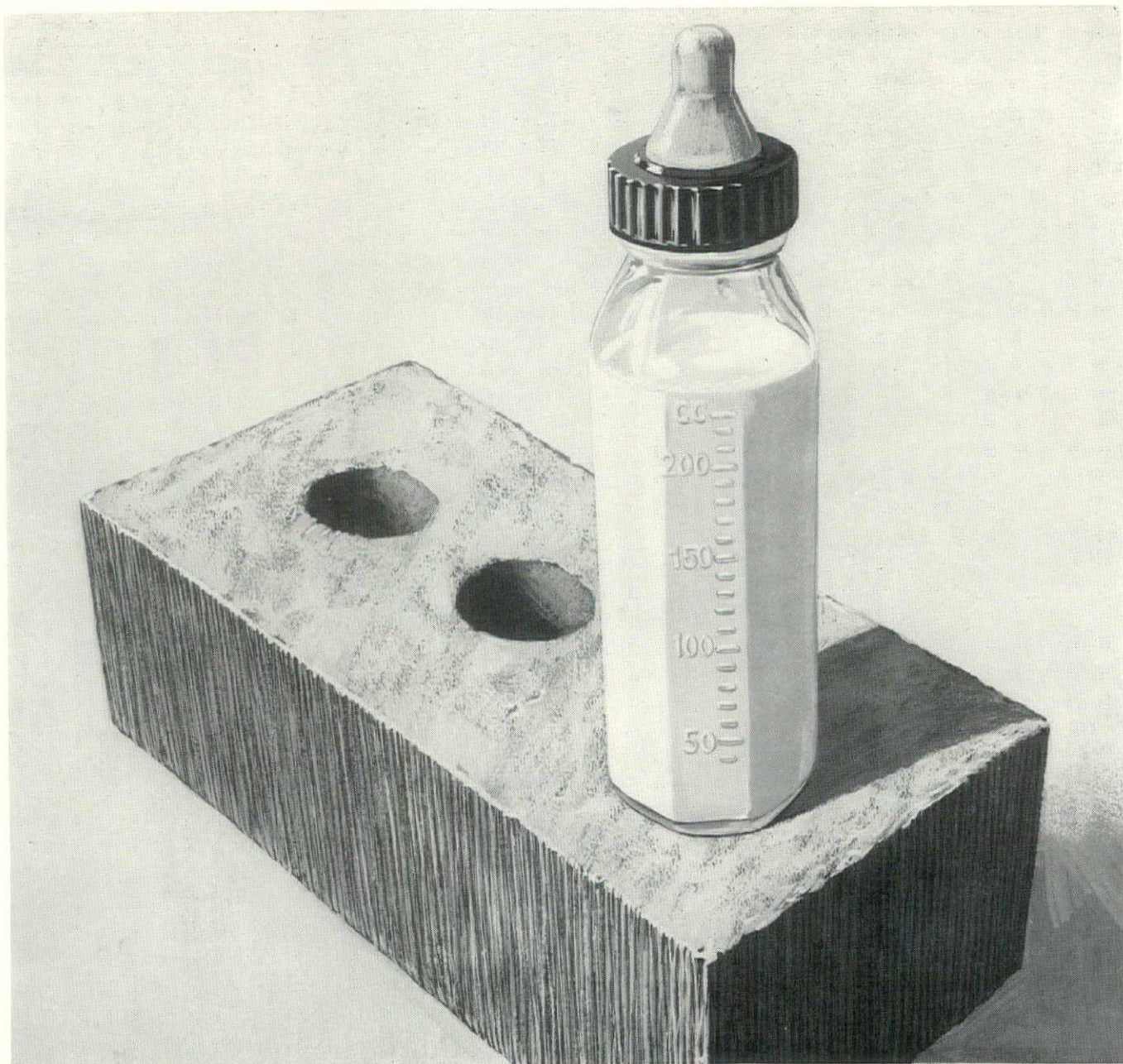


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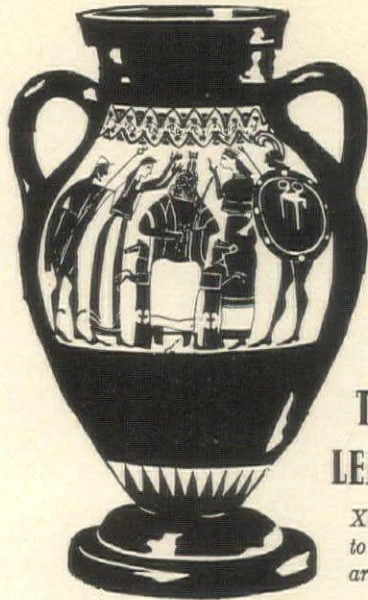
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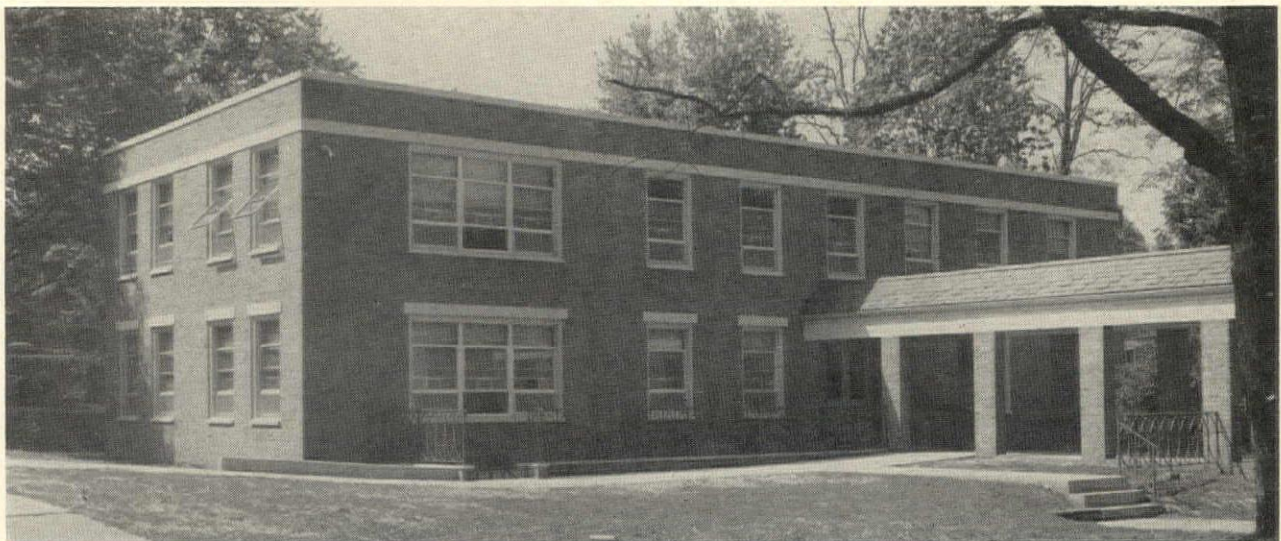
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Builders of the New Sunday School Building, Wesley Memorial Methodist Church, Page 18

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VOLUME LXXXVI

MAY 1964

NUMBER FIVE

“Love—After This Message”

FOR A LONG TIME, like most viewers, I was discouraged from watching old films on television by, what I unwisely regarded as, the interruptions of commercials. I was particularly offended by—what seemed to me then—the quick cuts from the middle of a scene of the picture into a violently contrasting scene from a commercial. But that was before I understood what television was really trying to achieve.

The change for me came with dramatic suddenness—like the cut from a deathbed scene in the tropics to singing skiers. It came about after just such a succession of cuts had broken my attention on a gangster film, *The Rise and Fall of Snake-Eyes Sullivan*. Made in the forties, the film was a biography of the Prohibition Era, with actors unknown to me. When the commercials came on after the billboard of the picture, from experience I took that time to go heat my coffee, and slightly misjudged my return, so that I missed the credits. The film was made before psychos provided the dramatic problem (long before that musical hit, *Lunatics on Parade*), and the problem between young Snake-Eyes and his girl was simply his predilection for a life of crime.

The story had advanced to where the lovers were parting against a background of magnolias. Due to the cuts in the picture, to allow for the commercials, I had missed whatever it was that explained why the magnolias were in New Jersey: in any event, I clearly recognized them as the props on the Warner Brothers' lot. Under the magnolias, with weeping violins on the soundtrack, the heroine was saying, “If love would be enough—” when we were cut into the scene of a laughing quartet of lightly clad youths on a beach. They are gaily (and loudly) singing, “Love goes best with *Toxic Tang*, *Toxic Tang*, *Toxic Tang*, love goes best with *Toxic Tang*—at ten cents a bottle.” This somehow seemed inappropriate to me. The mood was lost.

However, because I wanted to “see how the story came out,” I turned off the sound and decided to wait. The quartet was followed by an earnest looking moron who held up a bottle of *Toxic Tang* and talked with gestures; I presume he was talking: his lips moved and he crinkled his eyes and pointed vigorously at the bottle. From him the scene cut to a craggy faced man on a horse. He was deeply inhaling a cigarette and, obviously, from his cretinous expression, never read any warnings against smoking. Superimposed on this figure came a large package of *Clydesdale*, the *Cromagnon's Favorite*. Then another sincere looking man in business clothes comes on with a package which he holds up and points at and presumably delivers another lecture. At last he went off and there was a cut to a still shot from the picture I had been watching. I turned the sound back on.

The scene opens on a lovely languid lady in filmy robe, and she is murmuring, “Um-m-m.” I thought the heroine from the picture I had been watching must have gotten well. Then I remembered that she wasn't sick; that was an earlier scene where a housewife was moaning and rubbing her eyes, as she dragged herself miserably through her kitchen before discovering *Instant Ecstasy*. This languid lady was somebody new. She is looking at her- (Continued on page 59)

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• Shown on the cover is the handsome new administration building for the Chesapeake Bay Bridge-Tunnel located at the north end of the new engineering “wonder-of-the-world” on the Eastern Shore of Virginia. Constructed of a speckled glazed blue brick with off-white cast stone, the building was designed by Williams & Tazewell, Architects. It was presented in the September, 1963 issue of the Virginia Record in connection with our feature on the Bridge-Tunnel.

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“The Hostess with the Mostest,” Mrs. Perle Mesta, will open the first Antiques Show and Sale to be held in historic Warrenton, June 11-13.

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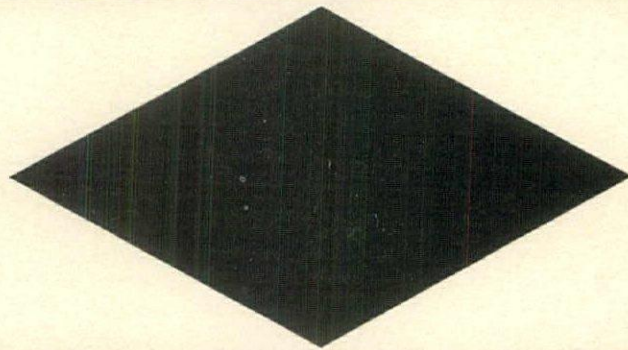
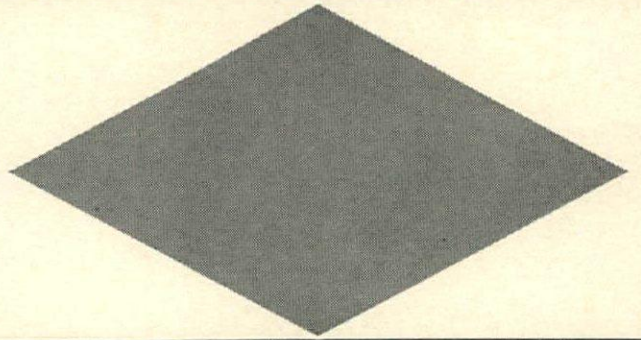
Painting Contractor:
Dental Office for Dr. Gerald Einhorn, Page 26

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page 21.



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NEWPORT NEWS, VIRGINIA

Furnished Readymix Concrete for NASA
Laboratory, Page 12.

NEWS

AIA VIRGINIA CHAPTER

New Corporate Members
Virginia Chapter, AIA



FRANCIS ALLISON SHANE

Born May 22, 1933 in Gallipolis, Ohio. Graduated from Gallia Academy High School, Gallipolis, Ohio in 1951. Graduated from V.P.I. in 1956 with B.S. degree in Building Design, and received a B.S. degree in Architectural Engineering from V.P.I. in 1958. Worked for Smithy & Boynton in Roanoke until February 1963. Worked for Kinsey & Motley in Salem from February 1963 until December 1963, and on January 1, 1964 became a member of the firm under the name of Kinsey, Motley & Shane, Architects & Engineer, located in Salem.

(Continued on page 9)

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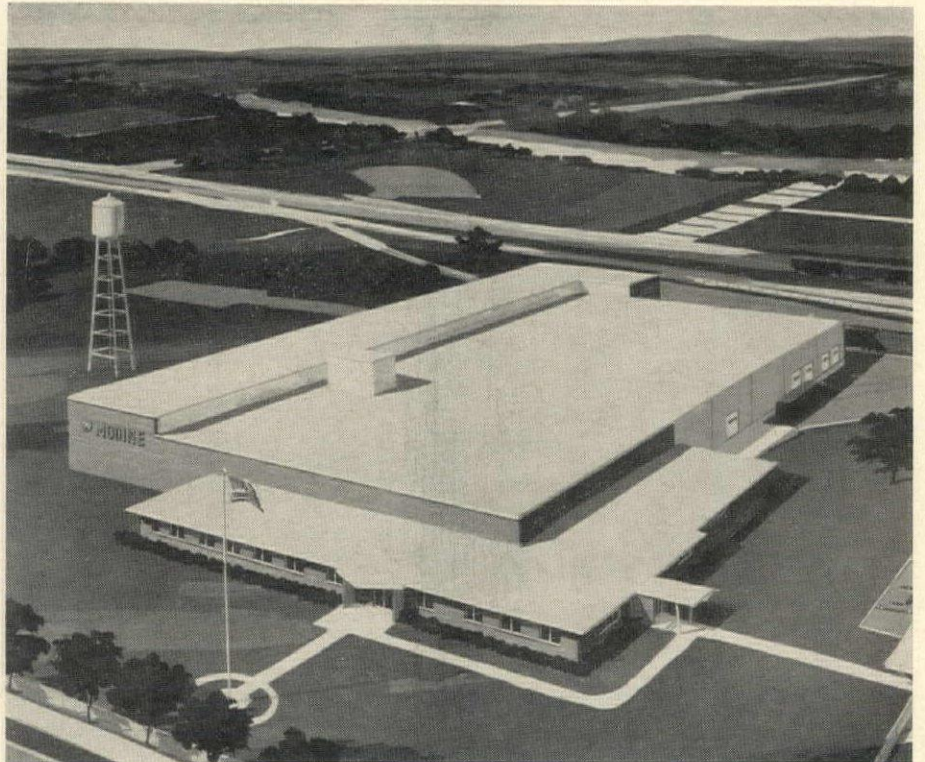
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NEWPORT NEWS, VIRGINIA

Site Preparation Work for NASA Space Radiation
Effects Laboratory, Page 12.

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NEWPORT NEWS, VA.

Ceramic tile for
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NASA's Space Radiation Effects Laboratory, Page 12.

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mentary School, page 34; DAYBRITE for
Salem Public Safety Building, page 38;
and Flora Realty Co., Inc., page 25.

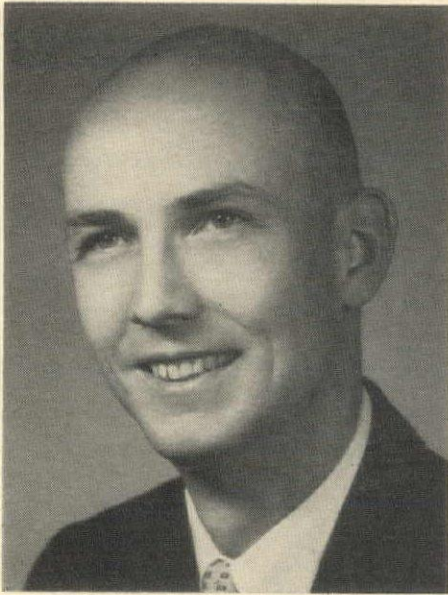
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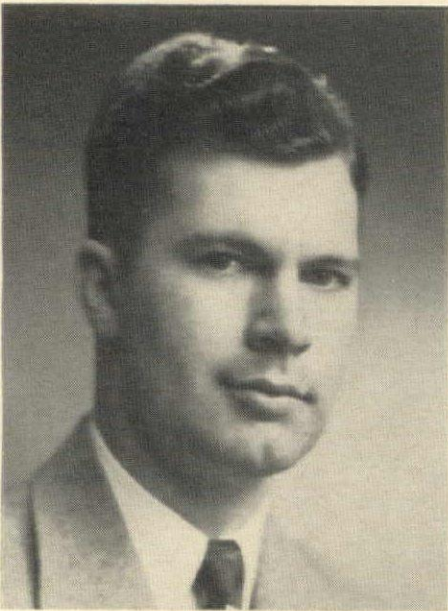
3116 W. LEIGH STREET
RICHMOND, VIRGINIA

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HENRY JAMES BROWNE

Charlottesville. Born April 28, 1932 in Hamden, Connecticut. Graduated from Jas. E. Hill House in 1950, and graduated from University of Virginia in 1955 with a B.S. Degree in Architecture. Worked for a short time with Granger & Gillespie when he came to Charlottesville to work for Milton L. Grigg, FAIA in 1957. On January 1, 1964 the firm changed the name to Grigg, Wood & Browne.



J. JOSEPH JOHNSON

Staunton. Born October 13, 1926 in Staunton, Va. Graduated from R. E. Lee High School in Staunton in 1944. Attended University of Maryland, College Park, Md., and V.P.I., Blacksburg. Worked for S. J. Collins, and R. E. Collins in Staunton from 1949 until 1961. Became a partner in T. J. Collins & Son in 1961 and became owner of the firm in 1963.

(Continued on page 10)

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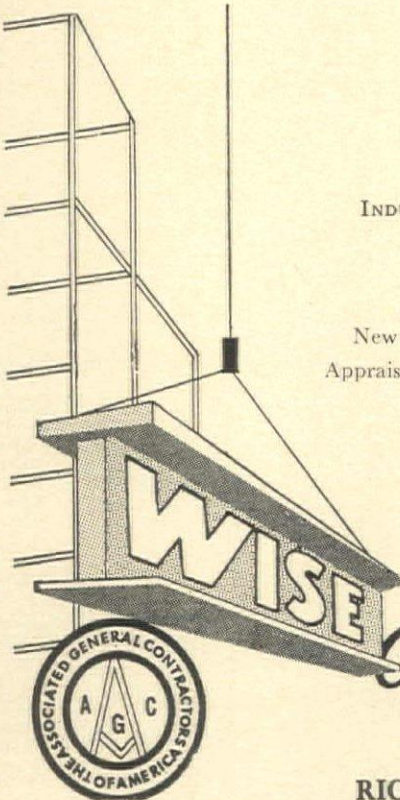
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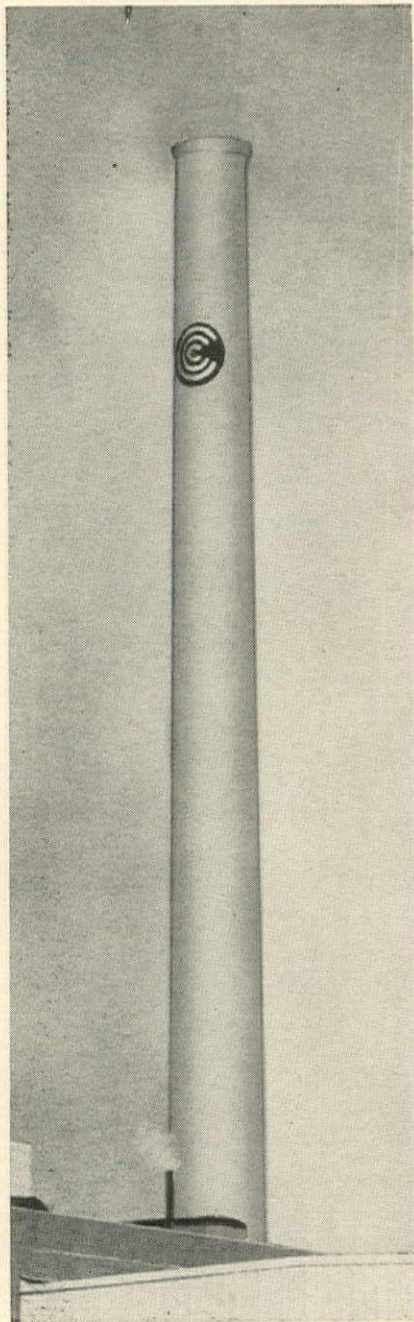
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RUDOLPH S. TAYLOR

Norfolk. Born March 31, 1918 in Hanover County. Attended Ashland High School, Ashland, and graduated in 1936. Attended Randolph-Macon College in Ashland for two years, transferred to V.P.I., Blacksburg where he received a B.S. and an M.S. degree in 1949. Currently working for Clark, Buhr & Nexsen in Norfolk. (No picture available.)

JOHN CALVIN HOLCOMBE

Richmond. Born July 31, 1934 in Richmond. Graduated from Highland Springs High School, Highland Springs, in 1952. Graduated from University of Virginia in 1957 with a Bachelor of Architecture Degree. In January 1959 was employed by David Warren Hardwicke, Architect in Richmond. (Where he still is.) (No picture available.)

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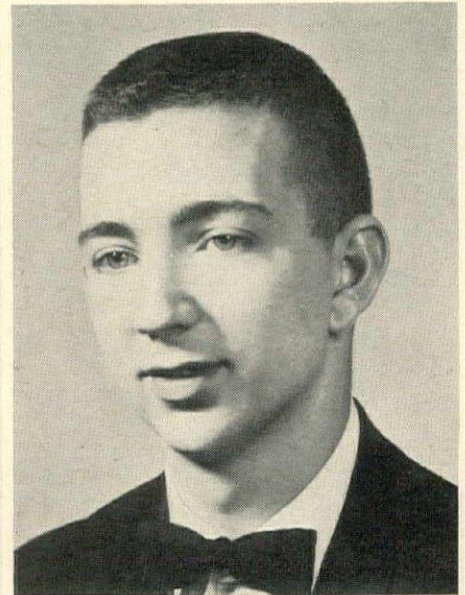
Phone DI 2-4645 Roanoke, Va.

Painting contractor for Flora Realty Co., page 25.

New Associate Members, Virginia Chapter

ANGUS BRUCE JOYNER

Norfolk. Born March 23, 1933 in Elm City, N. C. Graduated from Maury High School of Norfolk in 1952. Attended William & Mary in Norfolk. Has worked for Sol William Cohen, Architect in Norfolk since 1959. (No picture available)



ERNEST W. ROSE, JR.

Richmond. Born March 12, 1939 in Richmond. Attended Hermitage High School and transferred to Douglas S. Freeman High School, Richmond, where he graduated in 1957. Graduated from V.P.I. Blacksburg in 1963. Employed by Alan McCullough, Richmond, in June 1963 (and he's still there).

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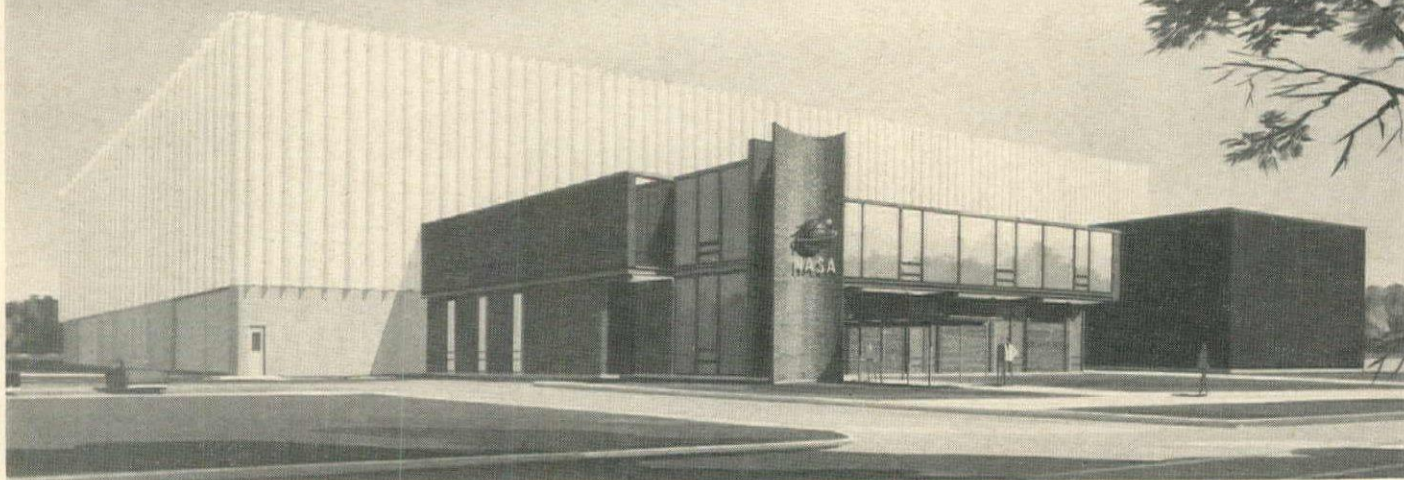
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General contractor for Collinsville Office,
First National Bank of Bassett, page 35

Virginia Cyclotron



NASA's Space Radiation Effects Laboratory

A SPACE Radiation Effects Laboratory, designed by Marcellus Wright & Son in joint venture with Giffels & Rossetti of Detroit is being established by the National Aeronautics and Space Administration's Langley Research Center on an 110-acre site in Newport News. It will include three major areas—an experimental test and beam handling area, test setup area, and support area.

