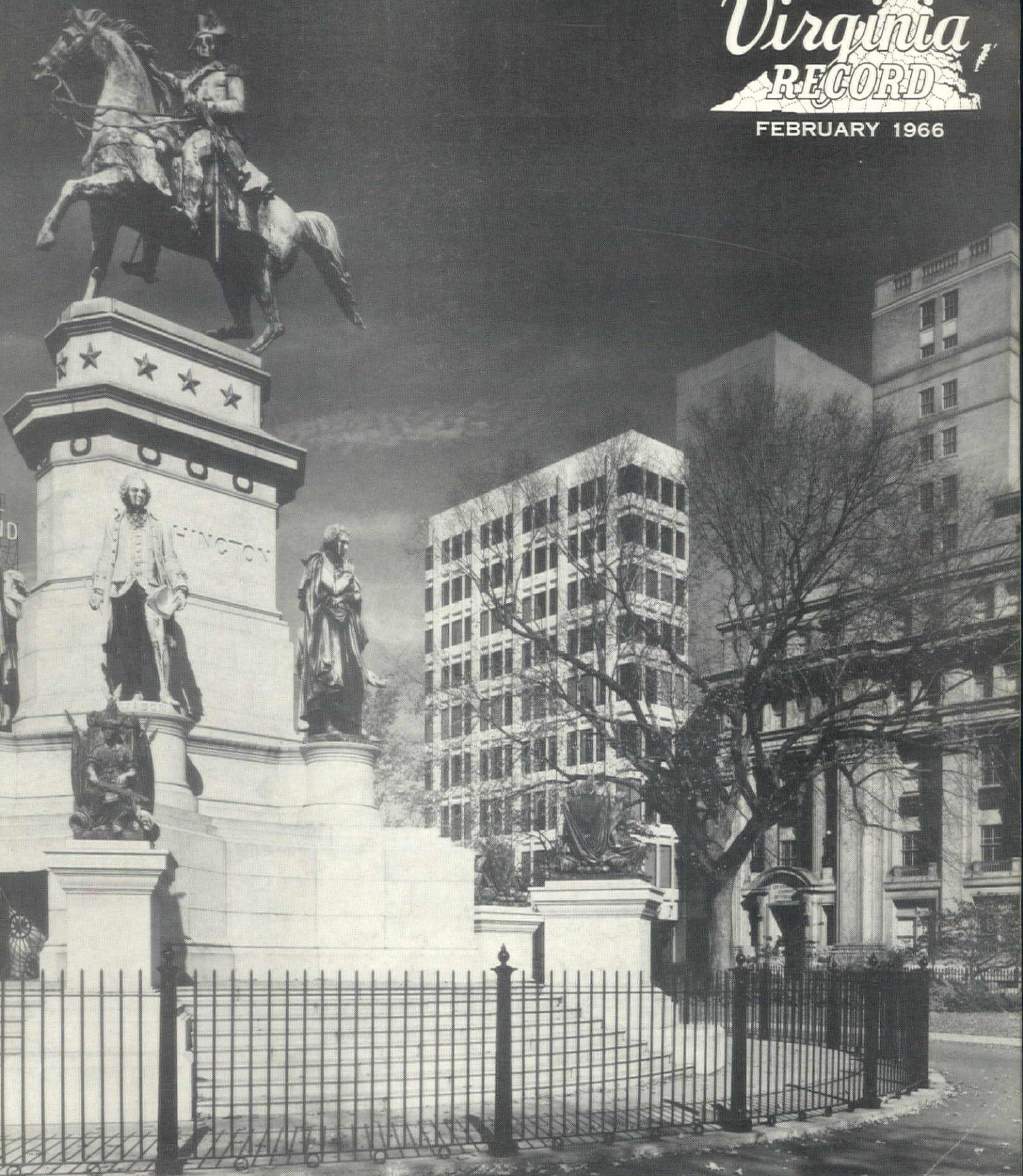


Virginia RECORD

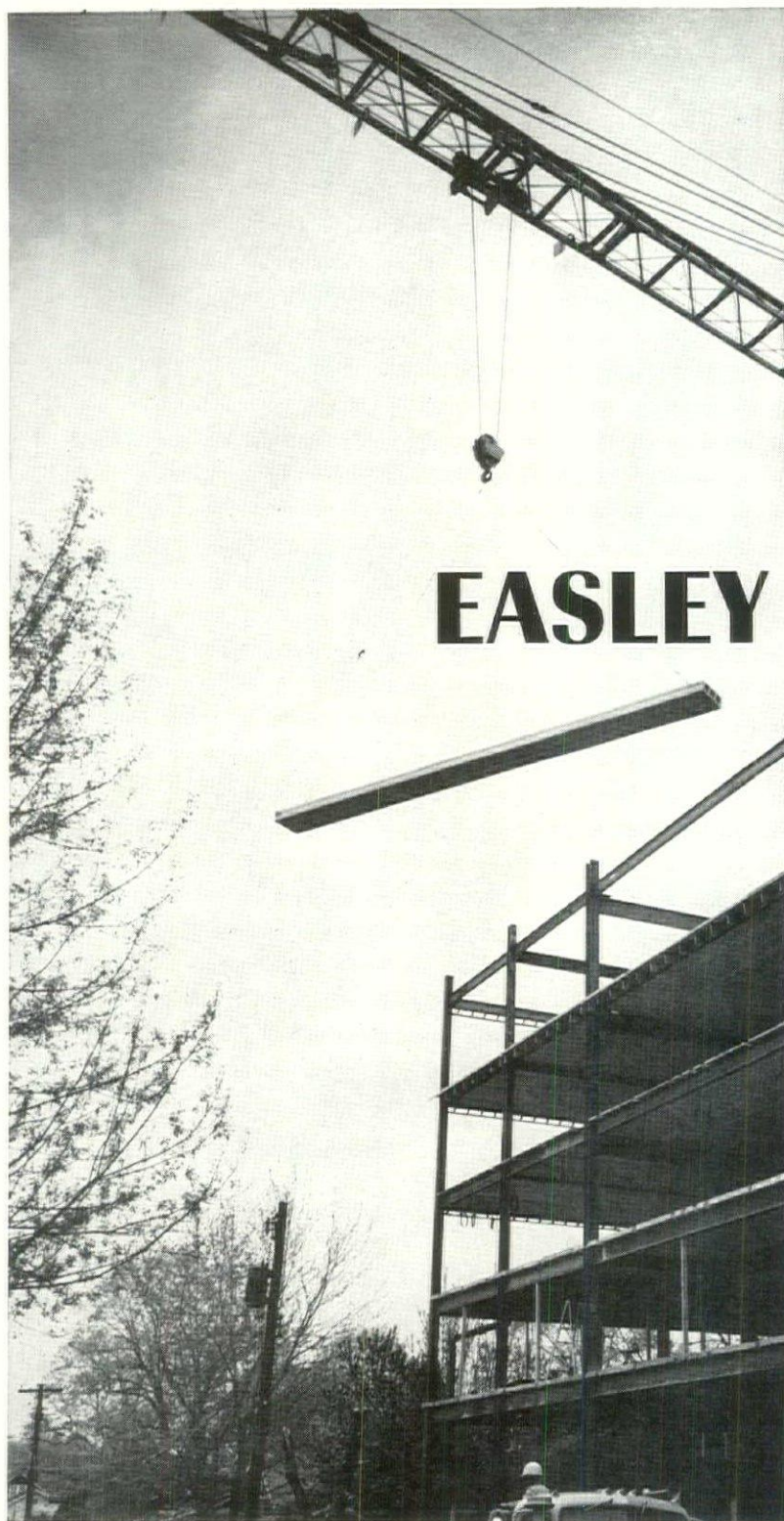
FEBRUARY 1966



Presenting
THE
Virginia
ARCHITECT
SECTION

Progress Feature:

Henry County and the City of Martinsville



EASLEY DOES IT

WITH PRECAST CONCRETE

Easley House Apartments
Thayer & Easley Streets
Silver Spring, Maryland
Morris W. Green, Engineer
Gitlin & Cantor, Architects
Jerry Wolman Construction
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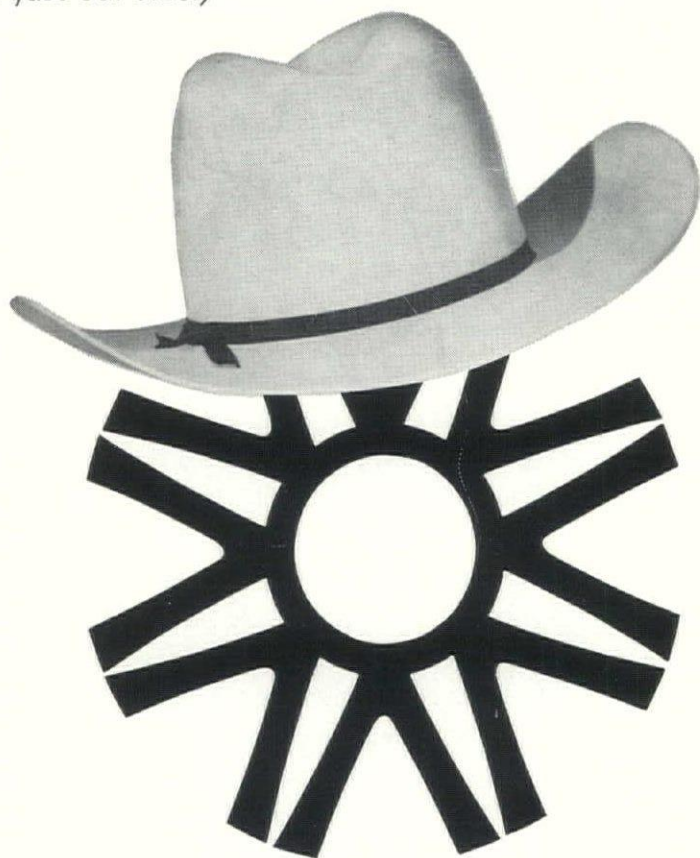
Construction with precast concrete goes rapidly and smoothly — even in poor weather. Precast concrete has very **definite** advantages . . . economy, time-saving, ease of construction, fire-resistance, great strength. Easley House used 345,000 square feet of Hi-Stress FLEXICORE in 8" and 6" sizes to provide a complete floor and roof system. The longest precast member is 29 feet. For more information about our extensive line of precast concrete products contact our local Sales Office.

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*Daniel Building, Richmond
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Phones MI 4-6717 — 4-2722

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

VOLUME LXXXVIII FEBRUARY 1966 PRICE 35¢ NUMBER TWO

“Look Away, Look Away, at Dixieland”

(PART I OF TWO PARTS)

WE ARE LIVING IN A TIME when the nation has become increasingly characterized by what psychologists call “infantile omnipotence”—the delusion that any problem can be solved merely by the decision to solve it. Within this national delusion, the present administration seems further addicted to a conviction that the consequences of action can be limited only to those consequences it desires—that causes do not produce effects beyond the immediate desire. In this simplification of the cause and effect principle that has historically governed human behavior, nothing has been more glaring than the instant programs—usually directed at *The South*—related to the complexities of the Negro's condition in American communities.

With the conglomerate group of Civil Rightists in the President's new commission offering diverse and conflicting measures for Johnson's goal of instant “equality,” the President himself advocates immediate action in laws to abolish all-white juries in *The South*. It would appear that with the three-day Los Angeles riot's following immediately upon the signing of last summer's Civil Rights bill—hailed by all Administration admirers as an “historic” milestone of unparalleled significance—that little practical connection would be seen to exist between laws aimed at the South and the solution of the problems of the Negro's status. However, Civil Rightist engineers—in the national media and segments of the Northern population as well as in the government—seem controlled by *habits* of thinking (and acting) that might throw more light on them than on the situation they are supposedly remedying.

In the case of President Johnson himself, he has demonstrated often his low tolerance for evolutionary processes: everything has to happen immediately: pass a law, allocate money, appoint a commission—and the desired results (only those) shall follow on order. It is perhaps natural that the politically oriented president would not consider the difference between manipulating fellow politicians and manipulating the mechanisms of human behavior. But it is less readily apparent why the pundits, who analyze his crash programs, seem themselves so unaware of the complexities in human behavior as now revealed in all modern studies. Those most pleased with their own self-enlightenment appear the most ignorant of the dangers of concentrating on manipulating masses to the neglect of the individual—especially the significance of the individual's “perceptual view” of life.

This was summarized by the famous Carl Jung:

“If even the smallest and most personal stirrings of the individual soul . . . remain as unconscious and unrecognized as they have hitherto, they will go on accumulating and producing mass groupings and mass movements which can not be subjected to reasonable control or manipulated to a good end. All direct efforts to do so are no more than shadow boxing, the most infatuated by illusion being the gladiators themselves.”

(Continued on page 81)

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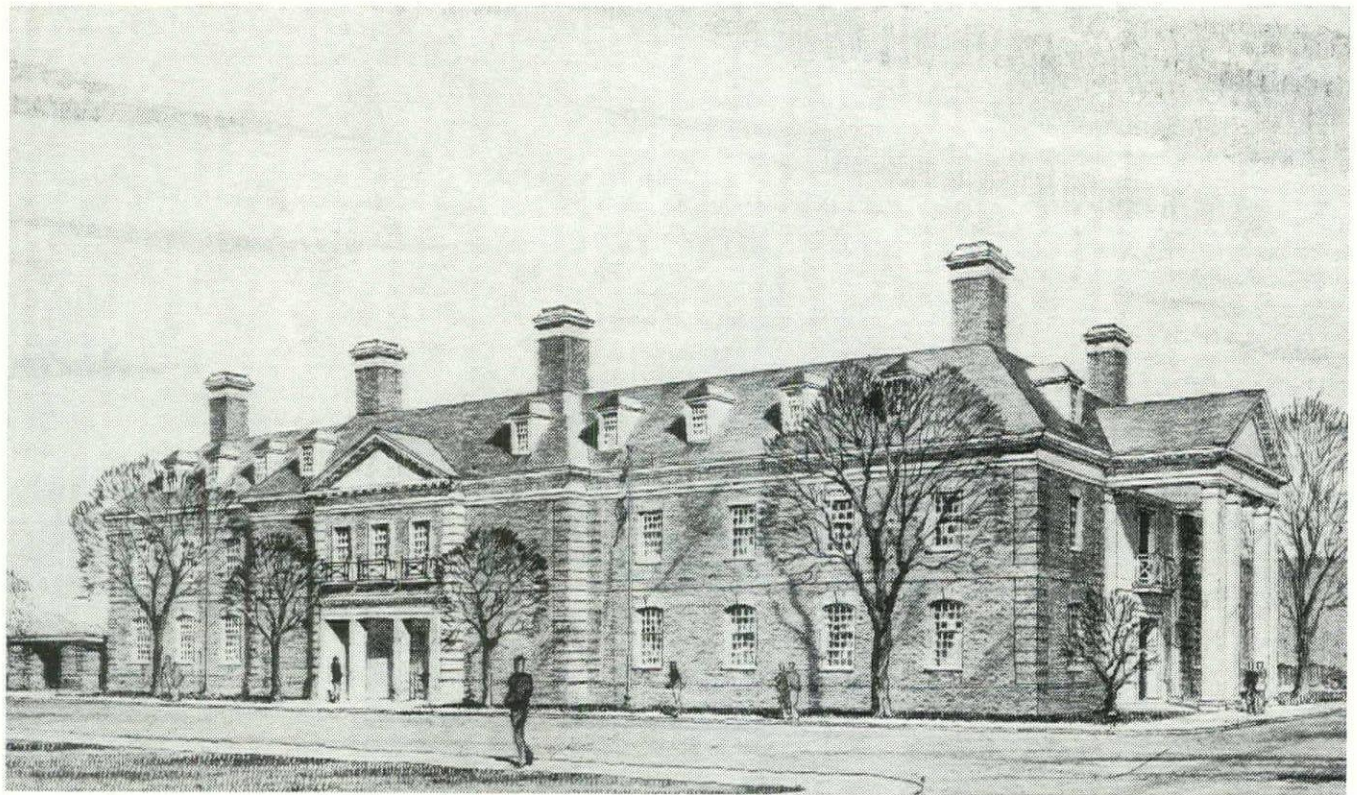
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NEW HOME OFFICE OF THE FIRST NATIONAL BANK OF MARTINSVILLE & HENRY COUNTY

THE FIRST NATIONAL BANK

OF MARTINSVILLE AND HENRY COUNTY
MARTINSVILLE, VIRGINIA

STATEMENT OF CONDITION

December 31, 1965

RESOURCES

Loans and Discounts	\$26,167,858.49
U. S. Government Securities	8,726,019.70
Municipal Bonds	5,173,054.42
Federal Agency Obligations	299,400.00
Federal Reserve Bank Stock	103,500.00
Cash and Due From Banks	4,642,485.18
Banking Houses	
Furniture and Fixtures	755,852.12
Other Resources	206,574.59
TOTAL RESOURCES . . .	\$46,074,744.50

LIABILITIES

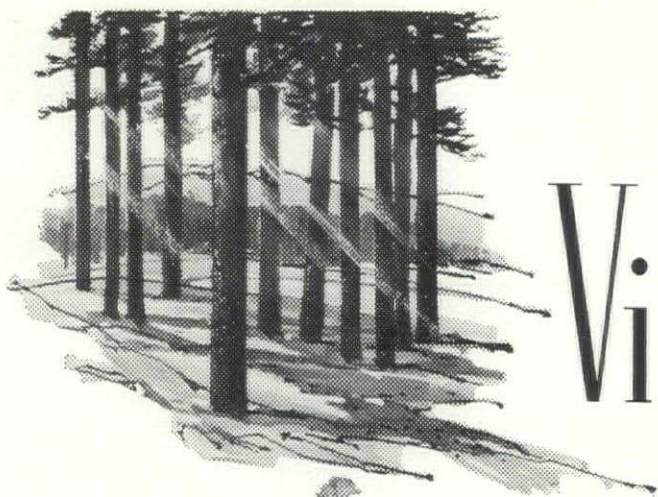
Capital Stock	\$ 1,150,000.00
Surplus	2,300,000.00
Undivided Profits	380,000.00
Dividend Payable	
Jan. 1, 1966	40,250.00
Reserves	1,088,536.31
Other Liabilities	368,614.29
Deposits	40,747,343.90
TOTAL LIABILITIES . . .	\$46,074,744.50

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Build a bridge to
yesterday, with

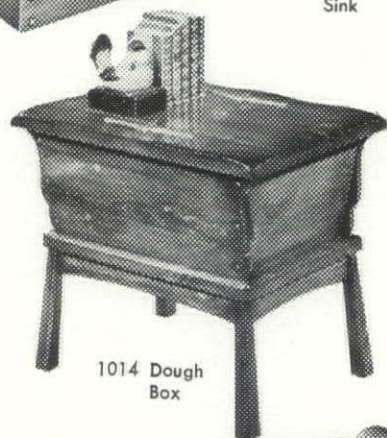
Virginia Pine

Memories are made of pine. It combines the light hues of today with the sturdy strength, the honest grain, of long ago. No problem, pine, to homemaker, decorator or retailer. Nostalgic pine occasional pieces are warmly welcomed into any family of Early American, contemporary or traditional furniture.

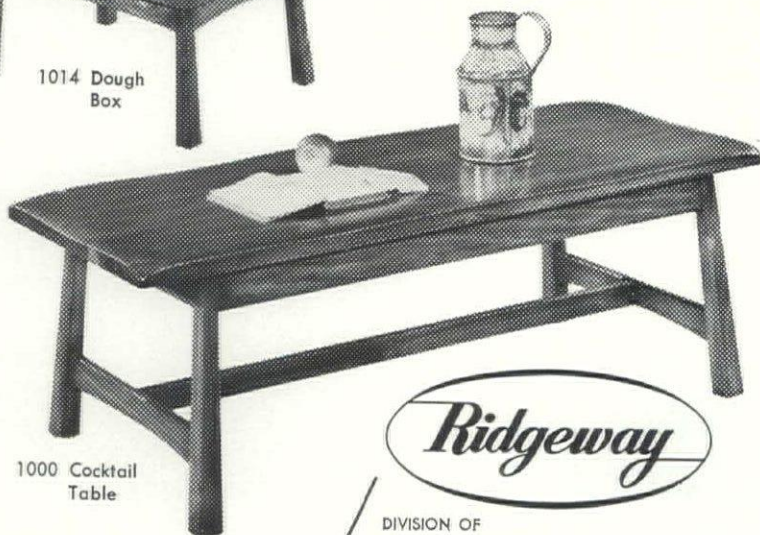
Ridgeway is an acknowledged leader in pine. Naturally . . . the mountain craftsmen in its plants have worked with pine for generations. Here, from its solid pine Burnt Chimneys collection, are the authentic dough box, quaint dry sink, sturdy yet gracious cocktail table. Plus the Molly Pitcher grandmother clock in pine, from America's best-selling line of floor clocks. For information, write:



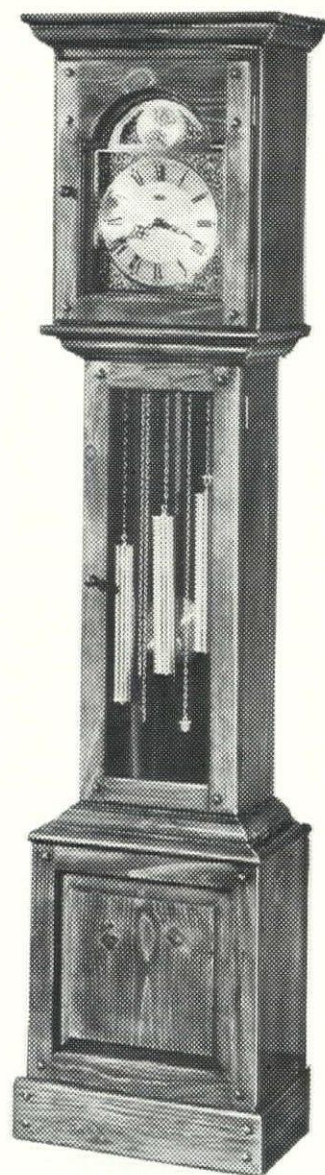
319 Dry Sink



1014 Dough Box



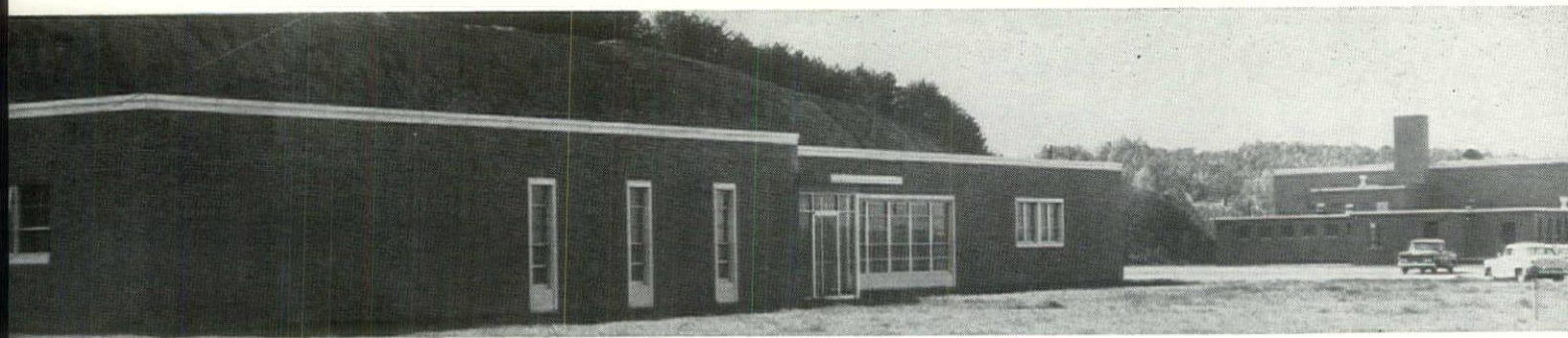
1000 Cocktail Table



132 "The Molly Pitcher" clock



DIVISION OF
GRAVELY FURNITURE CO., Inc., Ridgeway, Virginia



• A new Public Health Center (foreground) and National Guard Armory (just beyond) have been built in the last two years. Both the Martinsville and Henry County governing bodies are making every effort to keep up with the demands of a growing, prosperous community.

