to discuss the growth potential of the industry with community leaders. County residents are interested in increasing their production of the syrup, which, seasonally, is proving to be a tourist attraction as well.

● The Lane Company, Inc., will construct a new plant at Altavista to manufacture chairs and tables; in full production the plant will employ from 150 to 200 workers.

Announcement was made recently by Governor Albertis S. Harrison, Jr. Landon B. Lane, a company vice president, came to Richmond for the announcement and answered questions concerning the new operation.

Construction of the new plant will get underway next month and the company hopes to begin manufacturing by February of next year. Estimated cost, including equipment will be \$1,250,000.

● Virginia farmers may soon be going hook, line and sinker into a new business—trout production, on the farm and under contract from a Virginia trout hatchery which furnishes the young trout and buys 'em back when they have reached the proper size.

Virginia Trout Company, of Monterey, second largest such company in the world, currently has nine Old Dominion farmers under contract in a program similar to that carried out by broiler feed companies. According to Virginia Department of Agriculture officials, the trout-contract program is an excellent opportunity to reap a high-return cash crop.

A constant supply of fresh water is a must for farmers considering participation in a trout-contract program, which also requires construction of adequate facilities for healthy trout development and observance of the company's feeding program.

The Virginia Trout Company, the only such company east of the Mississippi, was organized two years ago and operates its own hatchery and processing plant at Monterey.

The firm is confident that Virginia farmers will work with them in the production of fresh water trout.

● The following changes in officers have been announced by West Sand & Gravel Co., Inc.: Edward E. West, Sr., chairman of the board; E. E. West, Jr., president; James H. Thomas, vice president; Eugene W. McCaul, secretary; Everett L. Noble, treasurer; William B. Graham, assistant secretary.

W. H. FERGUSON
MALVERN HILL FARM
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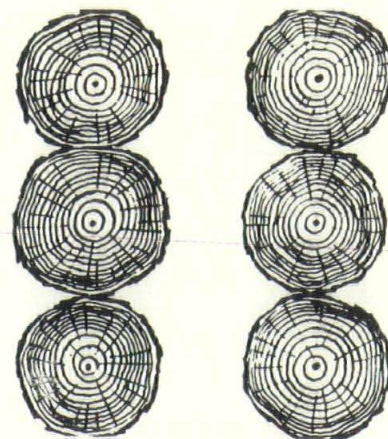
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(Continued from page 12)



Transportation of broilers from farm to processing plant typifies another segment of the industry of agriculture.

the state—less than half what is consumed. The pork situation is similar. More than 2,000,000 hogs are butchered each year in Virginia, but farmers are raising only 557,000 of them—less than one-third.

“Our Commission feels strongly that our farmers might well finish more of this meat in Virginia, adding greatly to the economic activity of the rural community, creating a big demand for equipment, transportation, feed and financing.”

Two-thirds of the meat in the United States is produced west of the Mississippi, and two-thirds of it is eaten east of the Mississippi. The small area from Washington to Pittsburgh north through New England consumes 40 per cent of

the beef and 65 per cent of the lamb in the United States. This market is right at Virginia's front door. “Virginia farmers are determined to capture their share of this market,” says Dr. Sanders.

To hammer home his point, Dr. Sanders, who is editor of *The Southern Planter*, relays the tale of a funeral of a “one-gallus” fellow in Georgia.

“They cut through the solid marble to make his grave, and yet a little tombstone they put above him was from Vermont. They buried him in the heart of a pine forest, and yet the pine coffin was imported from Cincinnati. They buried him within touch of an iron mine, and yet the nails in his coffin and the iron in the shovel that dug his

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grave were imported from Pittsburgh. They buried him by the side of the best sheep-grazing country on earth, and yet the wool in the coffin bands and the coffin bands themselves were brought from the North. They buried him in a New York coat and a Boston pair of shoes and a pair of breeches from Chicago and a shirt from Cincinnati. The South didn't furnish a thing on earth for that funeral but the corpse and the hole in the ground."

Dr. Wilson B. Bell, dean of agriculture at VPI, and another member of the Commission, talks also of change—an almost unbelievable story of fantastic achievement.