The experimental test and beam handling areas consist of two independent target areas, the electron accelerator caves with their target areas, the proton accelerator cave, and the magnet hall which will contain the beam transport and handling equipment for the proton accelerator.

The two target areas are about 37 by 26 feet each and these dimensions may be changed by moving huge concrete shielding block walls. The shielding makes it possible for personnel to be in one experiment setup while irradiation is in progress in an adjacent area.

Very large targets may be irradiated by piping the beam directly down the magnet hall to an externally setup test area.

The shielding walls are 7 to 24 feet thick and where particle lifetimes and

space requirements dictate, heavy concrete and/or steel walls are used.

The housing for the experimental test and setup areas with dimensions of 240 by 143 feet provides a floor area of about 33,000 square feet.

Two 25-ton capacity crane hooks will service the accelerator caves, test setup area, and target areas. A utility tunnel will contain electrical cables to the various experimental areas and support building, located next to the setup area which separates it from the experimental test area.

The support area consists of two floors and a basement and will contain the control room and monitoring system for the accelerators, laboratory space, shop facilities, office space, and counting areas. It will be 168 by 71 feet and includes 25,000 square feet of floor space.

Establishment on the Virginia Peninsula of the NASA Space Radiation Effects Laboratory will provide the Langley Research Center the means by which tests and fundamental studies can be made of the effect on spacecraft and their systems of the particle radiation streaming from the sun or trapped in the earth's magnetic field.

NASA has a special interest in the space environment as it influences the

design of space vehicles and their related systems. This environment presents many challenges and man must understand it thoroughly if he is to find ways to pursue the peaceful exploration of the universe for useful and scientific purposes.

Among the hostile aspects of space, the most significant, many scientists feel, is the particle radiation. The new NASA laboratory, located at Oyster Point in Newport News, will make it possible for scientists to simulate space radiation and to conduct studies designed to increase the reliability and safety of spacecraft and space missions.

The laboratory is designed around a *synchro-cyclotron* capable of emitting protons with energies of 600 million electron volts. There are only two similar machines of equal or greater power in the Free World—one at Berkeley, California, another at CERN, Geneva, Switzerland.

It is planned that the Space Radiation Effects Laboratory will be operated under contract to NASA by the Virginia Associated Research Center, established by the Commonwealth of Virginia through the State Council of Higher Education. VARC includes representatives of the College of William and Mary, the University of Vir-

GIFFELS & ROSSETTI, INC. — MARCELLUS WRIGHT & SON

Associated Architects and Engineers

BASIC CONSTRUCTION COMPANY: General Contractor

ginia and the Virginia Polytechnic Institute, each of which conducts aerospace graduate study programs in cooperation with the Langley Research Center.

The building construction contract was awarded by the Langley Research Center to Basic Construction Company of Newport News.

Basic will erect for \$3,095,200 the building containing 57,890 square feet of floor space to house the synchro-cyclotron, which will form the heart of the space research laboratory. The contractor will have 600 calendar days from August 19, 1963 to complete the project.

The large block seen in the photo, left, housing the heaviest shielded accelerators, is sheathed in pre-cast, prestressed double "TT" concrete panels which are insulated with blown-on fibres applied to the inside surfaces. Fifty feet tall, this portion of the building is built on top of a 14 foot heavy concrete base.

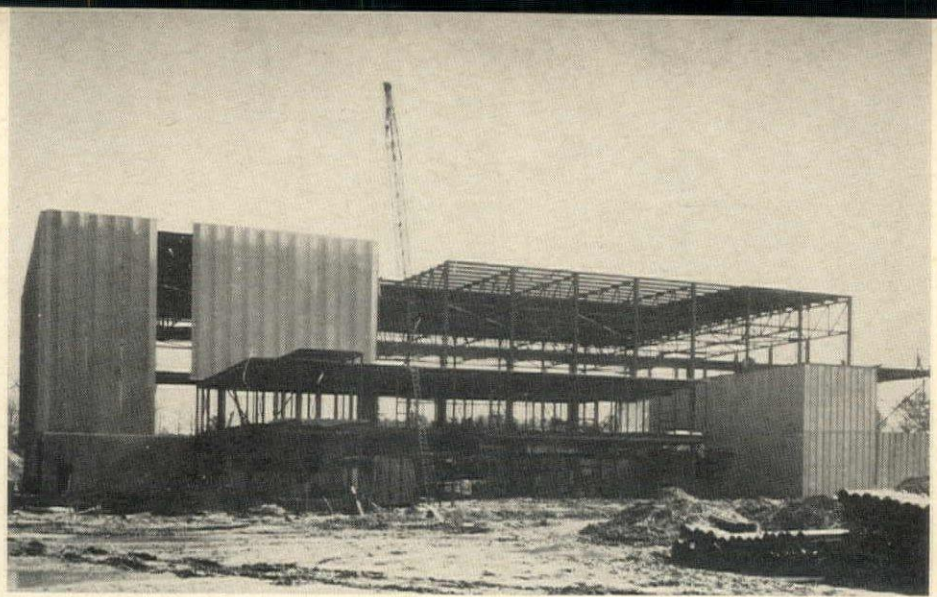
The front part of the building shown is the support area where the controls, laboratories, and supporting functions will be housed. It is clad in black brick, grey glass and black coated steel. Air conditioned and lighted to laboratory intensities, it contains offices, meeting rooms, control rooms, read-out areas, a dark room and an observation gallery overlooking the cyclotron hall.

The massive structure is built atop 3000 steel tube concrete filled piles, some as closely spaced as 2½ feet on centers, both ways.

William H. Brobeck and Associates of Berkeley, California, did the engineering design of the cyclotron, accelerator and associated equipment. Catalytic Construction Company, of Philadelphia, has a \$5½ million contract to supply that equipment.

Site preparation work was by E. W. Muller, Contractor, Inc. of Newport News. Piling work, underway before the general contract was let, was by Raymond Concrete Pile Division of Raymond International, Inc.

In addition to Basic Construction Company as the prime building contractor, subcontractors and material suppliers include Baker Sheet Metal Corp. of Norfolk, hollow metal work; Shepard Niles Crane and Hoist Corporation, Montour Falls, N. Y., overhead electric crane and hoist; Hall-Hodges Co., Inc., Norfolk, reinforcing steel and mesh; Benson-Phillips Co., Inc., Newport News, readymix concrete; Burton Lumber Corp., Norfolk, millwork; Bayshore Concrete Products Corp., Cape Charles, precast concrete beams, wall panels, shield blocks; Erwin



Jones & Co., Inc., Charlotte, N. C., telephone booths; National Seal Works, Inc., Richmond, symbol and aluminum letters.

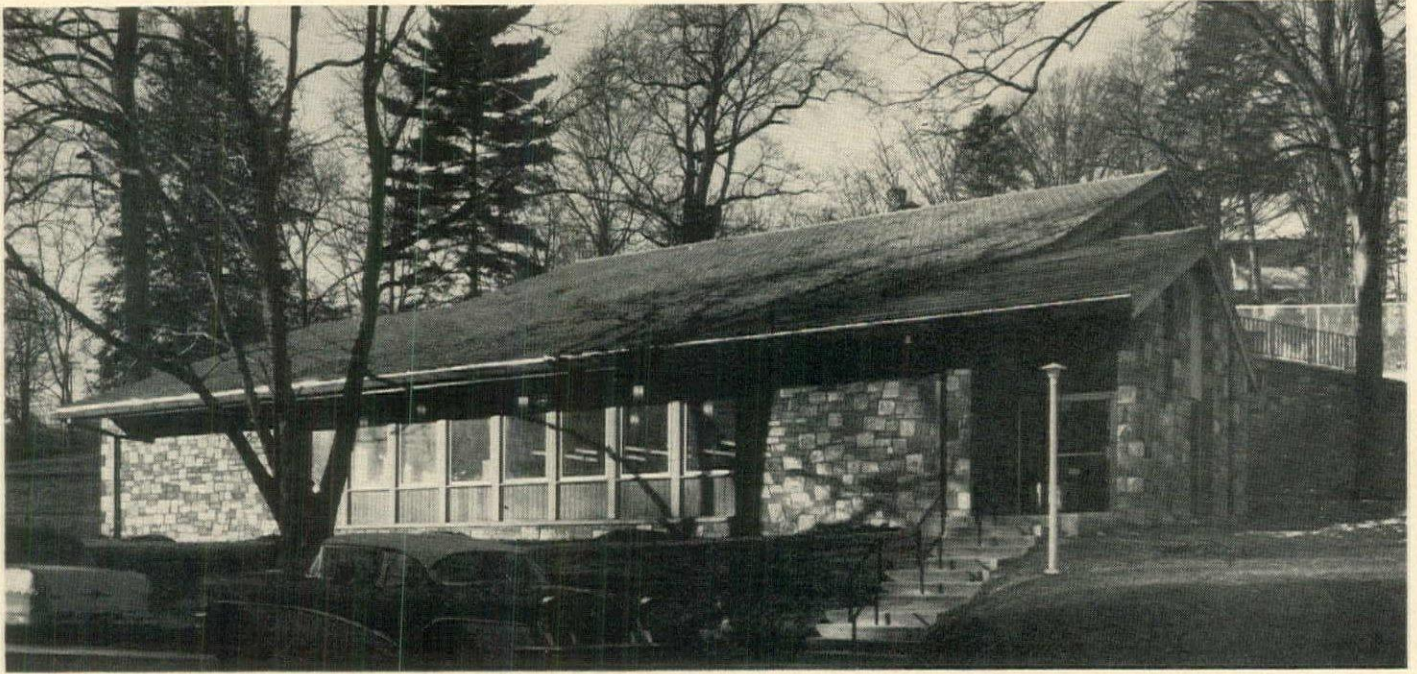
Also E. H. Sheldon Equipment Co., Muskegon, Mich., darkroom equipment (Silver Springs, N. J. branch); Taylor-Parker Co., Inc., Norfolk, mild steel rod, hex nuts, machine bolts; Serviced Products Corp., Chicago, Ill., waterstop and mould fittings, rubber; J. S. Archer Company, Richmond, folding doors; E. C. Ernst, Inc., Washington, D. C., electrical; Montague-Betts Co., Inc., Lynchburg, structural steel, steel roof deck, miscellaneous steel; United Fireproofing Corp., Hampton, masonry; Raymond Concrete Pile Division, Raymond International, Inc., New York, N. Y., foundation piling; Liskey Aluminum, Inc., Glen Burnie, Md., raised floors.

S & B Fence Co., Inc., Newport News, vehicle barricade (gate); E. Caligari & Son, Inc., Norfolk, painting; W. W. Moore & Sons, Richmond,

elevator work; W. Morton Northen & Co., Inc., Richmond, acoustical ceilings, resilient floor and base; Neal Lawrence, Inc., Arlington, place reinforcing steel and mesh; William H. White, Jr., Inc., Richmond, mechanical, plumbing, piping, etc.; Door Engineering, Norfolk, doors, finish hardware, rolling steel curtains; Western Waterproofing Co., Inc., Richmond, metallic waterproofing; Ajax Company, Inc., Norfolk, terrazzo and tile work; Froehling & Robertson, Inc., Norfolk, concrete testing; Febre & Company of Newport News, Inc., lath and plaster, sprayed insulation; American Steel Equipment Co., Inc., Norfolk, movable partitions; Roof Engineering Corp., Norfolk, membrane waterproofing, sheet metal and built-up roofing; Plasteel Products Corp., Norfolk, insulated metal siding; Pittsburgh Plate Glass Co., Hampton, window walls glass, mirrors, shelves and entrance doors and Door Engineering, Norfolk, shield doors and mechanism.



Cherrydale Branch Library in Arlington



J. RUSSELL BAILEY, AIA
Architect

J. MORGAN GARDNER, RA
Office Associate

EARL K. ROSTI, INC.
General Contractor

THE CHERRYDALE BRANCH LIBRARY for Arlington County is located in a wooded residential neighborhood. All lots in this area are interesting, sloping ones but the one selected for this library was unusually steep.

Our problem here was to design a functional library building with physical characteristics which would satisfy the requirements of the sloping wooded site and the residential scale established by the neighborhood. We tried to save all trees we could and leave as much natural terrain as possible.

Our selection of stone and concrete shingles for the exterior materials was done to harmonize with the trees and surrounding terrain. Since we had to show a considerable amount of roof, we felt that a roof with a strong texture was necessary.

It is hard to realize it, but a very expensive and carefully engineered retaining wall had to be built forming the rear wall of the building in order to retain the excessively high bank. This retaining wall and the laminated bents which support the roof are the principal structural elements.

It may be noted in this building that there are no air distribution vents showing in the ceiling. This detail is taken care of by the acoustical ceilings which form an air chamber between the roof decking and the ceiling itself. The perforated tile allows the air to filter through with an imperceptible flow of air.

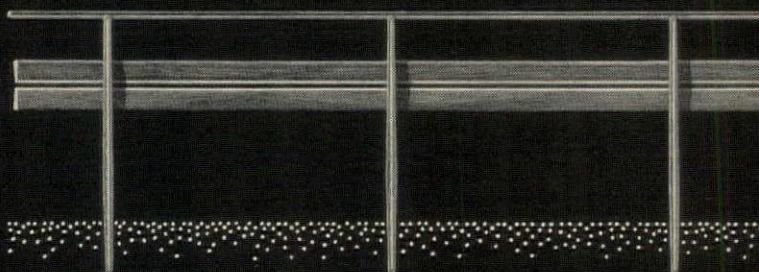
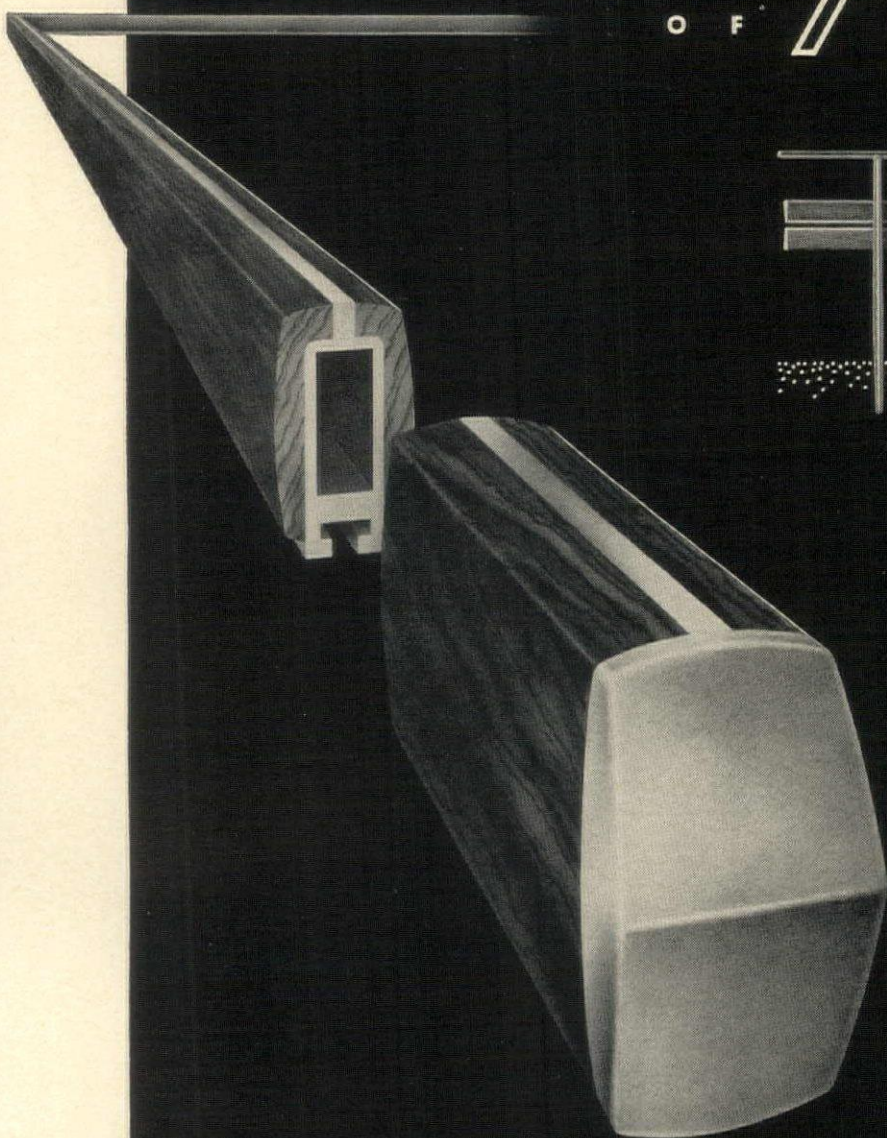
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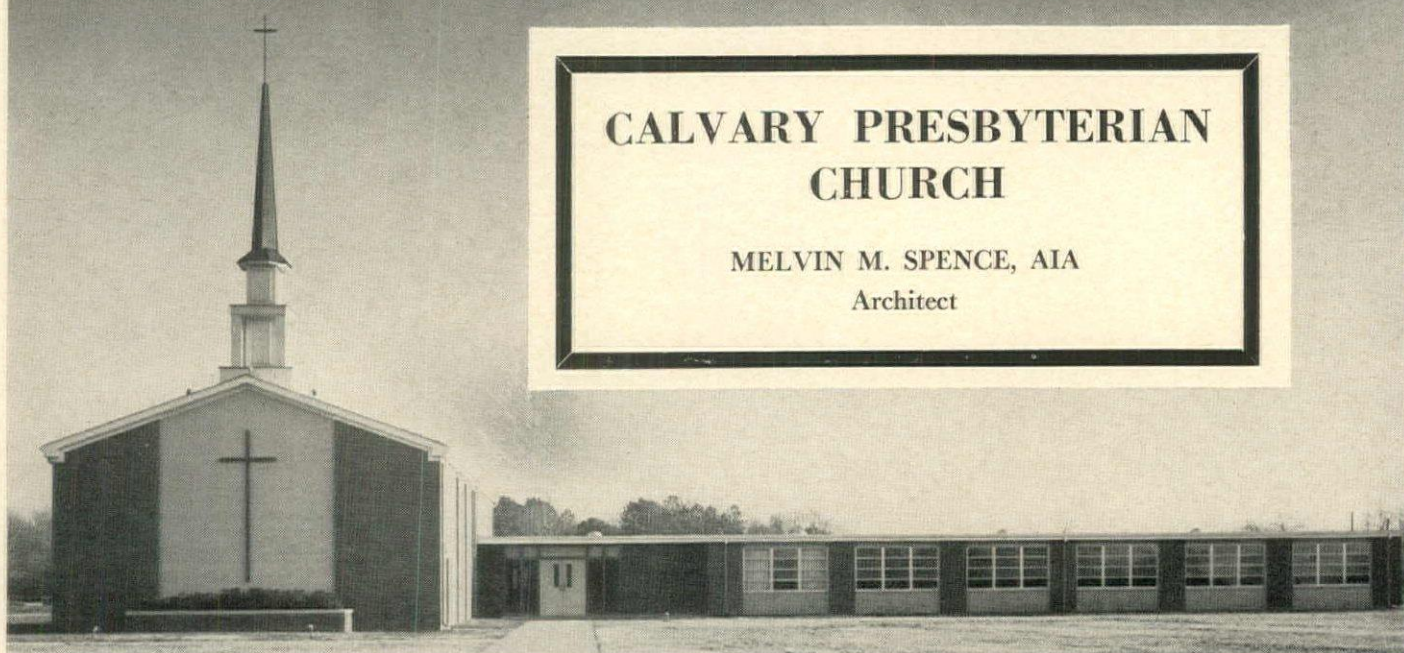
Blumcraft

O F P I T T S B U R G H



NEW WOOD HANDRAILS with an aluminum core substructure are furnished as a complete unit by Blumcraft. The solid walnut wood, with a natural hand-rubbed oil finish, is bonded to the aluminum at Blumcraft's factory. This new railing concept combining wood and metal is trademarked **RAILWOOD***

Complete 1964 catalogue available from Blumcraft of Pittsburgh, 460 Melwood St., Pittsburgh 13, Pa.



CALVARY PRESBYTERIAN CHURCH

MELVIN M. SPENCE, AIA
Architect

● Calvary Presbyterian Church is located on Kempsville Road near Greenwich. The Church includes facilities for 300 Sunday School students and a Fellowship Hall which will seat 250 people.

The Pastor of the Church is The Rev. E. C. Cooley.

The Church was formerly located on Curlew Drive in Glenrock. Edward W. Kantz was chairman of the Building Committee.

CALVARY PRESBYTERIAN CHURCH — Norfolk —

W. B. MEREDITH, II, INC.
General Contractor

SUBCONTRACTORS AND SUPPLIERS

E. C. White, Contractor, Inc., paving; W. T. Stowe, Inc., Portsmouth, masonry; Roof Engineering Corp., steel roof deck, roofing and sheet metal; J. K. Parker, Inc., aluminum windows and frames; Door Engineering, folding doors; Seaboard Paint & Supply Co., Inc., hardware; Burgess Brothers, Portsmouth, painting; Van Sumner, Inc., structural and miscellaneous tile; Aircraft Industries, lettering and cross; Portsmouth Lumber Corp., Portsmouth, millwork; Ferrell Linoleum & Tile Co., resilient tile; Major T. Archbell, septic tank; Planters Chemical Corp., termite proofing; Woods Plastering Co., plastering and lath; Engineering Steel Equipment Co., toilet partitions and coat rack; Electric & Air Conditioning Co., electrical work; W. B. Middleton, Inc., plumbing, heating and ventilating; Eastern Electric Corp., kitchen equipment.

All are Norfolk firms unless otherwise noted.

OCEAN ARMS APARTMENTS — Virginia Beach —

H. R. McPHERSON
General Contractor

SUBCONTRACTORS AND SUPPLIERS

A. W. Wilson, Hickory, masonry; J. D. Miles & Sons, Inc., roofing; Eastwood Bros., painting; Ayers Insulating & Supply Co., insulation; Glen Cameron, Chesapeake, plaster; Ethridge Tile, Chesapeake, ceramic tile; Heath Linoleum & Tile, Inc., resilient tile; J. C. Law & Son, Inc., wood flooring; Building Supplies Co., millwork; Portlock Electric Co., Chesapeake, lighting fixtures, electrical work; W. B. Jones, Chesapeake, plumbing fixtures; Air Comfort, Inc., Chesapeake, air conditioning. Carpentry was by H. R. McPherson, Chesapeake.

All are Norfolk firms unless otherwise noted.

MELCHOR RESIDENCE — Norfolk —

G. L. CLINE & SON, INC.
General Contractor

SUBCONTRACTORS AND SUPPLIERS

C. F. Kadas Co., Virginia Beach, steel and miscellaneous iron; C. M. Norris, Portsmouth, roofing and sheet metal; Eastern Electric Corp., kitchen cabinets and equipment; Portsmouth Lumber Corp., Portsmouth, framing lumber; Ferrell Linoleum & Tile Co., Inc., tile, quarry ceramic and terrazzo, composition tile; W. B. White, Portsmouth, painting and wallpaper; Joe Medlin, acoustical plaster; Heath Webb Co., Gypsum dry wall; Alston Electric Co., electrical work; E. B. Sams Plumbing & Heating Co., plumbing fixtures, plumbing; Mechanical Service Co., Inc., air conditioning, heating; R. J. Jones Co., Inc., paving.

G. L. Cline & Son, Inc., Portsmouth general contractor did the work on excavating, concrete, masonry, carpentry, and caulking. All firms listed are from Norfolk unless otherwise noted.

AIA NATIONAL MEETING in St. Louis

▲ Prominent leaders in federal, state and city government, law, religion, medicine and architecture will participate in a major forum to discuss the forces that are shaping American communities June 14-18 in St. Louis, to be conducted by the American Institute of Architects in conjunction with its 1964 convention.