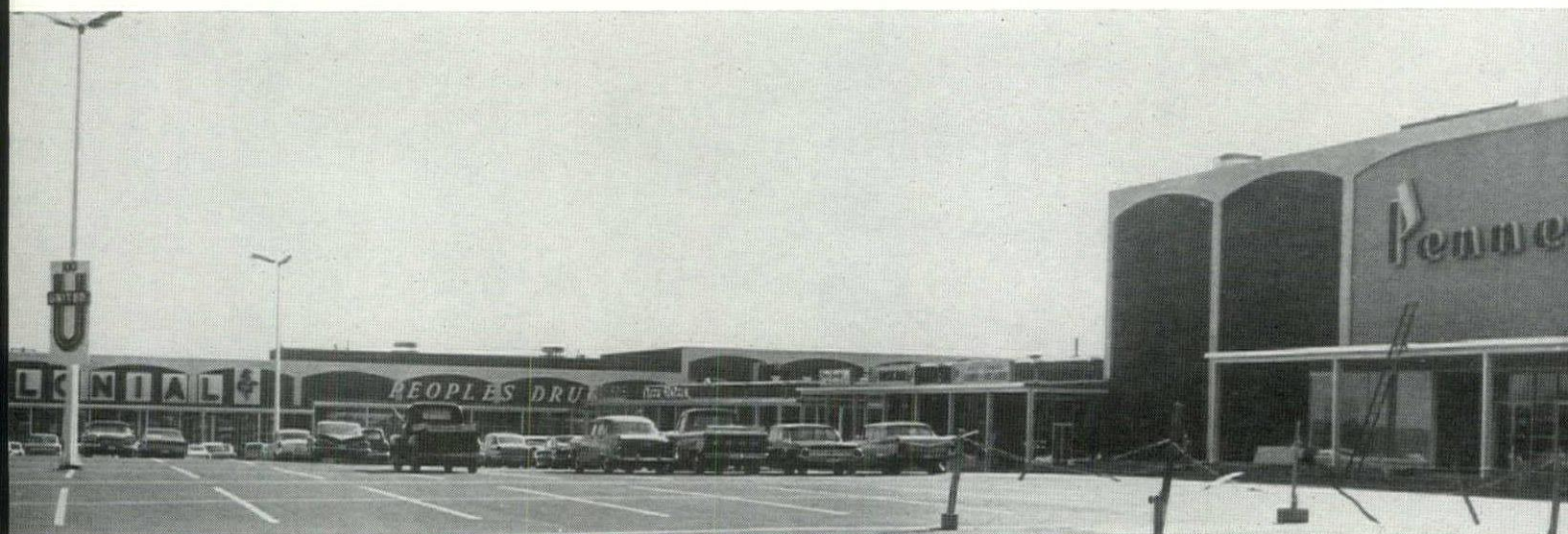
MARTINSVILLE & HENRY COUNTY

AREA OF PROGRESS

by JACK L. SCISM

• The Patrick Henry Mall, below, now nearing completion, is the latest addition to Martinsville's thriving business community. The new shopping center is expected to further enhance Martinsville's reputation as a good place to trade.

• New buildings and new construction stand side by side, figuratively speaking. Opposite page, top photo, shows the handsome new Virginia National Bank Building. This bank came to Martinsville in 1964 through a merger with a local bank. The construction photo shows the expansion of Martinsville's First Baptist Church to better serve the spiritual needs of the citizenry.





HERE WAS a time when Henry County's most famous industry was moonshining.

That was a long, long time ago.

Moonshining is passé today in this sophisticated county of undulating hills lying between Piedmont Virginia to the east and the Blue Ridge Mountains to the west.

Henry County and the independent city of Martinsville, in the geographical center of the county, have their problems today and one might even say they are intoxicating problems, but they have nothing to do with illegal spirits.

The problems of Martinsville and Henry County are the kind any other city in the state—in the nation, for that matter—gladly would trade a dozen civic centers for. This is an area of extreme labor shortage. The city and county are industrializing so rapidly, there simply is not enough labor to go around.

Martinsville and Henry County, in a word, are booming.

Go to Bassett, Stanleystown, Ridgeway, Collinsville, Fieldale, and you'll see gleaming new industrial buildings standing beside older ones. Ride out to what used to be the city's airport and you'll see an industrial complex well in the making. Walk along Martinsville's "main drag"—Church Street—and you'll see an urban renewal program financed entirely with private funds.

Everywhere dirt is being moved. Once eroded hillsides are becoming fashionable residential sections. A wide spot in the road that, a few years ago, consisted entirely of a post office and a few stores is today a bustling town of 5,000. To the south, just across the state line in North Carolina, and to the east in Pittsylvania County and Danville, there also is industrialization and growth but their boomlets pale in comparison with what is going on in Henry County and Martinsville.

Why is this?

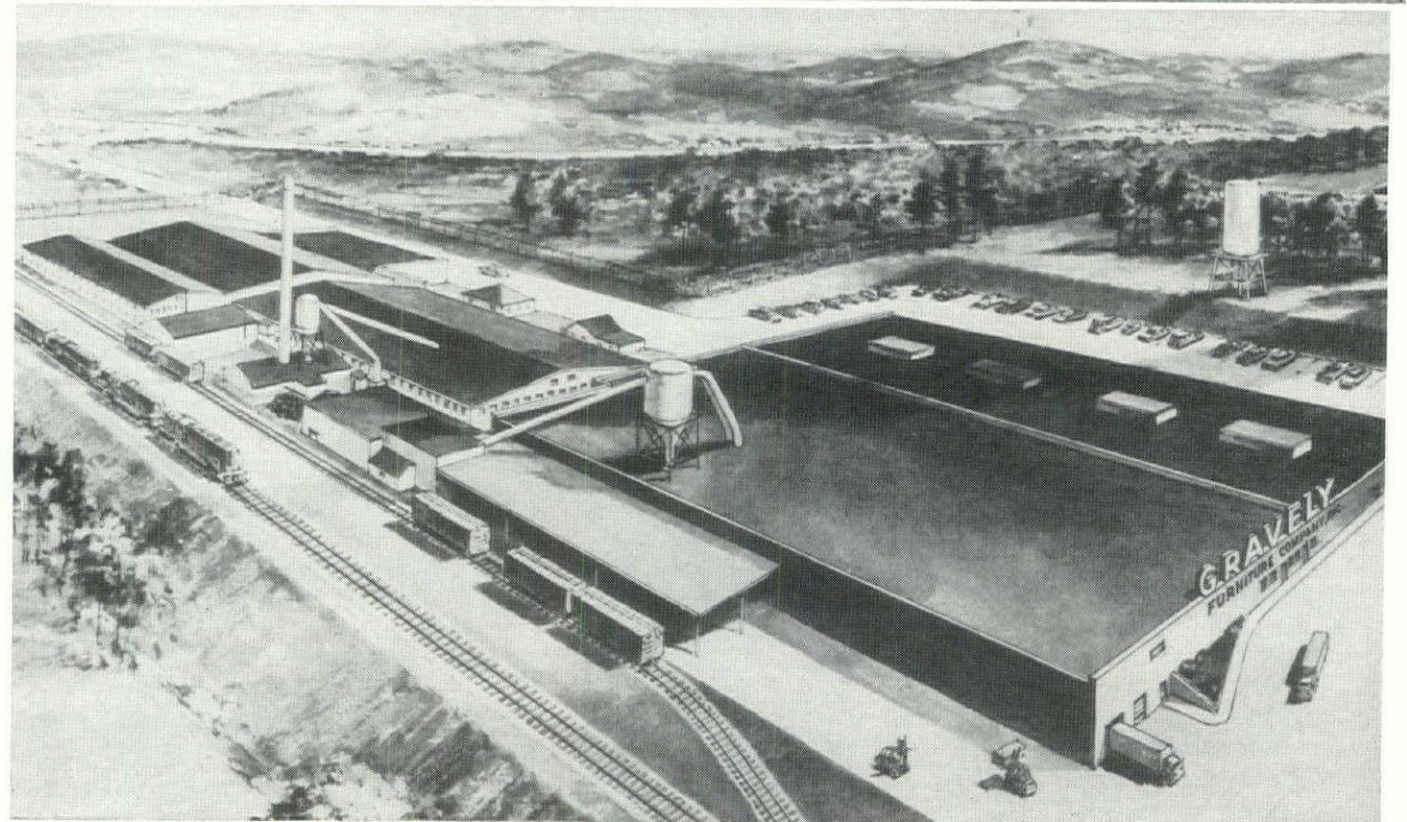
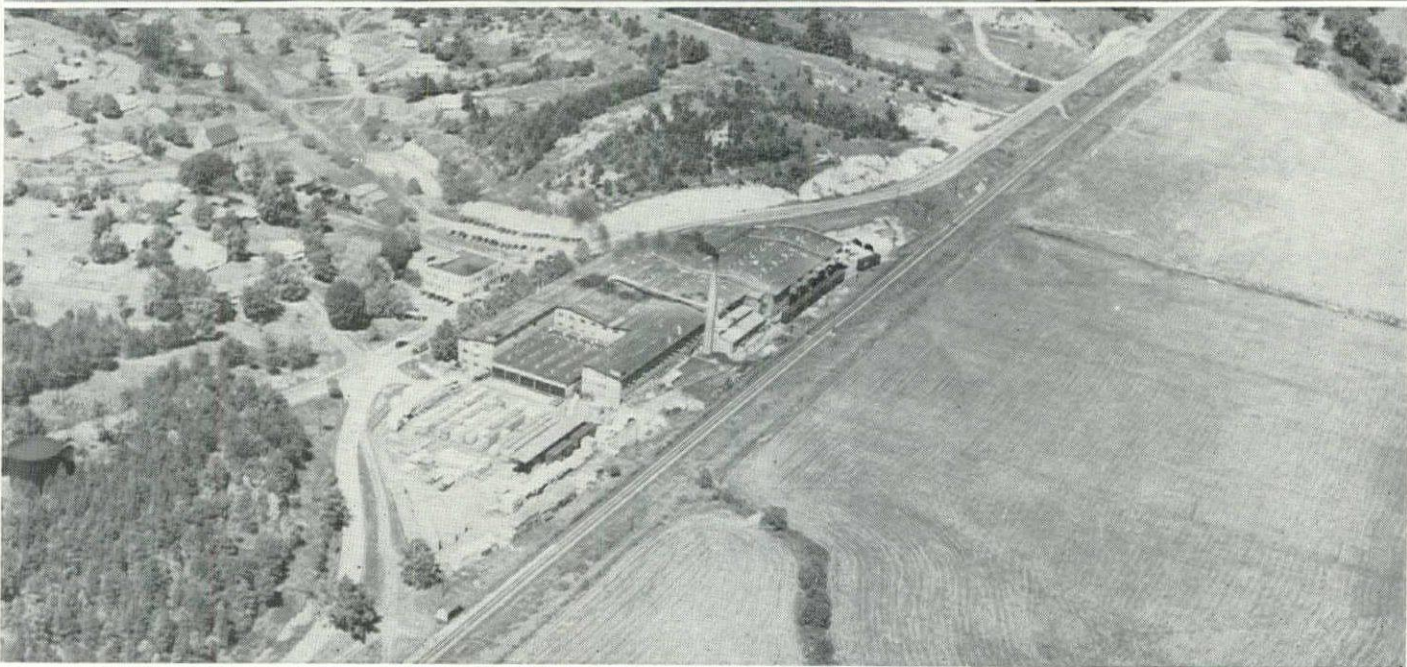
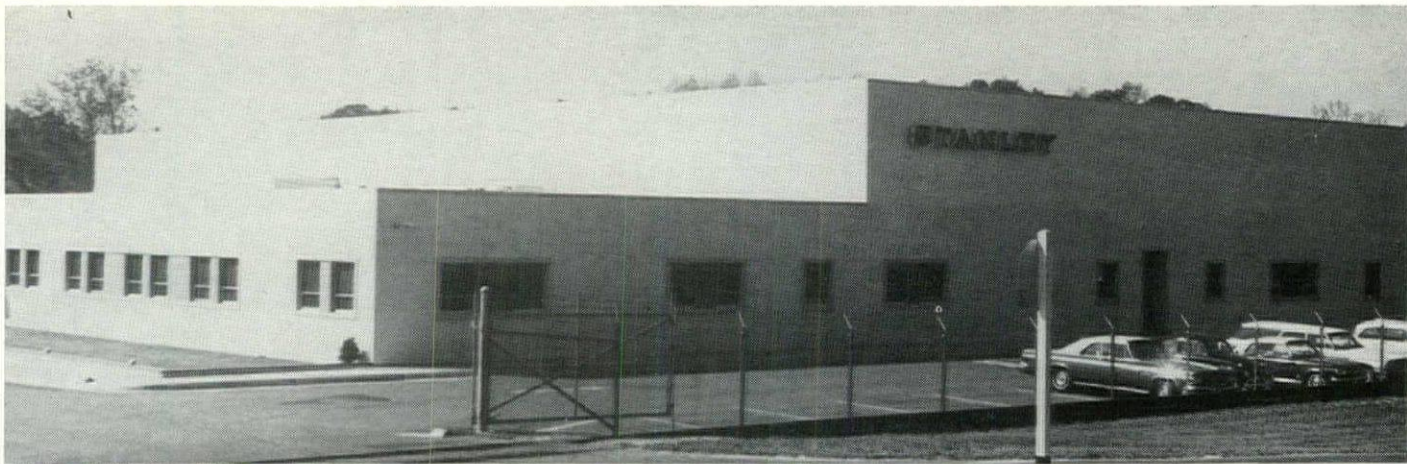
Possibly because Martinsville and Henry County truthfully are creatures of the Twentieth Century.

The history of Henry County dates back to about 1750 when the first settlers began to move into what was then Pittsylvania County. In 1777, a new county was sliced off Pittsylvania's



With the exception of the aerial photographs of Stanley Furniture, page 10, American Furniture, page 11 and duPont, page 13; the rendering of Gravely Furniture, page 10; and the photos of the Druid Hills branch, First National Bank, and Martinsville General Hospital, page 22, all photographs in this feature are by M. R. HENRY.

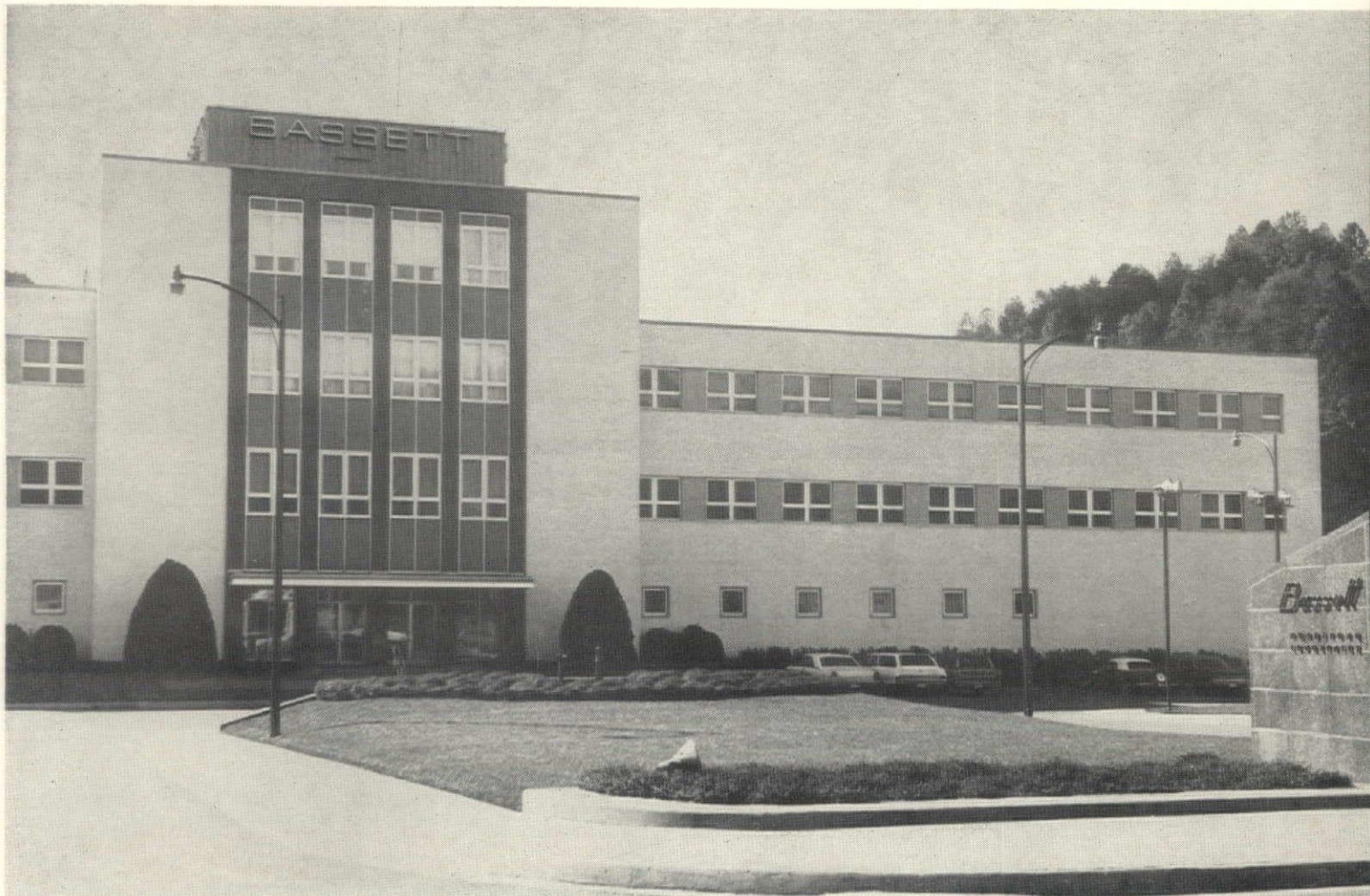
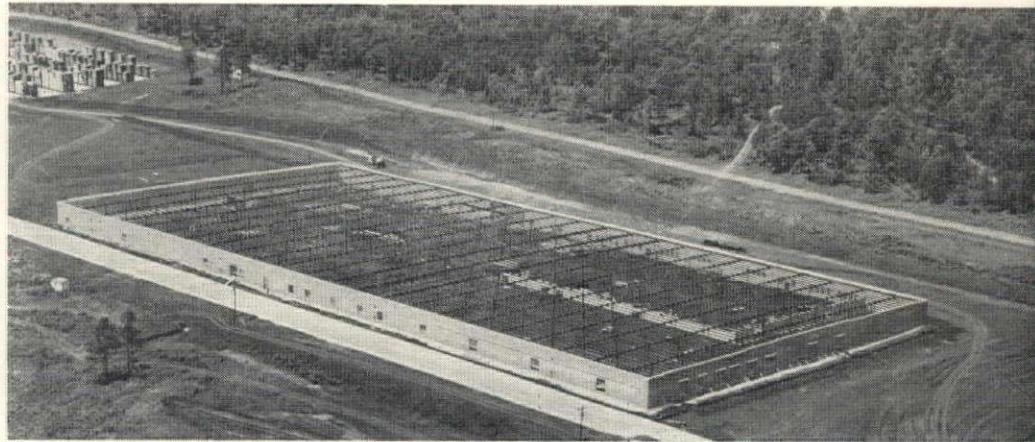






• Furniture industries employ more than 8,000 persons. Top photo on the opposite page shows the new two-story building housing the offices of Stanley Furniture Company, manufacturer of 900 different items. Below it is an aerial of the Stanley facilities. At the bottom of the page is an artist's rendering of the new million dollar expansion at Gravelly Furniture Company.

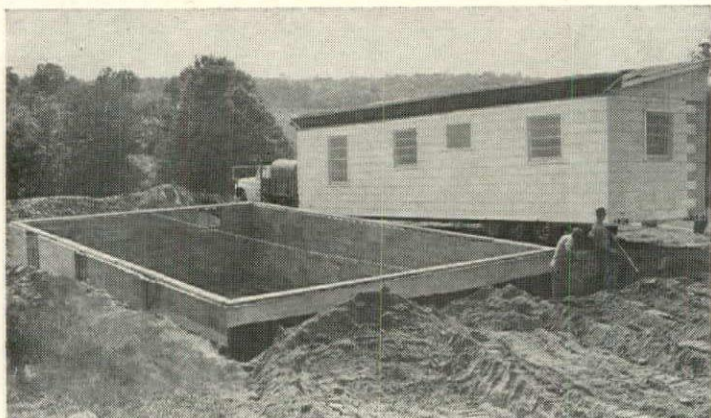
• Top photo on this page shows American Furniture Company's latest addition, an upholstery division plant, seen right during its construction. Bottom photo: Bassett Furniture Industries, Inc., was one of the first and is today one of the largest industries in Henry County. Its business is conducted from this handsome, three-story office building in the heart of the town of Bassett.



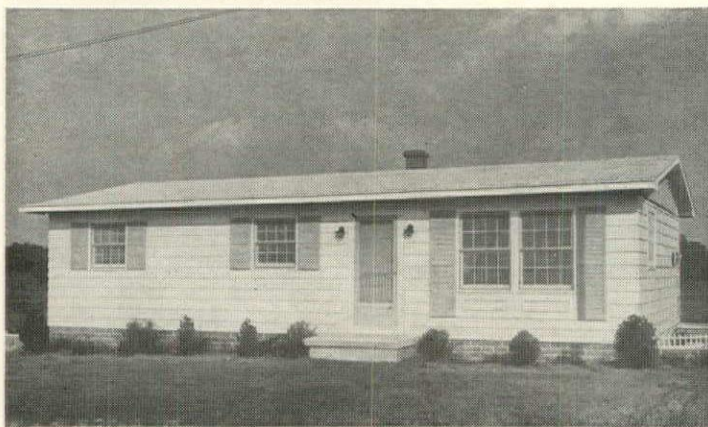
STANLEY FURNITURE COMPANY
INCORPORATED

Stanleytown, Virginia

Manufacturers of
FINE BEDROOM, DINING ROOM
AND
LIVING ROOM FURNITURE



**From A Vacant Lot and Basement . . .
To A Complete Custom-Built Home
In Just A Few Days . . .**



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BY CONTINENTAL HOMES**

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Call or write:

O. Z. "LOTE" OLIVER, EXECUTIVE VICE PRES.
CONTINENTAL HOMES, INC., BOX 25
BOONES MILL, VA. PHONE: 703-334-3331

west and was named after that famed orator, Patrick Henry. Sixteen years later, a tiny village in the heart of the county took its name from early pioneer Joseph Martin, and became the county seat.

During most of the Nineteenth Century, Henry County languished, its economy almost entirely agricultural. Martinsville was little more than a sleepy town, with an 1880 population of 289.

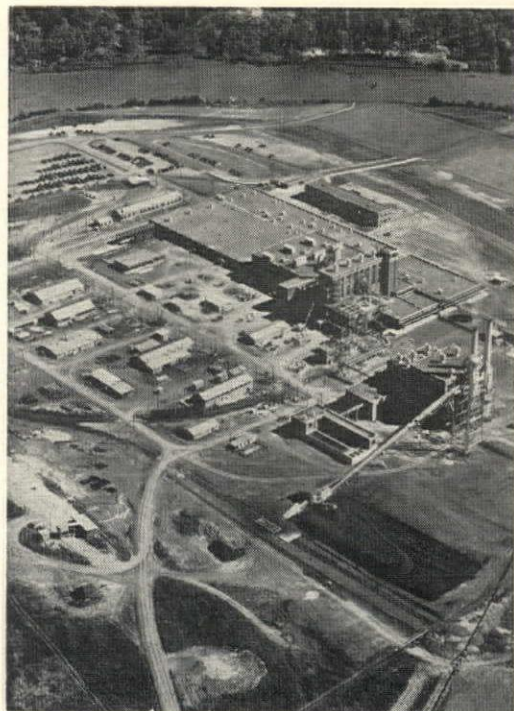
Then came the new century and things began to happen, albeit unspectacularly. In 1902, a building was erected to make furniture from the forests covering many of the county's nearly 400 square miles. Sixty years later, Bassett Furniture Industries, Inc., still was making furniture from Henry County trees—\$77 million worth a year.

In 1907, two tobacco men with a capitalization of \$30,000 founded another company to make bedroom furniture. From this grew American Furniture Co., Inc., by 1965 one of

the nation's best known. The abundance of timber encouraged still more Henry County entrepreneurs to invest in the wood industry. In the 'Twenties came Stanley Furniture, Hooker Furniture and Gravelly Furniture. The years brought still more—Bassett Mirror, Jessup Upholstery, Martinsville Novelty Corporation, Virginia Mirror, Pulaski Furniture.

After World War II, the nation developed an insatiable demand for new and better homes. Lester Brothers, Inc., set out in 1948 to help supply this demand with their Lesco Homes. They became the South's largest manufacturer of pre-built homes. That same year, Henry County Plywood Corporation began turning out laminated wood and plastic products.

Fortunately for Henry County, not all her good citizens were investing in the furniture industry. Some went into the textile field, the way having been paved by Fieldcrest Mills, which located its Fieldcrest Towel Mill at Fieldale in 1917. Pannill Knitting was founded



duPont plant at Martinsville

in 1927, followed by Walker Knitting, Bassett Knitting, Sale Knitting and Lacy Manufacturing Co.

Until 1940, virtually all the industry in the county had been started with local capital. But in 1941, E. I. duPont de Nemours & Company, Inc., established, on the Smith River, one of the largest nylon plants in the world.