"The remarkable speed with which the on-farm segment of agriculture adopts science and technology astounds us. This characteristic will continue. You've seen the trend toward fewer farms and farmers, but larger farms; the use of more machinery and less labor; more capital requirements than ever before; a marked increase in animal agriculture and fewer acres de-

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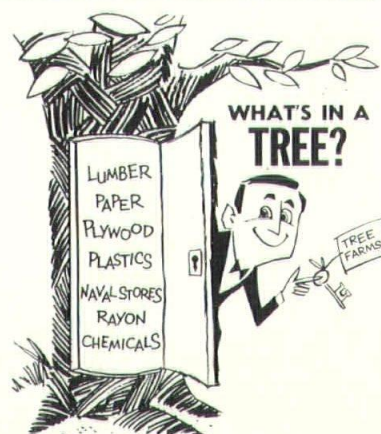
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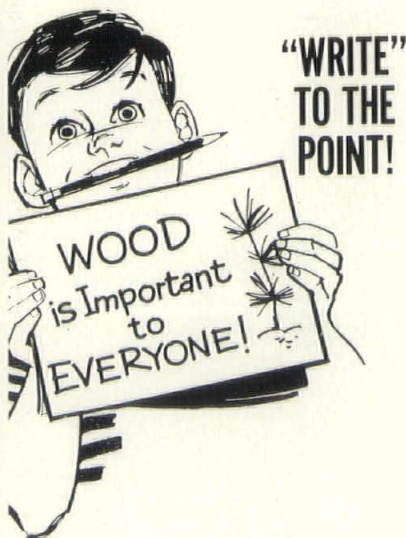


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Although all the Commission members agree that playing prognosticator is not an easy task, even with a well-polished crystal ball, they foresee even more drastic changes in the industry of agriculture. An industry always has problems, just as a nation, a state, or a person always has problems. A problem situation is, in this sense, the normal or expected situation.

The Commission does not feel prepared yet to outline specific goals. These will come when some studies now underway are completed — among them a "role" study nearing completion at VPI's school of agriculture.



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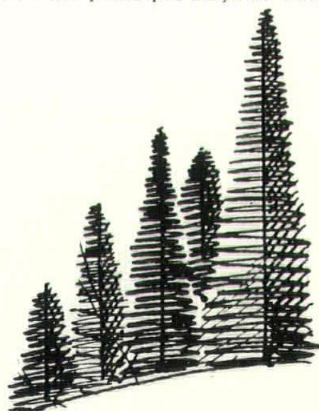
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This study will project the industry of agriculture to the year 1975, by commodities, by segments of the industry, by areas of the state.

The Commission members meanwhile have counseled with members of the State Department of Agriculture—and put an unanimous stamp of approval on certain marketing expansion and other proposals of that agency. They have conferred with members of the Agricultural Conference Board of Virginia, school of agriculture at VPI, and many other agencies and organizations. They have further defined the general goals set forth in House Bill No. 243 which created the Commission. At a recent (March 26) meeting in Richmond of the 15-man Commission, they heard Dr. C. E. Bishop of the department of agricultural economics at North Carolina State College at Raleigh, N. C., paint a portrait of agriculture's economic future in the South. They also heard a report on general goals, discussed promotional efforts, and endorsed and promised support of a huge industry of agriculture exhibit at the Atlantic Rural Exposition in Richmond next September.

The Commission does not contemplate any direct action in leg-

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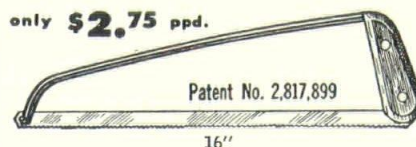
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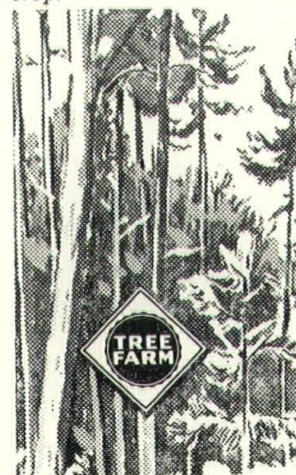


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isolation, but stands ready to advise and consult with various segments in the industry of agriculture. It foresees hand-in-glove cooperation with the Commission on Industrial Development, and hopes to help correlate activities and programs of many groups whose aims are geared to the overall economic development of the Commonwealth. "Industrialization is one of the most important factors in solving the problems of agriculture," says Dr. Sanders.