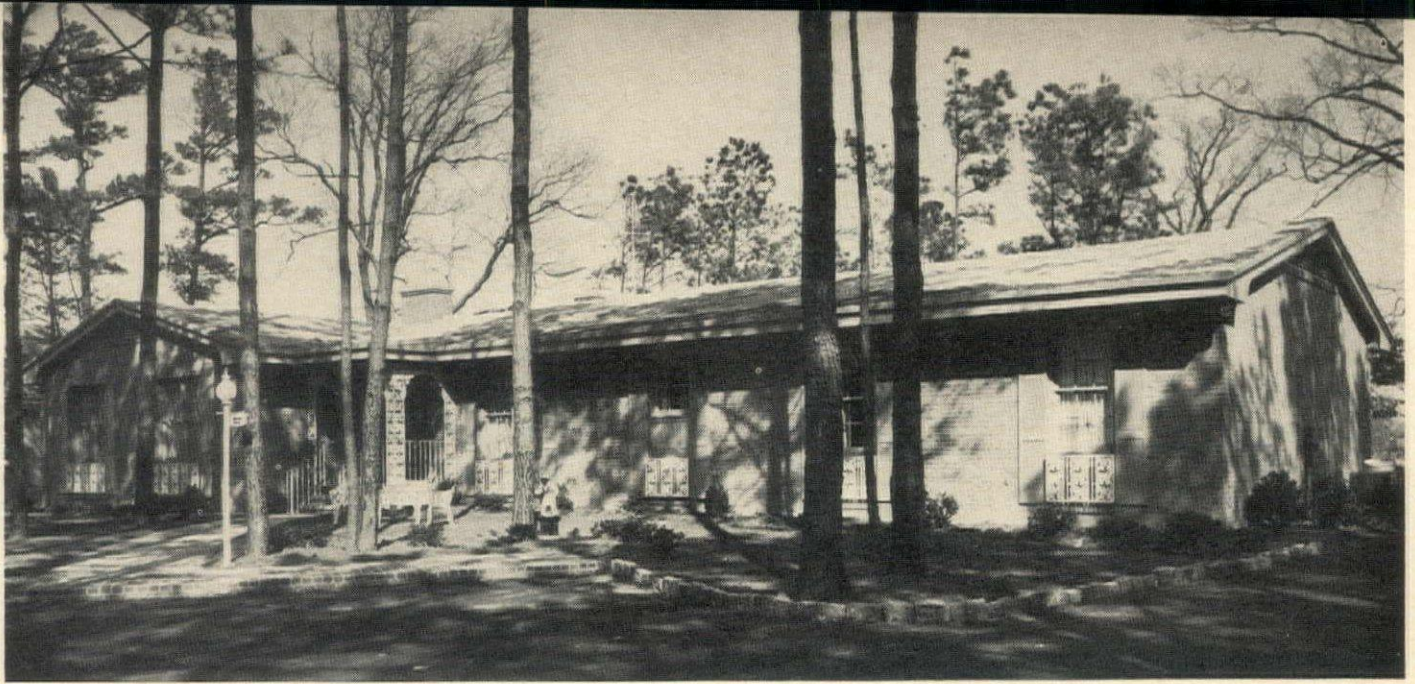
J. Roy Carroll, Jr., FAIA, of Philadelphia, AIA President, said the theme of the program will be "The City—Visible and Invisible."

Harrison Williams, U. S. Senator from New Jersey; John Anderson, Governor of Kansas; Dr. Luther L. Terry, Surgeon General, U. S. Public Health Service; Raymond Tucker, Mayor of St. Louis; Thomas H. Eliot, Chancellor of Washington University, St. Louis; Dr. J. J. Pelikan, Jr., Director of Graduate Studies, Department of Religious Studies, Yale University; Samuel T. Hurst, AIA, Dean of the School of Architecture and Fine Arts, University of Southern California; Albert Mayer, FAIA, architect, New York City; and Francis D. Lethbridge, AIA, architect, Washington, D. C. will speak.

"Within the framework of the theme," Carroll said, "the speakers will explore the forces at work in our communities which the architect must be aware of and respond to in developing man's physical environment."

The first session, scheduled for Wednesday morning, June 17, will be concerned with "The Invisible City," covering the psychological, sociological, legal, historical, cultural, family and spiritual elements of urban civilization. At this session, Chancellor Eliot will deliver the keynote address on the subject of "The Structure of Law and Justice in the City." Dr. Terry will discuss "Health and

(Continued on page 57)



MELVIN M. SPENCE, AIA
ARCHITECT

**MELCHOR
RESIDENCE**

JOHN HOFFMAN: Mechanical Engineer

• The residence for Mr. and Mrs. B. D. Melchor is located in North Lakewood, Norfolk, on a branch of Lafayette River. The lot is heavily wooded with pine trees.

The rooms include three bedrooms, three bathrooms, living room, dining room, family room, breakfast room, kitchen, two-car garage, office, laundry room and utility toilet.

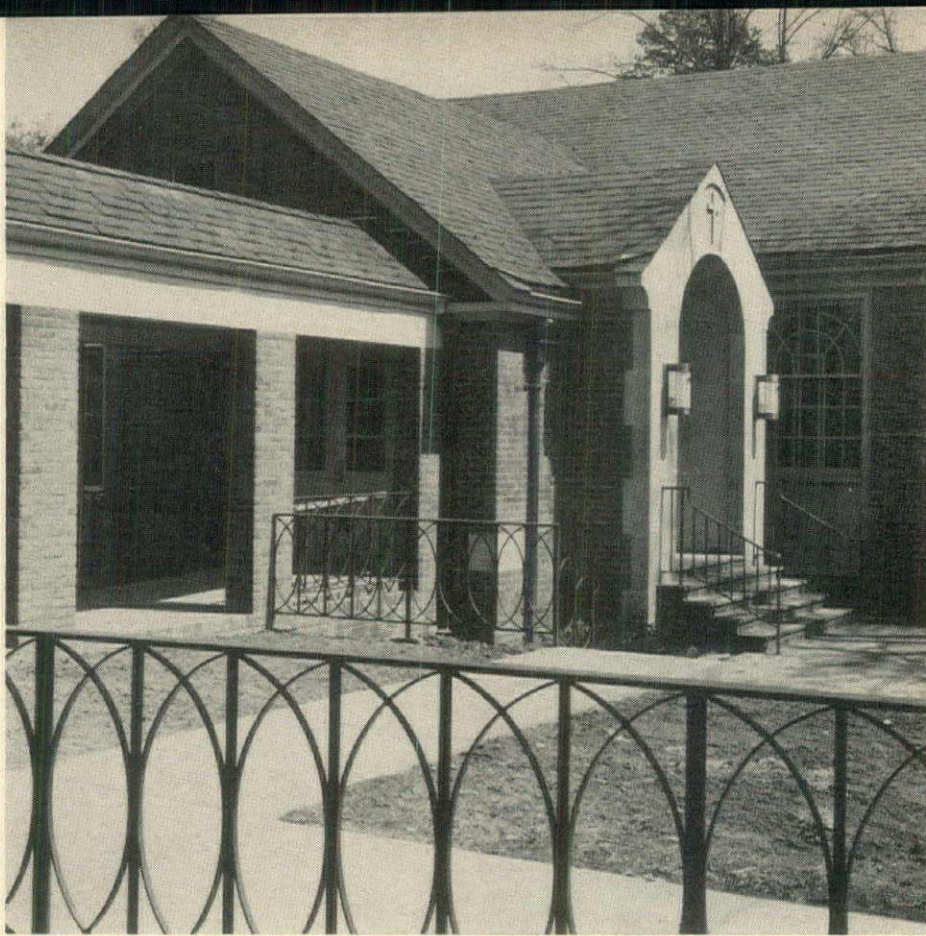
The residence is heated and cooled by a heat pump.



OCEAN ARMS APARTMENTS

• Ocean Arms Apartments was completed in September of 1963. The apartment contains six 2-bedroom and four 1-bedroom units. The property was purchased through W. B. Withers & Co., Virginia Beach. The financing was arranged by the First Mortgage Corporation.

Each apartment has individual heating and air-conditioning unit supplied by a duct system. The furnace is operated on gas.



Wesley Memorial Sunday School Building in Charlottesville

HEYWARD & LLORENS: Architects

EARL SIMPSON, JR.
Mechanical Consultant

MRS. MARGARET MILLAR
Interior Decorator

R. E. LEE & SON, INC.
General Contractor

■ Wesley Memorial Methodist Church has completed the second leg of a three step growth plan. In the first step was a Chapel with Sunday School Assembly area below. In the second step, completed this February, the main Sunday School Unit has been added.

This has a Kindergarten and Nursery and eight large class areas. There is a lower floor below street level, which is made open and airy by wide arcways. It is from this floor that the building connects under the open arcade with the Sunday School area under the Chapel Unit. The enlargement of the Sunday School Unit is eventually anticipated by building a connecting building between the Sunday School building and the Chapel building—filling the area behind the Arcade.

R. E. Lee & Son, Inc., Charlottesville, was general contractor, Subcontractors and suppliers included Virginia Steel Co., Inc., Richmond, steel; W. A. Lynch Roofing Co., roofing; Economy Cast Stone Co., Richmond, stone work; Miami Window Corp., Miami, Fla., windows; Home Materials, Inc., Formica countertop; New Castle Products, folding doors; Zirkle & Zirkle, Harrisonburg, painting, plastic wall finish; Manson-Utley, Inc., Richmond, acoustical; Oliva & Lazzari, Inc., ceramic tile.

Also, Valley Metal Products Corp., Roanoke, steel doors and bucks; Roanoke Iron & Bridge Works, Inc., Roanoke, handrails; Graybar Electric Co., Inc., Richmond, lighting fixtures; Early Electric Co., electrical work; L. A. Lacy Plumbing & Heating, plumbing and heating. All are Charlottesville firms unless otherwise noted.



Two New Projects by Forrest Coile & Associates



SHERATON MOTOR INN

— Williamsburg —

PHILIP RICHARDSON COMPANY
General Contractor

• Scheduled for opening May 1, 1964, the Sheraton Motor Inn, located in Williamsburg, is a three story structure of reinforced concrete and masonry bearing walls. Included is a 72 room motel unit and a lobby restaurant building.

The motel unit is "H" shaped with rooms backed up in the two wings. Access to rooms is by balconies cantilevered at each floor. The connection between the two wings contains the elevator and storage areas on each

floor. A partial basement under one wing of the motel provides additional storage space as well as mechanical equipment space. The interiors of the guest rooms are varied through the use of wood paneling, vinyl wall covering and plaster.

The open areas created by the connecting link and the two guest wings are utilized as outdoor guest areas. A swimming pool is located on the parking side of the building and the corresponding space on the opposite side of

the building will be developed into an undulating landscaped court sloping to a wooded area.

The lobby and a restaurant are located in a separate structure at the entrance to the site.

The lobby building is two stories with the lobby and dining room on the ground floor separated by a change in levels. The second floor contains rest rooms, mezzanine lounge and future meeting rooms. The two levels are con-

(Continued on page 52)



JAMES RIVER NURSING HOME

JAMES ELIOPOLLO & ASSOC.
Electrical Consultants

GEORGE CAMPBELL
Mechanical Consultant

STATES CONSTRUCTION CO., INC.
General Contractor

• The James River Nursing Home, which is to be completed in July 1964, is located in Newport News between Jefferson Avenue and Tyler Avenue. The wooded site is adjacent to a proposed townhouse apartment development creating a residential atmosphere commensurate with a project of this type.

The initial building is "T" shaped and provides approximately 16,000 square feet of floor area. The 50-bed

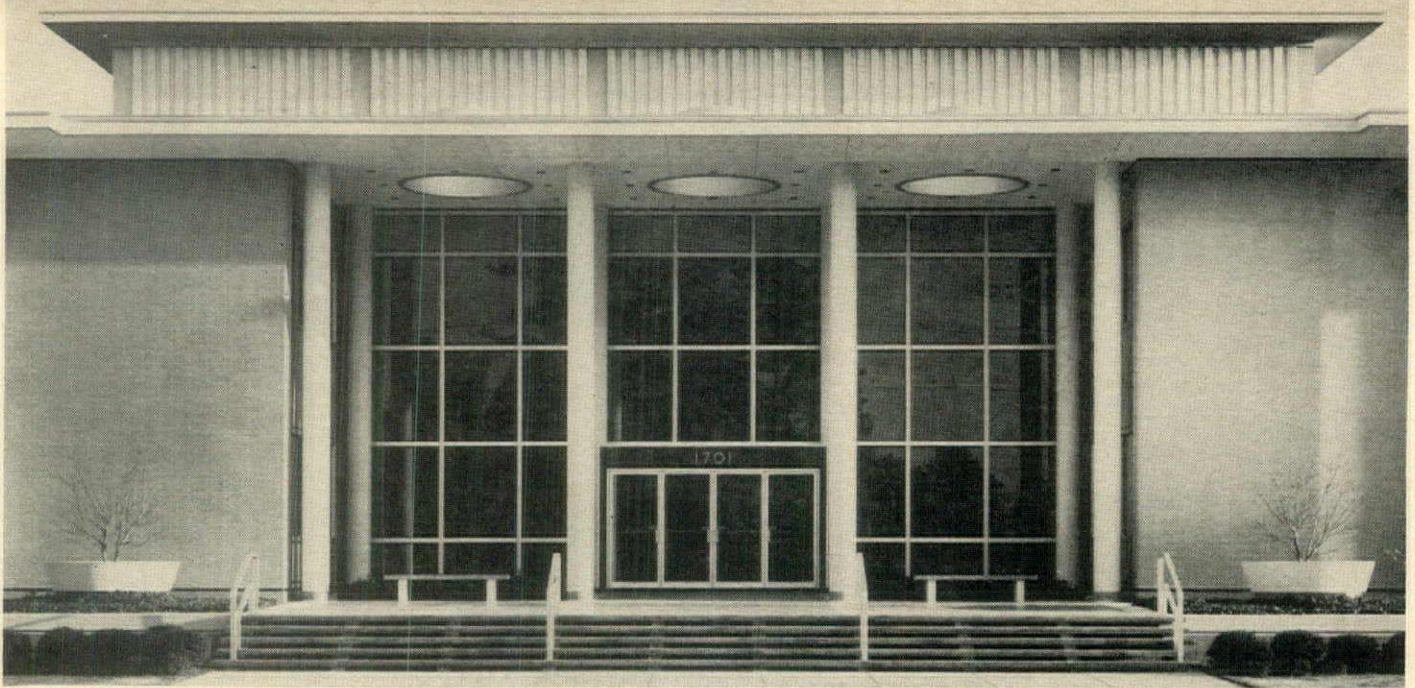
unit is designed to permit the addition of a future nursing unit of 50 beds at the rear of the present building. Thus, present terraces and outdoor space will become intimate courts of various sizes in the completed master plan.

In addition to the required nursing and other supporting facilities, patient areas have been provided with an attempt to create as much as possible a residential quality. Twenty-three dou-

ble and four single resident rooms provide sufficient space for furniture and personal possessions. Large window areas, interior finishes and sloping ceilings dispel to a great degree any institutional feeling which might exist.

A solarium with a fire place and large expanses of glass is located at the front on the approach to the building. The combination dining-recreation room is at the rear of the building.

(Continued on page 52)



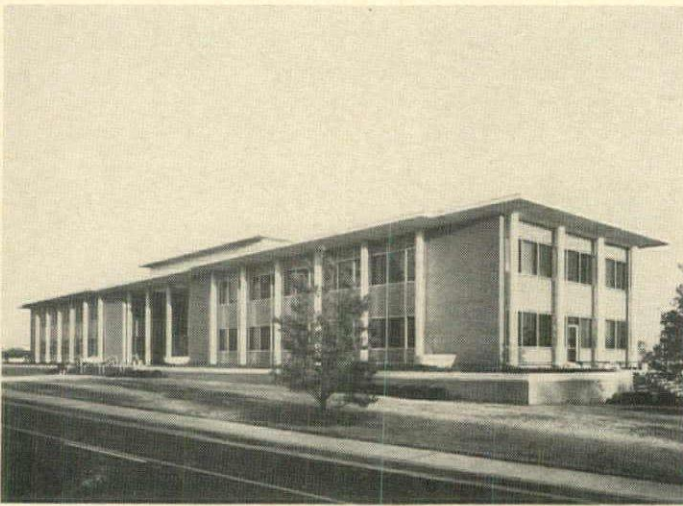
ROBERTSHAW CONTROLS OFFICE BUILDING

• RICHMOND •

BASKERVILL & SON: ARCHITECTS

DANIEL CONSTRUCTION CO. OF VIRGINIA
General Contractor

THALHIMERS INDUSTRIAL SALES
Interior Decorator



Photos by Colonial Studios



ROBERTSHAW's new Executive Office Building is located west of the Willow Lawn Shopping Center on Byrd Avenue. It houses the executive offices of an expanding company in the field of electronic and pneumatic controls.

Designed by Baskervill and Son, Architects, the building consists of a basement, which is completely above ground on the rear, two office floors and a penthouse structure. The basement houses mechanical facilities including an elaborate control board. A computer center, a small printing shop, a mail room, and an entrance from the parking lot at the rear of the building are also located on this level.

The main entrance on Byrd Street leads to a two story lobby with a reception area. The south wing contains the executive offices with a large paneled conference room. The north wing is occupied by the secretary, treasurer, and controller of the company.

The offices for the executive assistants and directors of various departments are on the second floor.

The penthouse structure is really an architectural element built as a screen without a roof to conceal the cooling tower, stack and exhaust fan.

The building is constructed of a concrete frame with pan slab floors in which a complete underfloor duct system is embedded.

One of the unusual structural features of the building is the method of supporting the second floor at the exterior edges, in order to eliminate columns in the first and second floor offices. The free standing two story exterior columns support the roof slab and the edge of the second floor is suspended on rods, encased in the window mullions, and hung from the roof slab.

The exterior of the building has large corner panels and a podium of grey tan Roman brick, white cast stone columns, canopy fascia and podium edging strips. The curtain wall is aluminum with grey tan porcelain enamel panels.

(Continued on page 51)

PRINCESS ANNE INN

• This modern up-to-date motel, designed by T. David Fitz-Gibbon, replaces the old and famous Princess Anne Hotel that occupied the site since the early days of Virginia Beach.

The site faces east at Atlantic Blvd. and 25th Street, affording an excellent view from each unit to the Atlantic Ocean and the many interesting scenes to be viewed.

The main building is four stories in height consisting of 60 units. Each unit is of a larger area than is usually found in this type of hostelry. The end units are particularly commodious. The building contains self-service elevators and two stairways. It also contains equipment rooms, storage rooms, and year around conditioning air system, cooling and heating, with individual room control.

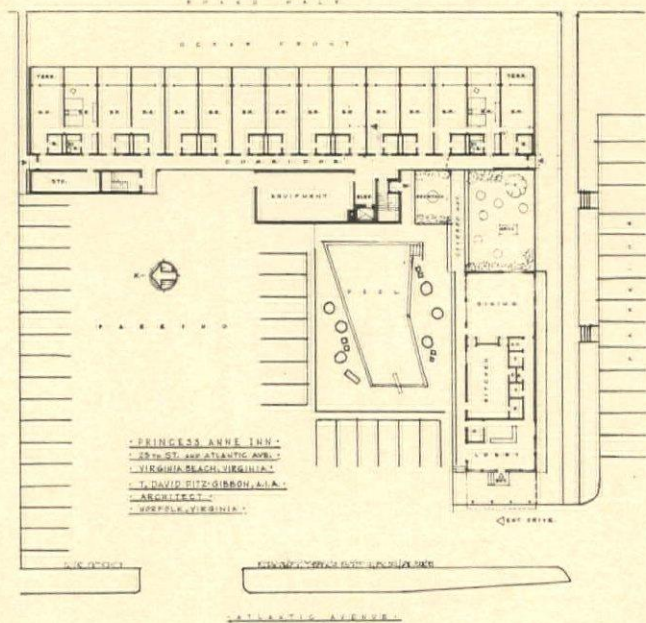
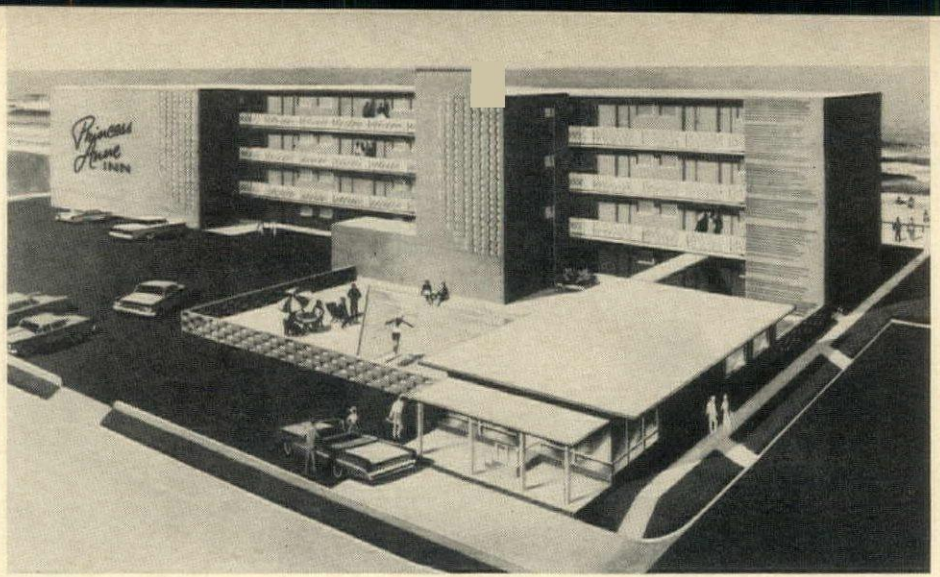
A one story unit comprises the office, the dining area, and kitchen facilities. Between it and the main building there is a small but interesting dining patio. A swimming pool and outdoor lounge area are on the west side to be enjoyed by those not accustomed to sea bathing and for use at times when the ocean is too turbulent to be enjoyed.

The parking area with its spot planting is of ample size to accommodate all clientele automobiles.

Conrad Bros., Inc., Norfolk, were general contractors, and did the excavating, foundations, concrete work and carpentry. Principal subcontractors and suppliers included the following firms, all of Norfolk, unless otherwise noted:

Welch Pile Driving Corp., Virginia Beach, piling; W. F. Stier, Jr., masonry; Tidewater Steel Co., Inc., steel, steel roof deck; Coastal Prestress, Inc., prestressed concrete; American Sheet Metal Corp., roofing; Burgess-Snyder Window Co., aluminum windows; Premier Millwork & Lumber Co., Virginia Beach, window walls, structural wood, millwork.

Building Supplies Co., glazing; E. Caligari & Son, Inc., painting; United States Plywood Corp., paneling; W. T. Stowe, Inc., Portsmouth, insulation, plaster; Ferrell Linoleum & Tile Co., Inc., acoustical, ceramic and resilient tile; Hall-Hodges Co., Inc., steel doors and bucks; Alston, Inc., electrical work (Lightolier fixtures); Adams Brothers, plumbing (Kohler fixtures), air conditioning, heating ventilating; L. F. Chiselbrook, ESCO elevator; Billy McDowell Pools, Virginia Beach, swimming pool.