These industries bred yet others, such as Martin Processing Co., Inc., which has devised special methods for dyeing certain synthetic fibers and fabrics produced in Henry County. Valley Veneer Company, Inc., makes veneer and plywood for furniture plants and Virginia Machine Tool Company turns out woodcutting tools for the furniture industry.

Thus it was, that during the first half of the Twentieth Century, Henry County and Martinsville gradually moved from an agricultural to an industrial economy. Even during the Depression 'Thirties, it is said, jobs were fairly plentiful.

If the city and county experienced good times during the first five decades of the century, they still hardly were prepared for what the 'Sixties were to bring.

No less than 30 major expansions have been started by manufacturing and service industries in the city and county in the first five years of this decade.

MARTINSVILLE & HENRY COUNTY IS THE HOME OF—

- The largest Nylon plant in the world
- The world's largest manufacturer of wood furniture
- Three of the largest manufacturers of wood furniture in the nation
- The nation's largest mirror plant under one roof
- The nation's largest manufacturer of sweat shirts
- The world's largest manufacturer of knit outerwear
- One of the largest independent telephone companies in the nation
- The nation's only plant to dye Mylar
- The world's largest manufacturer of Grandfather and Grandmother clocks
- The nation's largest table plant under one roof
- Virginia's largest upholstery factory under one roof
- The south's largest manufacturer of prebuilt homes

American Furniture built a 30,000 square foot upholstery plant, considered one of the finest, most efficient of its type in the industry. Sale Knitting, which has grown 500 per cent since its founding in 1937, spent \$1.5 million for its Franklin Street plant, where it continues as one of the nation's leading sweatshirt producers. Lacy Manufacturing, which began operations on the top floor of a bottling company, started a 40,000 square foot expansion in which to make 200 different styles of swimwear and 30 to 40 different styles of jackets.

Bassett Industries built a million-dollar, four-story office building. Stanley Furniture, where over 900 furniture items are manufactured, added a storage plant, warehouse and shipping plant and a two-story office building. Hooker Furniture boosted its manufacturing area by 50 per cent and its warehouse space by 60 per cent. Du Pont, which has spent millions since locating at Martinsville, initiated a \$25 million expansion. In its quarter century in Martinsville-Henry County, Du Pont has quadrupled employment from 1,000 to 4,000, and its payroll from \$2,302,000 to \$22,488,000.

Still other expansions were undertaken by Fieldcrest Mills, Standard Garments, Henry County Plywood, Martin Processing, the merged Bassett-Walker Knitting and the West Window Company.

On top of all that, the Southeast Container Corporation built a \$1.5 million plant at the airport site being converted into an industrial park (where West Window also has relocated) and early this year the Virginia Furniture Company went into operation with approximately 150 employees.

While these industries were growing, the businesses that service them also were expanding. To name one, Norfolk & Western Railway spent \$1 million since N&W freight traffic to and from Martinsville-Henry County has increased 77 per cent from 1951, to 18,529 carloads in 1964. Appalachian Power Company also spent \$1 million to increase its Henry County facilities as did Lee Telephone Co., one of the world's largest independent telephone companies, and Southwestern Virginia Gas Company.

Both Roy Stone Transfer Company and Virginia-Carolina Freight lines, in-

vested an estimated one million dollars each in new terminals from which their dozens of tractor-trailers daily haul Martinsville-Henry County products to many parts of the nation.

Today there are 21,550 manufacturing employees in Martinsville and Henry County, including 8,475 in the furniture industry and 6,400 in the textile industry.

The most dramatic increases have come in recent years, the number of manufacturing jobs rising almost 100 per cent from the 12,170 in 1950. Thus it is that the Virginia Employment Commission's Martinsville office often begins its quarterly newsletter: "Total employment in the Martinsville area surpassed the all-time high figure . . ."

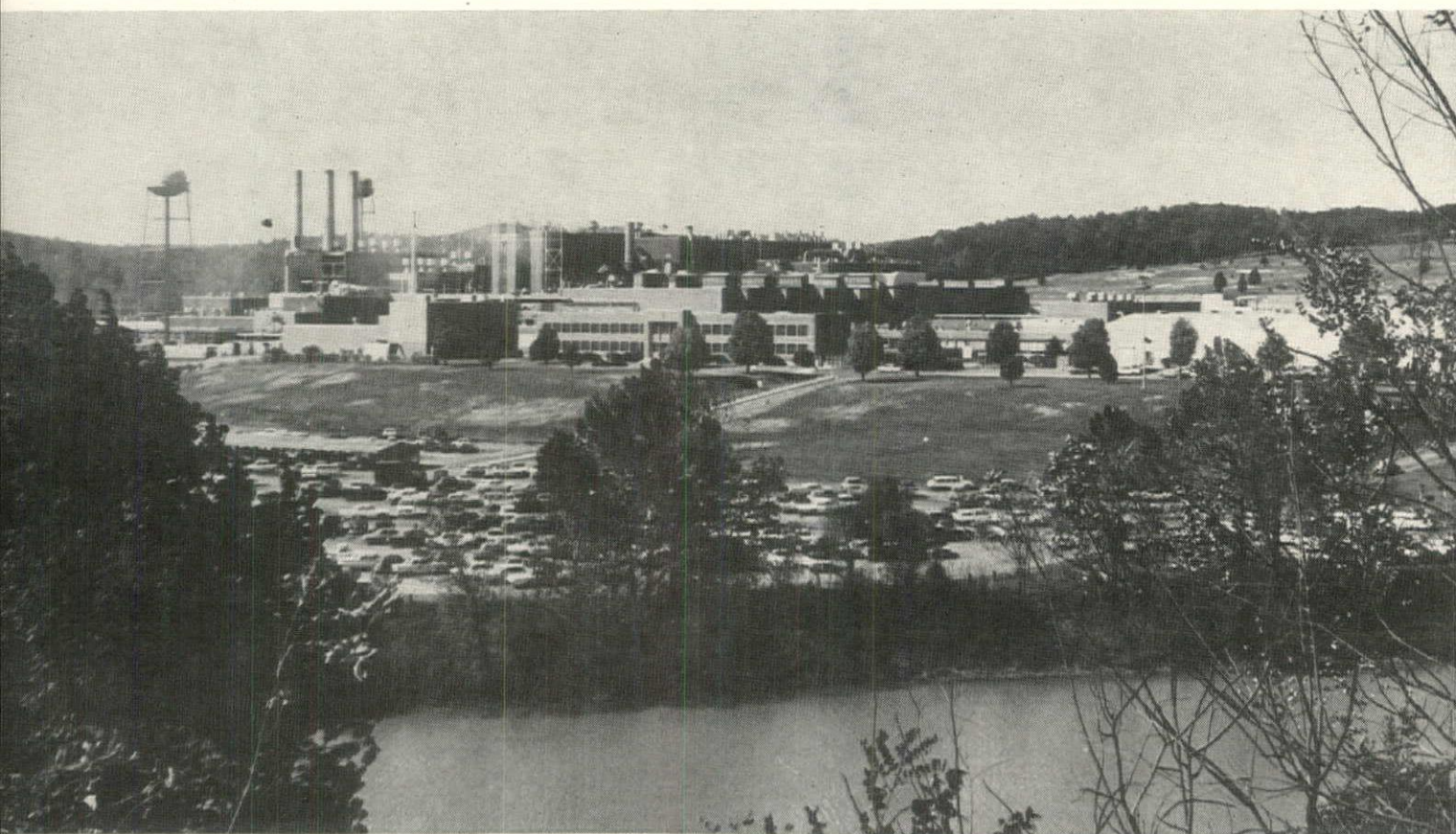
The most recent newsletter placed the number of jobless workers at 1.7 per cent. Many knowledgeable observers think this is entirely too high.

Realtor Rives Brown is one of these.

"The only people out of work around here are those who probably wouldn't work anyway," he says.

Brown builds homes and never has there been a greater demand for new homes in either Henry County or

• Motorists on U.S. 58 get this view of the E. I. duPont de Nemours Co., Inc. complex in Martinsville. It is the world's largest nylon plant. Since coming to Martinsville in 1941, duPont has quadrupled its employment to 4,000, the result of frequent expansions.



Piedmont TRUST BANK



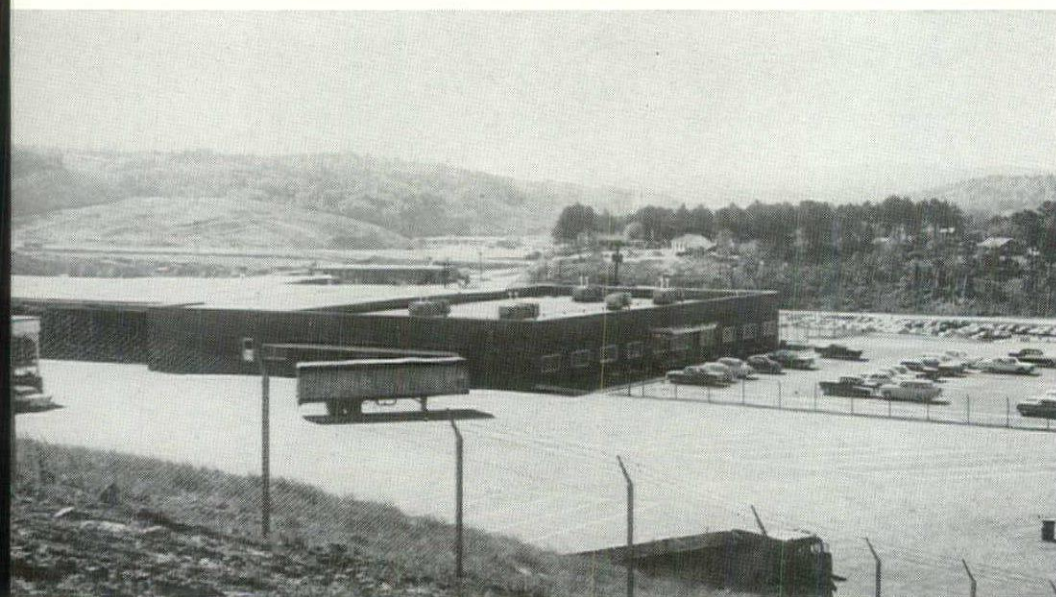
"A Friendly Bank in a Growing Community"

MARTINSVILLE, VA.



COLLINSVILLE, VA.

Member Federal Deposit Insurance Corporation



Government

Martinsville and Henry County are separate political entities with separate governing bodies. Taxes are not concurrent.

Martinsville has had a Council-Manager form of government since 1948. Five-member council elected every two years on a non-partisan basis, overlapping terms. Council elects Mayor and employs Manager. City Sergeant, Commissioner of Revenue, and Commonwealth's Attorney elected by popular vote. Clerk of Court is appointed by Council. 1964-65 budget: \$5,738,194. Taxes—real estate, \$1.85/100 @ 50%; personal property, \$2.25/100 on full; machine and tool or equipment, \$2.25/100 on full value less depreciation.

Henry County has government by Board of Supervisors of six members. Board elects chairman and employs executive secretary. Board controls taxation, budget, borrowing, accounting and enacts ordinances, inaugurates new functions and appoints some county officials. Clerk, Commissioner of Revenue, Commonwealth's Attorney, Sheriff, Treasurer and Justices of the Peace elected by popular vote. 1964-65 budget: \$4,065,563. Taxes—real estate, \$4.20/100 @ 14%; personal property, \$4.20/100 on 1/4 value; machine and tool or equipment, \$4.20/100 on 1/4 value.

Martinsville. The labor shortage is a serious problem for the realtor.

"Skilled labor is out of the question," he explains. "Many of the subcontractors are booked up for months in advance. I can't get anybody to hang up a dry wall—I've got one \$60,000 house I've been trying to get a dry wall hung in for six weeks."

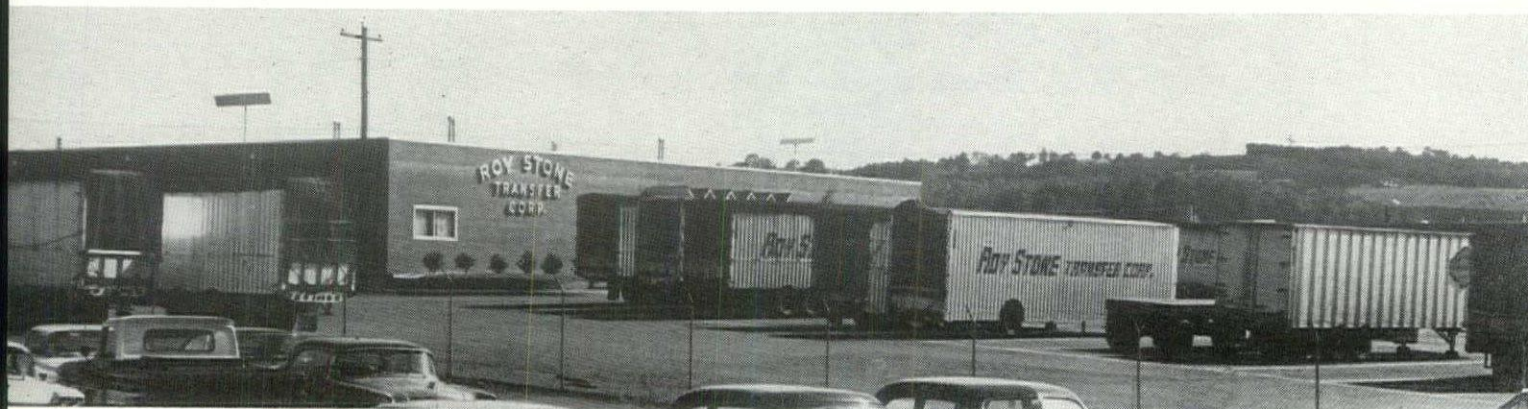
Brown recently asked for bids on a street in one of his residential developments. Local contractors told him they were so busy they couldn't bid on it. Consequently a Danville firm landed the contract.

"We're hiring electricians from Greensboro and Roanoke," he notes. "To get somebody to lay a brick is a real problem. Masons are coming in from as far away as West Virginia. There's no such thing as calling a plumber if you've got a stopped-up sink."

Brown says he and other builders can't keep up with the demand, particularly in the \$25-30,000 home bracket. The industrial growth is bringing more of the managerial class, who buy these higher priced homes, into the county. In addition, many long-time residents are moving into upgraded homes.

Business is expanding along with industry. Brown, who recently spent a sizable sum to remodel his Rives Theatre, notes that hardly a business on Church Street hasn't rebuilt or remodeled in recent years.

Thomas O. Pugh, executive vice-president of the Retail Merchants Association, seconds this. Pugh has been in town only since August, and he, a man who by profession is an optimist, is amazed at what he's seen during that time. He ticks off the stores that have enlarged, remodeled or built anew in his brief residency: "Sidney's of Roanoke has opened a new store on Church



Street, Leggett's is breaking ground next door and already has opened up a separate store for gift items. Western Auto has doubled the size of its operation. Norman Shoes and A. Harris have moved into larger quarters. Martinsville Office Supply has added a branch in the Collinsville area. Hedgecomb Floral is in a new building. Martinsville Gift Shop and Martinsville Bible Book Store are in larger quarters, so are Pic-a-Pair and Picway Shoes.

"I hear a discount store is coming in. The new shopping center (Patrick Henry Mall) will be a tremendous addition to the commercial life of Martinsville. We're continuously getting calls here from businesses elsewhere in the state asking for information about locating in town. In the past few months there has been a 22 per cent increase in the growth of our members and in credit reports."

Pugh is the RMA's first full-time manager and that fact alone says something about the retail business growth in Martinsville. So do figures: retail sales are up from \$33,372,000 in 1959 to \$36,268,000 in 1963. Bank resources have climbed from \$29,425,704 in 1950 to \$94,194,209 in 1964.

"The way things are going, Church Street soon will be the youngest looking street in town," says City Treasurer John W. Bouldin. He should know. In the past quarter century, assessed evaluation of real estate and public service corporations has risen from \$6,962,628 in 1941 to \$46,964,635 in

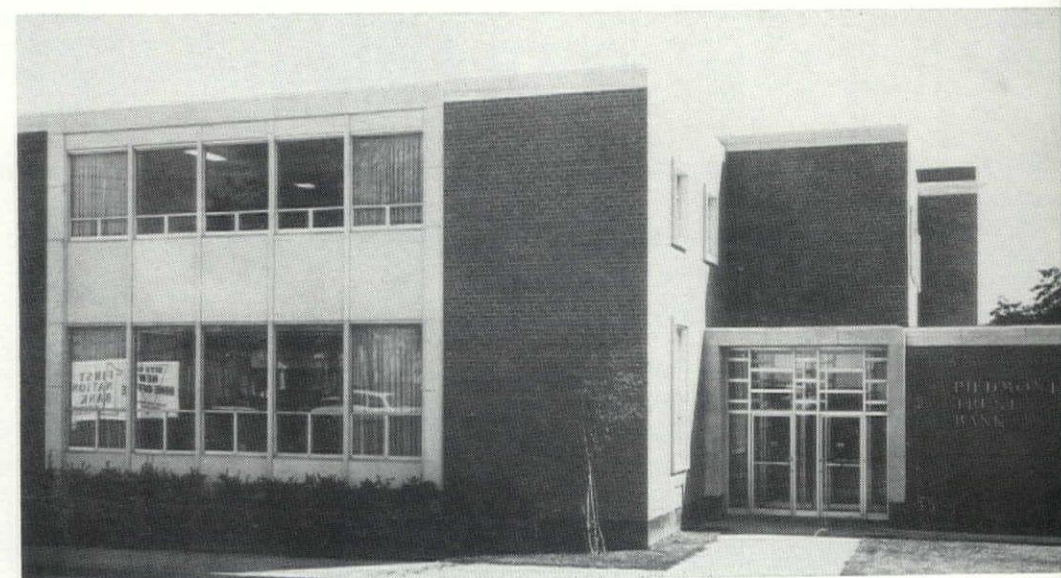
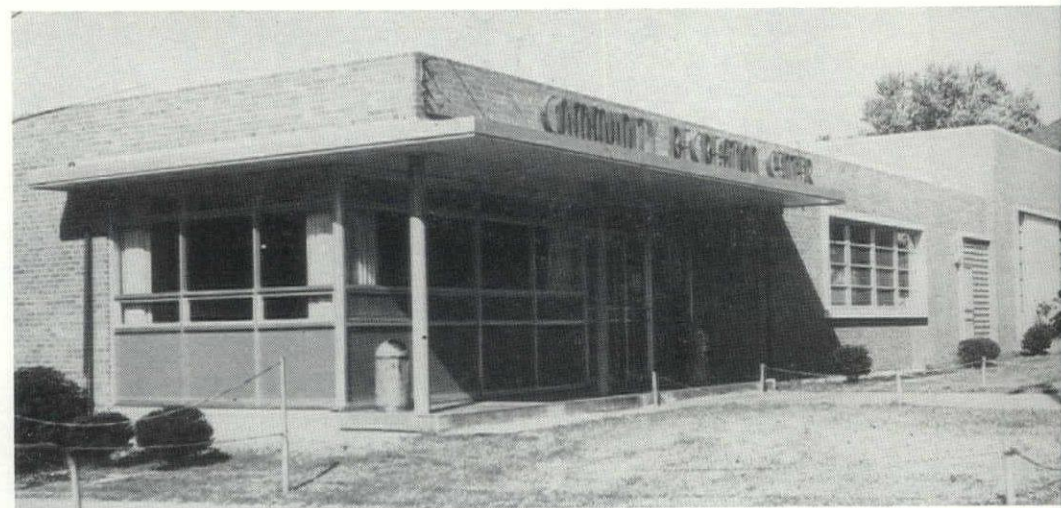
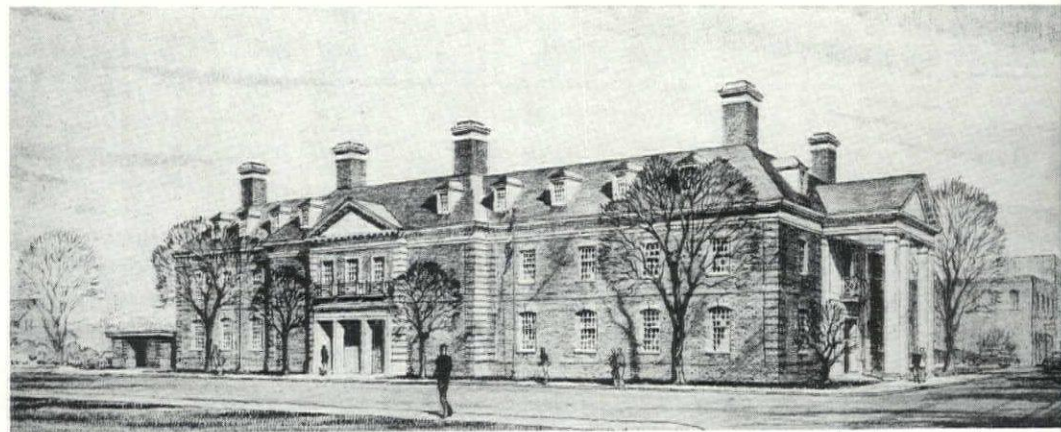
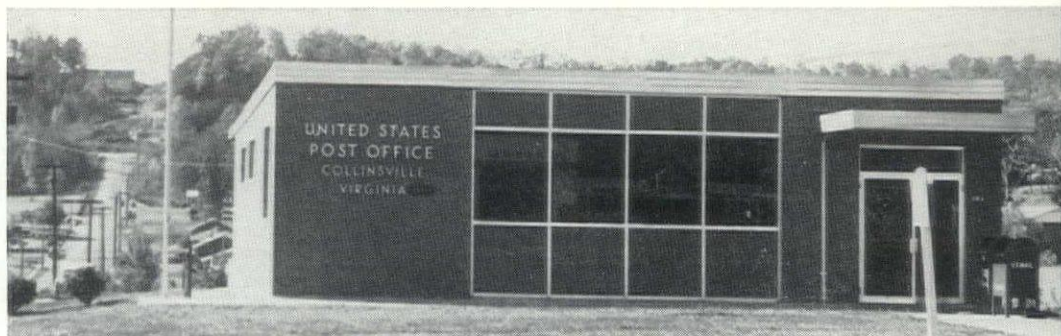
• Top photo on the opposite page shows the Virginia-Carolina Freight lines, which carved out a site for its terminal in a steep hillside which its shares with the Roy Stone Transfer Corp., bottom photo. On this page, top to bottom: The Collinsville Post Office serves what is thought to be the state's largest unincorporated community.

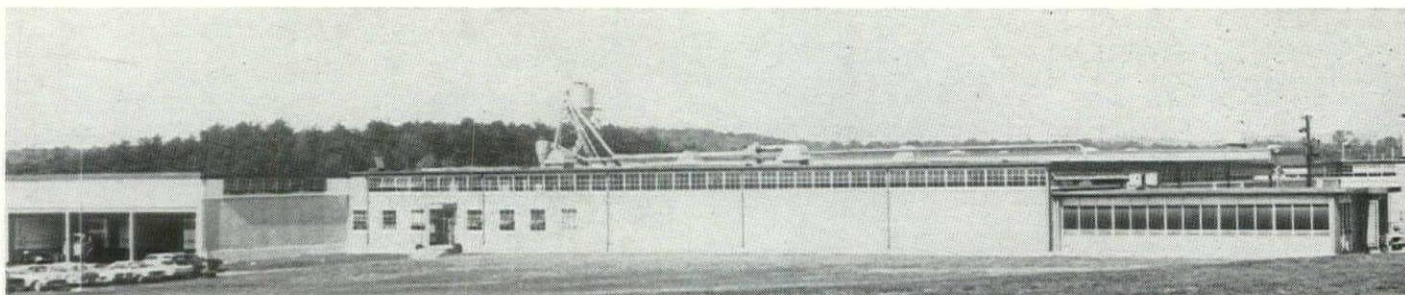
With a completion date set for late next year, ground for the new home office of The First National Bank of Martinsville and Henry County was broken last month. The 3-story-plus basement building, covering 74 by 170 square feet, will have all the latest banking facilities, including drive-in windows, meeting rooms, etc. It was designed by J. Coates Carter, AIA, Martinsville architect, and Ballou and Justice, Architects & Engineers, of Richmond.

The Martinsville Community Recreation Center is a testimonial to the civic responsibility of the citizenry, whose Jaycees raised the \$350,000 to build it in one month.