Says Commissioner of Agriculture Richard Chumney, "There is currently no more important work than the work of this Commission. It should receive top priority."

Commissioner Chumney has designated his executive assistant, Maurice B. Rowe, to serve as secretary of the Commission, succeeding C. A. Middleton, who recently resigned his position as director of information for the State Department of Agriculture to join, a few doors away in Richmond, the Commission for Industrial Development.

In addition to Commissioner Chumney and Rowe, members of the current executive committee

of the Commission are Dr. Sanders, Mr. Givens, Dean Bell, Colonel Bottom, and W. A. Stuart, Jr., vice president, Stuart Land and Cattle Company, Rose-dale.

No committee meeting, no enactment of the General Assembly, ever grew an ear of corn or blade of grass. But as science continues to break through the barriers of nature, agriculture's problems may in one sense diminish, while the overall industry becomes more complex and exacting. The Commission's efforts are already being felt in many places. And in formation now is the blueprint of the future industry of agriculture in Virginia.

Most people, the Commission members think, do not grasp the 1963 definition of agriculture. But even if you haven't had a dirt farmer in the family for generations, you're closer to agriculture than you think. The Commission means to sharpen your awareness of this fact. In the words of the energetic Colonel Bottom, "We're going to stop talking just to people who already know the story—and start talking to some who don't." •

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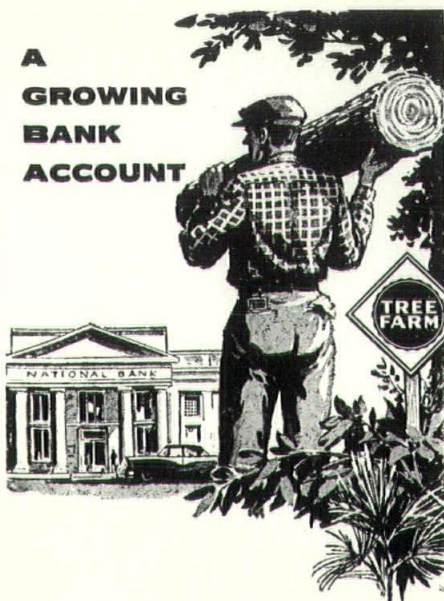
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Quo Vadis, Virginia?

(Continued from page 5)

principles but an individual dedicated to implement those principles. By definition he would assume leadership for his principles. Thomas Jefferson would be a handy example. In more current times Woodrow Wilson was a statesman who was willing to risk his future for his principles. He did and he lost; he lost everything to the connivance of politicians who put the game before the ends, and the White House has not been occupied since by a man willing to take the big risk for a big shining belief.

As the king of the waltz, the man we have with us now is a sort of Chester Arthur in modern dress, decked out in Madison Avenue phrases like "new Frontier." The problems are obfuscated by issues such as Cuba and the Congo, Medicare and Mississippi, and making income-taxes thirty-five cents less in order to stimulate the economy in order to borrow more to pay more to backward nations. Obviously the time will come when there is no more to borrow, the backward nations will no longer be backward, and what issues will we make then?

This 20th Century Chester Arthur in the White House is, they tell us, a smart fellow, and for a certainty he is a glib verbalizer. If he is as smart as they tell us, he can not be making any effort to operate the country on principles. Judging by his cynical appointment of Franklin D. Roosevelt, Jr., and other political appointments (notably Soapy Williams), he is using his brains as a practitioner of an operational political group and has abdicated any interest in the martyr's role of statesman.

Yet, as simple as this is to see at a distance, what of the state of affairs in Virginia? What is being done in Virginia to differentiate our operations

from those of other political organisms? We are making practical adjustments to somewhat epic physical and technological changes, but we are not initiating any changes. We are admittedly laggard in education, and the Virginia Education Association recently reported the humiliating statistic that our public school teachers are the most poorly educated in the South—with only a little more than four-fifths having college degrees and not more than ten per cent having master's degrees.

Where does a political operation begin if the intention is, for example, to raise the educational standards in Virginia? Even as an outsider, I know it must begin with a Committee, but what then? I suppose such as a concept as a Committee for Effective Action would be blasphemous. Is it possible, however, that it is something more than the fancy of a dreamer to envision an operation in which there could be some compromise between action and inaction? And would such a fancy be helped toward reality by some old-fashioned statements as to where we are going and how we expect to get there? As of now, we seem drifting at a dead center.