T. DAVID FITZ-GIBBON, A.I.A.
ARCHITECT



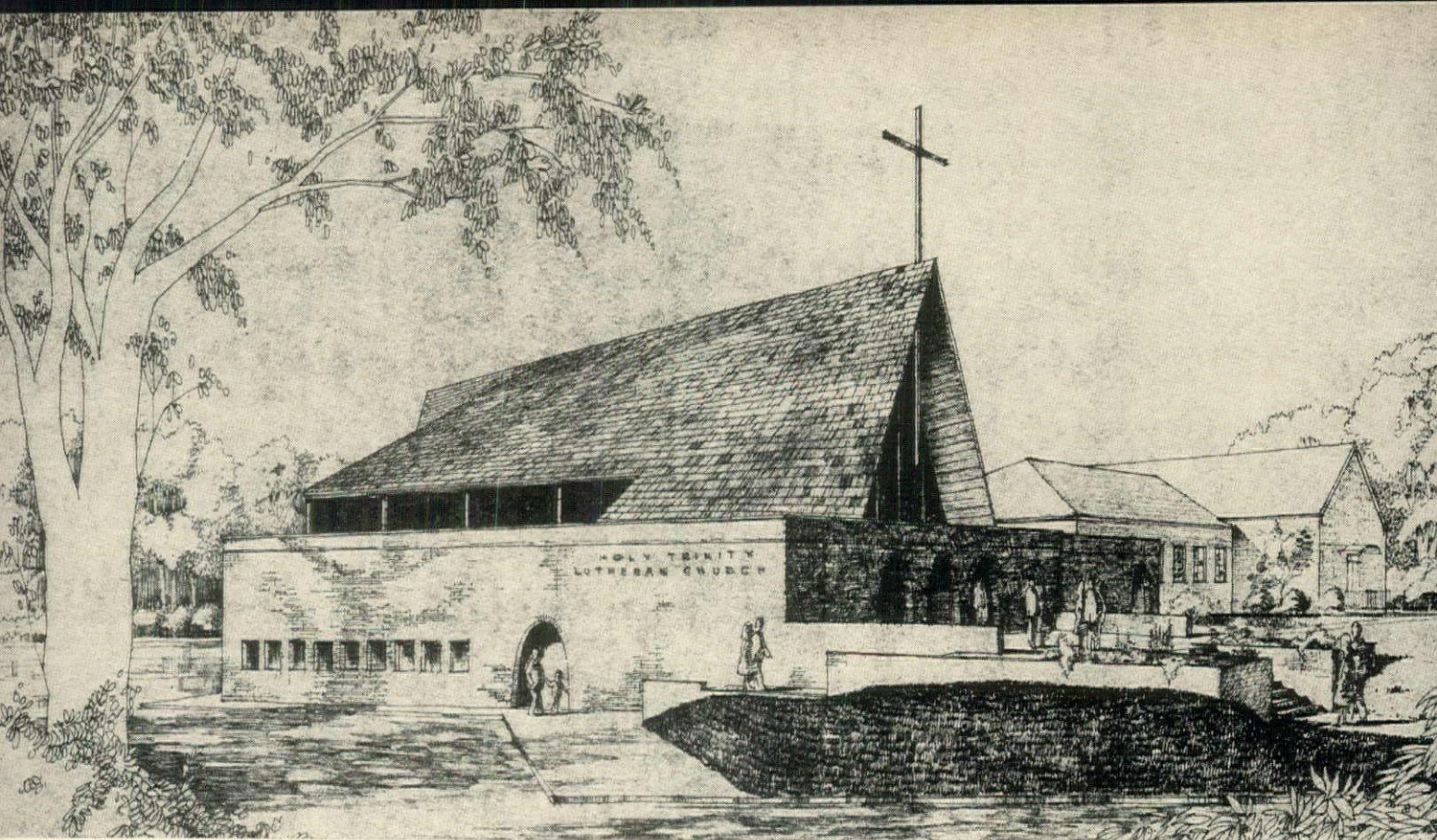
(Chamber of Commerce photo by Flournoy)

From the boardwalk

Engineers:
ELAIR D. DUVAL
Mechanical

THAYER & WALLACE
Structural

CONRAD BROS., INC.
General Contractor



HOLY TRINITY LUTHERAN CHURCH

— FALLS CHURCH —

MILTON L. GRIGG, FAIA
Architect

BRANDT & MORSE
Mechanical Consultants

E. H. GLOVER, INC.
General Contractor

THIS PROJECT represents the completion of a multi-stage development of a church complex started several years ago. The congregation has been worshipping in the first unit erected at a time when it was the then desire of the congregation to have a so-called colonial structure. Subsequent experience and design rationalization prompted the completion of the building complex in a more contemporary style, thus imposing on the present architects both an opportunity and certain material limitations. The result has been a structure to be built of brick to match the existing work and compromise in design has resulted in the removal of the more obvious colonial details such as entrance doors and distinguishing embellishments and the coordination of the entire ensemble by the placing of new roofing materials. Thus a blending of the old and new, both as to material and style, has been achieved.

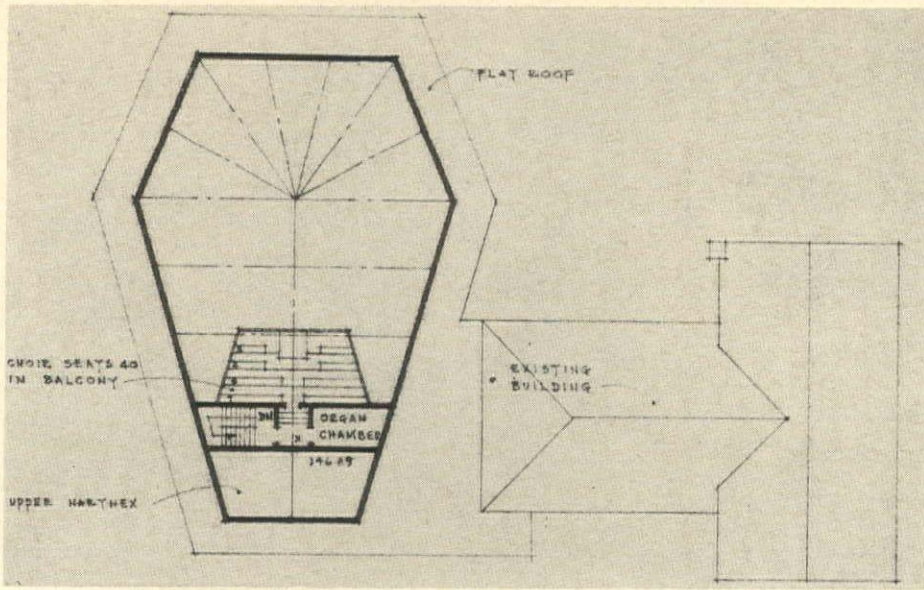
The current project consists essentially of the worship room, nave and a large undercroft area opening on the ground floor which will have

multiple uses. Flexible partitioning permits its use both for recreation, fellowship and for classes and the undercroft will contain extensive storage spaces to permit such flexibility. The shape of the nave is unique, being an elongated irregular hexagon. The shape results from the service requirements in which it was desired to have the maximum number of the congregants closest to the service center and also to have the service center symbolically placed among the worshippers rather than on an elevated podium or stage. A distinguishing element is the free-standing altar surrounded on all sides by an extensive communion rail and the centrality of the location of the baptismal font and the altar. The choir is located in a hung gallery suspended out over the congregation and in the gallery will be also the polyphonic pipe organ which has been designed for installation of a classical type baroque organ. The mass of the building is distinctive in that there are no windows in the nave walls—all lighting is through clerestory windows which entirely surround the nave on

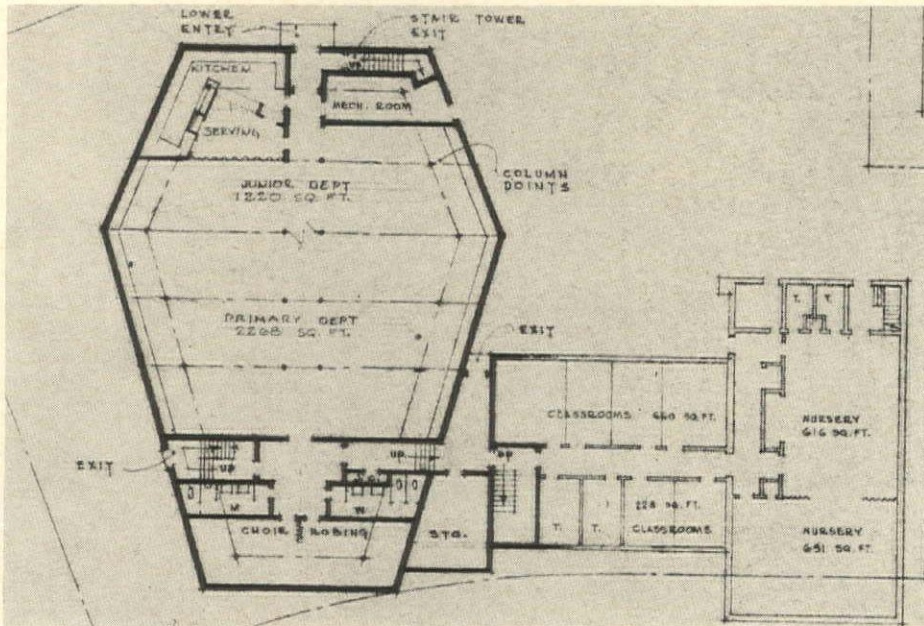
six sides. These windows designed for stained glass, tentatively projected, are to be created using new laminated glass techniques.

The project is to cost approximately \$210,000, and is currently under construction, the general contractor being E. H. Glover, Inc., Falls Church. It contains 179,600 cubic feet, and 13,100 square feet. The contract sum includes also the cost of considerable amount of remodeling work being carried out on the existing structure.

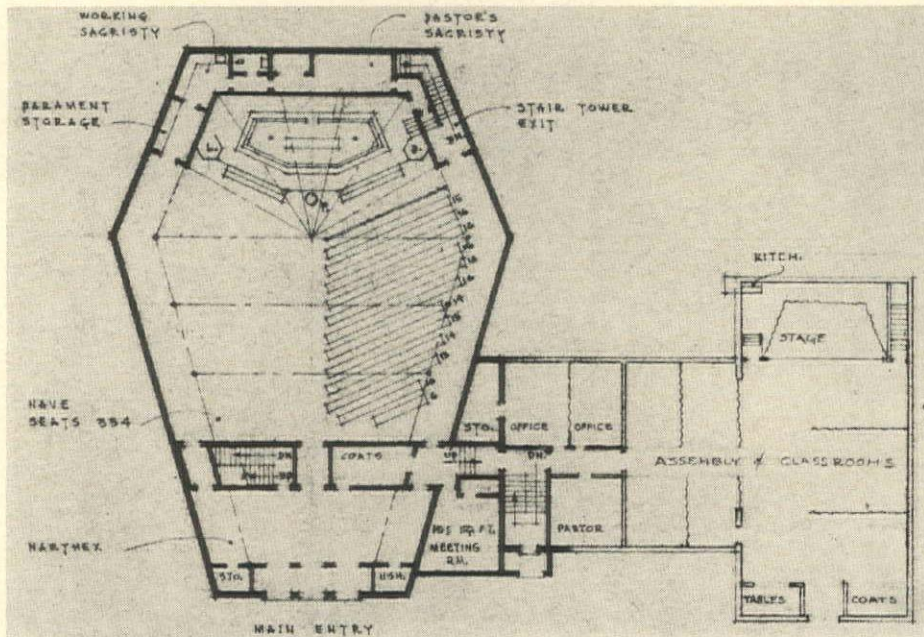
The heating, ventilating and air conditioning contract is held by the Refrigeration Service Company, Inc., of Arlington. The electrical contractor is M. C. Dean of Falls Church. The plumbing is by Babb Brothers of Arlington. The laminated wood arches and decking are being furnished by Timber Structures, Inc. The concrete shingles are being manufactured by Hendricks Shingle Company of Richmond, and applied by Perrin and Martin Inc., of Arlington. Grigg, Wood & Browne, AIA, are the architects; Brandt & Morse are the consulting mechanical engineers.



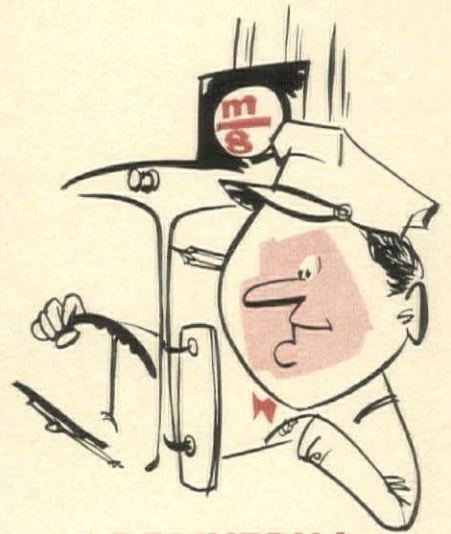
BALCONY PLAN



LOWER LEVEL PLAN



MAIN LEVEL PLAN

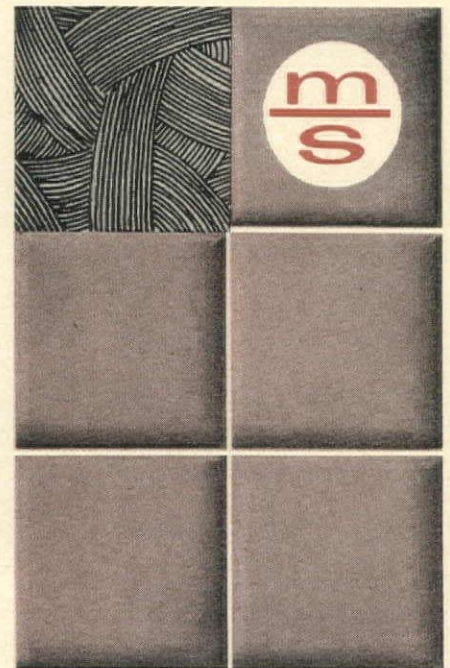


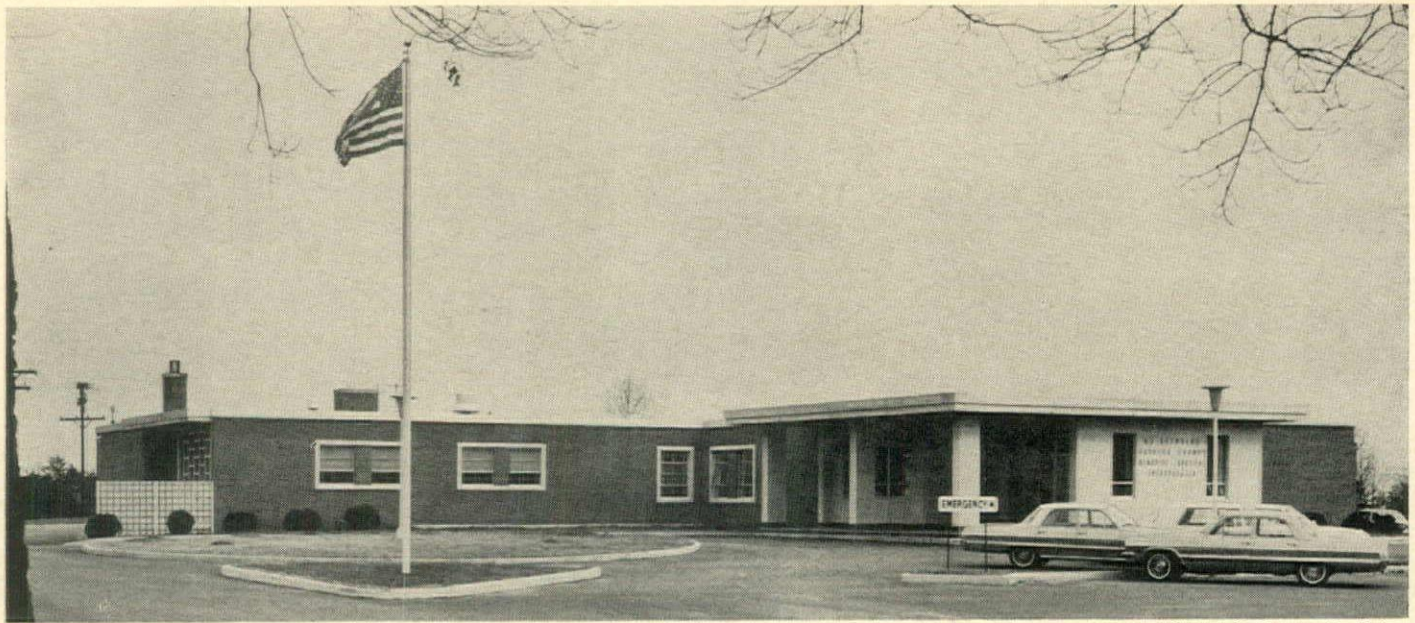
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(Photos by Remsen Studio)

R. J. REYNOLDS - PATRICK COUNTY MEMORIAL HOSPITAL

J. COATES CARTER, AIA: Architect

THE R. J. REYNOLDS-PATRICK County Memorial Hospital was opened in November of 1962 and has had an approximately 75% occupancy since that time.

Designed by J. Coates Carter, AIA, Architect of Martinsville, the new hospital features patients' rooms that are equipped with television, an intercom system from the patient to the nurses' station, private toilets and screen dividers. All corridors and patients' rooms are finished with fabric wall covering, acoustical ceilings and vinyl floor tile. Each room is equipped with individual thermostats for control of the air conditioning.

The new hospital building and the grounds around it are completely developed with adequate parking facilities

for doctors, staff and visitors and a service entrance. All parking areas are well lighted and are located some distance from the patient rooms. Total capacity of the hospital is 32 beds with all basic facilities designed to take care of an additional ten.

Financed through local subscriptions with the assistance of Hill-Burton funds, the facilities are the most modern up-to-date and efficient that can be found in a smaller community hospital. Located in Stuart on Route 58, on a 12-acre site, the hospital is at the base of the Blue Ridge Mountains about ten miles from the Blue Ridge Parkway. The hospital is situated on a three-acre level area at about the center of the site and has a commanding view of the mountains.

The site is near the birthplace of R. J. Reynolds, Sr., founder of the R. J. Reynolds Tobacco Company and also near the home of the Penn family, founders of the American Tobacco Co.

Frith Construction Co., Inc., was the general contractor while principal subcontractors and material suppliers were as follows:

Hopkins & Wood Excavating Contractors, Stuart, excavating; Clark Brothers Co., Inc., Stuart, concrete; Structural Steel Co., Inc., Roanoke, steel and steel grating; Roanoke Iron & Bridge Works, Roanoke, steel roof deck; Valley Roofing Corp., Roanoke, roof deck, roofing; Superior Block Co., Charlotte, N. C., stone work; Alden Steel Products Co., Greensboro, N. C., windows; Pittsburgh Plate Glass Co., Roanoke, glazing.

Also, Davidow Paint & Wallpaper Co., Roanoke, painting, plastic wall finish; Valley Lumber Corp., Roanoke, millwork, paneling; Hite Tile Company, Collinsville, ceramic tile, terrazzo; W. Morton Northen & Co., Inc., Richmond, resilient tile; Montague-Betts Co., Inc., Lynchburg, steel doors and bucks, handrails; Blue Ridge Hardware & Supply Co., Inc., Bassett, lighting fixtures; Clear-Bullock Electrical Co., Inc., Martinsville, electrical work; J. H. Cothran Co., Inc., Altavista, plumbing, air conditioning, heating, ventilating.

The general contractor did the work on foundations, masonry, carpentry, waterproofing, acoustical and plaster.

BELOW: Lobby



**SOWERS, RODES
& WHITESCARVER**
Mechanical Engineering
Consultants

RAYFORD B. SMITH
Structural Consultant

HUGH HARRIS
Landscape Architect

**FRITH CONSTRUCTION
CO., INC.**
General Contractors

Realty Offices In Roanoke

KINSEY & MOTLEY
Architects

SOWERS, RODES & WHITESCARVER
Engineering Consultants

**ACME BUSINESS MACHINE &
OFFICE FURNITURE COMPANY,**
Design Staff of
MYRTLE DESK COMPANY
Interior Decorators

VALLEY CONTRACTORS CORP.
General Contractors



• A highly successful example of what cooperative effort can accomplish was recently demonstrated in Roanoke. The efforts of client, Architects Kinsey & Motley, and manufacturer's interior decorator were combined and coordinated to answer a difficult problem for the Flora Realty Company.

When Charles C. Flora and Son, C. Cecil Flora, started selling real estate in Roanoke in 1938, they could not foresee the overwhelming success their efforts would bring in 25 years. The growth of this father and son team was rapid. They formed a partnership and worked out of a one room office in 1941. Two years later the firm was incorporated as Flora Realty Company, Inc., and moved to 118 West Kirk Avenue.

Carl B. Flora, a Certified Public Accountant, joined his father and brother in 1946. The three now made more rapid strides in the field of residential real estate sales. Studies were made to determine a new location for the company's new office. After disregarding earlier plans to erect their own building in an outlying section, the decision was made to stay in the downtown area. A building which had seen service as a food market and later as a cafeteria, was chosen as almost ideal for their purpose. Close proximity to the Chamber of Commerce, ample parking facilities, financial and governmental agencies was a most important factor in consideration of the location.

The interior of the building, however, was completely unsuited to their purpose; therefore, the architectural firm of Kinsey & Motley was commissioned to remodel the building.

The ultimate success of the architects' handling of the problem was due to the Floras' willingness to allow the architects a free hand in the execution of their work. The Floras did not dictate design. The architects were given

SUBCONTRACTORS & SUPPLIERS

(All Roanoke-Salem area firms)

Valley Contractors Corp., general contractor, excavating, foundations, concrete, masonry, steel, carpentry; E. V. Poff & Son, Inc., stone work; Parkway Glass & Mirror Co., glazing, window walls; Hesse & Hurt, Inc., painting; Hampshire Corp., acoustical, plaster, resilient tile; Barnes Millwork Co., mill-

work; Cross Electric Co., Inc., lighting fixtures, electrical work; H. A. Gross, Inc., plumbing fixtures, plumbing; Progressive Products Corp., air conditioning, heating and ventilating; John C. Manos, Daybrite lighting fixtures.



complete responsibility to provide the basic feeling and philosophy of design.

The existing limestone on the building was left intact, but received a sandblast cleaning. All existing store front work was removed. The entire interior of the building was gutted and rearranged to include a waiting room and general office, two large private offices, private secretarial office, conference room, bookkeeper's office, five brokers offices, rental office and sales office. A large room to accommodate approximately 25 salesmen, large storage room, map room and toilet facilities are also incorporated into the plan.

Interior finishes include walnut panelled walls coordinated with painted walls, carpet and vinyl asbestos flooring and acoustic tile ceiling. All-season air conditioning is provided by three roof mounted heat pumps.





**JEFFERSON MANOR
APARTMENTS
VIRGINIA BEACH**

THREE PROJECTS

BY

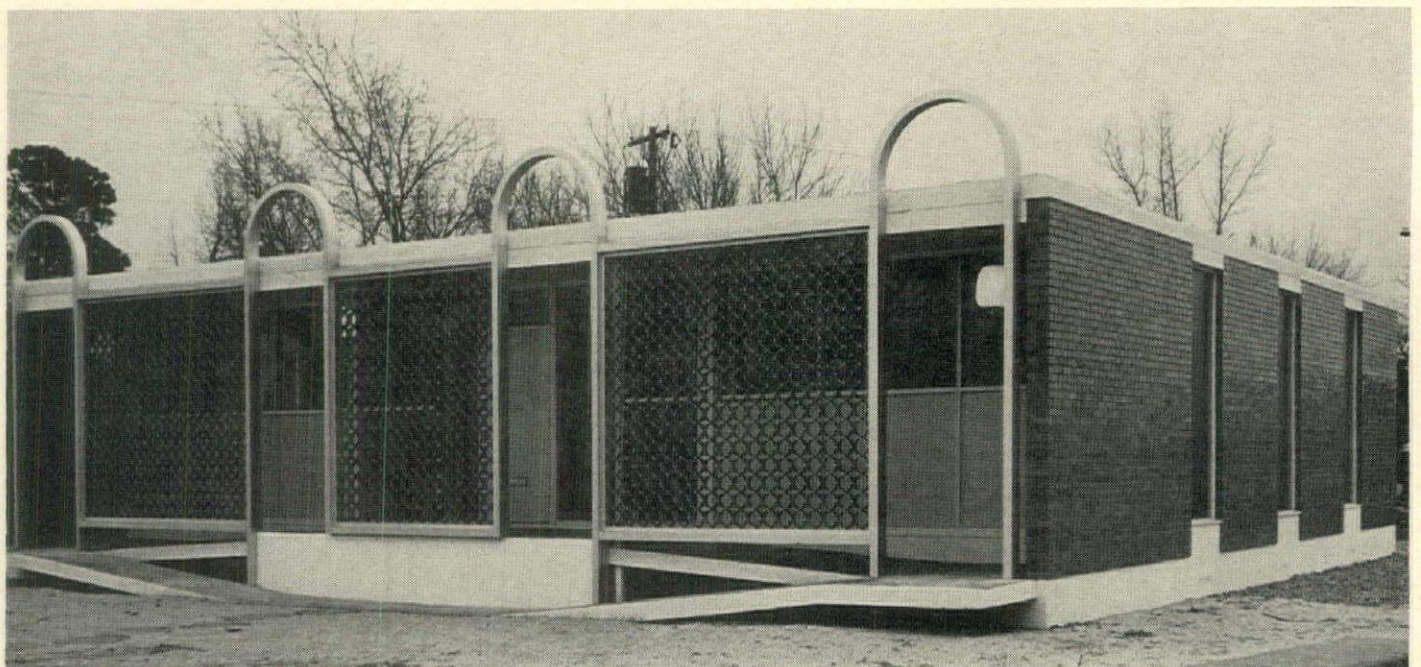
WILLIAM BURTON ALDERMAN, AIA



▲ **CREST
KITCHENETTE
MOTEL**

ALFRED ABIOUNESS
Mechanical Consultant
N. C. EDGE
Structural Consultant

▼ **NORFOLK DENTAL OFFICES
For Dr. Gerald Einhorn**



**JEFFERSON MANOR MOTEL
APARTMENTS—Virginia Beach**

R. G. BOSHER, OWNER
General Contractor

● The owner desired the architect to design ten apartments, each to contain a living room, dining area, compact kitchen, one bedroom with bath facilities, and ample closet storage.

The living room was combined with a dining area at one end convenient to the kitchen. The kitchen includes a folding fabric door to close it off when not in use. The area is faced on the main facade with glazed curtain walls with wood bucks, facing the outside terraces on the main floor and balconies on the second floor. One interior wall of each living room is covered with vinyl covered wall board at the dining area. The bedroom is ample for a double or two twin beds.

All bathrooms are completely tiled in colors to complement the total color schemes of the units, and include large glazed medicine cabinets with sliding doors. Each unit also contains a large storage closet as well as standard clothes closets at the bedrooms. Vinyl asbestos was installed over the first floor concrete slab, and wood strip flooring covers the second floor. All units are insulated at adjacent party walls as well as between floors.

The second floor five units are entered off the wide balcony which in turn is connected from the ground floor by the two-way concrete stairway. The exterior of the building is veneered with light tones of brown and red brick, and the facade is flanked by panels of delicate beige terra cotta solar units, which at night are accented by backlighting. The roof arches are formed by wood planks exposed to the second floor units and flow over the balconies for protection from the weather and sun. The roof is topped with white marble chips.