The Piedmont Trust Bank also has a new home on bustling Church Street. The reflected sign in the window announces the plans for First National's new home office.

to tell the Virginia Story



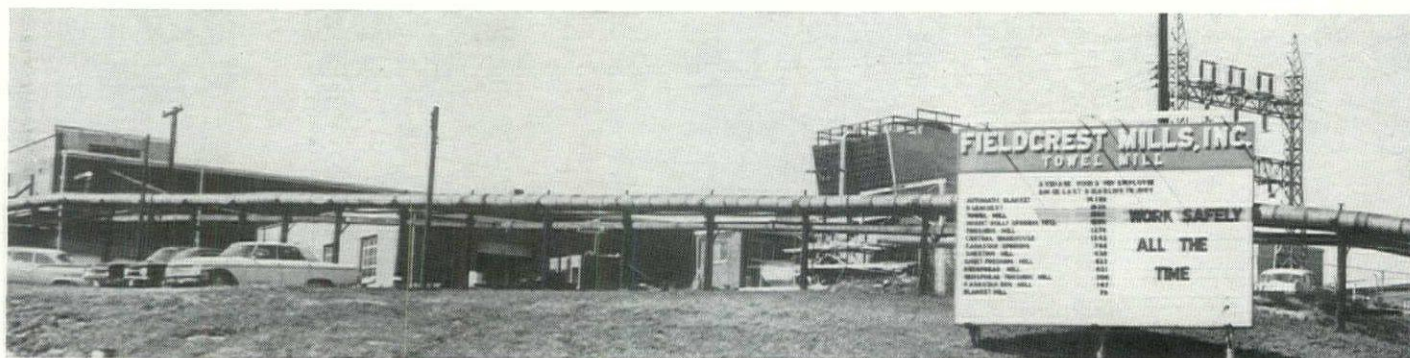
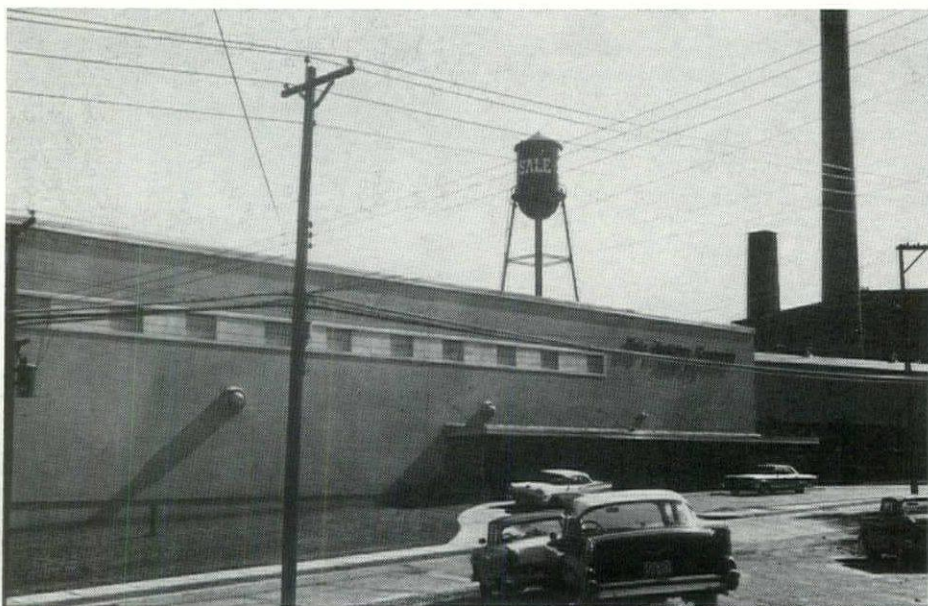


• Henry County has become synonymous with the furniture and textile industries and outsiders often fail to realize the county's diversity of industry. Miscellaneous industries within the county borders include:

American Truck Body Company
 Blue Ridge Talc Co., Inc.
 Clearview Picture Tube Company
 Continental Can Co., Inc.
 V. M. Draper Manufacturing Co., Inc.
 Graves Supply Co., Inc.
 Henry County Plywood Corporation
 Hooker Window Co., Inc.
 Kasey Trailer Manufacturing Co., Inc.
 Lester Brothers, Inc.
 McCarty Bedding Company
 Martin Processing Co., Inc.
 Martinsville Coca-Cola Bottling Co.
 Martinsville Concrete Products, Inc.
 Martinsville Granite & Marble Co.
 Martinsville Machine Works, Inc.
 Martinsville Neon Company
 Martinsville Stone Corporation
 Old Dominion Box Company
 Owens Window Corporation
 The Prillaman Company
 Reynolds Container Corporation
 Snyder's Stone Quarry
 Southeast Container Corporation
 J. P. Sutton Window Company
 Valley Veneer Co., Inc.
 Virginia Glass Products Corporation
 Virginia Machine Tool Company
 West Window Company



• Much of the Martinsville-Henry County industrial growth has been home-grown, but at least one newcomer from the outside is Southeast Container Corp., top, which built this plant in a budding industrial park in 1963. One of the first to jump at the opportunity to build in an industrial park at Martinsville's old municipal airport was West Window Corp., second from top, whose business of manufacturing metal windows and doors was growing by leaps and bounds. Sale Knitting Company has grown 500 per cent since it was founded in 1937. In the first half of this decade it has doubled its capacity as one of the nation's leading producers of sweatshirts. Fieldcrest Mills, Inc., bottom photo, has expanded many times since its construction in 1917. This towel mill sits on a hill overlooking most of Fieldale and its countryside.



1964. (Equally spectacular are the comparable figures in Henry County—\$3,915,059 to \$35,235,299.)

Both Globman's Department Store, the city's largest, and Woolworth's are in a handsome, recently remodeled building, Bouldin points out. Just down the street is the new Sidney's of Roanoke. Next to it will go Leggett's Department Store's new home. Across the street is the Virginia National Bank in a brand new building. Elsewhere on Church Street, Piedmont Bank has added on to its relatively new building while the First National Bank of Martinsville and Henry County has broken ground for its new, million dollar home.

Farther out, there is the Patrick Henry Mall, a large ultramodern shopping center, where some businesses already are open and others are about ready to start. Smaller centers have been built on West Spruce Street, North Memorial Boulevard and Villa Heights. A giant center has opened in Collinsville, providing shopping outlets for a bedroom community that has sprung from next to nothing to what

some say is the state's largest unincorporated town in less than two decades.

Charles R. Stroh, executive vice-president of the Martinsville-Henry County Chamber of Commerce, likes to show visitors a picture of Collinsville as it looked in 1948. The picture is of the Collinsville Post Office, which then stood, almost forlornly, alongside U. S. 220 just west of Martinsville. In the background are fields and tree-shaded hills.

Today businesses lining both sides of the four-lane highway dwarf the post office, while the trees behind it shade dozens of new homes and streets.

Stroh proudly notes that virtually all the industrial expansion in Martinsville and Henry County has been by "home grown industries." The last new industry to locate in the county from outside was Southeast Container Corporation. (Stroh doesn't count du Pont as an outsider. "They've been here 25 years and we think of them as natives," he says.)

The "home grown" trend is continuing. Early this year, a new firm, Vir-

ginia Furniture Company, began production of kitchen furniture. Launched by Martinsville-Henry County investors, the new firm has a payroll of 150-175.

Why have these companies chosen to do their expanding here rather than elsewhere?

Answers Stroh: "They've got a good nativeborn labor supply. People here are used to giving a day's labor for a day's pay. Our labor relations have been excellent. We haven't had serious labor trouble in years."

The labor force draws plaudits from all directions.

Leon Globman, head of Martinsville's largest department store, describes the city and county as "a well balanced community of extremely stable people — sound, middle class people."

William F. Franck, president of Sale Knitting Company which has a payroll of 1,300, says of his employees: "They are an honest and straightforward type of people. They aren't looking for a handout."

High among the list of reasons why

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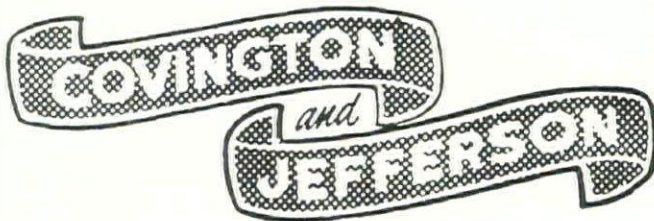
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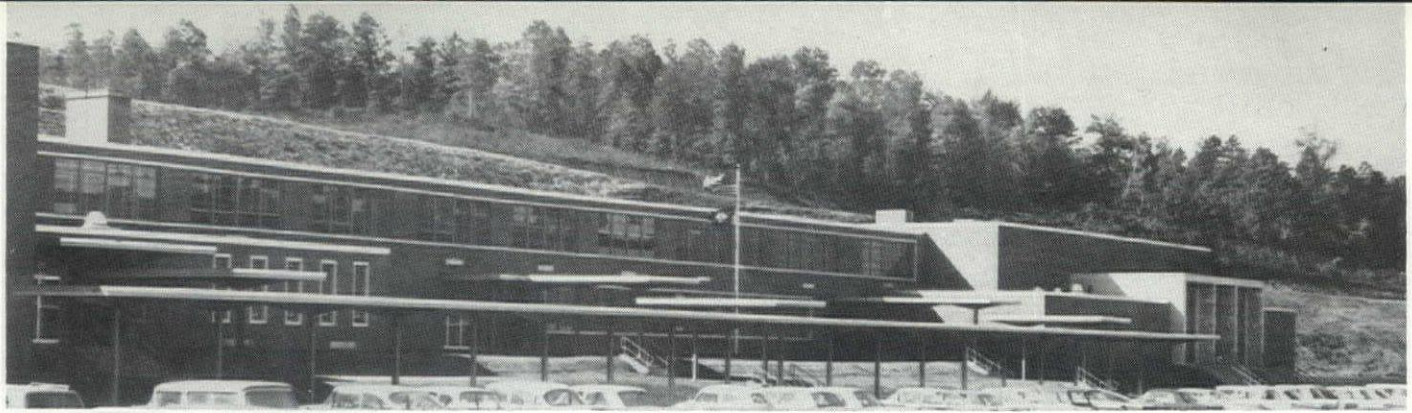
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• More jobs mean more people and more people mean more school-age children. Henry County is meeting the rising enrollment with new schools, such as the Fieldale-Collinsville High School, shown above.

his company has chosen to do its expanding at home, says Franck, is this "atmosphere of a willingness to work."

Franck cites other reasons for the growth of industry in the county and city. The cooperativeness of banks, he feels, is a "key point." When a locally owned industry decides to expand, the money must be available to do so. The Martinsville-Henry County banks, he notes, have been anxious to help the county's industries.

"If they wanted to be tight on money, they could stop a lot of this growth because you'd have to pull in your horns when you know you shouldn't."

Both Stroh and Globman like to describe their neighbors as "cooperative, go-get-'em, do-it-yourself" types.

"What's happened downtown," says Stroh, "is a vivid example of what can be done to renew an area without turning to the federal government.

"The merchants," he declares, "have done a tremendous job of urban renewal of their own. They just decided,

'By gosh, we've got to do it,' and they did it."

Globman calls the city and county "a progressive community, an ambitious community. Our people have always been strong in civic responsibility." He cites the ease with which the United Fund met its \$240,000 goal, a rather

large goal for a town the size of Martinsville. He might also have cited the Martinsville Jaycees who, a few years ago, raised \$350,000 in a single month for a Community Recreation Center.

The city and county are fortunate that so much of the industry is locally owned. This means the executives of

Martinsville - Henry County Payroll

OCCUPATION	ANNUAL PAYROLL
All employees	\$86,380,000
Contract construction	2,116,000
Manufacturing	66,416,000
Transportation, Utilities	5,852,000
Wholesale	1,712,000
Retail	5,848,000
Financial, Banking, Real Estate	1,708,000
Services	2,508,000
Agriculture Services, Forestry, Fisheries	12,000

• Fine new homes are springing up among the trees in Martinsville and throughout the county. Here are two new residences going up in the Druid Hills development at Martinsville.



some of America's best known companies are available as community leaders. The companies, as corporate bodies, also have been civic minded. Both Bassett Industries and Stanley Furniture have provided handsome community centers and many other civic facilities for the unincorporated towns in which they are based.

Local ownership of most of the area's industry also means profits stay at home, a not inconsequential factor in the prosperity so evident from one end of the county to the other.

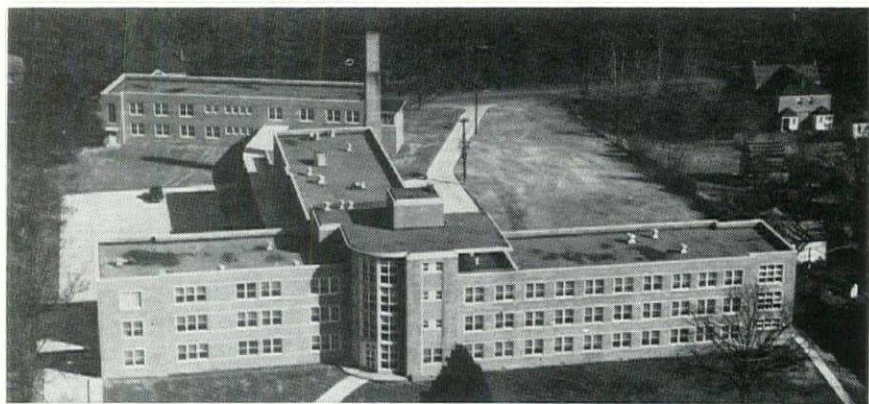
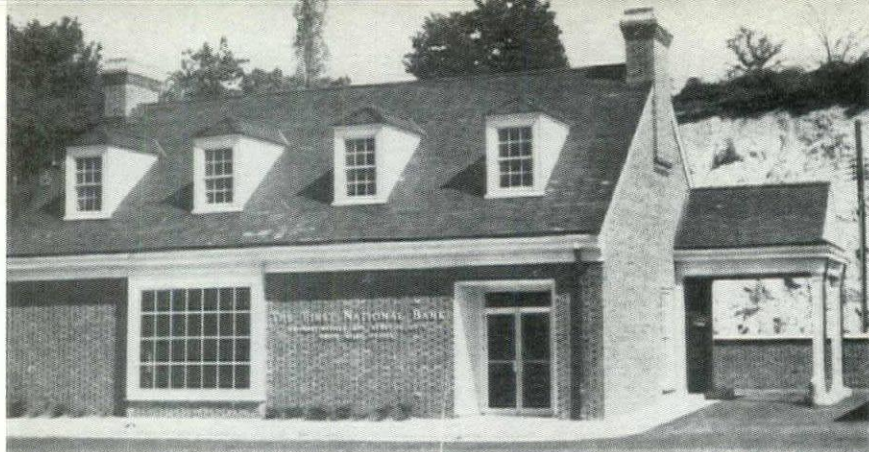
Even more vital to the solidly based prosperity of the area is the complementary nature of the two principal industries, furniture and textiles, a fact pointed out by Bill J. Crenshaw, manager of the Virginia Employment Commission office in Martinsville. The furniture industry provides jobs primarily for the menfolk while their wives find ample work in the textile industry.

Crenshaw says the present unemployment rate is the "irreducible minimum."

"If somebody walks in that door and wants a job, I can find him something," he says. "Most of those who are now available are the youth, the older worker and the handicapped, and even they are finding opportunities."

Processing of unemployment claims has become almost one of the minor duties of Crenshaw's office. "The unemployment cycle has broken," he comments. "In the last three years, there has been less and less of a seasonal pattern to textile and furniture em-

(Continued on page 73)



Top photo shows the Druid Hills office of the First National Bank of Martinsville and Henry County. Just above, the Martinsville General Hospital.

TEXTILE INDUSTRIES IN HENRY COUNTY

Banks Knitting Company
Bassett-Walker Knitting Co., Inc.
E. I. duPont de Nemours & Co., Inc.
Fieldcrest Mills, Inc.
Lacy Manufacturing Co., Inc.
Pannill Knitting Co., Inc.
Sale Knitting Co., Inc.
Standard Garments, Inc.

FURNITURE INDUSTRIES IN HENRY COUNTY

American Furniture Co., Inc.
Bassett Furniture Industries, Inc.
Bassett Mirror Company
Collinsville Reprod. Furn. Shop
Gravely Furniture Co., Inc.
Hooker Furniture Corporation
Jessup Upholstery Corporation
Martinsville Novelty Corporation
Pulaski Furniture Corporation
Stanley Furniture Co., Inc.
Virginia Mirror Co., Inc.

Martinsville - Henry County Population

Year	Martinsville	Henry County	Total
1964	19,995 (est.)	45,446 (est.)	65,441 (est.)
1962	19,100 (est.)	43,200 (est.)	63,300 (est.)
1960	18,798	40,335	59,133
1950	17,251	31,219	48,470
1940	10,080	26,481	36,561
1930	7,705	20,088	27,793
1920	4,075		
1910	3,368		
1900	2,383		
1880	289		

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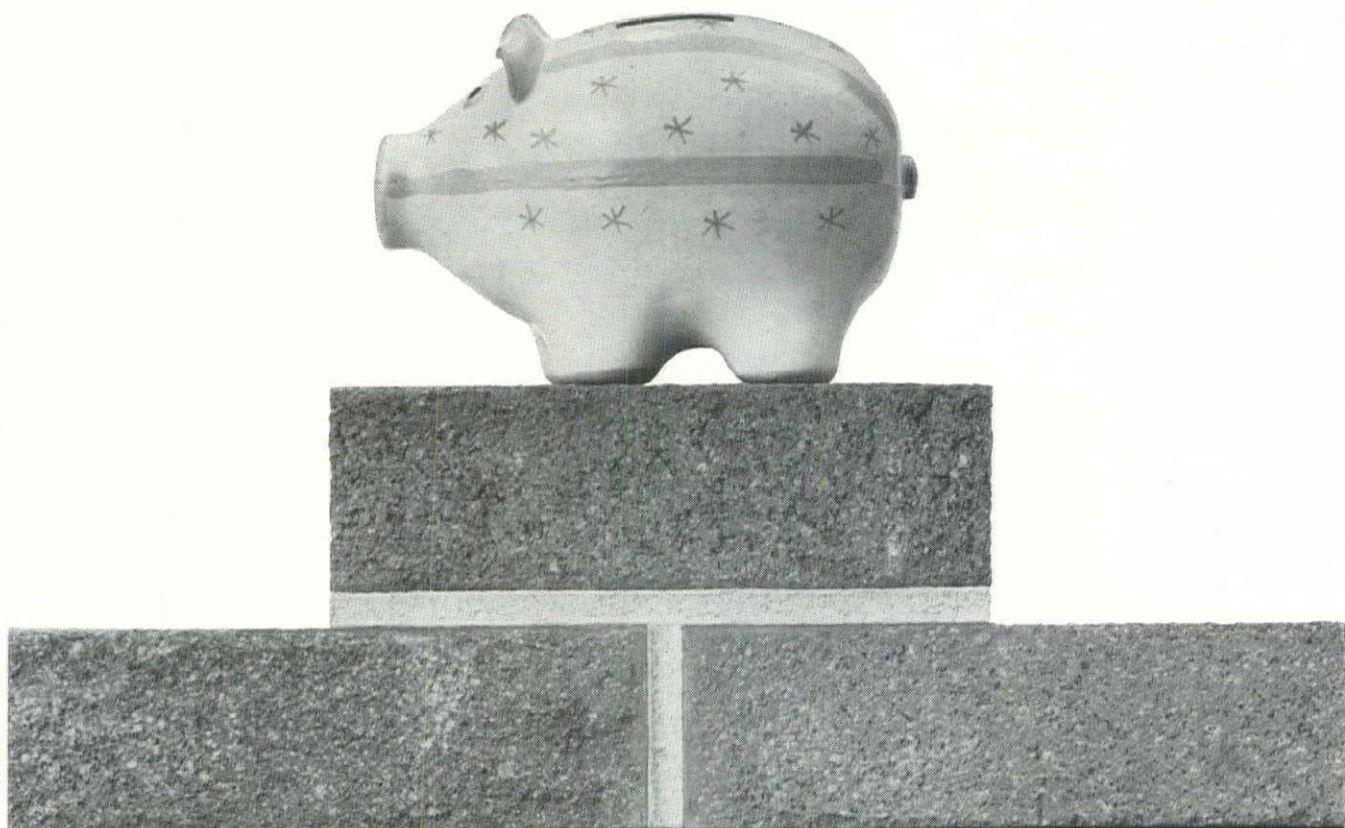
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NEWS

A I A VIRGINIA CHAPTER

New Corporate Members

TIFFANY H. ARMSTRONG

(No photo available)

He is a native of Evanston, Illinois, where he was born June 21, 1929. In 1958, he received a Bachelor of Architecture Degree from the University of Virginia, and later worked for two years with D. Warren Hardwicke. For the past three years, Armstrong has had his own firm in Richmond.

LEWIS G. KOERNER

(No photo available)

Born August 3, 1930 in Evansville, Indiana. Koerner graduated with a BSAE Degree from the University of Miami, Florida in 1959. He also attended Chicago Technical College for two years. Currently located in Rome, Italy, he is a project architect for McGaughy, Marshall & McMillan, a Norfolk architectural firm.



(Farabee's Studio)

IRWIN M. KROSKIN

A 1960 graduate of the University of Virginia, he is a native of Norfolk where he was born December 8, 1937. Kroskin was with a Maryland architectural firm for 2½ years before joining R. S. Piland, Jr., a Newport News firm, last May.

to tell the Virginia Story

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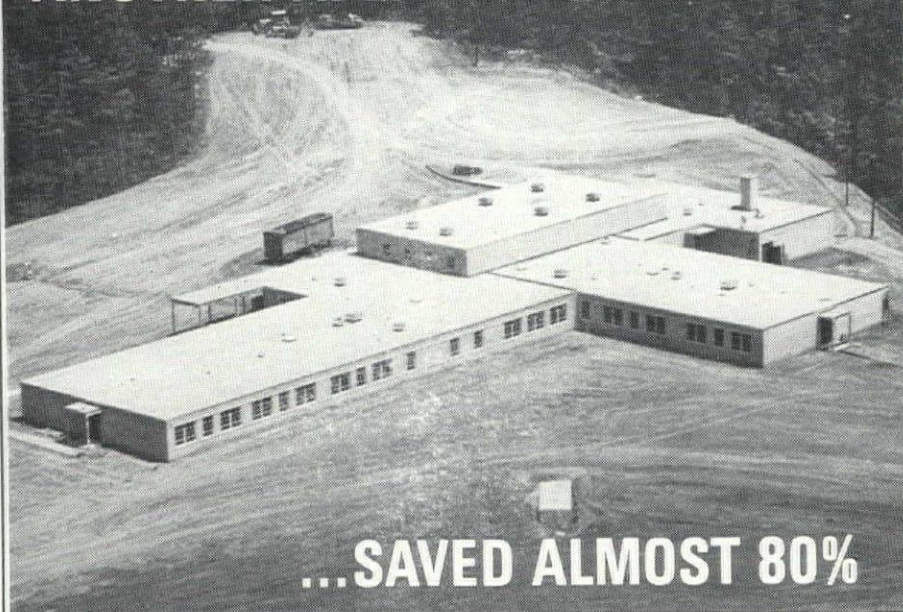
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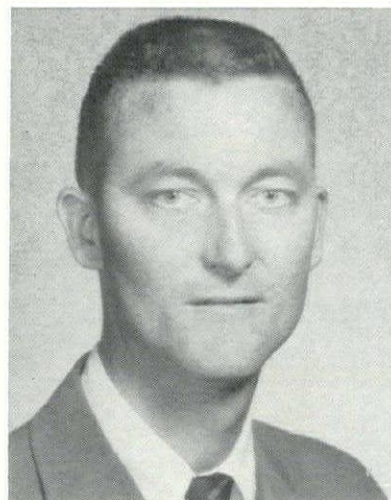
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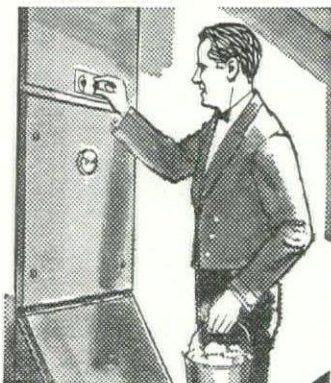
AIA NEWS



ROBERT L. MILLS

Prior to earning his Bachelor of Architecture Degree from V.P.I. in 1961, he received the Alpha Rho Chi Medal and won second place in Solite Competition. A Farmville native, he was born March 10, 1934, and has had his own firm in Blacksburg since last May.

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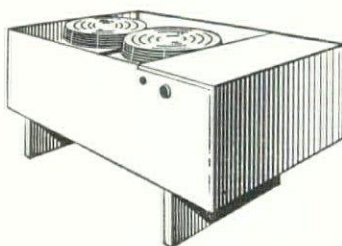
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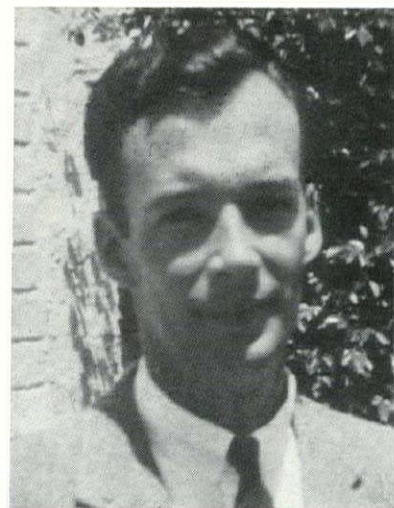
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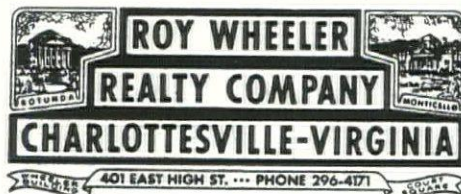
YORK CHAMPION LINE



EVAN JOHN McCORKLE, JR.