Admittedly, this is the most uninformed view of the most non-political minded and isolated individual. With the patience of the lizard after the fly, we might, for all I know, be drifting by imperceptible degrees off the dead-center, but it would be nice to know where and in what century we planned to get there.

Clifford Dawley

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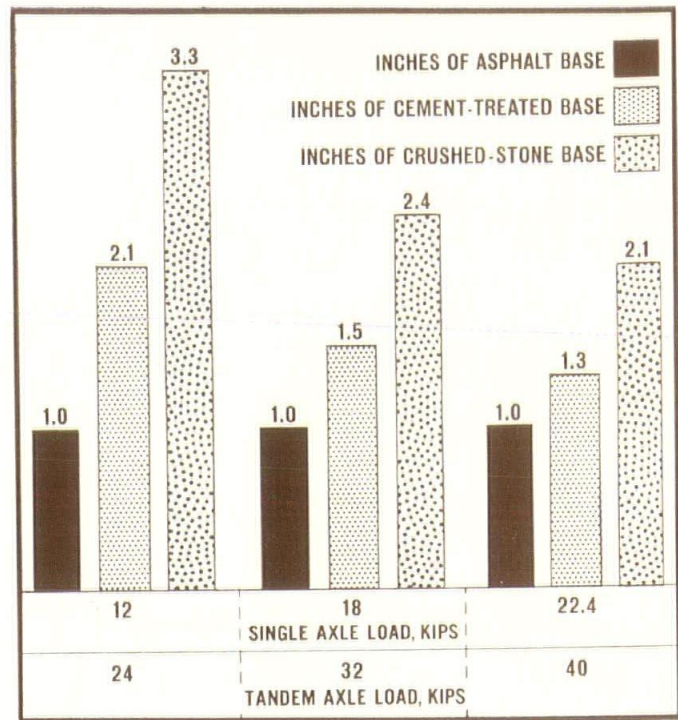
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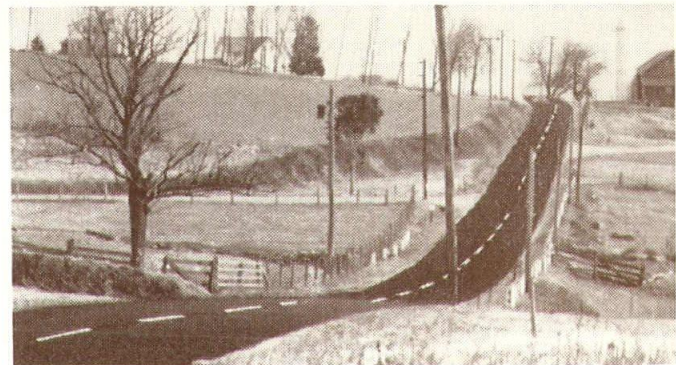
There is big news for the county road builder out of the recently completed AASHO Road Test. Official results now prove the following:

- First, Asphalt bases are 2.1 times more effective than cement-treated bases for single-axle loads of 12 kips (12,000 pounds) and tandem-axle loads of 24 kips. (Example: 4 inches of Asphalt base are equal to 8.4 inches of cement-treated base.) And for 18 and 32 kip loads, Asphalt bases are 1.5 times better.

- Second, one inch of Asphalt base can be substituted for 3.3 inches of crushed stone base under 12 and 24 kip loads, and for 18 and 32 kip loads the substitution is one inch of Asphalt base for 2.4 inches of crushed stone base. Substitution ratio for a higher axle load is also shown on the chart above.

For the county highway engineer, this means that multi-layer DEEP-STRENGTH Asphalt construction—Asphalt surface on an Asphalt base—will provide a stronger, more durable road. It also means less need for scarce road-building aggregates, and offers powerful support for practical, economical stage construction.

DEEP-STRENGTH Asphalt-base pavements have



other advantages as well. They can be built faster and easier, and are easy and less costly to maintain. They are water- and frost-resistant, and are not harmed by de-icing chemicals. Traffic stripes are more visible day or night, rain or shine, to give you greater safety. And Asphalt surfaces are quieter and smoother-riding.

Taken together, the facts add up to this: **Inch-for-inch and dollar-for-dollar, new DEEP-STRENGTH Asphalt pavement is your soundest investment for all county roads.**

THE ASPHALT INSTITUTE

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