All units are weather controlled by individual wall-mounted air conditioners and individual warm air heaters. The site contains parking space for each apartment and includes a storage unit for general storage.

SUBCONTRACTORS & SUPPLIERS

(Norfolk firms unless otherwise noted)

Southern Materials Co., Inc., concrete; Doyle Brick Co., masonry; Globe Iron Construction Co., Hall-Hodges Co., Inc., steel; Warner Moore & Co., Inc., roof rack; Porta Aluminum, Inc., Portsmouth, windows; General Supply Co., Inc., millwork, window walls; Building Supplies Co., paneling, waterproofing, weatherstripping, insulation, glazing; Batchelder & Collins, Inc., plastic wall finish; H. R. Cooper, Virginia Beach, plaster; Matzen Tile Co., Virginia Beach, ceramic tile; Virginia Jalousie Co., Inc., Virginia Beach, handrails; Beach Electric Service, Virginia Beach, electrical work (Lightolier fixtures); Earl M. Garrett, Virginia Beach, plumbing (Kohler fixtures), air conditioning (Frigidaire), heating (Forsaire Gas) and ventilating (Nutone).

DENTAL OFFICES

— Norfolk —

H. L. TEMPLE
General Contractor

● A local practicing dentist commissioned William Burton Alderman, AIA, Architect, to design his dental office to contain a reception area, waiting area, two operating suites, one future operating suite, recovery room, lab, dark room, private office with toilet, and a toilet for patients.

The architect was allowed complete freedom in design which resulted in open planning and flexibility throughout the entire building. The dentist and architect, together with the dentist's wife, selected blue glazed brick for the exterior side panels with textured charcoal-brown brick behind forming cavity walls for its acoustic value, insulation value, and for bearing walls. Gold-colored carpets were selected for the entire floor area except at toilets and utility areas, and inlaid pebble ceramics were laid at the foyer. Pin-point lights illuminate the areas and luminous ceiling lighting covers the two operating suites.

A diamond-shaped receptionist booth embraces the foyer and is faced with walnut Formica with light blue countertops. Laminated plastic panels with circular motifs were used to accent the booth. The rear wall of the waiting room repeats the diamond shape of the booth to create a space arrangement for furniture in order that patients are not directly facing each other thereby affording more comfort. Custom built cabinets, storage cabinets, match the booth and some contain stainless steel sinks.

The curtain wall contains light blue enameled asbestos panels, and the other half of the curtain wall is glazed, the foyer being completely glazed and accented by the light blue flush door. The facade is draped with aluminum solar screens topped by aluminum arches and embraced with split ramps, inviting patients to enter and become a part of the new atmosphere.

SUBCONTRACTORS & SUPPLIERS

Doyle Brick Co., masonry; Fett Roofing Co., roofing; Walker & Laberge Co., Inc., window walls; Building Supplies Co., glazing and architectural metal work; Shaw Paint & Wall Paper Co., Inc., painting; Hampton Roads Plastering Co., Inc., plaster; Parnell Tile Co., South Norfolk, ceramic tile; Door Engineering, steel doors and bucks, hardware; Woodington Electric Co., electrical work; W. W. Merriam Co., plumbing; Tide-water Electric & Air Conditioning Co., air conditioning, heating, ventilating; Booth & Cooper, Virginia Beach, cabinet work; Warner Moore & Co., Inc., plastic panels.

All are Norfolk firms unless otherwise noted. The general contractor did the work on excavating, foundations, concrete, steel, carpentry, waterproofing, weatherstripping and insulation.

CREST KITCHENETTE MOTEL

— Virginia Beach —

WILLIAM T. WINNER, OWNER
General Contractor

● The Crest Kitchenette Motel was designed to accommodate summer vacationers as well as winter rentals. Although the motel is not directly on the oceanfront, it is however only a few steps from the beach and each unit has full view of the ocean. The site permitted only four rows of motel suites across the front facade, therefore three stories were constructed, resulting in 12 units embraced with balconies. The corner site also allowed three additional units on the secondary street without balconies. One of these three incorporates the small receiving office combined with the owner-manager's suite.

Each suite consists of the typical motel space arranged for two twin beds or large double bed plus storage cabinets for clothing, television, and vanities. Bathrooms are completely tiled and include all current essentials. Each motel suite has a compact kitchenette unit including range, refrigerator, sink, and storage. Walls are decorated lightweight masonry block and contrasting terrazzo completes the floors. Ceilings are formed by the shape of the continuous prestressed double tee slabs which were erected in place by cranes onto bearing walls tied and welded to the slabs. Acoustic plaster was sprayed onto the ceiling slabs creating a soft effect and absorbing noises.

Brick headers of multicolors were laid at the side walls to create a patterned effect above and below the windows. The same brick is exposed in the adjacent rooms. The main front suites were staggered to create privacy and shady patterns along the main facade. A central summer-winter hook-up supplies the motel with conditioning. Parking facilities are located at the rear of the site and permit quick access to the various levels by a central concrete stairway located at the corner of the L-shaped building.

SUBCONTRACTORS & SUPPLIERS

(Norfolk firms unless otherwise noted)

Southern Materials Co., Inc., prestressed concrete, concrete; Ernest Hudson, Virginia Beach, masonry; Hall-Hodges Co., Inc., steel; Roof Engineering Corp., roofing; Porta Aluminum, Inc., Portsmouth, windows; Building Supplies Co., glazing; Robert Smith, painting; S. A. Romain & Son Hardware Co., Pittsburgh, Pa., weatherstripping, hardware; L. E. Potts, Jr., plaster, acoustical plaster; Ferrell Linoleum & Tile Co., Inc., ceramic tile, terrazzo; Cole Steel Co., Virginia Beach, steel railings; Republic Steel Corp., steel doors and bucks; William Goode, Virginia Beach, electrical work; Earl M. Garrett, Virginia Beach, plumbing, air conditioning, heating; Custom Kitchen Distributors, kitchenette; Sam Finley, Inc., Virginia Beach, paving.

DANVILLE'S NEW LANDMARK



ROBERT W. THOMPSON, AIA
Architect

JOHN W. DANIEL & CO., INC.
General Contractor

BELOW: *Public Lobby*



■ The new office building for the First Federal Savings & Loan Association, located on Main Street in Danville, was completed the latter part of November, 1963, at a cost of \$250,000.00, not including furnishings.

The three-story structure measures 100 feet in depth by 54 feet in width. The exterior walls are principally of brick while interior partitions are plastered Solite block. The roof is built up, windows are of aluminum, and the floors are covered with pre-cast terrazzo, regular terrazzo, carpet and resilient tile flooring.

Looking at the building as pictured, the tower at the left encloses the elevator shaft and penthouse and is covered with dark green Verde Antique Marble which is bookmatched with the veining running diagonally. Letters on the sign are cast aluminum with baked on enamel finish of color to match the Verde Antique Marble. The light marble on the sign is Galilee Golden Buff bookmatched with the veining running

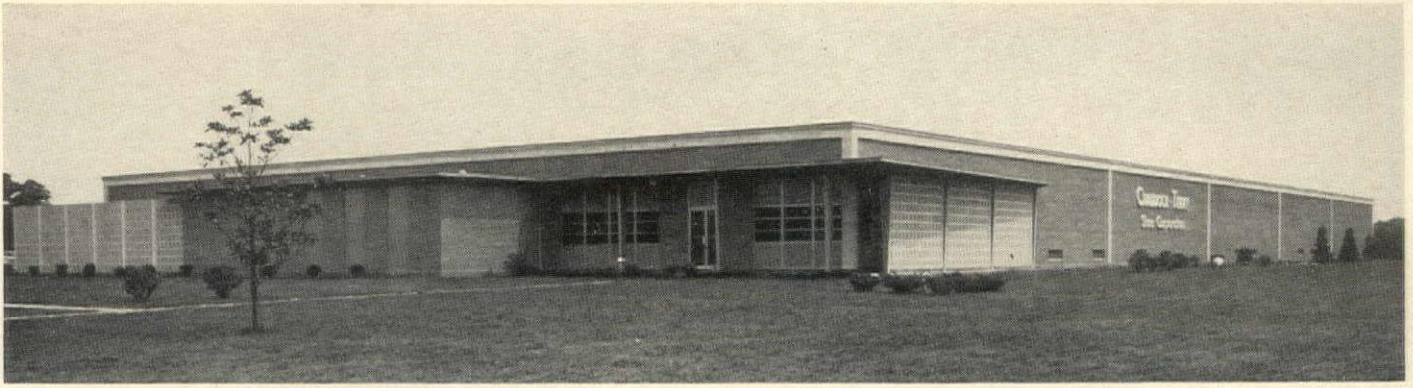
vertically. The aluminum mullions, running from the first floor to the second floor ceiling, are glazed with Solar-Bronze plate glass which not only cuts down glare and heat emission but allows anyone looking out to see objects in their natural color.

The building is designed to accommodate the office space required by the client with future growth anticipated.

The first floor is occupied by the First Federal Savings & Loan Association. The second floor is designed for rental and the offices are designed especially for the needs of each tenant. At present the ground floor is unoccupied but will serve either for future expansion of the client or can be used for rental space.

On the first floor the office space is separated from the main entrance door by a vestibule which serves as a wind breaker and also allows the tenants to come and go without having to go through the banking space. A fully automatic elevator in the vestibule serves

(Continued on page 53)



Lawrenceville Plant for Craddock-Terry Shoe Corp.

WILEY & WILSON
Architects-Engineers

MOTTLEY CONSTRUCTION CO., INC.: General Contractor

TO ADD TO ITS PRESENT Virginia shoe manufacturing plants in Farmville, Victoria, Halifax, Chase City and Lynchburg, the Craddock-Terry Shoe Corporation selected Lawrenceville for its newest plant. Shoe manufacturing began in the new plant June 1, 1961.

The nature of shoe manufacturing requires several engineered mechanical and utility services, including heating, ventilating, air conditioning, sprinkler fire protection, plumbing and drainage, compressed air, humidification, dust collection, process steam, electrical power and 120 foot candle lighting. The building requires special design for the manufacturing floor areas, which require heavy duty hardening surfaces, storage for volatile and flammable manufacturing materials, and special roofing treatments against noise and condensation problems.

The building, composing a total of 54,500 square feet, is one story in height, with concrete foundations and slab-on-grade floors. The non-bearing exterior walls are face brick and masonry block cavity wall construction built around a structural steel and bar joist skeleton framework. The roofing is composed of acoustical treated precast slabs with vapor barrier, insulation and built-up type roof surfaces. White precast stone trim is used with the local light pink face brick selected. A paved parking area for 200 cars is provided at the rear of the building.

The administrative office areas are accented by a concrete cantilevered

canopy supported from tapered steel columns. On the southwest side white masonry screen block panels shade the porcelain aluminum window wall areas, and similar screen block panels hide the truck dock area from a high school building across the street. The office, conference and hospital room areas have plastered steel stud partitions, acoustic tile ceilings and asphalt tile floors.

The main manufacturing areas have painted masonry block walls and exposed steel construction. All office and employee toilet areas have ceramic tile floors and wainscots, with plaster ceilings. Utility and storage areas are unfinished.

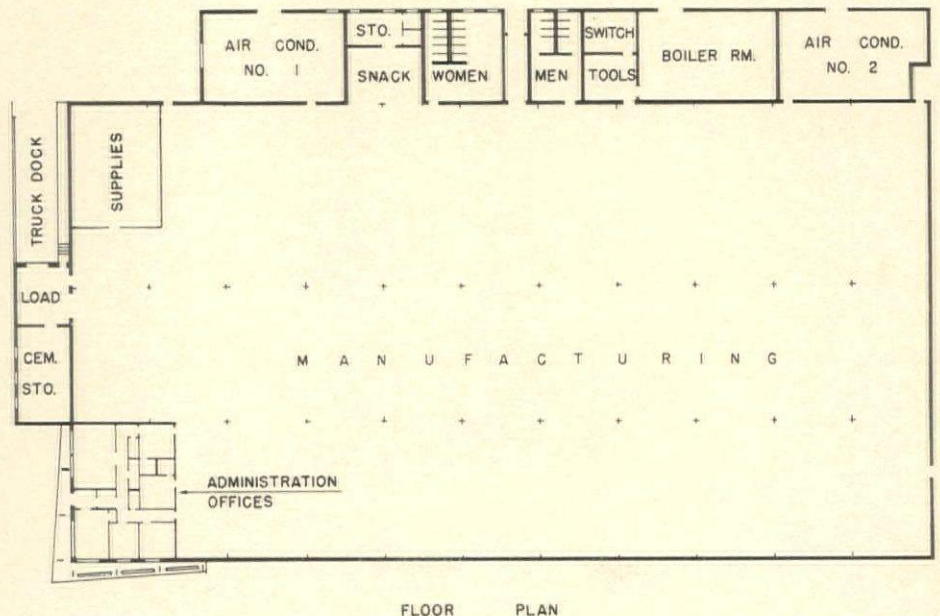
The manufacturing area is windowless, since it is completely air conditioned. The office areas and toilets are

also air conditioned. The utility and storage areas are heated only.

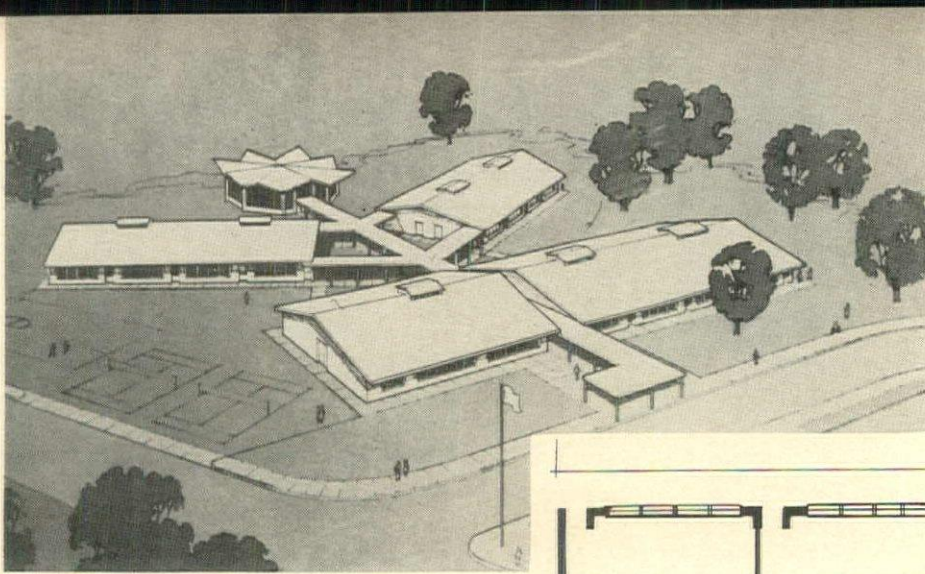
Mottley Construction Co., Inc., of Farmville, was general contractor, and did the work on excavating and foundations.

Subcontractors and suppliers included Montague-Betts Co., Inc., Lynchburg, steel, windows, window walls, steel doors and bucks, handrails; J. B. Eurell Co., Richmond, roof deck, Economy Cast Stone Co., Richmond, stone work; Roof Engineering Corp., Norfolk, roofing.

Also, Morris Hunter, Inc., Richmond, electrical work; Wachter & Wolff Corp., Richmond, plumbing, air conditioning, heating, ventilating; Grinnell Co., Inc., Richmond, sprinkler system; Koger & Wade Mfg. Corp., Martinsville, dust collector system.



FLOOR PLAN

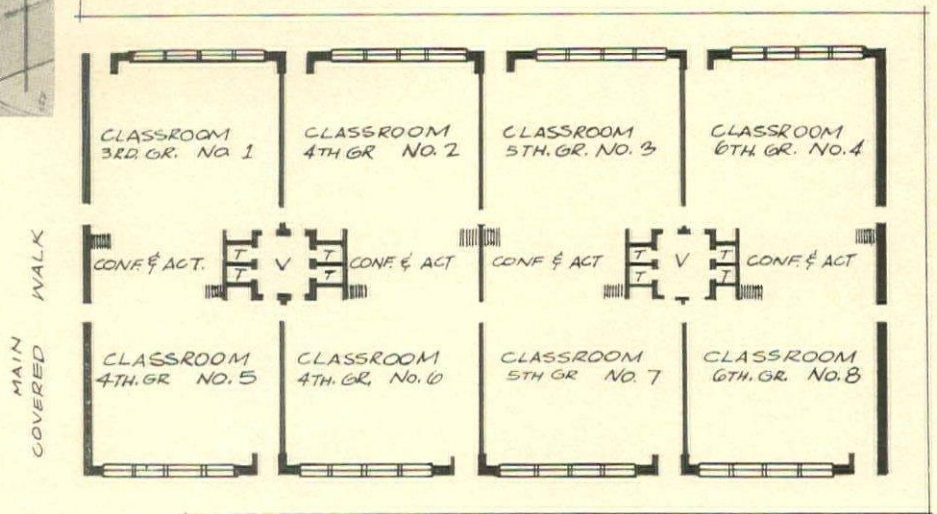


New Fairfax School Design

D. G. CHASE & ASSOCIATES
Architects

WITHIN the County of Fairfax, the City of Fairfax has decided to establish its own school system to better serve the needs of its citizens. For the past two or three years studies and investigations as to the best type, size, equipment, etc. have been carried out by the School Board. For the City of Fairfax's first school, the architects, D. G. Chase and Associates, have designed a completely flexible but economical school plant.

The basic concept consists of four classrooms grouped around common utilities. Within the utility core are individual boy's and girl's toilets opening on a common vestibule and coat closets. Above the core and covered by the trussed roof are the air conditioning and heating units. Air is supplied to these units through monitors on the roof. Since there is separate air conditioning and heating for each group of four classrooms, a greater degree of flexibility is obtained. Maintenance is also reduced due to the small area heated or cooled, which allows use of



self-contained units. Each unit has two-stage heating and cooling governed by a classroom thermostat. Cooling is based on demand by the warmest room of the four-room classroom group with reheat provided, also controlled by the classroom thermostat, for those rooms desiring or not needing maximum cooling.

Each pair of classrooms is divided by two folding doors spaced eight feet apart. When closed, these doors create a private conference room available for tutoring, small group study and planning, or private reading, etc. When open, the classrooms will be converted to a large meeting room, suitable for

group teaching, assemblies, and the like.

The school when completed will consist of 36 classrooms in three separate structures. Each structure will have three groups of four classrooms. Also included are the administration building, kitchen, and multi-purpose room. Access to all rooms will be along covered walks linking all buildings.

Steel rigid frame construction is used to create the large space within and light exterior walls with extension windows. The six-foot overhang shades the long windows from direct sunlight as well as provides cover for sidewalks.

Completion is due in fall 1964.

JOHN H. DAVIS COMPANY

Paint Contractor



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VIKING LANES: Roanoke

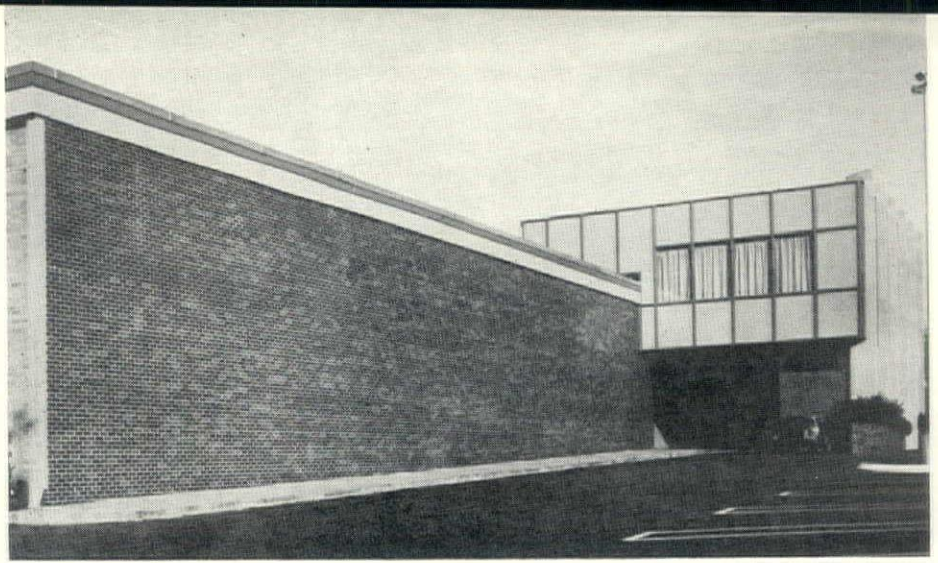
KINSEY & MOTLEY
Architects

J. M. TURNER & CO., INC.
General Contractors

• Viking Lanes, one of Roanoke's newest bowling alleys, designed by Kinsey & Motley, Architects, was completed in the spring of 1961. Located on busy Route Number 220 going south from Roanoke, the building is situated on a narrow, but very deep lot. Due to the shape of the lot, a split type design was selected, with the entrance on one side under the mezzanine which provides a drive-thru for automobiles.

The concourse, lunch counter, locker rooms, toilets and point of control are situated in the center of the building, with 16 alleys on each side. On the mezzanine, over the drive-thru entrance, are located the business offices, nursery, meeting room, mechanical equipment room and additional toilet facilities.

Interior finishes include terrazzo, vinyl asbestos and carpeted floors,



paneled, brick and concrete block walls, with glazed tile being used in the locker and toilet rooms. All ceilings are acoustic tile.

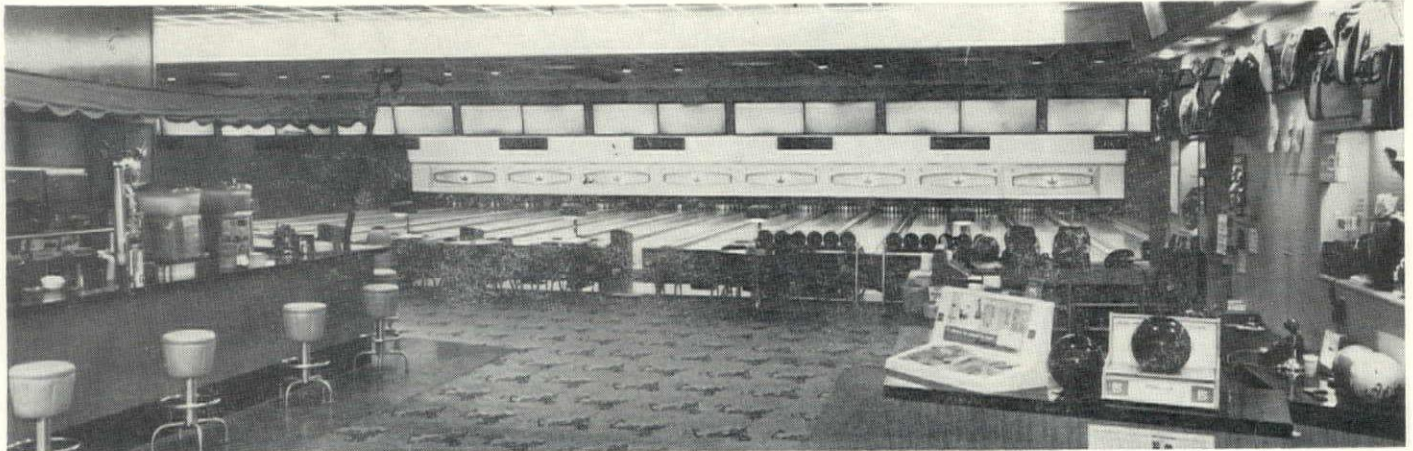
The roof of the main section is framed with long span steel joist spanning the full width of the building. The main portion of the building is 97' by 262' 0". Parking is provided for 187 cars. Heating and air conditioning is provided by gas fired roof mounted units.

General contractor was J. M. Turner & Co., Inc., Salem, with the following subcontractors and suppliers, all of the Roanoke-Salem area:

Roanoke Iron & Bridge Works, steel;

Valley Roofing Corp., roofing; Pittsburgh Plate Glass Co., glazing; Hampshire Corp., resilient tile, acoustical; E. V. Poff & Son, Inc., ceramic tile, terrazzo; Valley Metal Products Corp., steel doors and bucks; J. M. Murphy Co., Inc., electrical work; Lowe & Nelson Plumbing & Heating Co., plumbing; Thermo-Electric Sales Co., air conditioning, heating and ventilating; Thomas P. Harris, Jr., Wheeler & Pittsburgh lighting fixtures.

Brunswick supplied all bowling equipment. The general contractor did the work on excavating, foundations, concrete, masonry, roof deck, window walls, carpentry and painting.



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ALTAVISTA, VIRGINIA

Concrete Suppliers for the New Yellow Branch Elementary School, Page 34



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QA Architectural Arts

Yellow Branch Elementary School

• The Campbell County School Board has approved a construction contract with C. W. Hancock & Sons, Inc. for the erection of a new two-unit elementary school for the Yellow Branch section. The building is to be occupied in September, 1964.