A native of Philadelphia, where he was born June 17, 1931, McCorkle attended Yale University and Catholic University before receiving a Bachelor of Architecture Degree from the University of Pennsylvania in 1960. During the past year, he began his own architectural firm in Virginia Beach.

(Continued on page 28)



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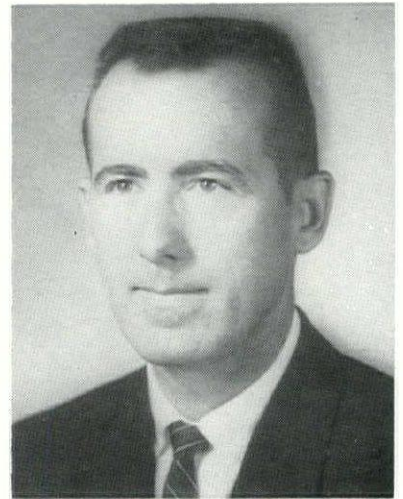
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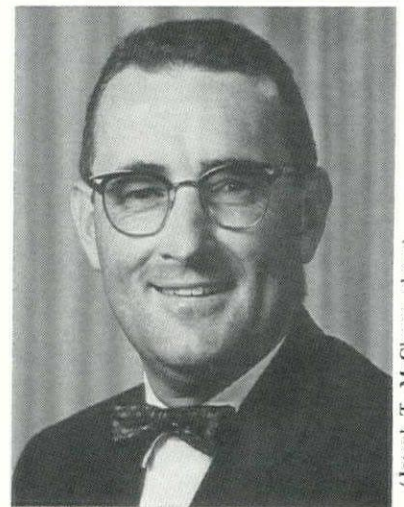
Reidsville, North Carolina

AIA NEWS



CURTIS LEE RATLIFF

Born September 10, 1927 in Roanoke, he studied architectural courses through the American Schools of Chicago, and served an apprenticeship with a Roanoke firm. Prior to becoming a Corporate member of the Virginia Chapter, AIA recently, he had been an Associate and Professional Associate for four years. Last June, he joined the Roanoke firm of Frantz & Chappellear.

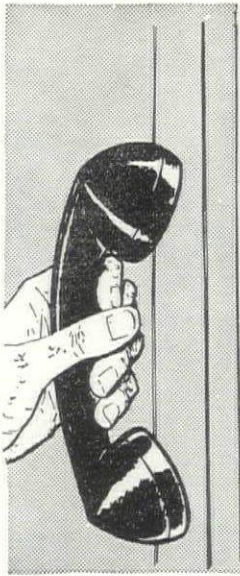


(Joseph T. McCleenny photo)

MICHAEL J. SERVICE

A 1951 graduate of the University of Michigan, where he received a Bachelor of Architecture Degree, Service became a Corporate member of AIA after nine years as an Associate and Professional Associate of the Virginia Chapter. He was born in Washington, D. C. on May 30, 1924. Last September he became associated with Yates and Boggs in Portsmouth.

(Continued on page 57)



Mr. Businessman



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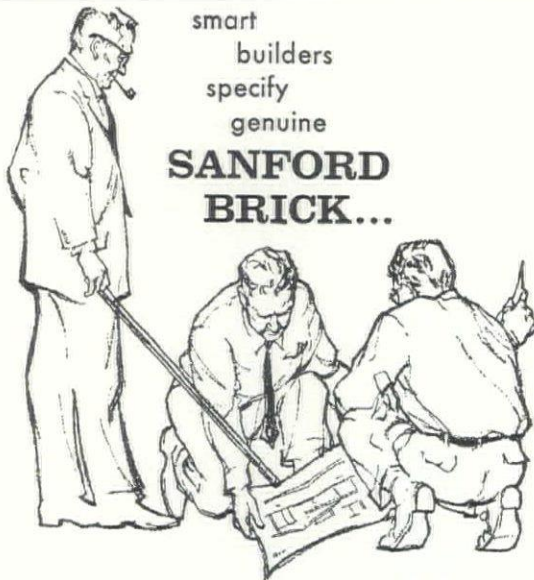
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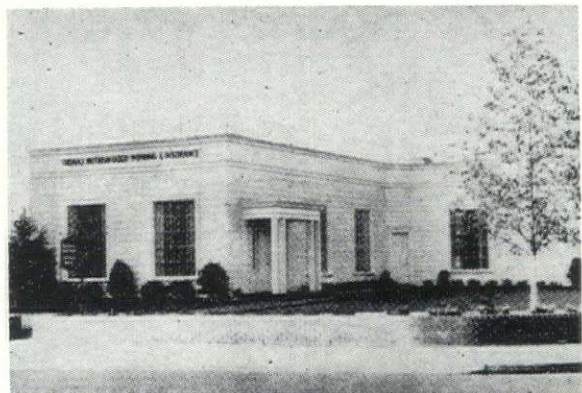
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ROANOKE, VIRGINIA

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TOM RUTHERFOORD

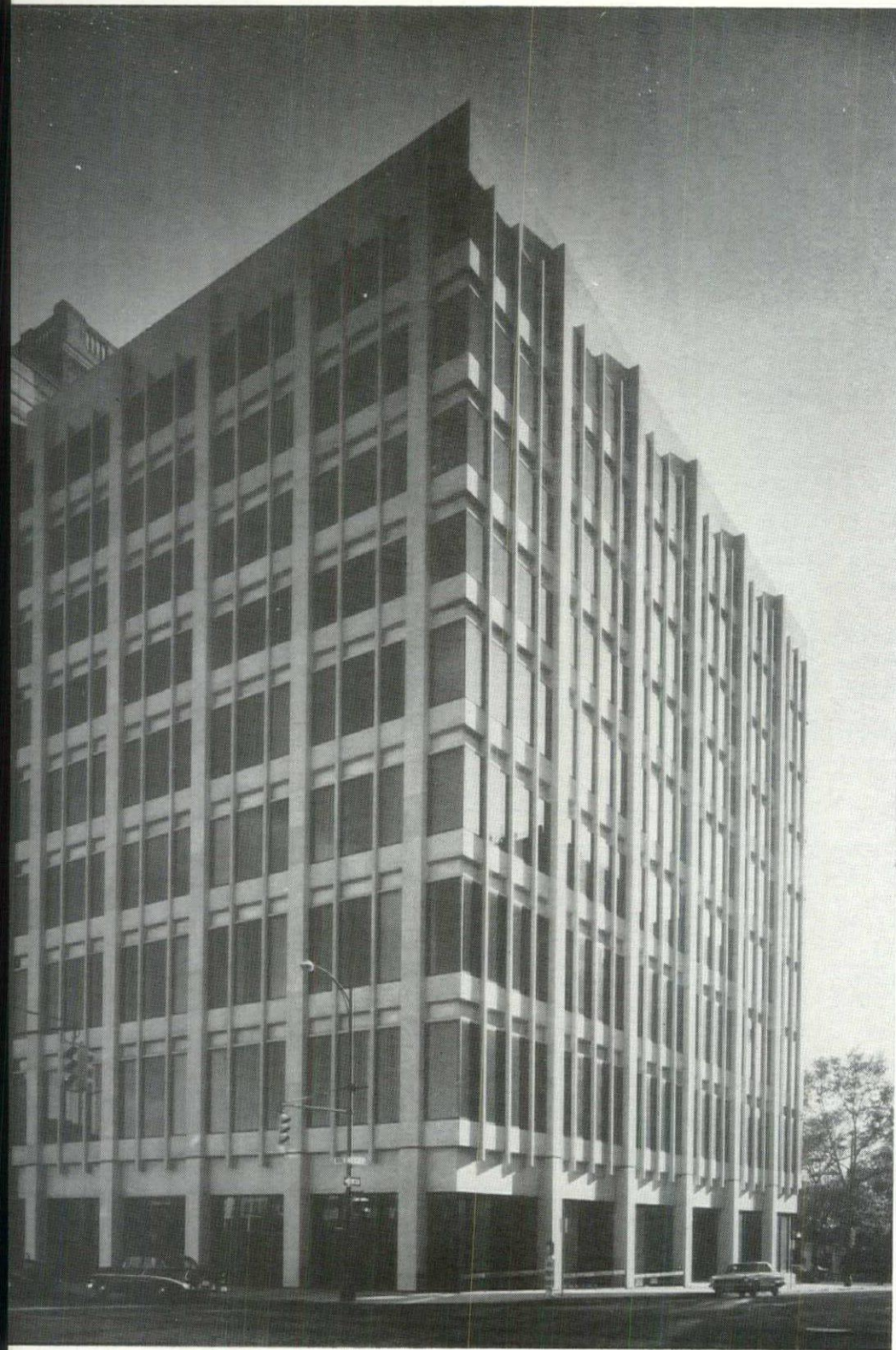


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RICHARD D. KAISER, MGR., ENGINEERING



LIFE OF VIRGINIA:

910 CAPITOL BUILDING

MARCELLUS WRIGHT & PARTNERS: Architects

WILEY & WILSON
Mechanical & Electrical Consultants

THOMAS A. HANSON & ASSOCIATES
Structural Consultants

McDEVITT & STREET
General Contractor

• This nine-story office building is the first stage of the planned long range development of the home office complex for the Life Insurance Company of Virginia.

The structure acts as a bridge between historic Capitol Square, dominated by Thomas Jefferson's Virginia Capitol building, and the new Richmond Civic Center - Medical College of Virginia area immediately to the north.

As can be seen from the cover photograph, the twentieth century forms and grey glass are blended with the more traditional limestone and granite in a way that complements and blends with the other buildings in the northwest square area. Those who use and know the square have expressed pleasure at the building which is contemporary in every design sense and yet does not intrude upon the historic setting. The existing adjacent Life Insurance Company of Virginia home office complex is eleven stories in height and is designed in a strong neo-classic manner that must be retained for the present.

Eventual development of the block may include an entire new skin for the older buildings of the complex, which would match the exterior of the new building. As a part of this project the lower of the older buildings might be raised several stories and the "910" building completed to its eighteen-story potential.

The interiors of the building received special treatment both from the architect, for the items that were built into the construction, and by the interior decorators in their selection of furnishings. The lighting fixtures, which are recessed into the ceilings, also contain the air diffusers for the heating and air conditioning. This reduces by half at least, the number of elements in the ceilings and provides a much more clean-cut appearance.

The vertical blinds are a carefully studied part of both the exterior and interior picture of the building. They provide flexible light control without pronounced reflection differentials from the outside. Coupled with the heat and

The cover shows the new 910 Capitol building, part of the Life Insurance Company of Virginia's home office complex, adjacent to Capitol Square in Richmond. Completed this past fall at a cost of approximately \$4 million, the building has been cited for its excellence by several critics.

Top photo this page shows one of the general office areas; center is a corner conference room on the Life of Virginia's executive floor and the bottom photo is the private office of one of the company officials.

glare-reducing tinted glass, they provide almost complete comfort control.

Wiley & Wilson were the mechanical and electrical consultants for the project while the structural consultant was Thomas A. Hanson & Associates. McDevitt & Street of Charlotte, N. C., was the general contractor. Excavating and piling work was done by the Thorington Construction Co., Inc. of Richmond, under a separate contract. Capital Concrete Corp. supplied the ready-mixed concrete, Hammond Masonry Corp. did the masonry work while Richmond Steel Co., Inc. provided the structural steel. All are of Richmond. Inland Steel Products Corp. of Baltimore, Md. provided the steel roof deck.

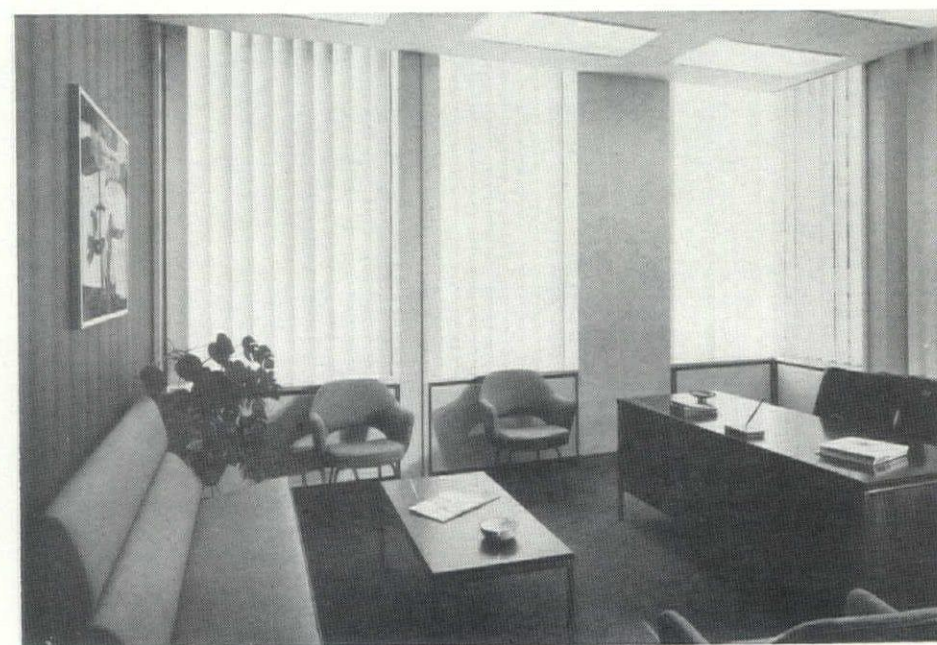
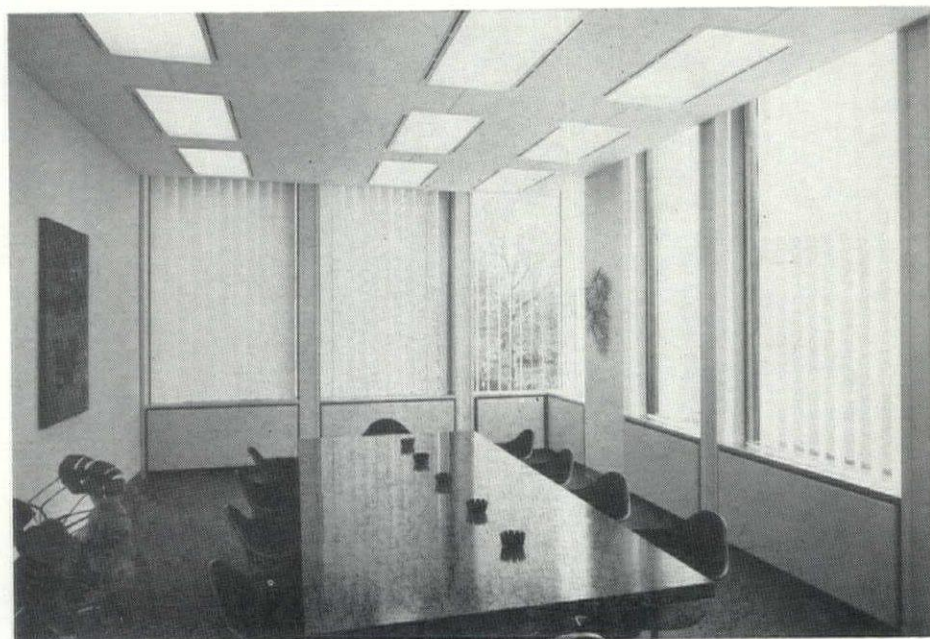
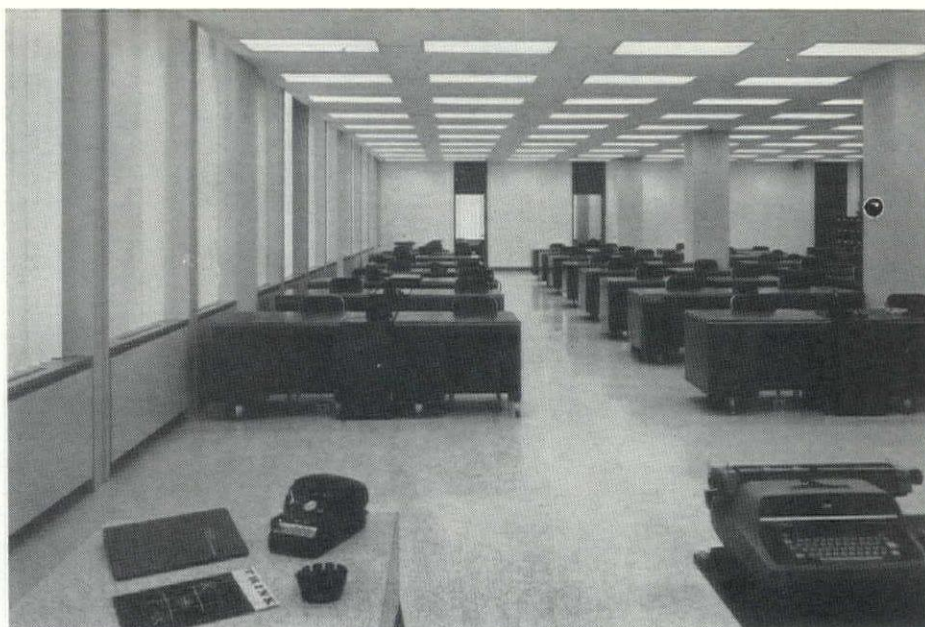
The Rayson Company of Charlotte, N. C. did the roofing. Empire Granite Corp. of Richmond did the stone work. Cupples Products Corp. windows and window-walls were used.

Pittsburgh Plate Glass Co. of Richmond did the glazing. W. W. Nash & Sons, Inc. did the painting and U. S. Plywood Corp., also of Richmond, provided the panelling. Richmond Primoid, Inc. installed the waterproofing. Tomlinson Engineering of Charlotte, N. C. did the acoustical work.

Plastering was by A. Bertozzi, Inc.; ceramic tile and terrazzo by Stonnell-Satterwhite, Inc.; resilient tile by W. Morton Northen & Co., Inc.; steel grating by Dominion Iron & Steel, all of Richmond.

Miller Manufacturing Co., Inc. of Richmond, supplied the millwork. Roanoke Engineering Sales Co., Inc., of Roanoke, supplied the hollow metal doors and frames. Columbia Fixture Co. supplied the lighting fixtures. E. C. Ernst, Inc. of Richmond did the electrical work. Plumbing fixtures were by Kohler Co. while S. H. Guza Co. of Richmond did the plumbing, heating, air conditioning and ventilating.

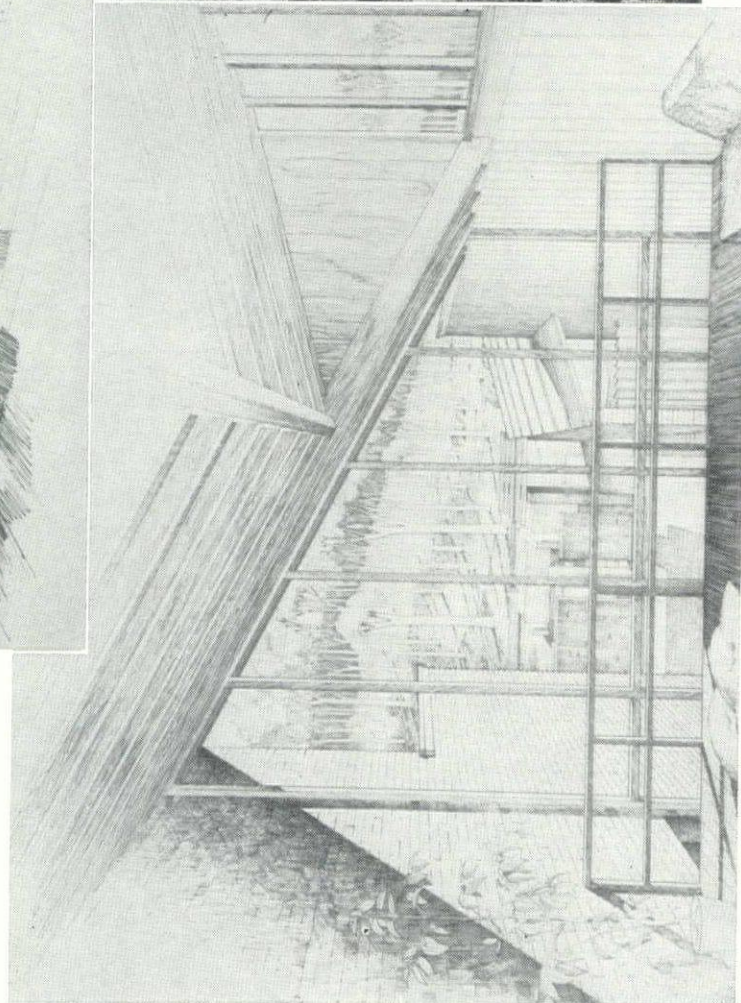
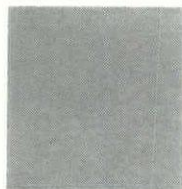
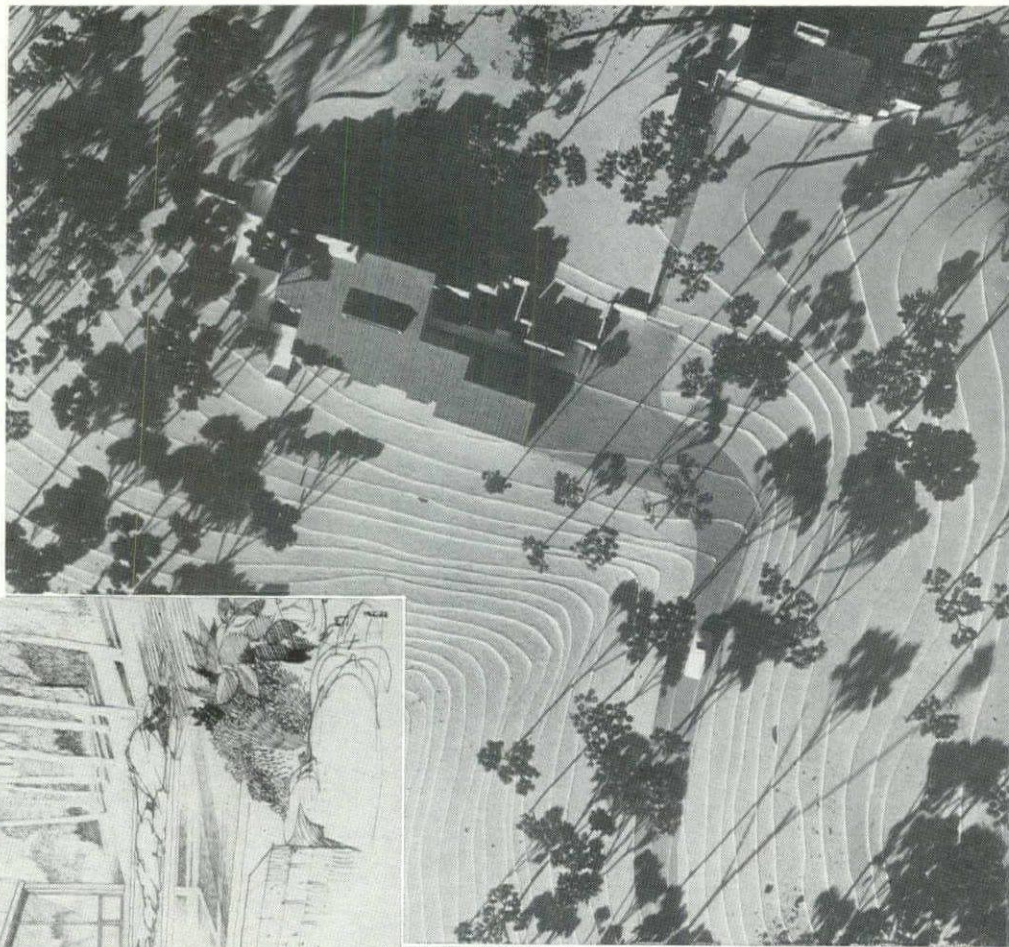
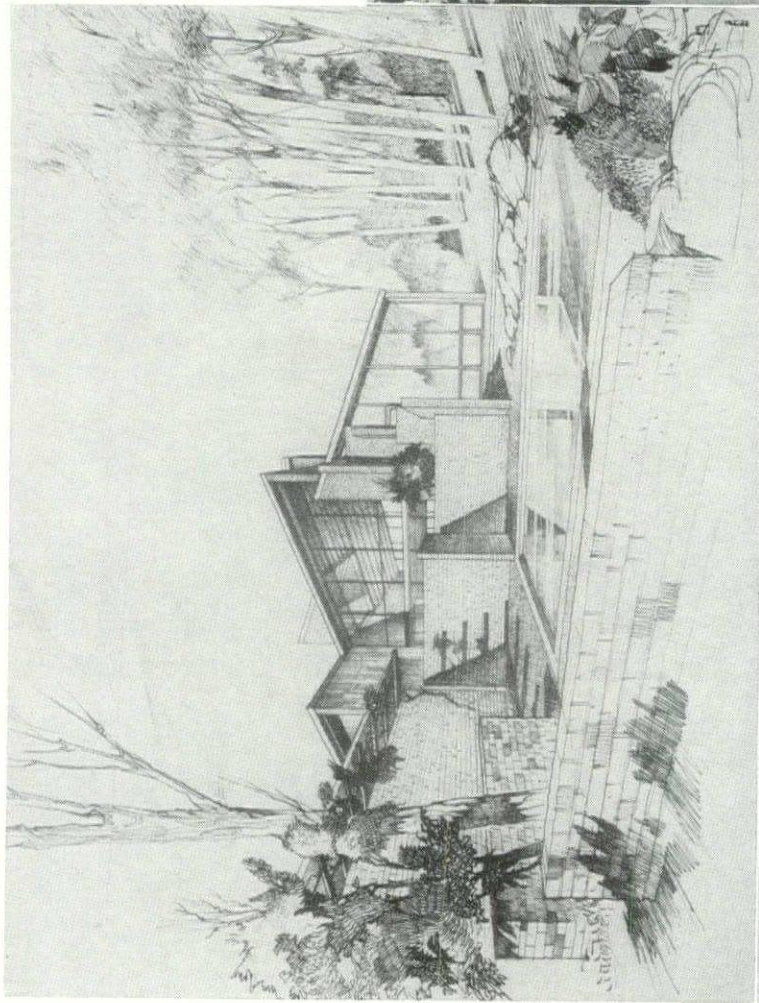
Elevators were by Otis Elevator Co. and hardware by Pleasants Hardware of Richmond.