This building, designed by Associated Architects of Lynchburg, Virginia (Carl D. Cress, Jr., J. Everette Fauber, Jr., and Willard C. Rhodes), will cost \$327,000.00 and has full temperature control for summer and winter.

The design incorporates compactness for economy in general construction and in heating and cooling installation and operating cost.

Exterior and corridor walls are load bearing masonry with the exterior wall being of utility brick construction with a 4" insulated cavity. The roof structure in general is prestressed concrete using the joists at 8'-0" o.c. over the classrooms both front and rear, and using the double tee construction over the library, multi-purpose area, kitchen, etc. which runs the entire length of the middle of the building. The deck construction over the joists consists of Tectum form board on bulb tees with Zonolite concrete fill. All exposed ceil-

**ASSOCIATED ARCHITECTS
OF LYNCHBURG
CARL D. CRESS, JR.
J. EVERETTE FAUBER, JR.
WILLARD C. RHODES**

Architects

**M. LYMAN JOHNSON
Consulting Engineer**

**C. W. HANCOCK & SONS, INC.
General Contractor**

SUBCONTRACTORS & SUPPLIERS

E. W. Yeatts, Altavista, excavating; Altavista Concrete Products Co., Altavista, concrete; Montague-Betts Co., Inc., windows, window walls, steel doors and bucks, handrails, steel; Virginia Prestressed Concrete Corp., Roanoke, stone work, prestressed concrete; Southern Roof Deck Co., roof deck; Dornin-Adams Co., waterproofing, roofing; J. E. Sears & Co., Inc., millwork, structural wood; Lynchburg Plate Glass Co., glazing.

H. D. White & Co., painting; J. S. Hardy, weatherstripping; Luther T. Cress Tile Co., Inc., ceramic tile, terrazzo; McDaniel-Kelly Electric Co., lighting fixtures, electrical work; J. H. Cothran Co., Inc., Altavista, plumbing fixtures, plumbing, air conditioning, heating, ventilating; John C. Manos, Daybrite and Omega lighting fixtures.

All are Lynchburg firms unless otherwise noted.

ings are painted.

There are 14 classrooms plus one resource room. All upper elementary classrooms (Grades 4 through 7) are paired and separated by folding partitions so that team teaching can be achieved. The multi-purpose room also serves as auditorium and cafeteria and is complete with stage. The other facilities include general administrative facilities, health facilities and teachers lounge, etc. The basic facilities are sized to accommodate seven more classrooms and one more resource room.

Corridor, lobby, multi-purpose room and kitchen floors are monolithic terrazzo. Ceramic tile wainscot to door head is used along corridors and in multi-purpose room with ceramic tile to ceiling in the kitchen and general toilets. The classroom toilets for Grades 1 through 3 have a ceramic tile wainscot.

A paved parking lot is provided for 58 vehicles.

The cost of the building is \$11.15 per sq. ft. including all rough excavating and grading, the paved driveway and parking lot and sewage disposal system. The above price includes the winter-summer conditioning.

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Windows for Collinsville Office, First National Bank of Bassett, page 35



Henry County Branch Bank

• The Collinsville Office of the First National Bank of Bassett is located on the four-lane section of Route 220 approximately midway between Bassett and Martinsville.

Designed by J. Coates Carter, AIA, Architect, the branch bank was opened for business on November 15, 1963 and has proven to be an efficient and accessible arrangement for the fast growing village of Collinsville, near the center of Henry County.

The Collinsville Office is the first branch of the First National Bank of Bassett. The parent bank was established in 1907 and has served the western part of Henry County, the Town of Bassett and the massive Bassett Furniture Industries for the past 57 years. Space is provided in the new branch for six tellers, a drive-in window, interior and exterior night depositories.

A paved parking lot surrounding the building will accommodate 75 cars. A landscaped planting strip surrounds the parking area. The interior walls of the building feature teak paneling, scenic wallpaper and fabric covering. The sidewalls are ice-proof.

Martinsville Construction Corporation was the general contractor.

Principal subcontractors and material suppliers include Helms Roofing Co., Martinsville, roofing; Hankins & Johann, Inc., Richmond, windows; W. R. Hauger, Martinsville, electrical work; J. R. Bennett, Martinsville, plumbing; Bagby Equipment Co., Danville, air conditioning, heating.

Work on excavating, concrete, foundations, masonry, steel, painting, waterproofing, insulation, wood flooring, millwork and lighting fixtures was done by the general contractor.

J. COATES CARTER, AIA
Architect

SOWERS, RODES & WHITESCARVER
Mechanical Consultants

RAYFORD B. SMITH
Structural Consultant

AMERICAN FURNITURE & FIXTURE CO., INC.
Interior Designer

MARTINSVILLE CONSTRUCTION CORP.
General Contractor



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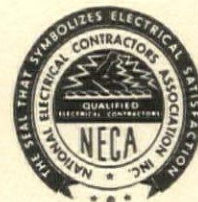
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Offices in other Principal Cities

See the NASA Laboratory, Page 12.

**Henley
&
Gillespie**

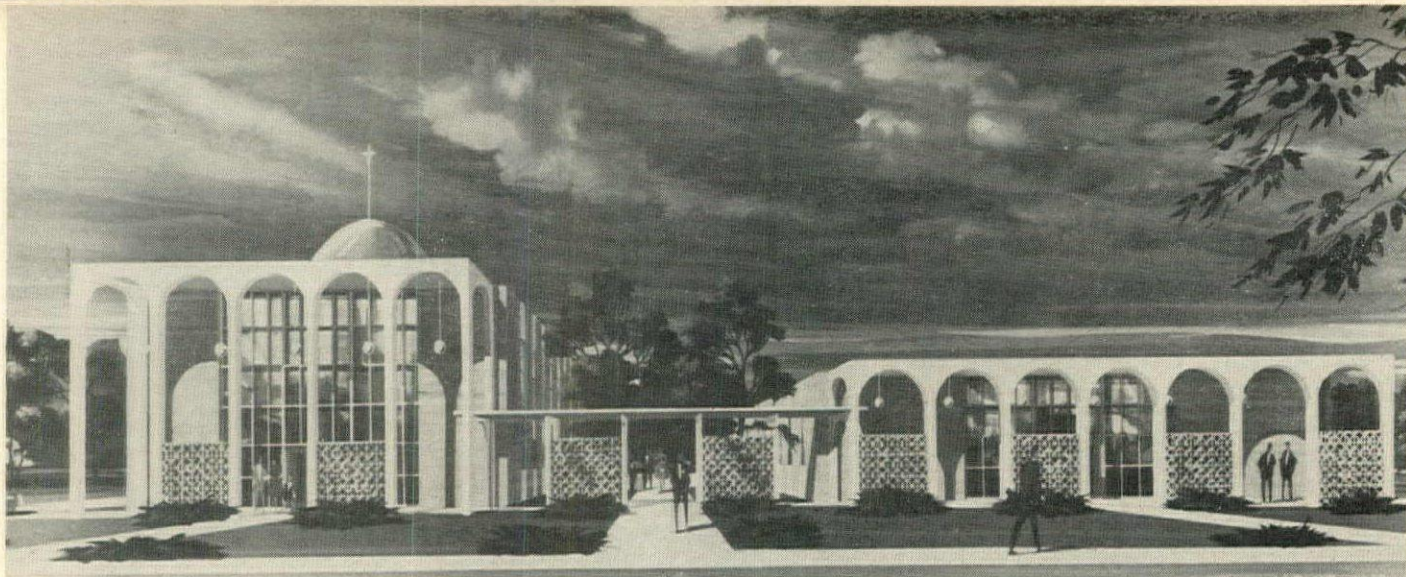
**Electrical
Contractors**



Construction or Maintenance

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BRISTOL, VIRGINIA



TWO CHURCH DESIGNS BY JARVIS & STOUTAMIRE

▲ Holy Trinity Greek Orthodox Church - Roanoke

• Pictured below is the architect's rendering of the new educational building and passage connecting with an existing educational building.

The existing church and educational building had become inadequate in space and construction. It is contemplated to replace the existing church and educational building. The new educational building is the first phase of a new master plan with a new design concept. This, in turn, will make a unified group of buildings instead of several different types of design. The whole group of new buildings has been designed by Jarvis and Stoutamire, Architects, of Roanoke.

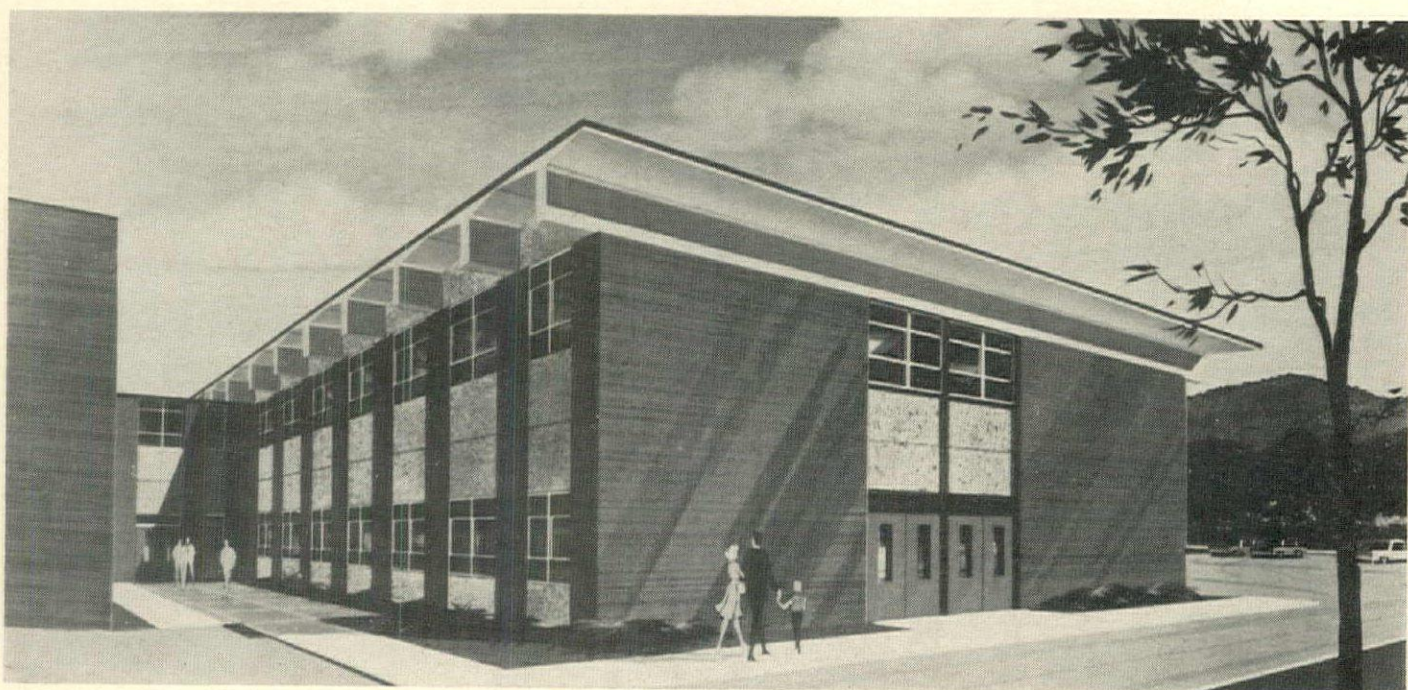
Membership and attendance has increased rapidly, keeping pace with the fast growing community of Collinsville. This new two story building contains an interim sanctuary seating 700 people but due to its rapid growth a new sanctuary building is expected to be built in the very near future. The interim sanctuary will become a fellowship hall

with kitchen and toilet facilities. The second floor contains classrooms and toilets.

The new building is constructed of masonry with a structural system of prestressed concrete. The exterior walls are of maroon brick with white precast concrete panels of maroon and gold colored aggregate over and under windows. The windows of aluminum are glazed with gold colored glass.

The interim sanctuary is heated and cooled with a heat pump. The remainder of the building is heated with electric resistance heat. The sanctuary lighting is controlled by motorized dimmers. All classrooms have fluorescent lighting. The project was owner built.

▼ Collinsville Baptist Educational Building



HOLY TRINITY GREEK ORTHODOX

• A plot of land, nearly one acre in size, at the corner of Huntington Boulevard and Birchwood Street in Roanoke, Virginia, will be the new location of Holy Trinity Greek Orthodox Church. The new building will face Huntington Boulevard. The congregation is moving from its present location due to increased commercial development in the area. According to the pastor, The Rev. Joseph G. Vasiliou, the church serves 150 families in Roanoke and environs.

The facility will consist of two buildings, a sanctuary and a fellowship hall. Each of the structures will have a white precast concrete portico and will be connected by a white precast concrete canopy. There will be a dining terrace between the two buildings. The sanctuary will be about twice as high as the fellowship hall and will include seating for 300 people, pastor's study, vestment room, sacristy, choir balcony, and robing room. The dome over the nave of the sanctuary building is to be gold anodized aluminum.

The auditorium of the fellowship hall will seat 450 people. In addition to this the fellowship hall will house six classrooms, a large meeting room, an office, kitchen and toilet facilities. A built in stage will be part of the auditorium.

Both structures will be constructed of masonry and pre-stressed concrete. Exterior walls will be buff colored brick with textured stucco panels over and under windows. Windows of aluminum are to be glazed alternately with blue and gold patterned glass. Interior walls are to be painted concrete masonry units, except the nave will be plastered. Floors will have resilient tile on a concrete slab. The pulpit platform and altar area will have carpet.

The construction documents are near completion and construction is expected to begin by the first of June.

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structural steel and jail work for the Salem Public
Safety Building, page 38

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- See the:
- Viking Lane Bowling Alley, page 31
 - Flora Realty Co., page 25
 - Public Safety Building, page 38

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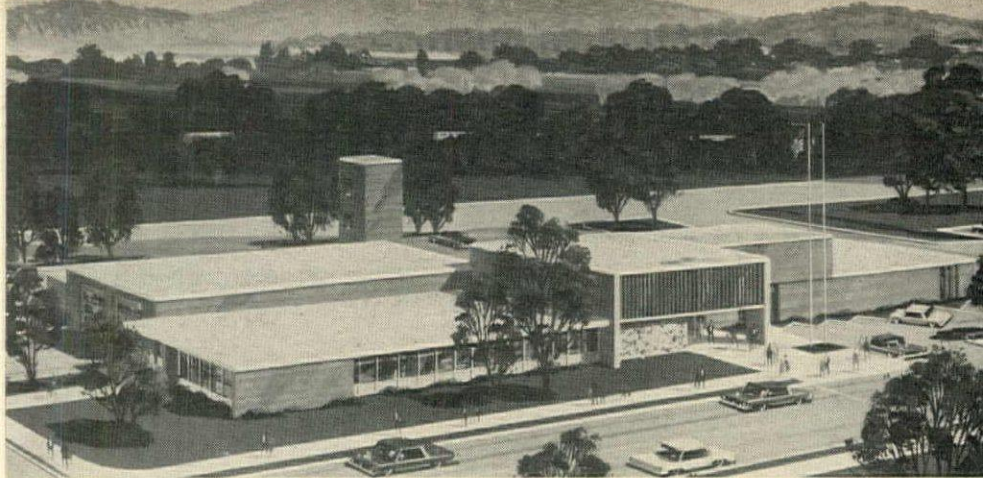
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SALEM PUBLIC SAFETY BUILDING

KINSEY, MOTLEY & SHANE: Architects and Engineer

DAYS CONSTRUCTION CO., INC.
General Contractor

SOWERS, RODES & WHITESCARVER
Engineering Consultants

• Construction of a Public Safety Building for the Town of Salem is now under way with completion expected in the fall of this year. The building was designed by Kinsey & Motley, Architects and Engineer.

Comprising approximately 17,000 sq. feet, the building is located one block south of Main Street and bounded by Alabama, Burrell, and Calhoun Streets. The building will house the Fire Department, Police Department, and the Life Saving Squad. Included in the Fire Department quarters will be an apparatus room approximately 40' x 80', dormitory for ten to 15 men, locker room, chief's office, fire prevention office, kitchen, lounge and meeting room, and hose tower. Also included is a shop and general storage area.

The Police Department will contain a public waiting room area, general office and sergeant's desk, chief's office plus two additional offices. Two interrogation rooms, dark room, and large file storage room are also included. The building has a small section of second floor space which houses an over-night lock-up, briefing room, locker room and shower facilities.

The Rescue Squad facilities include a large apparatus room for six vehicles, two boats with trailers, and one iron lung with trailer, storage room, office and meeting room, and sterilizing room.

A dispatch room is provided in a centrally located area of the building. Future plans call for this office to receive all town emergency calls and act as a clearing agency for same.

Parking for approximately 35 cars is provided on the site.

The building will be constructed basically of brick with concrete block bearing walls, prestressed concrete joists, and double "T" sections, insulating roof deck and built-up roof. Interior finishes for most areas are of painted concrete block walls, exposed joists and roof deck ceilings and vinyl asbestos floors. The apparatus room, toilets, and shower rooms have facing tile wainscots.

The building is heated and cooled electrically with only the offices and meeting areas being cooled. The contract price for the building, excluding exterior paving, is \$195,800.00, making a square foot cost of \$11.50.

SUBCONTRACTORS AND SUPPLIERS

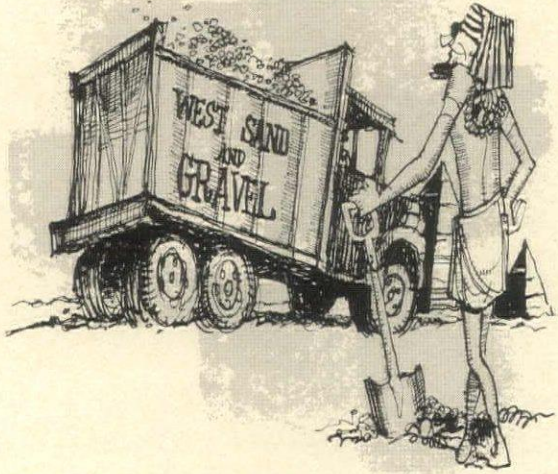
(Roanoke-Salem area unless otherwise noted)

Thomas Brothers, Inc., excavating; Ornamental Iron & Prison Works, steel, hand-rails; Hampshire Corp., composition roof deck, acoustical, resilient tile, plaster; Virginia Prestressed Concrete Corp., prestressed concrete; Leonard Smith Sheet Metal Works and Roofing, Inc., roofing; Roanoke Engineering Sales, Inc., windows; Pittsburgh Plate Glass Co., glazing.



Tilley Paint Co., Pulaski, painting; E. V. Poff & Son, Inc., quarry tile; Valley Lumber Corp., millwork; Wholesale Builders Supply Co., steel doors and bucks; Newcomb Electric Service, lighting fixtures, electrical work; Owen Plumbing & Heating, plumbing fixtures, plumbing, air conditioning, heating, ventilating; Overhead Door Co. of Roanoke, overhead doors; John C. Manos, Daybrite lighting fixtures.

The general contractor is doing the work on foundations, concrete, masonry, carpentry and structural tile.

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FALLS CHURCH, VIRGINIA

General Contractor for Holy Trinity
Lutheran Church, page 22.

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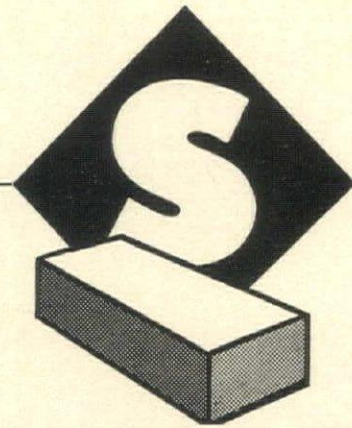
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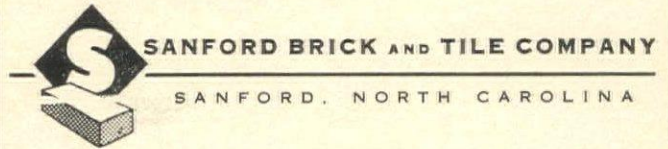
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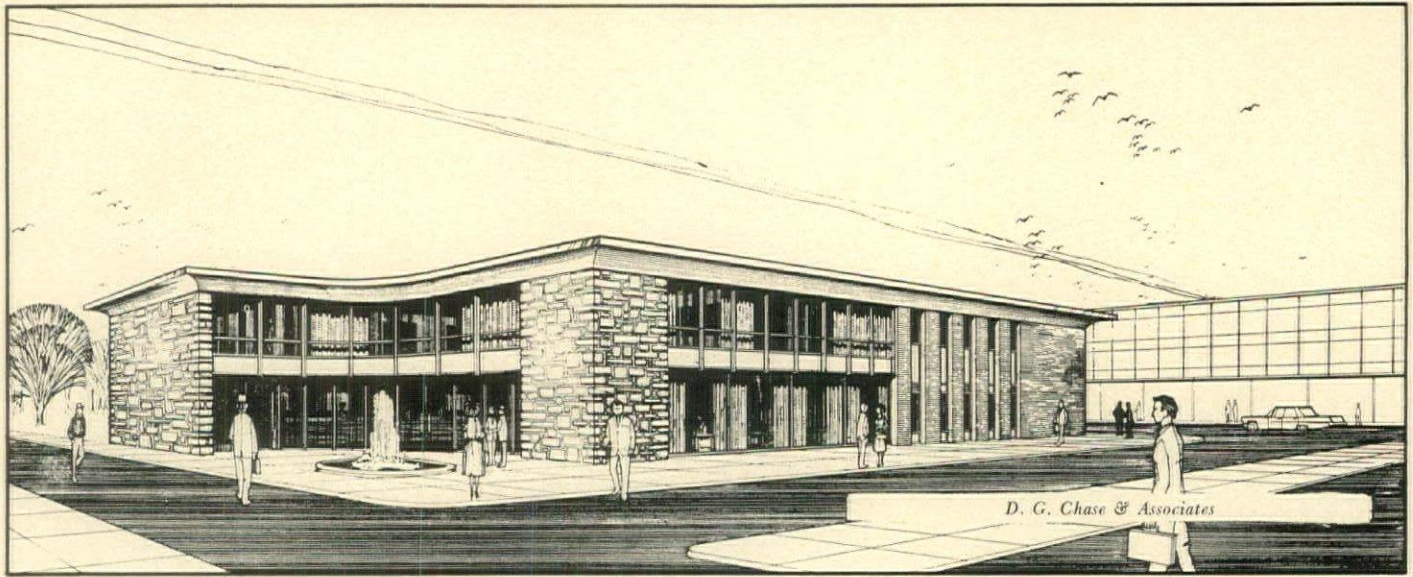
Electrical Contractors for NASA's Space Radiation
Effects Laboratory, Page 12.



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Peoples Bank & Trust Company of Fairfax

D. G. CHASE & ASSOCIATES—Architects

A. A. BEIRO CONSTRUCTION CO. INC.: General Contractor

PEOPLES BANK AND TRUST COMPANY was founded by a group of prominent Alexandria and Fairfax County citizens to serve the needs of the Alexandria-Mt. Vernon section of Fairfax County. Bruce Gunnel, president of the Peoples Shopping Center Corp., which owns the bank building and adjoining proposed facilities, says the bank will serve as the key to future development in the area.

The building has been designed as the home office and will serve as the permanent main office as increased business warrants the construction of branch offices.

The building is to have 3800 sq. ft. of banking area, plus another 3600 sq. ft. of rentable office space above. Included in the banking area are two drive-in-teller windows, vault, board room, accounting department, officer's space, as well as storage, toilet and mechanical space. Exterior walls are load bearing of masonry construction with the front facade faced in natural stone. A fountain and open stairwell serve as focal points at the main entrance.

Completion date is July 1964.

SUBCONTRACTORS & SUPPLIERS

Potomac Contractors, Inc., Washington, D.C., piling; Nabco Plank Div., National Brick & Supply Co., Washington, concrete; T. D. Fraley & Sons, Inc., Alexandria, masonry; Mimsco Metal Products Corp., Lorton, steel; Anning-Johnson Co., acoustical, roof deck; Virginia Roofing Corp., Alexandria, roofing; Allen Glass Co., Inc., Alexandria, window walls, glazing.

Also, Surburban Decorating Co., Inc., Washington, painting; Dodd Bros., Inc., Falls Church, plaster; United States Tile & Marble Co., Inc., Washington, D. C., ceramic tile; Marty's Floor Covering Co., Inc., resilient tile; Bell Electric Co., Inc., Alexandria; Dwyer Plumbing, Inc., Alexandria, plumbing; J. C. McElhane T/A Weather-Dial, Alexandria, air conditioning and heating; Global Steel Products Corp., toilet partitions.

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FALLS CHURCH, VIRGINIA

General contractor for the Cherrydale Branch Library, page 14



by *billy mcdowell*

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Contractor for swimming pool for Princess Anne Inn, page 21.

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Anne Inn, page 21

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1st National Bank of Bassett, page 35.

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First Federal Savings & Loan Assn., page 28.

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General Contractor for
First Federal Savings and
Loan Assn., page 28.