(Joseph W. Molitor photography)

THE DOLPH RESIDENCE

—
The Architectural Team
of
The University of Virginia



THE ARCHITECTURAL TEAM was formed by four members of the faculty at the University of Virginia, each having a desire to take an active part in their profession in addition to their teaching responsibilities. It is their ambition to undertake a small amount of selective work within the community.

'The team' was approached by William B. Dolph who was wishing to build two or three speculative homes on property he owns in 'Flordon', a heavily wooded development of three acre lots close to Charlottesville. Mr. Dolph specified that he wanted a more contemporary design than the homes which he had seen being built in the area, something with an open plan, more in the western or California tradition.

To be included in the master plan, besides the main house, was provision for a swimming pool and guest cottage. These could be included initially or added at a later date. It was agreed, with Mr. Dolph, that the natural terrain would be left where possible, and a small formal garden be incorporated in the design.

Research was made with regard to the climatological conditions, sun, prevailing winds, etc., and the house was oriented with this and the beautiful view of the Blue Ridge Mountains, during the winter months, in mind.

The plan which evolved makes use of the massive brick masonry wall which grows from the ground, encompasses the small garden and, running through the house, separates the living zone from the quiet sleeping area before re-turning outside and back into the terrain.

Over part of the living room is a study balcony, and the kitchen and dining

area step down from the living room, as do the exterior terraces, being dictated by the terrain. At this level are the garage, storage rooms, utility room and guest toilet.

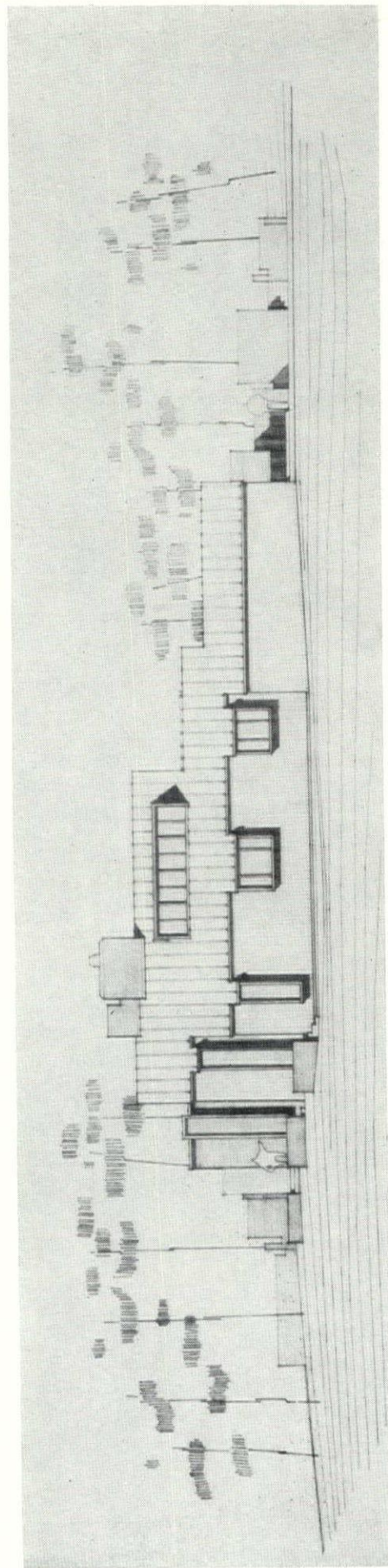
The quiet zone has two double bedrooms sharing a bathroom, one with terrace. The master suite consists of bed-sitting room, dressing area and bath, and again, private outside terrace.

The materials selected were especially chosen to conform with the tradition of the area, in an attempt to show that these materials do not dictate an architecture of two hundred years past. The roof is to be metal with upstanding seams, and the massive wall running through the composition, brick. Other exterior finishes are wood, vertical siding, and brick paving. The wood terraces are to be redwood.

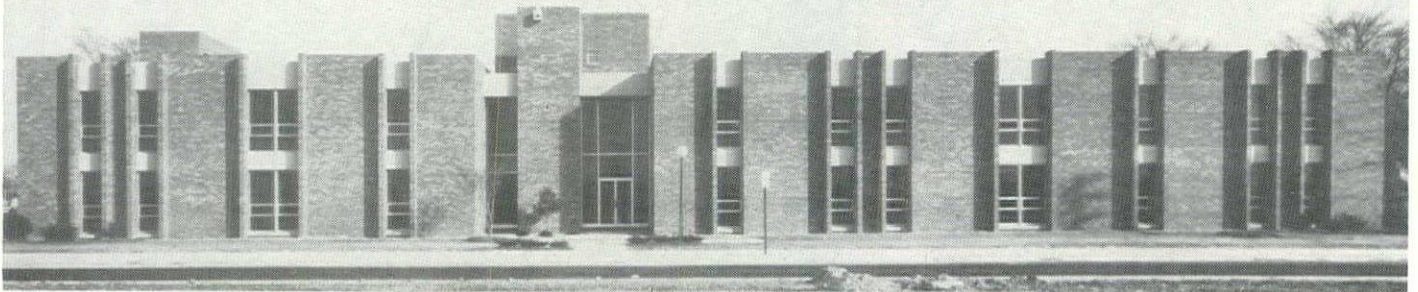
Interior walls are again to be exposed brick or wood siding, as are the ceilings with exposed beam structure. Brick pavers will continue into the living area with eventual rugs, the kitchen and work area being quarry tile. Dining and sleep areas are to have wall to wall carpeting.

One of the local real estate firms is trying to discourage the owner from building the house, claiming that such a contemporary design will never be marketable in an area of such strong tradition. People sometimes tend to forget that architecture, too, has advanced from the horse and buggy days of yesteryear.

It is hoped that the owner will have the courage of his earlier convictions in upgrading the standards of the architecture which we see around us today, and will proceed with this home which has already received high acclaim from one of the national architectural magazines.



Richmond's Azalea Office Building



GRIFFEY & STROLLO ASSOCIATES

Architects

BRANDT & MORSE
Mechanical Consultants

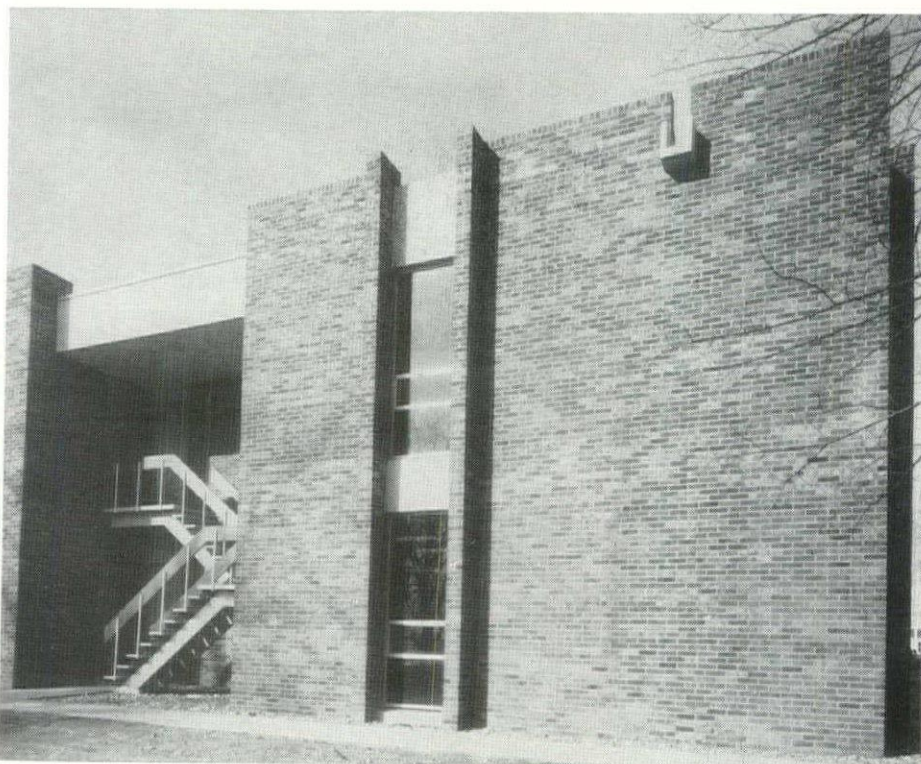
WILLIAM J. DAVIS
Structural Consultant

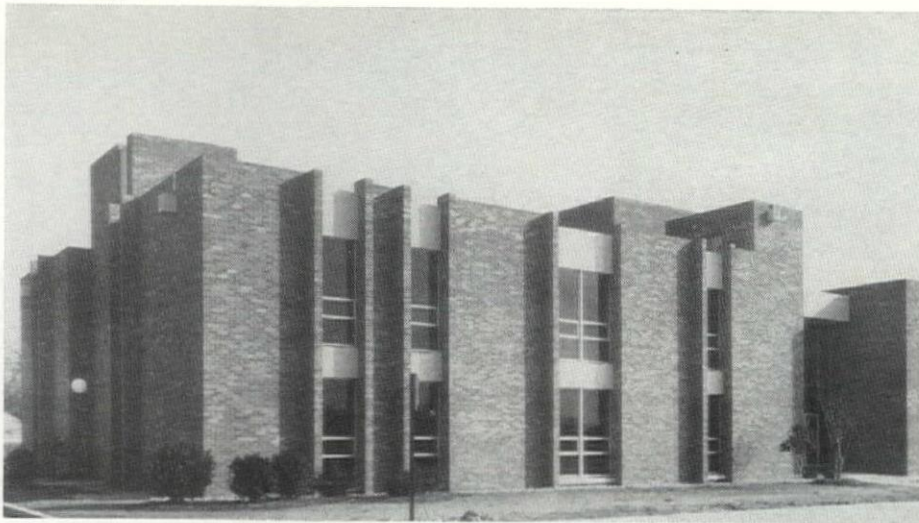
THORINGTON CONSTRUCTION CO., INC.
General Contractor

► Although the high rise office building boom is quite prevalent in downtown Richmond, Virginia, this is the first small speculative office structure to be constructed in the Northside of the city within the past ten years. It is felt by many local real estate and investment groups to be a first of many that are to follow in this particular location.

► This two-story 25,000 square foot building is primarily a load-bearing brick and steel structure, and is located on Brook Road adjacent to Azalea Mall, a large suburban shopping center, and only a few blocks from Route #95, a major traffic artery leading to the heart of the Richmond business district. Its exterior, brick-bearing skin is broken up into a series of reinforced brick fins which, except for variations to accommodate entrances, are reflected on all four elevations. These fins also serve as sun screens, flanking narrow slit, grey glass windows, which carry two stories, broken only by plaster spandrels at the second floor and roof levels. The play of light and shadows on this discontinuous wall gives the building a desirable, subtle, sculptural discipline. Although the building has a certain monumentality, the architects feel that it conveys a feeling of warmth and friendliness, enhanced by the richly toned face brick which is the predominant building material in this area. It was their attempt to design a building that was in scale, both visually and materially, to the primarily commercial neighborhood in which it is located.

Interior space flexibility of the simple floor plan is practically unlimited, with only the mechanical equipment, elevator and toilet facilities in fixed positions in the utility core, located near the center of the building, with an exit stair tower placed at opposite ends. The office rental areas are air-conditioned and heated by individual fan-coil units,





located at each window opening, and the interior zones conditioned by a system of ducts originating from roof top units, located in the core penthouse. The under-floor electrical and telephone duct system also contributes greatly to the layout flexibility.

This firm feels that a very significant feature of the project described in this synopsis is the total cost of the building itself. Designed for a local market where office building construction has been

ranging anywhere from \$12.00 to \$15.00 per square foot, and on a modest budget set up by the client, the building was constructed for less than \$10.00 per square foot. This price does not include office partitioning; however, the building ran only slightly over \$10.00 per square foot with partitions included.

The general contractor is Thorington Construction Company of Richmond, Virginia.

SUBCONTRACTORS & SUPPLIERS

(All Richmond firms unless otherwise noted)

RINER CONSTRUCTION CO.:

Excavating

SOUTHERN BRICK CONTRACTORS:

Masonry

LIPHART STEEL CO., INC.:

Steel

BETHLEHEM STEEL CORP.:

Steel roof deck

SOUTHERN ROOF DECK CO., ROANOKE:

Roof deck

WHITLEY, INC.:

Roofing

W. H. STOVALL & CO., INC.:

Windows

RICHMOND GLASS SHOP, INC.:

Glazing

W. W. NASH & SONS, INC.:

Painting

A. BERTOZZI, INC.:

Plaster

LEO H. BOURNE TILE & MARBLE CONTRACTOR:

Ceramic tile

W. MORTON NORTEN & CO., INC.:

Resilient tile

R. A. SIEWERS, INC.:

Millwork

THE STALEY CO., INC.:

Steel doors and bucks

OLIVER BROTHERS ELECTRICAL CONTRACTORS, INC.:

Electrical work

DOMINION HEATING & AIR

CONDITIONING, INC.:

Plumbing, air conditioning, heating, ventilating

W. W. MOORE & SONS:

Elevator

PLEASANTS HARDWARE:

Hardware

LINBOD OFFICE BUILDING IN HAMPTON

**SPIGEL-ZINKL-HERMAN
Architects**

THIS PROPOSED office building is one of the first elements in the up-grading and redevelopment of the downtown Hampton area. Inasmuch as

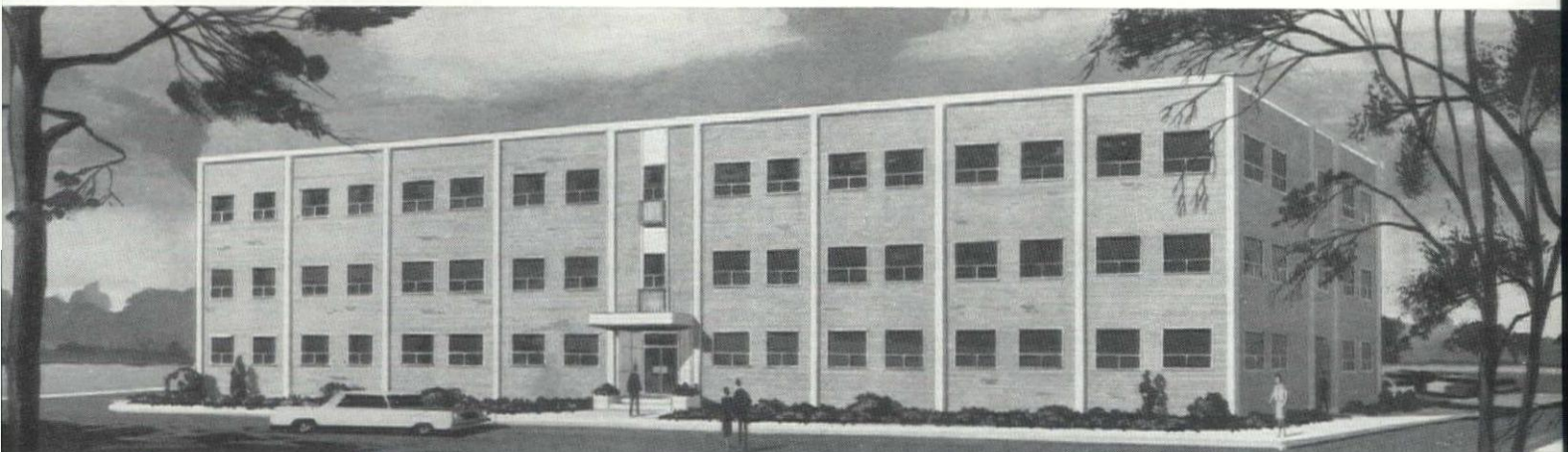
it is desired to retain a Georgian atmosphere in the district, it was decided to use traditional materials such as stone trim and brick, and certain proportions reminiscent of the past, while incorporating them in a modern functional configuration.

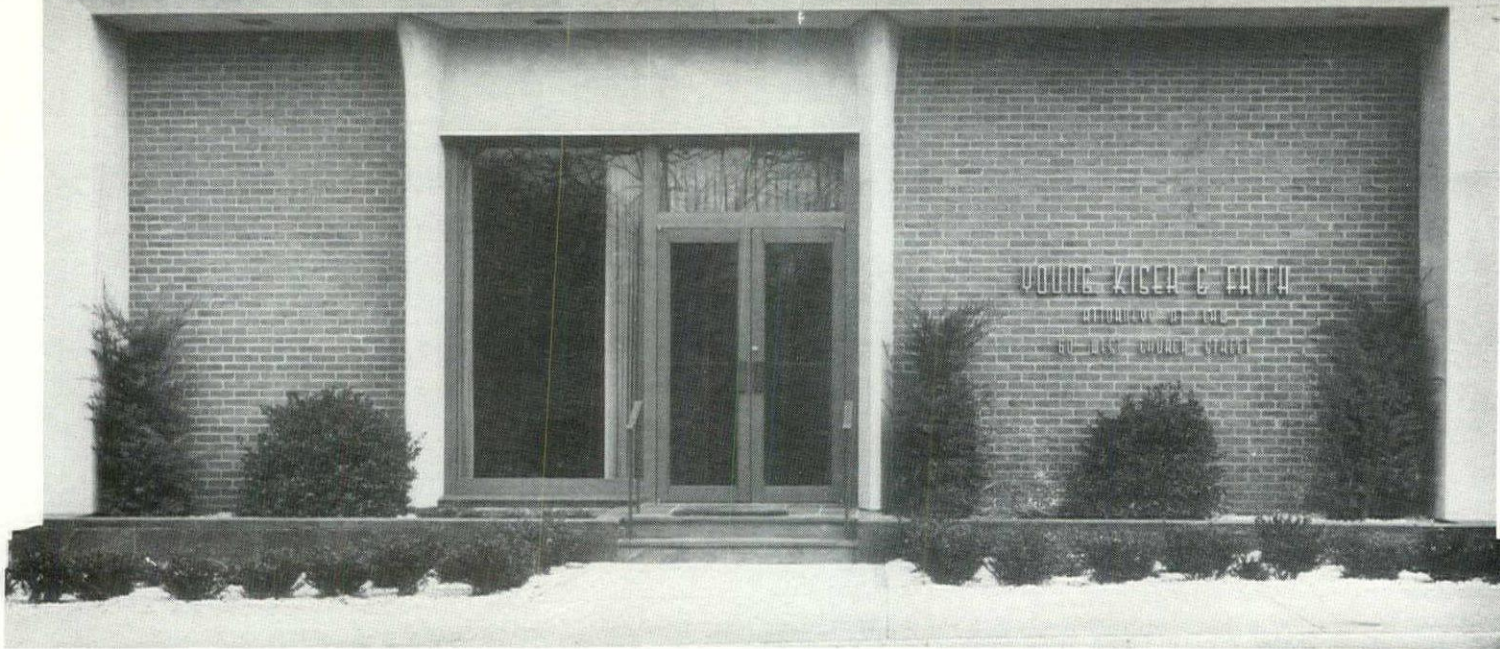
THE THREE story building has exterior load bearing masonry walls and a steel frame system on the interior to support the concrete slab floors. This type of construction not only provides a fire resistant building, but allows the utmost flexibility on the interior, so as to provide each tenant with the specific layout which he needs.

PARTITIONS and suspended ceiling system are all designed to achieve the maximum in sound control so as to give every tenant complete audio-privacy.

MECHANICAL and electrical service is laid out to provide any possible tenant needs, while allowing each tenant the utmost in personal control over these systems.

VERTICAL transportation is provided by hydraulic elevator. The first floor lobby also features a small concession and snack bar for the convenience of the tenants.





(Remsen Studio)

MARTINSVILLE OFFICE BUILDING

J. COATES CARTER, AIA
Architect

SOWERS, RODES & WHITESCARVER
Mechanical Consultants

FRITH CONSTRUCTION CO., INC.
General Contractor

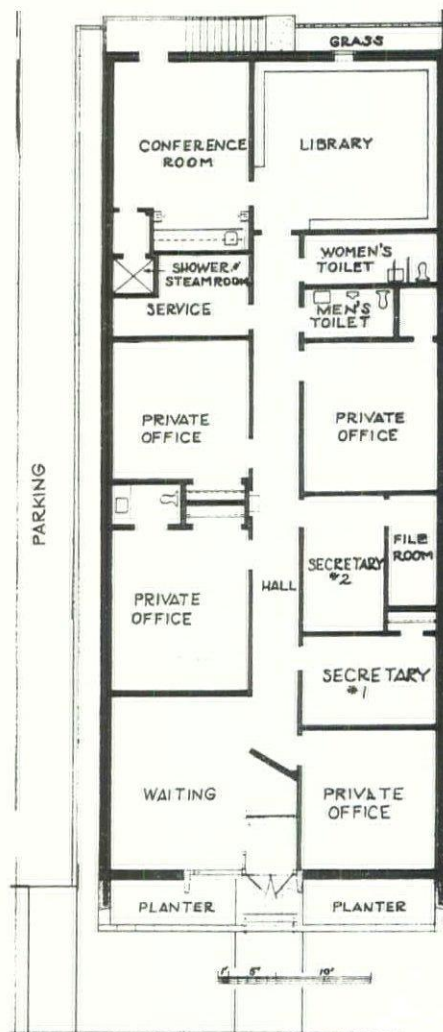
● The requirements for the new office building for Young, Kiser & Frith, Attorneys, involve space for the three principal attorneys and space for one additional member. Plan requirements stipulated a waiting room and conference room adjoining a library, and a second conference room at the rear of the building, with toilet facilities and bathroom with shower. A Sauna Bath was also required in conjunction with the men's toilet and shower room.

The rectangular one-story building has dimensions of 36 feet by 83 feet, 6 inches and is of brick and block construction with a built-up roof. Windows are of one-quarter inch plate glass with aluminum frames.

Material finish consists of carpeted floors, wood paneling, and wall covering of vinyl fabric in various color combinations, and a different type of wood finish for each office. All spaces in the building are fully air-conditioned for winter and summer.

The major feature of the property is a convenient parking lot on one side of the building to accommodate some twenty cars.

The building is located opposite the proposed municipal building for the City of Martinsville. The front of the



building is trimmed in cast stone and anodized bronze aluminum framework and doors.

Frith Construction Co., Inc., Collinsville, was the general contractor, and also did the foundations, and masonry. Subcontractors and suppliers included the following:

From Martinsville: Williams Ready Mix Concrete, excavating, concrete; Martinsville Glass Co., entrance window, window walls, glazing, weatherstripping; Building Supply Company, Inc., carpentry, paneling, millwork; Richard L. Shough, painting, plastic wall finish, waterproofing; Lee Brothers Electrical Co., lighting fixtures, electrical work; Prillaman & Pace, Inc., plumbing.

From Roanoke: Structural Steel Co., Inc., steel, steel roof deck, steel doors and bucks, handrails.

From Collinsville: Hite Tile Co., ceramic tile, resilient tile, terrazzo; Virginia Blower Company, air conditioning, heating, ventilating.

Also, Leonard Smith Sheet Metal & Roofing, Inc., Salem, roof deck, roofing; Superior Block Company, Charlottesville, stone work; The Bonitz Insulation Co., Greensboro, N. C., insulation, acoustical; Sauna Manufacturers provided the Sauna Bath.

VIRGINIA RECORD

Founded 1878

• To take full advantage of a rather steep hillside site at 2nd and Cary Streets, in downtown Richmond, Virginia, Architects Griffey & Strollo Associates have provided a raised podium as a base for this 6-story, 46,000 square foot office structure. This elevated plaza provides an attractive, landscaped terrace which removes the lobby and ground floor rental areas from street noises and distractions. It also serves as a visual barrier between the office tower and adjacent structures and, most important of all, provides a separation of pedestrian and vehicular traffic which was an important aspect of the basic project concept. The plaza level is, in actuality, the roof of a spacious, 147 car, two-level parking garage, which covers a generous portion of the large, rectangular shaped site. The upper parking level can be reached from an entrance located mid-way down grade on 2nd Street, which parallels the long dimension of the building, and the lower garage level is entered at the rear of the building, one story lower.

The 74-foot high twin service core office tower is primarily a steel skeleton structure whose exterior skin is composed of concrete, exposed aggregate units, and aluminum sliding windows, glazed with soft gray glass. Bold precast concrete spandrels encircle the building at each floor level, creating a strong horizontality, visually linking the tower portion with the podium below, and providing the entire complex with a more humanistic scale. These large spandrels are painted a bone white color, contrasting with the soft beige tone of the exposed aggregate units which are laid in rectangular panels, running vertically between spandrels, thereby tying each floor with the one above and below. The texture provided by these aggregate units, combined with the smoothness of the precast concrete, gives the building a subtle dignity that is best accented by the play of sunlight on the rough surface of the exterior walls and by the strong shadows created by the heavily revealed spandrels and the concrete under-window units.

The building is totally heated and air-conditioned electrically, and its flexibility in providing its tenants with individual heating and cooling control at any season of the year or any time of day or night makes it a very unique office structure. Its underfloor electrical duct system also allows a multiple arrangement of electrical, telephone and communication outlets at any location the tenant should desire, and aids greatly in the laying out of office partitions for any particular space.

In Plaza 201, the architects have attempted to create a more pleasant

to tell the Virginia Story



PLAZA 201, RICHMOND

GRIFFEY & STROLLO ASSOCIATES
Architects

BRANDT & MORSE
Electrical & Mechanical Consultants

THOMAS A. HANSON & ASSOCIATES
Structural Consultants

WORLEY BROTHERS CO., INC.
General Contractor

working environment by introducing open courtyards, soft planting, gravel beds, and exterior seating among strictly urban surroundings. They hope this concept will offer a new atmosphere in high rise office construction, not only among those who will occupy the building, but also for those who are visitors to the site and to the city of Richmond.

Worley Brothers Co., Inc. was general contractor, Brandt and Morse the electrical and mechanical engineers and Thomas A. Hanson & Associates were the structural engineers. All of these firms are from Richmond as are Creative Investors, Inc., who were the developers of the project.

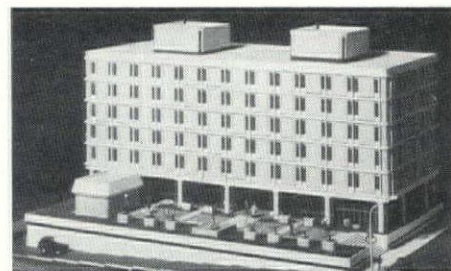
Subcontractors and suppliers were as follows:

Hammond Masonry Corp., masonry; N. W. Martin & Bros., Inc., roofing; Binswanger Glass Co., Inc., windows, window walls, glazing; T. F. Payne Company, painting; McL. T. O'Ferrall

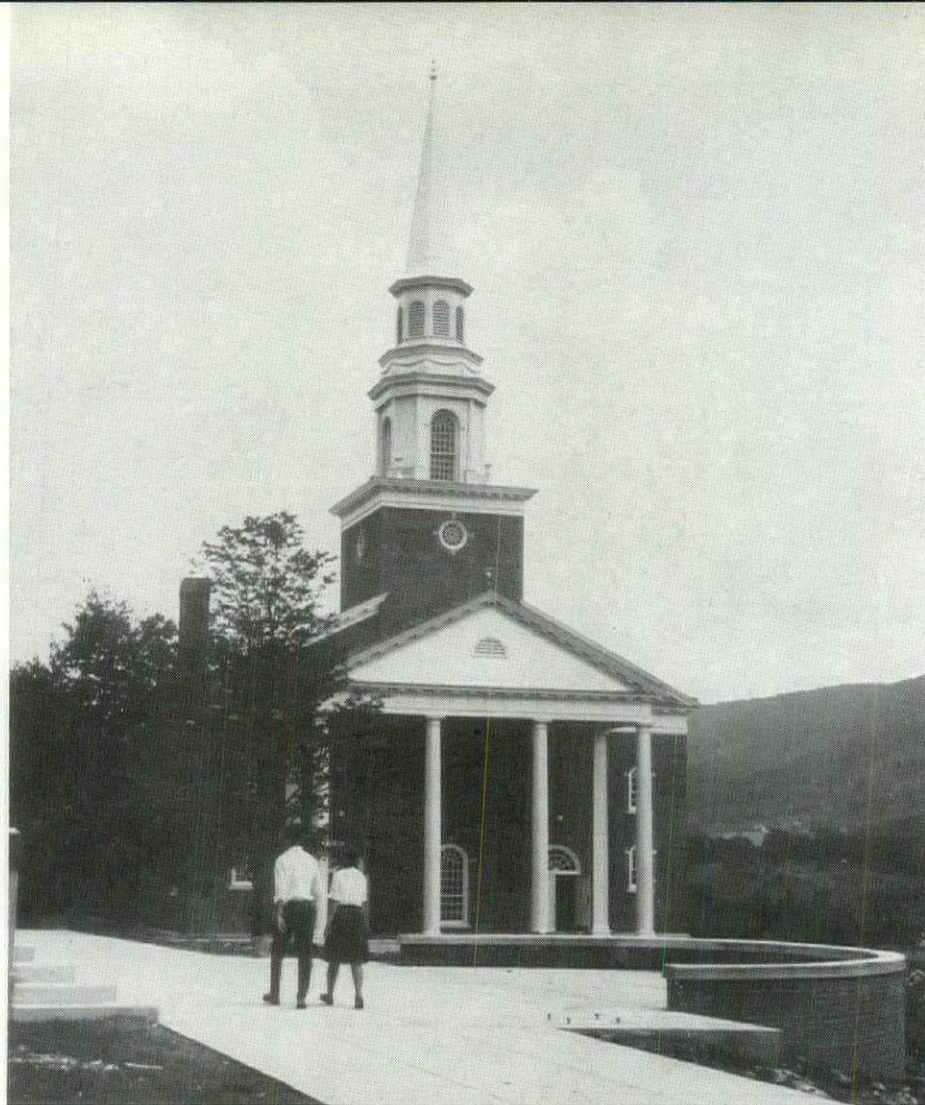
& Co., insulation, acoustical, resilient tile.

Also, John G. Duggan, Inc., plaster; General Tile & Marble Co., Inc., ceramic tile, terrazzo; Miller Mfg. Co., Inc., millwork; J. S. Archer Co., steel doors and bucks; Varina Electric Co., electrical work; Hungerford, Inc., plumbing, air conditioning, heating, ventilating; Pleasants Hardware, hardware.

Others are Peden Steel Company, Raleigh, N. C., steel; Inland Steel Products Co., Baltimore, Md., steel roof deck; Southern Elevator Co., Greensboro, N. C., elevator.



TWO NEW ECHOLS-SPARG



CHARLES L. HARMAN CHAPEL AT BLUEFIELD COLLEGE

TRINKLE & DOBYNS, INC.
General Contractor

Below: MUSIC STUDIO



NAMED IN HONOR of the college president, Dr. Charles L. Harman, the new chapel lends dignity and grace to this Virginia Baptist School. The architecture is in keeping with existing administrative, classroom, and dormitory structures.

The library, administration building, and chapel face a small amphitheater where vesper services and exterior gatherings occur. This leaves the campus open and gives the public an excellent opportunity to observe these main buildings, also allowing a southern exposure with an excellent view of a valley and into the distant mountains.

From the main highway entrance, which is adjacent to this new structure, the chapel becomes a main focal point. As one approaches from Bluefield, West Virginia, down College Avenue, the chapel belfry observed in the distance guides one to the campus, leaving no doubt that this is a Church school. This new building houses the fine arts of the school, as well as a place of worship. Music and dramatics are interwoven into the structure. The topography of this site allows access to the ground floor from the south and east, and to the first floor from the west.

On the ground floor, there are two large music studios, an office, a music library, a large, group practice room, and nine small, individual practice rooms; also three classrooms and a stage; toilets and custodian facilities. Mechanical, electrical and organ equipment are also housed on this floor. A folding partition between classrooms and stage allows flexibility of these spaces and various programs, lectures, dramatics, etc., are held here. This area has a separate exterior entrance, allowing use of this portion of the building without disturbing the remaining portion. Acoustics, reverberation and sound transmission problems were solved by soundproofing, arrangement, angle and location and division partitions in the practice room.

The first floor entrance from the portico is into either of two vestibules, which contain coat and hat facilities, with a lounge between. Here a history of the College and events is displayed.

(Continued on page 69)

OBJECTS BY & ASSOCIATES

IN 1949, a small, area headquarters building was constructed in Salem, Virginia. Eventually a new Division Headquarters was set up for this area and, in 1964, the 6th Division Headquarters Building was constructed as an addition to the existing area office building. Now both area and Division Headquarters occupy this building.

As the requirements for the new Division Headquarters were much greater than those of the existing area quarters, this addition would greatly overshadow the small existing building. The architecture of the existing building was a detriment to the design of this new modern building, and rather than try to conform to any previous design, the front and sides of the existing building were enclosed with a terra cotta and limestone screen, tying the buildings together into one mass. Instead of the "tail wagging the dog," the entire concept is a complete, new, well-balanced structure.

This building is located southwest of Salem on U. S. Highway 11 and has a lovely setting and access. It now houses, in addition to area quarters in the existing building, complete facilities for Division Headquarters.

The ground floor houses mechanical and air conditioning equipment, electrical and emergency power equipment, automotive and division supplies, storage, communicative equipment, radio technician's repair shop, and a storekeeper's office and supply room. There is also truck access to this floor, for delivery and service.

The first floor has access from the parking lot for employees and a separate front entrance, from the semi-circular drive, for the public. The existing entrances to the area headquarters were maintained. The first floor houses the following spaces: lobby, lounge and toilet facilities, communications operation facilities and offices for the Division Commander, Lieutenant, Sergeant, Clerk-Stenographer, clerk's work space and supply storage.

Finances would not permit the construction of storage for surplus and an armored-car carport, which were a part of the original design.

(Continued on page 69)

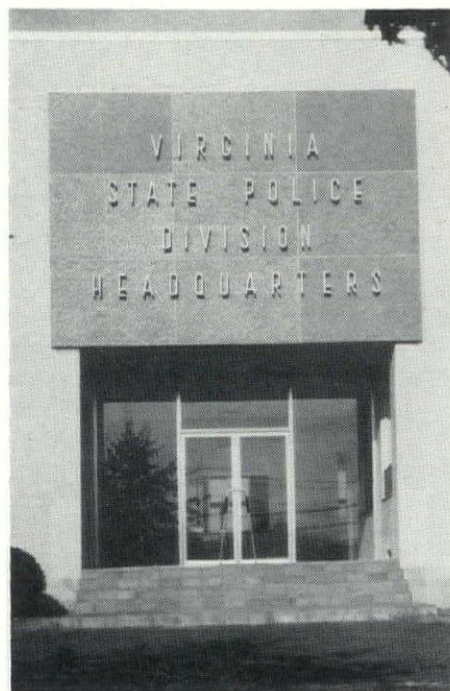
to tell the Virginia Story



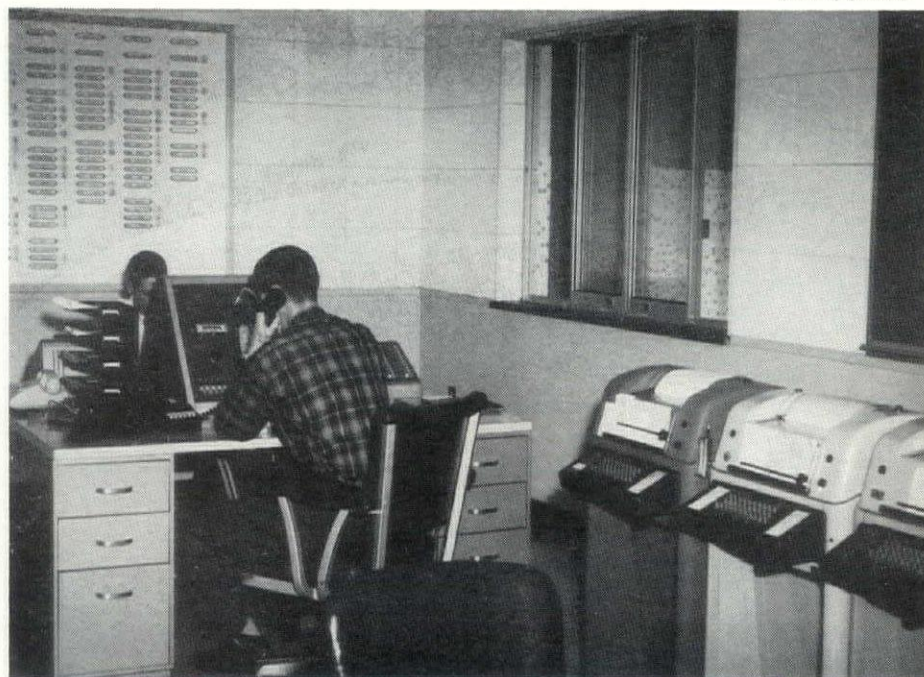
6th Division Headquarters Virginia State Police

DAYS CONSTRUCTION CO.
General Contractor

The top photo is a view looking west from U. S. #11. The bottom photo shows the Communications Operations room.



(Gentry photos)





THE PARK LANE, CHARLOTTESVILLE

**GRIFFEY
&
STROLLO
ASSOCIATES**
Architects

BERNARD E. COOPER
Mechanical
& Electrical
Consultant

PRESTON CLARK
General Contractor

view which tenants can appreciate through the large vertical bay window, located in the living room of each upper floor apartment unit. Existing trees on the site were spared wherever possible, and a large old magnolia stands majestically near the center of the courtyard.

The approximate 1,000 square feet of floor area contained in each apartment was planned to allow maximum usage of space by each occupant. All apartments have a spacious 27-foot living room, separate dining alcove, large kitchen work area, plus closet and storage space. The large master bedroom contains a complete closet storage wall, and the second bedroom also has generous storage and closet facilities. In the second floor apartment units, the sloping Mansard roof is reflected interiorly as well as on the exterior, providing these units with a lofted, studio effect which has proven to be very desirable among prospective tenants. Heating and cooling for each apartment is furnished by a gas fired, thermostatically controlled furnace with cooling unit, located within each apartment, providing the individual flexibility needed for controlled comfort throughout the variety of seasonal changes which occur in the Charlottesville area.

It was the original design concept to achieve a blending of architecture rather than a contrast between the new and the old, to create an interplay between this contemporary residential complex and the immediate neighborhood of existing large, single family houses. Evaluating the success of this concept after completion of the project, the architects feel the 'Park Lane' is definitely a part of its neighborhood in its architectural rhythm and subtle massing, and the new is very compatible with the old. Their hope is that a certain pride and satisfaction was achieved, not only for those who occupy the new housing, but for those who live next door and those who walk or drive by.

(Continued on page 67)

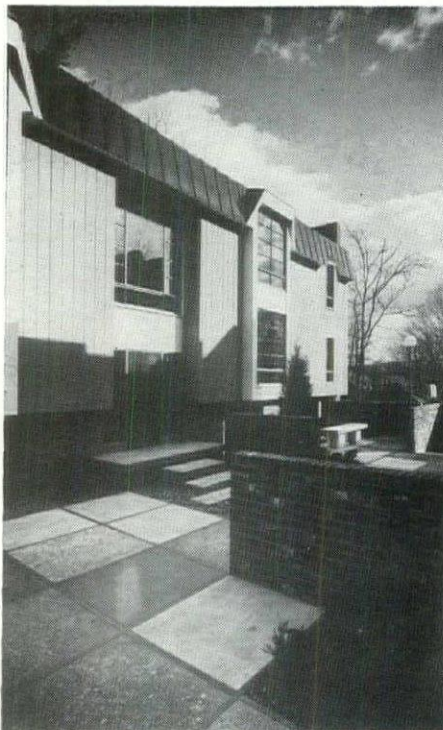
■ The recently completed 'Park Lane' Apartments in Charlottesville, Virginia, were designed by Griffee and Strollo Associates of Richmond. The project consists of 24 two-bedroom units composed of two three-story buildings with 12 units in each building. Located on the corner of Park Lane and Park Street, in one of the oldest and most distinctive neighborhoods in the city, the 'Park Lane' takes more than its name from its surroundings. In architectural features and details, it is a serious attempt to add new housing to an existing neighborhood in such a way as to be strong and unique but compatible. Therefore, by the use of indigenous building materials where possible, the architects have endeavored to blend, in scale and texture, this contemporary living complex with the various architectural styles of the past along historical old Park Street.

Construction is primarily a combination of conventional load-bearing masonry, wood rafted roofs and wood frame walls and floors. The lower stories and end walls of each building are a richly toned face brick, ranging in color from a deep grey-brown to a light orange. The cantilevered upper stories are sheathed with abraded vertical siding, stained a muted grey, to accent the rough texture of the material. The roof character is a contemporary version of the Mansard roof, decked with standing seam metal and

painted to blend with the brick and wood siding which reflects the variation of shapes and materials which are evident in residences throughout the surrounding neighborhood.

The two non-parallel buildings are separated by an intimate yet gracious courtyard, landscaped with appropriate planting, varied pavement material, soft grey gravel beds and precast concrete benches, all complementing the

(Ed Roseberry photos)



VIRGINIA PLAZA, INA BUILDINGS AT WILLOW LAWN

Designed by
EDWARD F. SINNOTT & SON

BRANDT & MORSE
Electrical & Mechanical
Consultants (INA Building)

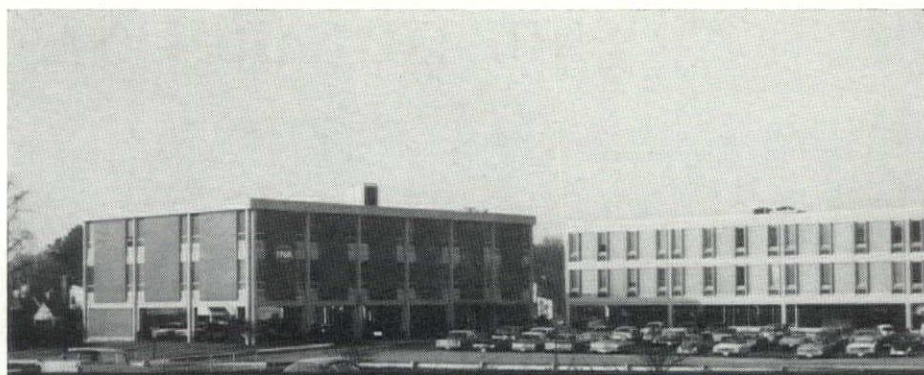
THOMAS A. HANSON & ASSOCIATES
Structural Consultants
THORINGTON CONSTRUCTION CO., INC.
General Contractor

WAGNER & JONES
Mechanical & Electrical
Consultants (Virginia Plaza)

The INA Building and Virginia Plaza Building are general office buildings located along Willow Lawn Drive, Richmond's newest business center, and were both designed by the firm of Edward F. Sinnott & Son, for Wagdan Associates, owners.

Both buildings have two occupied floors over a plaza parking level. The lobby of each building is located on the plaza level and is enclosed with masonry and floor-to-ceiling solar bronze glass walls, the floors are natural cleft slate. The structure of the building, in each case, is incorporated as part of the design, rather than making an attempt to conceal the structural elements with so much veneering.

The INA Building measures 74 feet by 115 feet and utilizes poured in place concrete with pre-cast prestressed construction. The perimeter walls are enclosed with masonry, solar bronze glass and exposed quartz aggregate. It is heated and cooled with an air-duct sys-



INA BUILDING IN THE LEFT FOREGROUND, VIRGINIA PLAZA BUILDING AT RIGHT

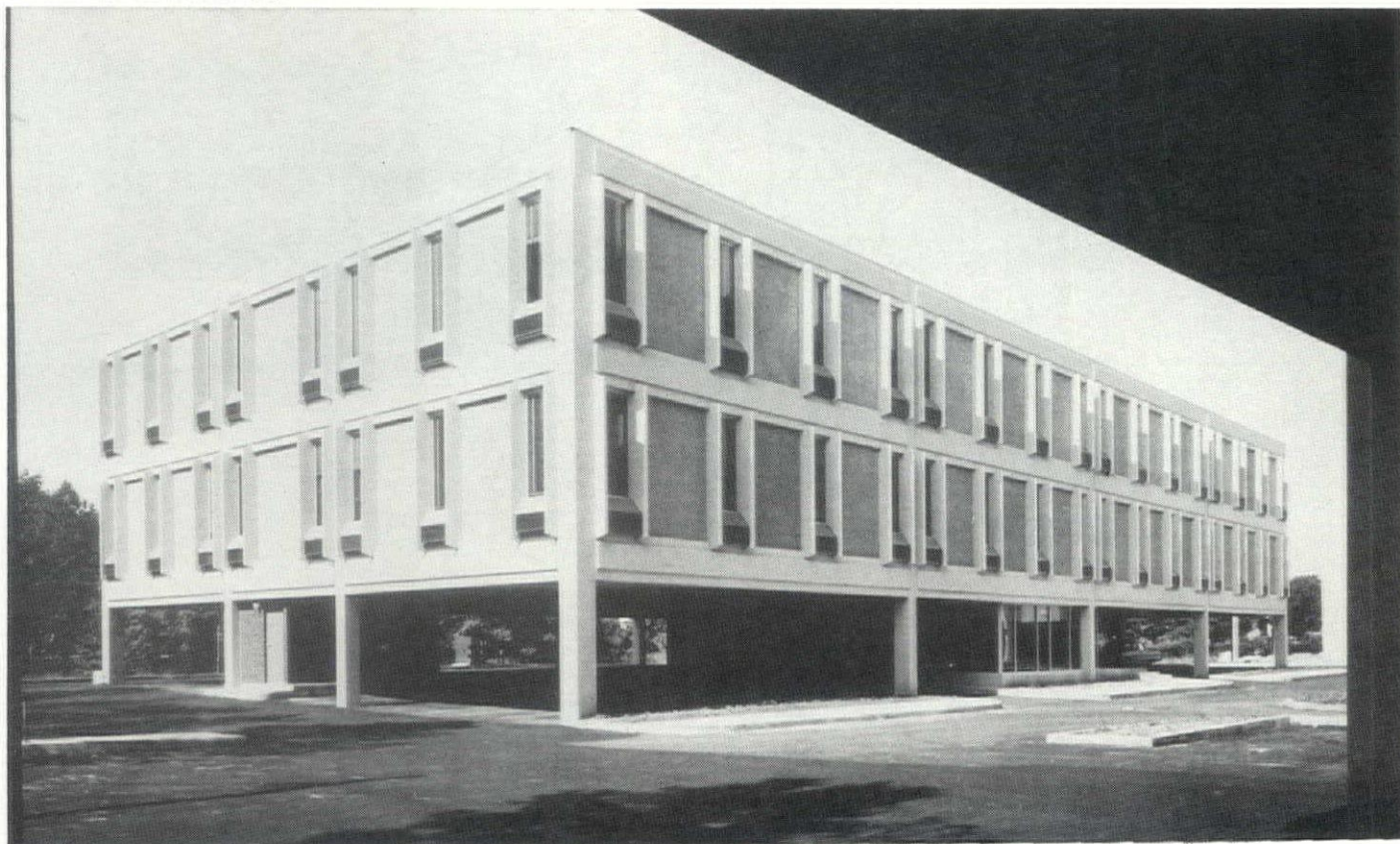
tem having highly refined humidity controls as required by the prime tenant.

The Virginia Plaza Building measures 75 feet by 165 feet and is an entirely pre-cast prestressed structure, so designed that a tenant may lease half of one floor (approximately 6,000 square feet) and have only two col-

umns to contend with. The enclosing perimeter walls are pre-cast exposed bank gravel aggregate panels, and solar bronze glass. Two inches of foam plastic insulation has been applied to the interior face of the panels and serves as a base for the finish plaster. The perimeter areas are heated and cooled with

(Continued on page 65)

VIRGINIA PLAZA BUILDING



OWEN STEEL COMPANY OF NORTH CAROLINA, INC.



TELEPHONE 865-8571
Area Code 704

P. O. BOX 1657, GASTONIA, N. C.-28053



INA OFFICE BUILDING



VIRGINIA PLAZA OFFICE BUILDING

Architect: Edward F. Sinnott and Son • Engineer: Thomas Hanson & Associates • General Contractor: Thorington Construction Co., Inc.