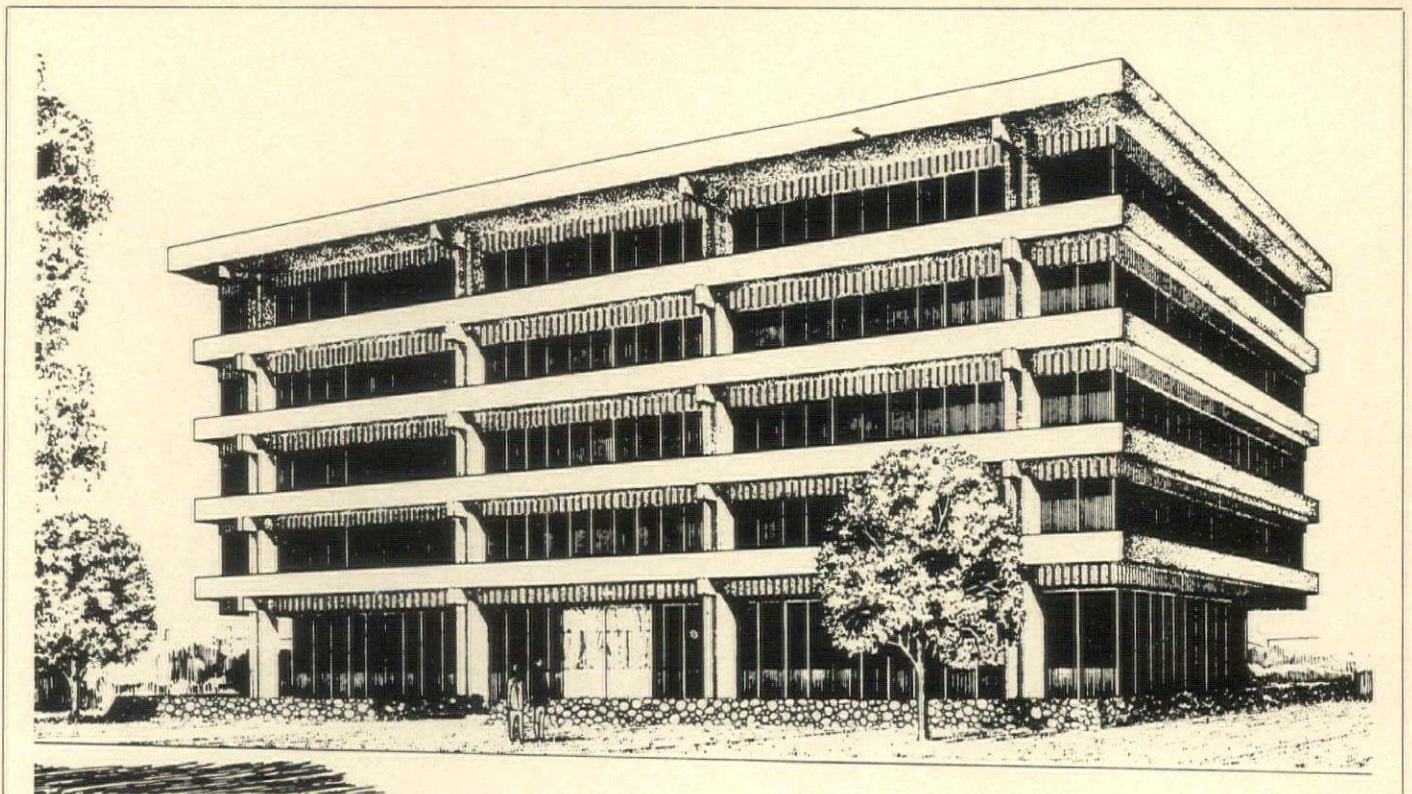
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Plastering contractor for the Calvary
Presbyterian Church, page 16.



Daniel Building in Richmond's West End

DAVID WARREN HARDWICKE & ASSOCIATES
Architects

WILLIAM J. BLANTON
Structural Engineer

DANIEL CONSTRUCTION COMPANY OF VIRGINIA
General Contractor

EMMETT L. SIMMONS & ASSOC.
Mechanical Engineers

THE NEW DANIEL BUILDING, located at Kent Road and Cutshaw Avenue, Richmond, will be five stories high and will enclose 62,000 square feet of office space. The building incorporates the use of long span precast-prestressed concrete construction which leaves the rentable floor space free of columns. All spans are 40' with interior columns within the center core of the building. The building further utilizes the use of precast spandrels for shading as well as housing the perimeter air conditioning system.

The building will have the Aetna Casualty and Surety Company as its prime tenant and will be built by Daniel Construction Company of Virginia, who are the owners. The architects for the project are David Warren Hardwicke and Associates of Richmond.

Daniel Construction Co. of Virginia, is general contractor. All subcontracts have not been let, but include at the present P. E. Eubank & Co., Richmond, excavating; McKinney Drilling Co., Washington, D.C., piling; Concrete Structures, Inc., Richmond, prestressed concrete; Northside Electric Co., Richmond, electrical work; Catlett-Johnson Corp., plumbing, air conditioning, heating.

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General Contractor for Melchor Residence, page 17.

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NORFOLK, VIRGINIA

Roofing contractor for dental office
of Dr. Gerald Einhorn, page 26.

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Suppliers of concrete for Patrick
County Memorial Hospital, page 24.

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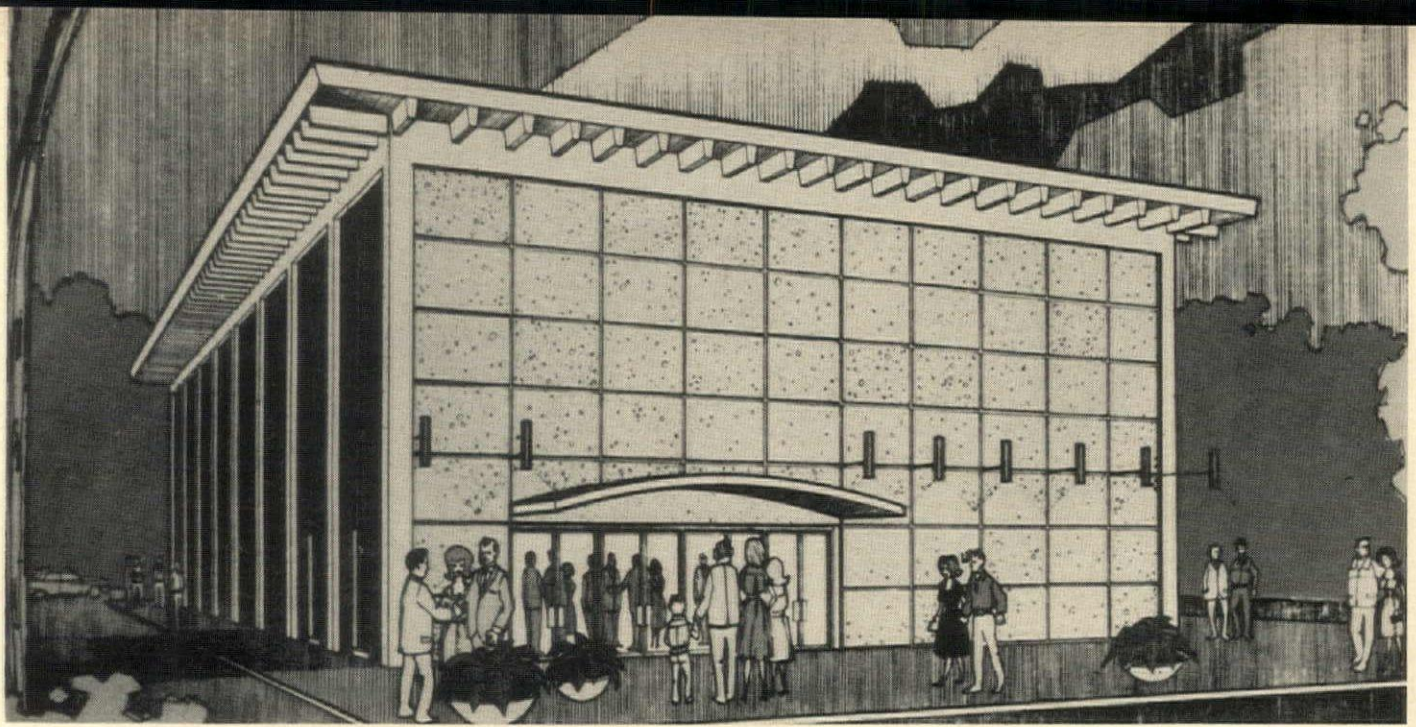
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Electrical contractors for R. J. Reynolds—
Patrick County Memorial Hospital, page 24.



First of a Group of New Theaters for Northern Virginia

D. G. CHASE & ASSOCIATES: Architects

BELL REALTY & CONSTRUCTION CORP.: General Contractor

CONSTRUCTION was recently started on the first of several neighborhood theaters designed to serve the District of Columbia suburbs in Virginia.

The first theater, located in Annandale, will seat 936 persons when completed late this summer. Utilization of precast columns, beams, and double-tee roof members account for the short construction time. Exterior wall panels will be white "split-rock." The building mass is lightened by the projection of the double-tees creating a three-foot overhang around the entire structure.

Lighting will consist of one row of fixtures along the front facade, illuminating the roof overhang above and sidewalk below. The front wall will remain relatively dark. This is to create a focal point at the entrance, brightly lit from inside.

An interesting feature of the theater will be the lack of an advertising sign on the building itself. One free standing sign at the highway will provide the suburban theater goer with movie titles, their stars, and show times. The theater will sit back from the street in the center of a large parking concourse, providing easy access to the entrance from all automobiles.

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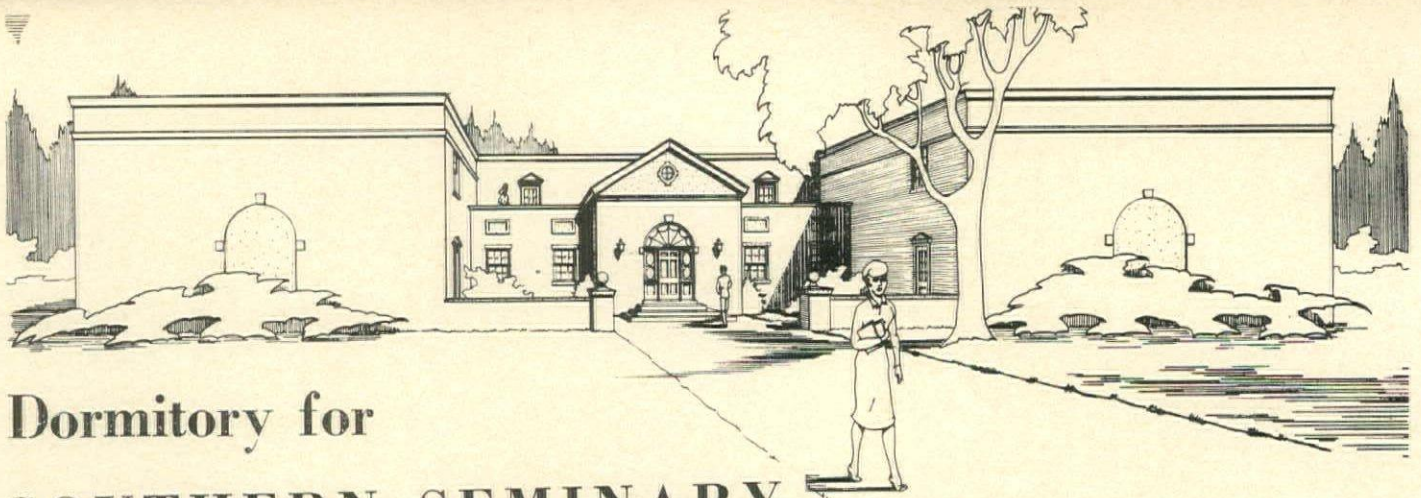
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Dormitory for SOUTHERN SEMINARY

HINNANT, ADDISON & HINNANT
Architects & Engineers

CHARLES W. BARGER & SON CONSTRUCTION CO., INC.
General Contractor

● Construction has just begun on a dormitory for Southern Seminary in Buena Vista, Hinnant, Addison & Hinnant cast stone with stucco niches at each Lynchburg, has designed the building to harmonize with the existing campus architecture. The exterior is of brick to match that of a new addition to the gymnasium just completed by the Lynchburg firm. The trim is to be of cast stone with stucco niches at each end and stucco pediment over the entrance. The "U" shaped building surrounds a center court overlooked by two sun decks over the house mother's suite and the parlor on the opposite side. The structure is of eight-inch double "Tee" pre-cast concrete panels bearing on block and brick "cavity walls". All windows are steel double-hung.

The ground floor houses the boiler room, transformer vault, shop, electric room, recreation room (with a small kitchenette), laundry, toilet facilities and large storage areas. Also a trash room is connected to each floor above by a stainless steel chute. The first floor contains 15 suites, parlor, house mother suite, study room and extensive toilet facilities. The second floor also has 15 suites, toilet facilities, study room, two sun decks and storage facilities.

The flat built-up roof is covered with marble chips. Special care has been taken with insulation from excess noise and temperature for the girls living over the boiler room. Interior walls are of painted block, with asphalt tile floors, and plaster ceilings suspended from the concrete. All toilet facilities have ceramic tile floors and wainscot,

and all sinks are set into "built-in" counters with storage under and "wall-to-wall" mirrors over.

Each girl will have 12 feet of private book shelves plus a locked clothes closet. Two girls are to share a suite giving a total capacity of 60 girls to the dormitory. Each floor is to have four phone booths.

The ground floor of the building also houses a central heating plant for both steam heat and a domestic dual temperature hot water system serving all buildings on the campus.

The steam heating equipment includes two 127 horsepower gas-fired boilers which will be interconnected with two existing boilers in another building. The existing boilers are coal-fired units of 110 and 50 horsepower respectively and will be used only for emergency stand-by service.

The domestic dual temperature water heating boiler is also gas-fired and has a rating of 57 horsepower. The new domestic water heating system is also interconnected into the existing coal-fired system which will serve as an emergency stand-by system.

Also on the ground floor of the building is an electrical substation to feed all campus buildings which will include an interior vault housing three 100 KVA transformers and an electric switchgear room housing switchgear of 1600 ampere capacity at 120/208 volt 3 delta phase characteristics.

SUBCONTRACTORS & SUPPLIERS

Charles W. Barger & Son Construction Co., Inc., Lexington, general contractor, excavating, foundations, concrete; Virginia Prestressed Concrete Corp., Roanoke, prestressed concrete; Dornin-Adams Company, Lynchburg, resilient tile, roofing, waterproofing; Shields, Incorporated, Roanoke, plaster; J. E. Sears & Co., Inc., Appomattox, millwork; Clayton G. Tinnell, Roanoke, electrical work; Herman Harlow, Buchanan, plumbing fixtures, plumbing, heating; Guy Smith Hardware, Inc., Roanoke, hardware; Locher Brick Co., Inc., Glasgow, brick; Lehi Portland Cement.

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DANVILLE, VIRGINIA

Plumbing contractor for the First Federal Savings & Loan Building, page 28.

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==BRISTOL CAVERNS ENTRANCE BUILDING==

C. B. KEARFOTT & ASSOCIATES: Architects

J. G. ADAMS, BUILDER, INC.: General Contractor

THE NEW \$30,000.00 entrance building and souvenir shop, now open at Bristol Caverns, completes the third phase of a three-part development program for this fast growing Southwest Virginia and East Tennessee tourist attraction located on U. S. 421, five miles southeast of Bristol near South Holston Lake and Dam.

Designed by C. B. Kearfott & Associates, it has a native stone exterior and inside paneling of natural wood finish; the building includes a complete refreshment station with automatic services, a gift and souvenir shop twice the size of the former one, a room for tour guides and information area for other tourist attractions. The new structure also includes living quarters for the operation's manager and his wife, the Henry Hatchers.

Phase one of the development program was the building of asphalt walkways inside the Caverns last year. Phase two, the installation of an extensive indirect lighting system, was completed this year. "This three-part program will allow Bristol Caverns to offer its ever-growing number of visitors everything in the way of an enjoyable tour," says Donald Fox, General Manager.

General contractor was J. G. Adams, Builder, Inc., Bristol. Other subcontractors and suppliers included Johnson & Pendry Construction Co., Inc., excavating; Atlas Concrete, Inc., concrete; Home Insulation & Roofing Co., roofing; Dulaney Electric Co., electrical work, electric heating; Glen E. Waters Plumbing & Heating Co., plumbing; Farnsworth Heating & Supply Co., Inc., heating, air conditioning.

All are Bristol firms. The general contractor did the stone work.

C. W. HANCOCK AND SONS, INC.

General Contractors

St. Reg. #3

Allied Arts Bldg.

LYNCHBURG, VIRGINIA

General contractor for
Yellow Branch Elementary School,
page 34.

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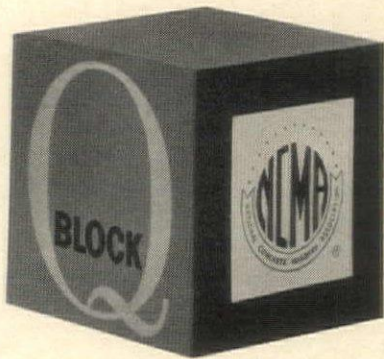
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New "Q Block" Program



• The National Concrete Masonry Association has announced the establishment of a new Quality Control Program which guarantees consistent high quality concrete masonry wherever it is used.

Concrete Masonry manufactured under this important new program is designated as "Q Block," a certified name under which it will be merchandised throughout the country. The first national standard established by the concrete masonry industry itself, the Q Block Program assures quality without affecting block's coveted economy.

Q Block is manufactured solely by members of the National Concrete Masonry Association, an organization composed of leading concrete masonry manufacturers throughout the United States, Canada and many parts of the world. The quality of Q Blocks is maintained through periodic tests by accredited laboratories. If at any time the block tested is below specified standards, the Q Block franchise is taken away.

The Q Block Program adds a new chapter to the almost legendary success story of the industry. In 1962, U. S. production reached a record high of 2.34 billion units and accounted for nearly three-quarters of the total masonry wall volume in the United States, whereas only ten years ago concrete block production amounted to about half the current figure. And this young industry faced the strenuous challenge of establishing concrete masonry as a product as structurally sound and aesthetically desirable as other marketed building materials.

Present production records and the widely diversified product line are ample testimony that these challenges have been successfully met.

Sometimes still associated only with the familiar 8" x 8" x 16" block unit,

to tell the Virginia Story

gray in hue, concrete masonry now is available in a wide variety of sizes, textures, colors and shapes including split block, a rough-textured unit achieved mechanically by splitting solid concrete masonry, and SHADOWAL,[®] with a predetermined design built into the block. Another popular style is screen block, a perforated, grille-like unit available in a variety of attractive geometric designs.

Diversity is achieved through use of new and imaginative molds and a wide selection of aggregates which produce varied decorative types with reduced weight, greater strength and durability. At the same time the industry has taken care to maintain such qualities

as economy, fire safety, sound absorption and insulation.

Numerous other factors account for the industry's growth. Important among these are mechanical advancements whereby fully automated machinery manufactures more than 1,000 block units per hour and giant strides have been made in automating materials handling both within the plant and in delivery to the building site.

These technical attributes, aesthetic advantages, design versatility, and now consistent high quality standards throughout the country all promise to make concrete masonry an increasingly prominent building material in the future.

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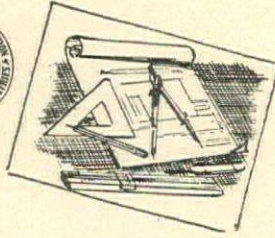
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Ceramic tile for Wesley Memorial Sunday School Building, page 18.

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WHEELER and PITTSBURGH lighting fixtures for NASA Laboratory, page 12,
and Viking Lanes, page 31.

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Craddock-Terry Building, page 29.

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MARION, VIRGINIA



ROBERTSHAW CONTROLS

(Continued from page 20)



(Colonial Studios)

Black anodized aluminum trim is used around each glass and panel area and around the top and bottom of the large brick panels. The front entrance platform, steps and the base under the brick panels and curtain wall are all of tan terrazzo. The soffit of the canopy is of stucco with coffered panels. The roof over the recessed entrance has three plastic domes. The window glass is grey heat reducing plate and vertical venetian blinds provide light control.

The lobby has two end walls of exterior brick and the wall opposite the entrance is paneled in walnut with aluminum dividing strips. The floor is of a new simulated marble vinyl tile.

The executive offices are carpeted and the board room and president's offices are paneled; the board room in walnut and the president's office in painted period style, with moulded cornice, chair rail and base.

This building is one of the latest additions to the fast growing Willow Lawn area, and being located on the highest adjacent ground, commands an excellent view of the area as well as a place of importance. It was completed in July, 1962.

SUBCONTRACTORS & SUPPLIERS (all of Richmond)

P. E. Eubank & Co., excavating; Southern Materials Co., Inc., concrete; Southern Brick Contractors, Inc., masonry; Liphart Steel Co., Inc., steel; N. W. Martin & Bros., Inc., roofing; Economy Cast Stone Co., cast stone work; Reynolds Aluminum Service Corp., windows, window walls.

Binswanger Glass Co., glazing; J. C. Hungerford, Inc., painting, plastic wall finish; Ruffin & Payne, Inc., millwork, paneling; Brisk Waterproofing Co., Inc., waterproofing; Columbia Acoustics & Fireproofing Co., insulation; W. Morton Northen & Co., Inc., acoustical, resilient tile; Stowe & Denton, Inc., plaster; General Tile & Marble Co., Inc., ceramic tile; Roanoke Engineering Sales Co., Inc., steel doors and bucks; Hankins & Johann, Inc., handrails; Rabe Electric Co., Inc., electrical work (Benjamin fixtures); Harris Heating & Plumbing Co., Inc., plumbing (Rheem Manufacturing Co., plumbing fixtures), air conditioning, heating, ventilating.

The general contractor did the carpentry.

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Millwork suppliers for the Flora Realty Co., page 25

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Electrical contractor for the Daniel Building, page 43

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Heating and air conditioning contractor for Bristol Caverns Entrance Building, page 47.

James River Nursing Home

(Continued from page 19)

Here, as in the solarium, floor to ceiling glass opens the space to the outside where a terrace surrounded by landscaping, including several large trees, provides a recreation and sitting area.

A small chapel in the nursing wing is provided for residents. Also, a lounge adjacent to the larger dining-recreation room is available for small conversation groups and guests.

States Construction Co., Inc., Newport News, is general contractor, with excavating and site work by Lowe & Associates. Other subcontractors and suppliers include Chesapeake Masonry Corp., Hampton; Norfolk Iron & Wire Works, Inc., structural steel, fabrication, erection and miscellaneous; H. C. Orebaugh Sheet Metal Works, roofing and sheet metal; Walker & Laberge Co., Inc., Norfolk, glazing.

Others are Deuell Decorating Co., painting; M. H. Baublitz T/A Central Builders, Norfolk, acoustical; Febre & Co. of Newport News, Inc., plastering and fireproofing; Pompei Tile Co., Inc., ceramic tile; Southeastern Tile & Rug Co., Inc., Hampton, resilient tile, finish floors; Weaver Brothers, Inc., millwork; Price Electric Co., Hampton, electrical work; Warwick Air Conditioning, Inc., plumbing, heating, ventilating; Engineering Steel Equipment Co., Norfolk, food service equipment.

All are Newport News firms unless otherwise listed.

Sheraton Motor Inn

(Continued from page 19)

ected by an open decorative stairway. Mechanical and storage are located in a partial basement.

Philip Richardson Company, Williamsburg, was general contractor and did the work on excavating, foundations, concrete, masonry, roof deck and carpentry.

Subcontractors and suppliers included Heath Roofing Co., Hampton, roofing; Walker & Laberge Co., Inc., Norfolk, window walls, glazing, weatherstripping; Dale's Painting Contracting Co., Williamsburg, painting; Lane Bros., Inc., Richmond, plastic wall finish; W. Morton Northen & Co., Inc., Richmond, acoustical; F. Richard Wilton, Jr., Richmond, plaster; Pompei Tile Co., Inc., Newport News, ceramic tile; J. S. Archer Co., Richmond, steel doors and bucks; Houck & Greene Div., Richmond, handrails; J. D. Electrical Contractor, Williamsburg, electrical work; R. Hugh Haynes Co., Inc., Williamsburg, plumbing fixtures, plumbing and ventilating, with Westinghouse air conditioning and heating.

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Roofing contractor for Entrance Building to Bristol Caverns, page 47.



Closing Office

FIRST FEDERAL

(Continued from page 28)

the ground, first and second floors. A steel stair in the vestibule is seen from the outside through the glass curtain wall.

The main business area is entered from the vestibule through a pair of glass doors. The floor is covered with pre-cast terrazzo tiles in the main business area. A space at the left side of the lobby is designed for an informal lounging area for clients to sit as they look through plan books or to have informal talks with the personnel. This area is separated from the business area by means of a planter and carpeted floor and furnishings similar to living room furniture.

The interior walls of the main business area are paneled with Brazilian rosewood blended together with walls covered with vinyl fabric and patterned brick. The tellers' counters are of Brazilian rosewood with the same graining as the wall paneling. The deal plates of these counters are of the same light buff marble used on the exterior sign.

The work space behind the tellers' counters is designed for six tellers, with space available for files and a large account file. The vault and records room is entered from this space.

A spacious president's office is convenient to the main business area. This room is paneled with matched walnut.

This floor also contains two closing offices, an employees' lounge with refrigerator, stove and sink for the convenience of the employees. The board of directors' room is carpeted and paneled with matched walnut.

All spaces are heated and cooled by hot or chilled water piped through individual fan coil units. The main business area is heated and cooled and ventilated by means of a central air handling unit with ducts distributing the air equally throughout this area.

All interior furnishings and appointments were furnished by the owner through separate contracts, with the architect serving as consultant for the interior decoration and design.

SUBCONTRACTORS & SUPPLIERS

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tilating Contractor for Salem Public Safety
Building, Page 38



Cherrydale Branch Library

(Continued from page 14)

We suggested carpet for the stairways to make their use quiet but this feature was lost to economy. It will be added in the future as money becomes available.

It is very important to have one entrance to a public library reached from the street by a walk which has no steps. We found it possible to do this in this case by having a sidewalk at an intermediate level which makes it possible for a wheelchair patron to enter or leave the library without being lifted out of his chair. This library has three principal entrance levels, which is unusual.

SUBCONTRACTORS & SUPPLIERS

Earl K. Rosti, Inc., Falls Church, was general contractor and did the work on excavating, foundations, concrete and carpentry.

Subcontractors and suppliers included Glen C. Baker, Falls Church, masonry; Hudson Supply & Equipment Co., Washington, D. C., steel; Bilton Insulation and Supply, Inc., Arlington, Day-Deck roof deck; Perrin & Martin, Arlington, roofing; Segreti Stonecraft Co., Washington, stone work; Peterson Window Corp., Ferndale, Mich., windows.

Also Fairfax Glass Co., Falls Church, glazing; Wilmar Contractors, Inc., Vienna, painting; Anning-Johnson Co., Alexandria, acoustical; Dodd Brothers, Inc., Falls Church, plaster; Murphy & Ames, Inc., Arlington, millwork; Fred S. Giehner Iron Works, Inc., Washington, handrails; Electric Service Co., Arlington, electrical work; Bob Vranich Plumbing & Heating, Inc., Alexandria, plumbing; Sterns & Arey, Washington, air conditioning, heating, ventilating; Anchor Fence Div., Washington, fence; Douglas Distributing Corp., Washington, Crestlyn efficiency kitchenette; Klou Row, Inc., Washington, toilet compartments.

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Individual Air-conditioning and Heating Units—Laundry Facilities

Free TV—Wall to Wall Carpet—Large Private Individual Patios

Day-Week-Monthly Rates

BEAUTIFUL PRIVATE BEACH

Directly on the Atlantic Ocean U. S. Highway No. 158 between the 9 and 10 mile posts
3/10 mile south of the U. S. Coast Guard Station.

THE TAN-A-RAMA

EFFICIENCY APARTMENTS

"OCEAN FRONT NAGS HEAD"

- 20 Units Overlooking the Atlantic
- Large Fresh Water Pool
- T.V.—Air-conditioning—Ceramic Baths
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- Shopping Center, Boat Marina
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KILL DEVIL HILLS, N. C.

Phone 441-3912

OPEN ALL YEAR

Cavalier Motor Court

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ON OCEAN SIDE U. S. 158, NEAR WRIGHT MEMORIAL
TWO AND THREE BEDROOM COTTAGES

EVERYTHING FURNISHED FOR HOUSEKEEPING

54 UNITS—14 NEW UNITS OVERLOOKING THE OCEAN

Bedrooms—Private Baths—Tub and Shower—Twin and Double Beds
Central Heating—Swimming Pools—Air Conditioned—Television

AIA NATIONAL MEETING

(Continued from page 16)

Psychological Aspects of the City," and Dr. Pelikan's subject will be "The Family and Spirit of the City."

The second session, Wednesday afternoon, will take up "The City and the Body Politic," the effects of federal, state and local governments on such community problems as air and water pollution, open space, local and regional planning, zoning, land use pattern, urban renewal, mass transportation, taxation and economics. "Federal Relationships with the City" will be discussed by Senator Williams, "State Relationships" by Governor Anderson and "Local Relationships" by Mayor Tucker.

Following the first two sessions, during which the speakers will have defined the "invisible" forces that make up the community, the third and last session, scheduled for Thursday morning, will be concerned with "The Visible City"—the visual fulfillment of the physical and natural assets of the community; the architect's realm. Architects Mayer and Lethbridge will speak at this session. Finally, Chancellor Eliot will deliver an address summarizing the entire program. Dean Hurst will act as moderator throughout the program.

Business sessions will be held all day Tuesday, June 16. A number of social events are planned by the St. Louis Chapter, AIA, convention hosts, including an "Evening on the Mississippi" aboard the S. S. Admiral on Tuesday. Other convention activities will be tours of old and new St. Louis (Sunday and Thursday), ladies champagne brunch (Tuesday), and the annual dinner (Thursday).



ROY WHEELER
REALTY COMPANY
CHARLOTTESVILLE-VIRGINIA
401 EAST HIGH ST. ••• PHONE 296-4171

WRITE For free Catalogue and Brochures

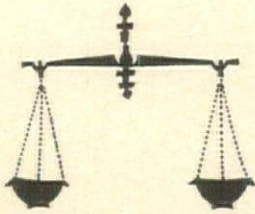
M. C. Dean, Electrical Contractor

Phone 534-0200

903 W. Broad St.

FALLS CHURCH, VA.

Electrical Contractors
for Holy Trinity Lutheran Church, page 22



Perfect Balance

SMALL enough to give prompt personalized service.

BIG enough to supply technical "know how"
and assured supply.

LEADING Independent Virginia Supplier of Kerosene,
No. 2, No. 4, No. 5 and No. 6 Fuel Oil.

PETROLEUM MARKETERS, INC.

P. O. Box 1656, Richmond, Virginia

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Steel Building Products

Deliveries by Rail or Truck

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NORFOLK, VIRGINIA

See the NASA Space Laboratory, page 12



Trout Fishing

Monterey, Virginia

Cross Roads US 220 & 250

LIVE TROUT FOR STOCKING PONDS

Virginia Trout Company Inc.

MONTEREY, VIRGINIA'S SWITZERLAND
"THE TROUT CAPITAL OF THE EAST"

Home of Allegheny Mountain Trout

For America's Finest Tables

Love—After This Message

(Continued from page 5)

self in a mirror, and an offstage voice says, "She does not worry before going to a party because her hair has been sprayed by *Lucrezia Borgia Spray*—the spray that stays." Then the scene is cut to the lady laughing like a star in a psycho picture as she sprays her hair from an outsize bottle of *Lucrezia Borgia*. Cut again to lady fully dressed in evening gown and approaching her is a male in dinner clothes: he smacks his lips with a smile of fixed imbecility and a slumbrous offstage voice intones: "Go the *Lucrezia Borgia* way: be glamorous, be deadly."

Then there is a cut to a full face shot of two men who look like fugitives from a poster of criminals WANTED, and I thought this was a cut to the cronies of Snake-Eyes Sullivan. But one of the men began to rub his bearded cheek, and the other said, "Have you tried *Loser's Lather*? No? If you have a tough beard, you no longer need to be a 'loser.' In this miraculous new lather—tender as a sweetheart's kiss, mint cooled, flavored with the perfumes of *Araby*—the wiriest bristles melt and it becomes a pleasure to run your razor like *this*." There is a quick cut to something that looks like an ant-hill. But this proves to be the man's unshaven cheek. On this he begins to rub *Loser's Lather* and I cut off both the sound and the picture. (I have developed such an allergy to watching men shave that I try to shave myself without looking in the mirror.)

When I turned the THING back on, there again was the still cut from the film, *The Rise and Fall of Snake-Eyes Sullivan*. Oh yes, I remembered—a gangster picture and the lovers were parting because Snake-Eyes is a crook and the leading lady wants him to be a commuter from New Jersey, where she lives in this cottage among the magnolias. We are cut to a scene of mad music and dancing in a nightclub, and a drunken party is singing, "I'm waiting for tomorrow." Oh no, I thought grimly, you do not trick me again: that song is a lead into something like, "for tomorrow brings PAINLESS STAINLESS—you drop it like dew and it do the job." But before I turned off the sound and sight, I recognized Snake-Eyes in the group.

At first I was wary, because some actors play in commercials while between series, like the *Potshot* series and the *Murderers Are Human* series. But then it becomes clear that this actor is playing Snake-Eyes all right, but where is the girl? Slowly I perceive,

to tell the Virginia Story

from the dialogue, that the story has advanced in time since the parting scene under the Jersey magnolias, and Snake-Eyes is now a middle-sized shot making a play for the moll of the Big Shot. After a couple of more quick scenes, each cut in the middle, Snake-Eyes is himself THE Big Shot now. Evidently the Big Shot's moll had betrayed him to Snake-Eyes, for Snake-Eyes, with a dirty laugh, tells her he doesn't need her any more.

He exits with his laugh and the scene is cut to the doorway of a fancy apartment house on Park Avenue. As Snake-Eyes saunters out, who is

crouching under the canopy but the girl who wanted him to be a commuter? You can see she hasn't fared well because she doesn't have a mink, but love is in her eyes. The weeping violins swell on the sound track, and she says, "Leroy" (for she never calls him Snake-Eyes) "Leroy, I know you don't love me, but I know something else. You can't love anybody and that's not good. While I was a stripper in Las Vegas when you were in the Big House"—the picture had been cut more than I realized—"I came to this truth—"

Right across them is cut an object

Visit our new home —



WE HAVE NOTHING TO SELL
— Except —

INDEPENDENCE — FREEDOM FROM WANT — SELF ASSURANCE

Your savings account here at **FIRST FEDERAL SAVINGS & LOAN ASSOCIATION** does just that!

When you're able, active and earning, that's the time to save. The place to save . . . **FIRST FEDERAL**. "Funds placed here by the 10th earn from the 1st." All accounts insured to \$10,000.00 by the Federal Savings and Loan Insurance Corporation, an instrumentality of the United States.

"Save a Piece of Every Dollar"

FIRST FEDERAL
Savings and Loan

ASSOCIATION OF DANVILLE

705 Main St. Dial SW 2-7125 Danville, Va.

L. R. Wyatt, Pres. • J. G. Eanes, Secy.



LOCHER BRICK CO., INC.

GLASGOW, Rockbridge County, VA.

Telephone CLifford 8-2853

Manufacturers in Virginia since 1847

Manufacturers Handmade Claywares since 1929

SALES AND SERVICE OFFICES—Virginia; Contact local building supply dealer or dial Glasgow CL 8-2853. North and South Carolina; phone Rocky Mt. 6-5810 or Charlotte phone Franklin 6-1149. Georgia and Southeastern States; phone Atlanta TR 5-0043.

Brick suppliers for the Southern Seminary Dormitory, page 46

T. D. Fraley & Sons, Inc.

Brick Work



General Contractors



Telephones: KIng 9-8005, KIng 9-8114

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ALEXANDRIA, VIRGINIA

Masonry contractor for the Peoples Bank & Trust Company of Fairfax, page 40.

Philip Richardson Company

General Contractor

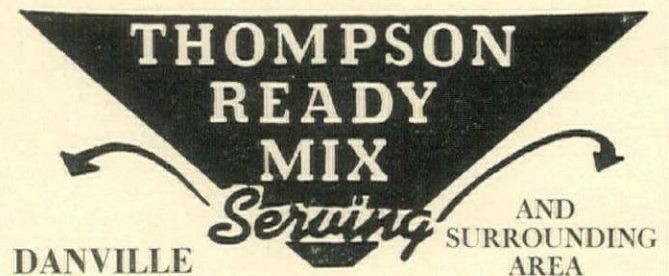
Commercial - Industrial

Drawer 420

CA 9-4343

WILLIAMSBURG, VIRGINIA

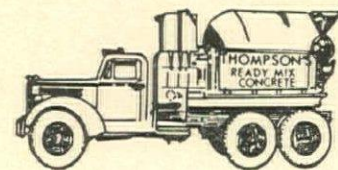
General Contractor and Owner of Sheraton Motor Inn, page 19



**THOMPSON
READY
MIX**
Serving AND SURROUNDING
DANVILLE AREA

QUALITY CONCRETE PRODUCED BY MODERN
AUTOMATED CONCRETE PLANTS

RADIO DISPATCHED TRUCKS



"A House Is No Better Than Its Foundation"

Thompson's Ready-Mix, Inc.

CALL 792-1144

Bryant Avenue, Danville, Virginia

CHATHAM PLANT: DIAL HE 2-6071

Concrete suppliers for Office Building,
First Federal Savings & Loan Association, page 28.

flying through darkness. At first I thought a slip had been made in the projector and a horror movie was coming on. Instead, an unctuous male voice orates, "Wear GRIP—the girdle that won't let go," and the gray object flying through darkness sinks into the seat of a speedboat that has appeared. For the last time the sound and sight are turned off. No longer caring what happened to Snake-Eyes and the Jersey belle, I trudged off to bed.

Once I closed my eyes, my mind was assailed by visions of girdles smoking cigarettes, of bearded men using Lucrezia Borgia spray, of Snake-Eyes drinking *Toxic Tang* while surf-boarding, and the girl from New Jersey walking in the moonlight with a can of PAINLESS STAINLESS on her head, while a chorus on thunderous soundtrack sings, "*Be deadly . . . save money . . . takes less time too . . . go to your store . . . what does the Cromagnon use? . . . Snake-Eyes, won't you please come home . . . like mentholated ax at your throat . . . aches and pains? try our Crocodile Model: it drives under water and you can bend it into a corkscrew . . . see your dealer: he uses Dainty Dolly Deodorant for his acid stomach . . . adds luster . . . all in this one Giant container . . . Leroy, you can't love . . . love, love, love . . . love in a bottle, in a bargain-size Giant container . . . in Loser's Lather . . . love after this message . . .*"

Suddenly I sat up wide awake. "After this message." I had been missing the message all along. The networks and stations were not, as I had suspected, simply venal hucksters who used the national resources of the airwaves with a cynical indifference to providing either entertainment or culture. Not at all. They were *avant garde*, very *Brave New Worldish*. They were developing a new art form that was entertainment only in the highest sense, like reading Sophocles in Greek or Kierkegaard in German. That is, the television people were making demands on the audience!

In the old, decadent days, when motion-pictures were under the influence of D. W. Griffith, entertainment was made easy and simple for the viewer. The story followed a clear-cut chronology, unless there was a flashback, and this was indicated by a dissolve shot—in which the scene literally dissolved. In advancing the story, to indicate a change in time or setting, a scene faded out gradually and the next scene faded in. All film editing was done with the purpose of avoiding sharp cuts from one scene into another with a different set of characters.

to tell the Virginia Story

AMERICAN SHEET METAL CORPORATION

Serving Norfolk Since 1918

ROOFING

Johns-Manville — Certain-Teed
Carey

Repairs — New Installations

All Types of Sheet Metal Work

Phone MA 7-9203

NORFOLK, VIRGINIA

2713 Colley Ave.

Roofing contractors for the Princess Anne Inn, page 21.

EARLY ELECTRIC COMPANY

Electrical Contractors

RESIDENTIAL — COMMERCIAL — INDUSTRIAL

Phone 293-4728

905 Albemarle St.

CHARLOTTESVILLE, VIRGINIA

Electrical contractor for the Sunday School Building, Wesley Memorial Church, page 18



*Within
Virginia's
Boundaries*

LEXINGTON TOWERS, ultimate in convenience for careerists! To be completed early in '65 will be this hi rise of 17 floors with efficiency and 1 bedroom apartments serviced by 3 swift elevators and indoor parking, as well as surface parking. A private club and swimming pool for residents will occupy the 15th floor. Permanent financing has been arranged by Mortgage Investment Corporation through the John Hancock Mutual Life Insurance Company.

MORTGAGE INVESTMENT CORPORATION

RICHMOND • NORFOLK • ROANOKE • NEWPORT NEWS

Soundtracks were given the most careful attention in order to sustain a mood and build toward a climax. This obviously was fit only for the mentally lazy, who wanted—as the saying goes —“to bring nothing themselves.” The audience just sat, supine, unalert, and permitted every device known to the motion-picture industry to be used to build an illusion for this viewer. Looking back, it is easy to see that this practice represented softness in the nation: the people could not build illusions for themselves.

But modern television appeals to those who want to make an effort, to participate. “Ask not what television can bring to you, but what can you bring to television?”

Regarded with this sense of responsibility in the viewer, the commercial sub-features should not be seen as distracting interruptions. Not at all. Their little stories, playlets, travelogues, lectures, and so on, actually represent a cross-section of America today. This is the melody of the hour. This is the time without continuity, without cohesion, without “a story line.”

With vision and courage, televisionists have created the form of the multiple-feature commercials to mirror

the episodic, the strident, the cheap, the contrived glamor, the phoney “luster,” the whole emphasis on externals as the way to self-fulfillment. The composite commercial couple never read a book, never attend a concert or a lecture, never go to church, never buy a painting—and never have a care deeper than upset stomach, body odor, lusterless hair, dry skin, or any such minor misfortune which can be corrected INSTANTLY. By using the proper shaving lather or bath soap or hair tonic, there is not a man or woman who ever appeared on a commercial who can not achieve riches, romance, glowing health, status and, presumably, communion with God.

Before the technical wonders of television, towering genius would be required to reflect an era so vividly as the composite commercial features. All the sociological books put together and multiplied—*The Lonely Crowd*, *The Organization Man*, *The Feminine Mystique*—cannot capture the immediacy of the scene as do television commercials. Besides, who reads?

The subtlety of the television contribution is that its magnates, recognizing the lazy mental habits into which Americans have fallen, do not present the commercial features as this visual sociological cross-section. If the audience thought it might be learning something, that would immediately drive them to reading for escape. Very guilefully the magnates have introduced the hook of “entertainment” in the form of some old film. At intervals the cross-sectional picture of “How America Lives” is interrupted by these scenes from the past, when entertainment was the sole and base idea of

picture-makers. After the audience has been lulled by a few minutes of escape from his own times, then the real feature of the commercials is slyly insinuated.

I should imagine that the progressive viewer now turns off the sound during the old film, as he does not need to be diverted. Perhaps in time, this “hook” can be done away with entirely. Then the television promoters can forthrightly appeal to the mental stamina of the audiences by announcing, without any pretense, that they are offering a cross-section of the times: WE SEE OURSELVES.

As of right now, the signs of going in that direction are very encouraging. From the beginning, television never stooped to around-the-corner artiness, like Off Broadway theatre. In major cities, I hear, there are some lunatic fringe stations that present Off-Network shows for those precious, over-protected audiences that can not face the facts of America Today. But, by and large, and certainly in Old Virginia, the stations have had no truck with audiences that could not face commercials. No visitor into our state could spend one day looking at the offerings of our stations and come up with that tired old line about Virginia living in the past. In the new art form of television, Virginia is in the vanguard.

Gone are the days

*When my state was old and Gray:
I hear those hucksters' voices calling,
“Paradise—with easy pay.”*

Clifford Dawley

HENRY EAGLETON CO., INC.

COMPLETE LINE DRAFTING
ROOM SUPPLIES

For Architects—Engineers—Surveyors

*Distributor for Keuffel & Esser
Company*

430 Boush St. Phone MADison 2-1831
NORFOLK, VIRGINIA

BLUE RIDGE HARDWARE and Supply Company, Inc.

Jobbers

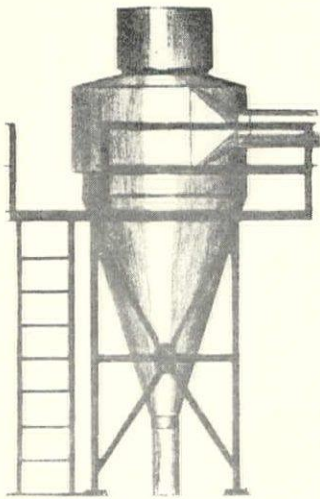
Mill Supplies, Heavy Hardware
Furniture Manufacturers' Supplies

CABINET HARDWARE, WOODWORKING TOOLS
WOODWORKING MACHINERY, MACHINE SHOP SUPPLIES
PIPE FITTINGS, VALVES, PACKING, STEAM PUMPS
RAILROAD AND CONTRACTOR'S SUPPLIES

MEMBER SOUTHERN SUPPLY AND MACHINERY DISTRIBUTORS ASSOCIATION

STORES IN BASSETT, VIRGINIA AND LENOIR, NORTH CAROLINA

Suppliers of Lighting Fixtures for the Patrick County Memorial Hospital, Page 24



WHAT DOES A DUST COLLECTOR DO?

Now an obvious answer might be: A dust collector collects dust. But this isn't always true! KOGER & WADE designed collectors (and transport systems) perform daily in a variety of grueling operations not remotely identified with dust.

True many of the systems they manufacture and install are used for dust; but, many others of their design and manufacture find application in an increasingly broadened area.

For example, KOGER & WADE Type "A" collectors are employed to re-clean/restere used air, as well as to collect waste (and usable) materials such as 300 mesh wood flour, textile lint, noxious fumes, chips and splinters from 'hogged' wood, and the by-product of leather goods manufacture.

Craddock-Terry Shoe Corp., Lawrenceville, Virginia, uses a 42,000 CFM Type "A" collector. This KOGER & WADE installation demonstrates the considerable capacity of the Type "A" collector.

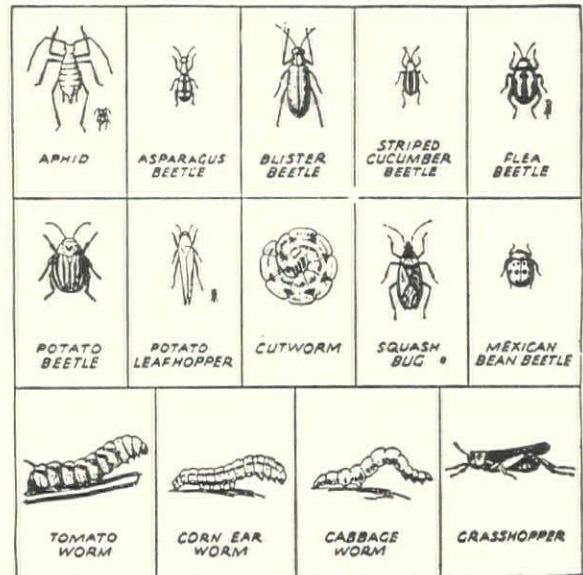
The principle and design of the Type "A" collector can be adapted to solve problems of pneumatic transport and collection in many manufacturing processes. For additional information, write for your copy of the Type "A" Mechanical Data folder.

KOGER & WADE

MANUFACTURING CORPORATION

MARTINSVILLE, VIRGINIA

Know the Insects That Attack YOUR GARDEN



There are three types of materials for spraying and dusting: Contact poisons for insects that drink plant juices, such as pyrethrum, rotenone, and nicotine sulphate; stomach poisons for leaf-eating insects, including various forms of arsenic and rotenone; and fungicides, used against plant disease, including Bordeaux mixture, Captan and Phaltan. All can be had for both dusting and spraying, but study instructions carefully and never use in greater strength than the manufacturer recommends.

*We will be glad to help you select
the right material for use
in your garden.*

The South's Largest Seed House



5TH ST., MI 3-3479

14TH ST., MI 3-2715

WOOD'S SEED & GARDEN CENTER

7210 West Broad St. 288-1996

The Oldest and Largest Seed Firm in the South

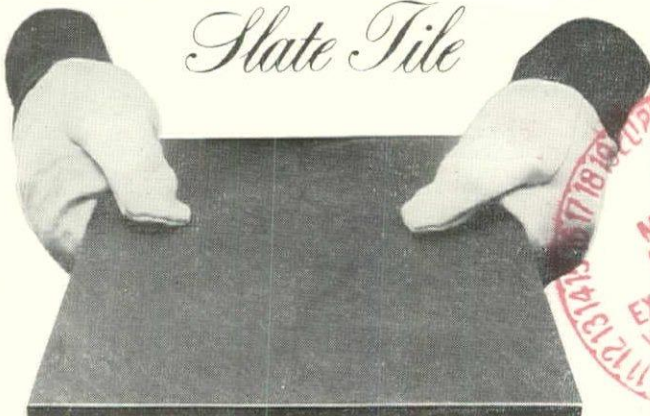


MISS NANCY QUENSON
 11 SOUTH SECOND ST.
 RICHMOND 19, VA.

R

It's Beautiful! It's Gauged! It's Buckingham!

Slate Tile



This unusual slate floor at St. John's Church, Emporia, Va. solved design, budget and maintenance problems for architect Milton Grigg, F.A.I.A., C.A.G.A. The 1/4" gauged slate is thinset in mastic and butted together without joint grout. Font, altar and window stools are also Buckingham Slate.



**BUCKINGHAM-VIRGINIA
 SLATE CORPORATION**

1103 E. MAIN ST. • RICHMOND, VIRGINIA