CONCRETE STRUCTURES IS PROUD TO HAVE SUPPLIED THE PRECAST-PRESTRESSED CONCRETE FOR THESE TWO BUILDINGS. (SEE DESCRIPTION ON PRECEDING PAGE.)

IF YOU ARE CONTEMPLATING AN OFFICE, AN INDUSTRIAL BUILDING, A SCHOOL OR AN APARTMENT HOUSE, LET OUR CAPABLE ENGINEERS ASSIST YOU.

WE WELCOME THE OPPORTUNITY TO HELP YOU MAKE YOUR PROJECT MORE SUCCESSFUL BY SHARING OUR MANY YEARS OF EXPERIENCE WITH YOU.

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TELEPHONE 644-1971
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WASHINGTON, D. C. 20036
TELEPHONE 296-1788
Area Code 202

A Church and a College Library



▲ SALEM BAPTIST CHURCH

SOWERS, RODES & WHITESCARVER
Consulting Engineers

DAYS CONSTRUCTION CO.
General Contractor

THE NEW BUILDING, of Colonial design, will include a 750-seat auditorium, classrooms, parlor, library and administrative offices. It will be connected to the existing educational building by interior corridors, providing Sunday School facilities for about 1,000 persons. The present auditorium will be demolished, and its stained glass window will be installed in the new building, above the Baptistry. The new auditorium will feature a balcony with 150 seats, a curved ceiling, interior columns, and lighting controlled by motorized dimmers.

The pastor's study, religious education office, administrative office, library and parlor will be located in the north and rear part of the new church. A small kitchen will be adjacent to the parlor. (Continued on page 70)

LIBRARY FOR RIO GRANDE COLLEGE

EARL R. SIMPSON, JR.
Mechanical & Electrical Consultant

DON KING CONSTRUCTION CO.
Jackson, Ohio
General Contractor

THE NEW THREE-STORY LIBRARY will be located on Atwood Street in a pleasant area across from Allen Hall, on a site that was once part of the athletic field. Of modular frame design, the library, with its clean, functional lines and gracious proportions, will be a handsome addition to the Rio Grande College campus at Rio Grande, Ohio.

The interior of the library will also stress uncluttered simplicity, fine proportions and excellent workmanship, rather than expensive ornamentation. The building will be spacious, quiet, well-illuminated and designed to be comfortable at all seasons of the year.

The library will have adequate stacks for 100,000 books and provisions for a good periodicals collection. There will be plenty of space for students who wish

▼ (Continued on page 67)



KINSEY, MOTLEY & SHANE: Architects & Engineers

NEW BUILDINGS FOR CHESAPEAKE & POTOMAC TELEPHONE COMPANY

BASKERVILL & SON
Architects & Engineers

Stewartsville Facility

★ Inasmuch as this building is located in an open, rural farming area, modest simplicity and strict economy controlled its design. The light exposed aggregate panels of the low area, which houses the limited service spaces, contrast with the red brick of the equipment space. A coping and wide fascia of the same pre-cast material is used to unify the design and reduce the apparent height of the building, created by 13 feet 6 inches, clear headroom, required by modern switching equipment.

The face brick selected was a light red pastel-blended range, to harmonize with the surrounding rural architecture.

The main building is 35 feet by 74 feet and is arranged for extensive expansion to the rear. The low front portion of the building is 14 feet by 34 feet, and contains toilet, storage and mechanical equipment. The building is equipped with diesel-engine generating equipment which will provide uninter-

rupted telephone service during power failure.

Fred B. Fuqua of Lynchburg, was the general contractor, with the following subcontractors and suppliers:

Lynchburg firms included: Goff Masonry Contractors, masonry work; Guy Smith Hardware, Inc., finishing hardware; McDaniel-Kelly Electric Co., Inc., electrical work; Southern Air, Inc., plumbing and ventilating; Lynchburg Plate Glass Co., aluminum gates; Kennedy's, resilient flooring and base; Taylor Bros., Inc., plyform and beveled strips; Montague-Betts Co., Inc., metal toilet partitions; Kit C. Powers, construction signs and W. R. Newsome, Painting Contractor, painting.

From Roanoke: Concrete Ready Mixed Corp., ready mixed concrete; Froehling and Robertson, Inc., inspection services, concrete field inspection of poured concrete and soil field inspection; Roanoke Iron & Bridge

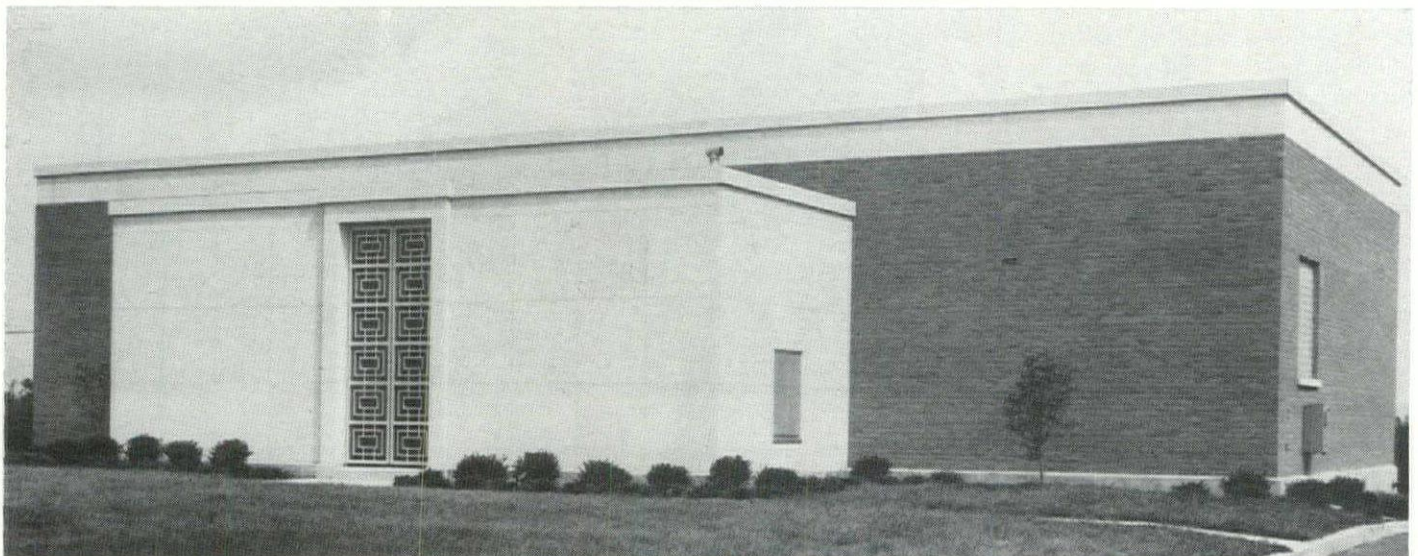
Works, Inc., steel and iron; Commercial Photographic Services, progress photos and negatives; Frank W. Martin, well water system; Adams Construction Co., paving; Lightweight Block Co., Inc., cinder block and lintels and Blue Ridge Stone Corp., #10 stone.

Salem firms included, Valley Steel Corp., reinforcing steel and accessories; L. Smith Sheet Metal and Roofing, Inc., roofing and sheet metal work; and Old Virginia Brick Co., Inc., face brick. Richmond firms are: The Staley Co., Inc., metal doors and frames and Economy Cast Stone Co., precast stone.

Others were C. M. Worsham—Stone Masonry Contractor, Madison Heights, precast stone; Andco Industries Corp., Greensboro, N. C., aluminum letters; Massie Bros., Inc., Bedford, hauling and filling fine stone from Blue Ridge Quarry; and from Altavista, W. S. Frazier Lumber Co., framing lumber and Roadside Nursery, landscaping.

FRED B. FUQUA: General Contractor

BELL TELEPHONE BUILDING, SECTION A, STEWARTSVILLE, VA.



BELL TELEPHONE BUILDING, SECTION A,
CLEARVISION DRIVE, LYNCHBURG, VIRGINIA

C. L. LEWIS & CO., INC.
General Contractor

★ Situated between a large new shopping center and a fast growing residential area, this equipment building was designed to express the efficiency of the modern telephone equipment which it houses. To minimize the scale and provide structural clarity, recessed grooves divide the concrete end walls into rectangular panels. The open bronze aluminum grille door, which serves as a focal point of the design, assures free air flow to the mechanical equipment. The contrasting bronze aluminum coping attempts to define the masses and add freshness to the design.

The building is 43 feet by 96 feet and is arranged for full width expansion to the rear. Inasmuch as the building is generally unoccupied, except for telephone installers and repairmen, windows have been eliminated. The low front wing which is 13 feet by 50 feet,

houses toilet, storage and mechanical equipment spaces, with the remainder of the building utilized for telephone equipment.

Heat pump equipment was selected for heating and air conditioning due to its automatic seasonal changeover features.

C. L. Lewis & Company of Lynchburg was the general contractor, with the following subcontractors and suppliers:

Lynchburg firms were Lynchburg Ready Mix Concrete Co., Inc., concrete; McDaniel-Kelly Electric Co., Inc., electrical work; Virginia Air Conditioning Co., Inc., heating, ventilating and air conditioning; Moseley Brothers, Inc., plumbing work; T. B. Dornin-Adams Co., Inc., roofing and

sheet metal work and G. C. Scott and Sons, painting.

From Roanoke: Webster Brick Co., Inc., face brick; Lightweight Block Co., Inc., concrete masonry units; Roanoke Iron and Bridge Works, Inc., steel and iron; Roanoke Engineering Sales Co., Inc., aluminum grille door; Cates Building Specialties, Inc., metal toilet partitions (agent for Henry Weiss Manufacturing Co.)

Others are May Brothers, Forest, general excavation and clearing; Valley Steel Corp., Salem, reinforcing steel; Colonial-Hites Co., Greensboro, N. C., aluminum letters; Economy Cast Stone Co., Richmond, concrete coatings (Bostik); and Standard Tile Co., Inc., Staunton, ceramic tile and resilient flooring.

★ Although this dial equipment building is located in Virginia's rolling horse country, it serves a fast growing residential suburb of the Washington metropolitan area. To harmonize with these varied surroundings clear, crisp lines keynote the design. The bronze aluminum grille, while serving as an architectural feature, provides ventilation to the outdoor mechanical equipment beyond, and attempts to subordinate the seldom used entrance. The raised striated panels on the structural end walls were used to add interest to

these elevations and reduce the scale of the building.

The front walls of the building are made up of recessed, buff brick panels with exposed concrete columns and beams. The structural concrete end walls of the building were divided into raised panels, arranged to express the building structure. These panels were formed with striated plywood to add interest and scale to the large expanse of concrete. Aluminum copings are bronze, matching the grille.

The main portion of the building

which is 62 feet by 101 feet, has a clearance of 13 feet 6 inches, below beam ducts, and has a temporary Solite block wall across the rear for future expansion.

The low front portion, which is 13 feet by 61 feet, contains toilets, storage and mechanical equipment spaces which open directly into the main telephone equipment space, eliminating corridors and wasted areas.

Heat-pump air conditioning and heating equipment eliminates change-

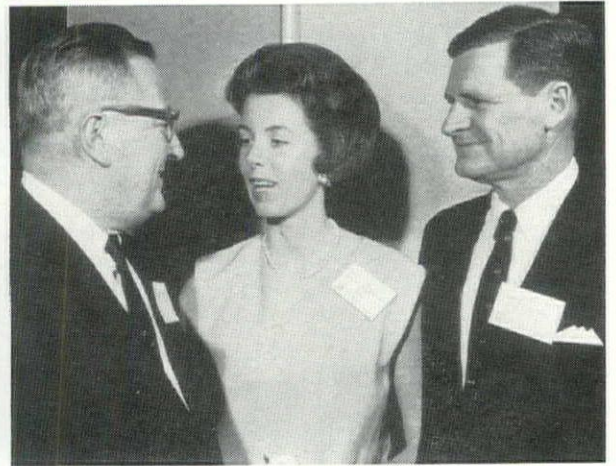
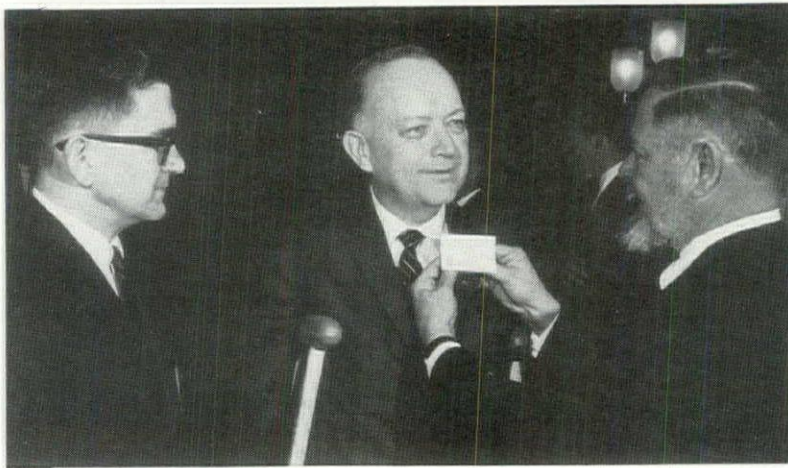
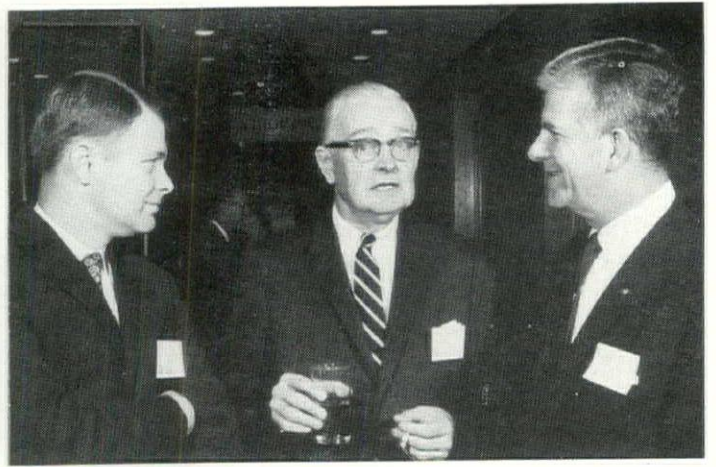
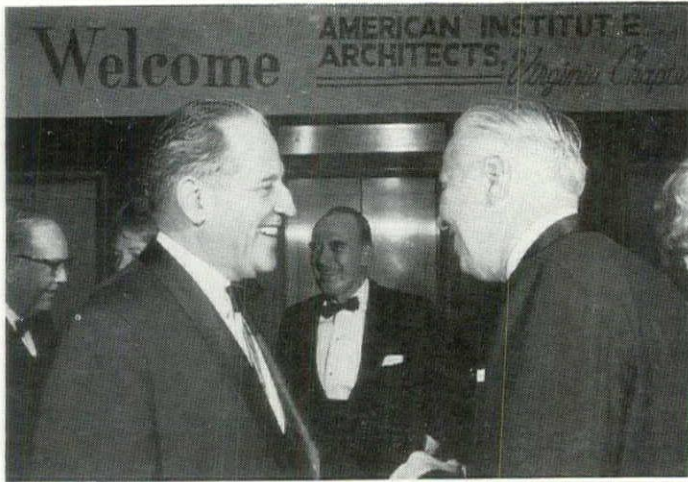
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SHARPE & HAMAKER, INC.: General Contractor

BELL TELEPHONE BUILDING, SECTION A, HERNDON-STERLING PARK, VA.

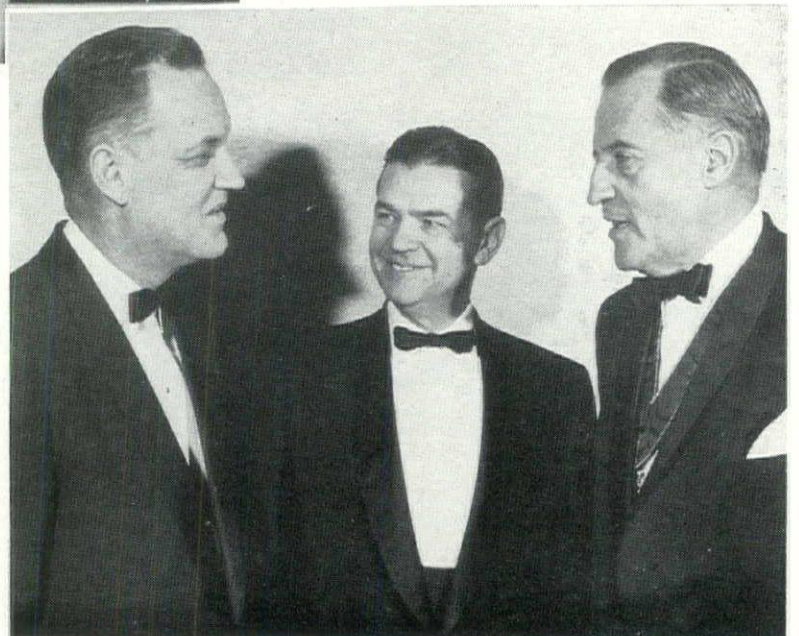
(Porter Studios)



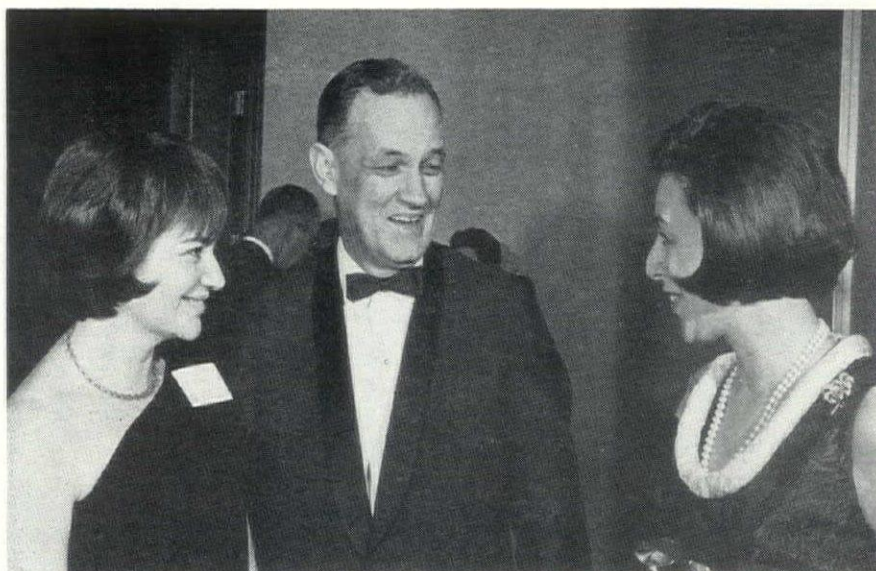


**AIA
ANNUAL MEETING
FEBRUARY 3-4
RICHMOND**

Top row, left to right, Richmond's Mayor Crowe greets National AIA President Morris Ketchum in the John Marshall Hotel lobby at the start of the Virginia Chapter's Legislative Dinner. Tom Fitz Patrick and Marcellus Wright, Jr. are in the background; while at right Bill and Coates Carter chat with Delegate Dan Daniel. Second row: Arnold Young and Forrest Coile affix a badge to Delegate Lewis McMurren; at right Mrs. W. W. Moseley talks with Senators Hutcherson and Barnes. In the large group in the third row are Frank A. Spady and Mrs. Spady, Mrs. J. L. Rawls, Jr., Delegate Rawls, Mrs. Herbert L. Smith, III, Warren White, and Herbert L. Smith, III. At bottom right are Governor Mills Godwin, Chapter President Louis Oliver and Morris Ketchum.



At top, Governor Godwin chats with Mrs. Sheldon Leavitt and Mrs. Bernard Levin. On the second row, left to right, are Linwood Walker, Mrs. E. Almer Ames, Jr., Mrs. Walker and Senator Ames. Right photo shows Louis Ballou, Speaker E. Blackburn Moore and Charles Justice. Third row, left, are Delegate Arthur Richardson and Mrs. Richardson, Mrs. G. Richard Brown, Mrs. Mary Marshall and G. Richard Brown. At right, Senator E. E. Willey, Mrs. S. M. Jones and Clarence Huff. At the bottom, Mr. and Mrs. Carl Morris and Delegate and Mrs. Junie Bradshaw. At right, Mr. and Mrs. Carl Lindner with Delegate John Warren Cooke.





HOSPITAL ASSOCIATION OFFICES

THOMPSON & PAYNE: Architects & Engineers

SOWERS, RODES & WHITESCARVER: Mechanical & Electrical Consultants

H. A. LUCAS & SONS, INC.: General Contractor

■ On August 29, 1965, the Hospital Service Association of Roanoke moved into its new office building at 1212 South Third Street, Roanoke, Virginia. This completely new and modern facility, constructed by H. A. Lucas & Sons, Inc., contains 21,400 square feet of floor space, which more than doubles the amount of space available to the Association in their previous home.

The new building is two stories high, above the street level, with a basement open to the rear. Its attractively landscaped site is located in a long

established residential area of southwest Roanoke, which presently contains a combination of handsome new doctors' office buildings and older residences. The restrained contemporary design blends well with the former, without detracting from the latter.

Of primary concern in the design of the building was the need to provide for ever continuing growth. The Association has grown from an enrollment of 174,000 in 1953, to 247,000 at present, and promises to continue this rate in the foreseeable future.

Now housing forty-six employees, the new building is designed to cope with this growth rate. Both the data processing room on the first floor, and its required supporting equipment space in the basement may be either expanded or remodeled. This is permitted by the first floor structure which is a concrete slab reinforced with a large number of small-diameter reinforcing rods, allowing holes to be drilled at a later date without danger of damage to the structure.

The basement framing is entirely of concrete, but from the first floor up, the interior framing is of steel columns and beams. The exterior walls are of load bearing masonry and the second floor and roof are carried on steel joists.

The exterior walls are faced with unglazed molded face brick in soft beige tones. Windows are full 1-inch T window units mounted directly in formed steel frames.

Welcoming visitors is a spacious porch with a North Carolina Bluestone floor, steel pipe columns and a stucco ceiling. Downlights in the ceiling provide for a well lighted entrance at night. Aluminum and plate glass entrances enclose part of the porch to form a heated vestibule where attractive displays may be set up.

To avoid the need for a sign in a residential area, the symbols of the Blue Cross and Blue Shield are ornamentally displayed on accenting limestone wall panels over the porch entrance. The symbols are built into the

(Continued on page 66)

Below left: office of the executive director. Right: board room.



E. TUCKER CARLTON, AIA, Architect:



LAWRENCE CHRYSLER - PLYMOUTH AGENCY

Staples Mill Road & Broad Street, Richmond

LAWRENCE REALTY CORP.: General Contractor

■ In the realization that this prime location offered maximum advantages for the design of an automobile sales and service complex, the design approach was premiated upon the idea that while the showroom should provide the proper setting for display of the automobiles, it should also present a facade that would become automatically known as the Lawrence Chrysler-Plymouth Agency and one that would draw the immediate attention of the vehicular passers-by.

After a careful survey of the property and its topography, a complex of three structures was decided upon. The showroom, a circular structure of ninety feet in diameter, with an arched and ribbed dome roof, would be the focal point of the design. The projecting, arched eaves sections would be closed with a finish of cobalt blue mosaic tile, and the dome would be surfaced with a white, smooth-finish roofing membrane. The glazed closure panels are to be fitted between the round steel columns supporting the dome with the same blue color carried down the exposed column faces, to tie the roof to the base.

The administrative and parts sales area, a two-story element, was located directly behind the showroom and connected with a customer lounge area. This area is of sufficient width to provide ramped access for movement of vehicles to and from the showroom. All administrative offices and a general conference room are located on the

SUBCONTRACTORS & SUPPLIERS

F. G. PRUITT, INC.
Site Work

SOUTHERN BRICK CONTRACTORS, INC.
Masonry and stone

THE STALEY CO., INC.
Metal windows

RICHMOND STEEL CO., INC.
Structural steel, miscellaneous metal

J. R. HOUCK
Steel deck and joists

BETHLEHEM STEEL CORP.
Reinforcing steel

ECONOMY CAST STONE CO.
Cast stone

GENERAL TILE & MARBLE CO., INC.
Tile, marble and terrazzo

CARTER LUMBER CO., INC.
ASHLAND LUMBER CO., INC.
Millwork suppliers

MANSON & UTLEY, INC.
Acoustic tile, resilient flooring

F. RICHARD WILTON, JR., INC.
Plastering

J. S. ARCHER CO.
Overhead doors

BINSWANGER GLASS CO., INC.
Glass and glazing

GAYLE S. MANN, JR. & CO.
Spracrete

WHITLEY, INC.
Roofing and insulation

ADVANCE ELECTRIC CO.
Electrical

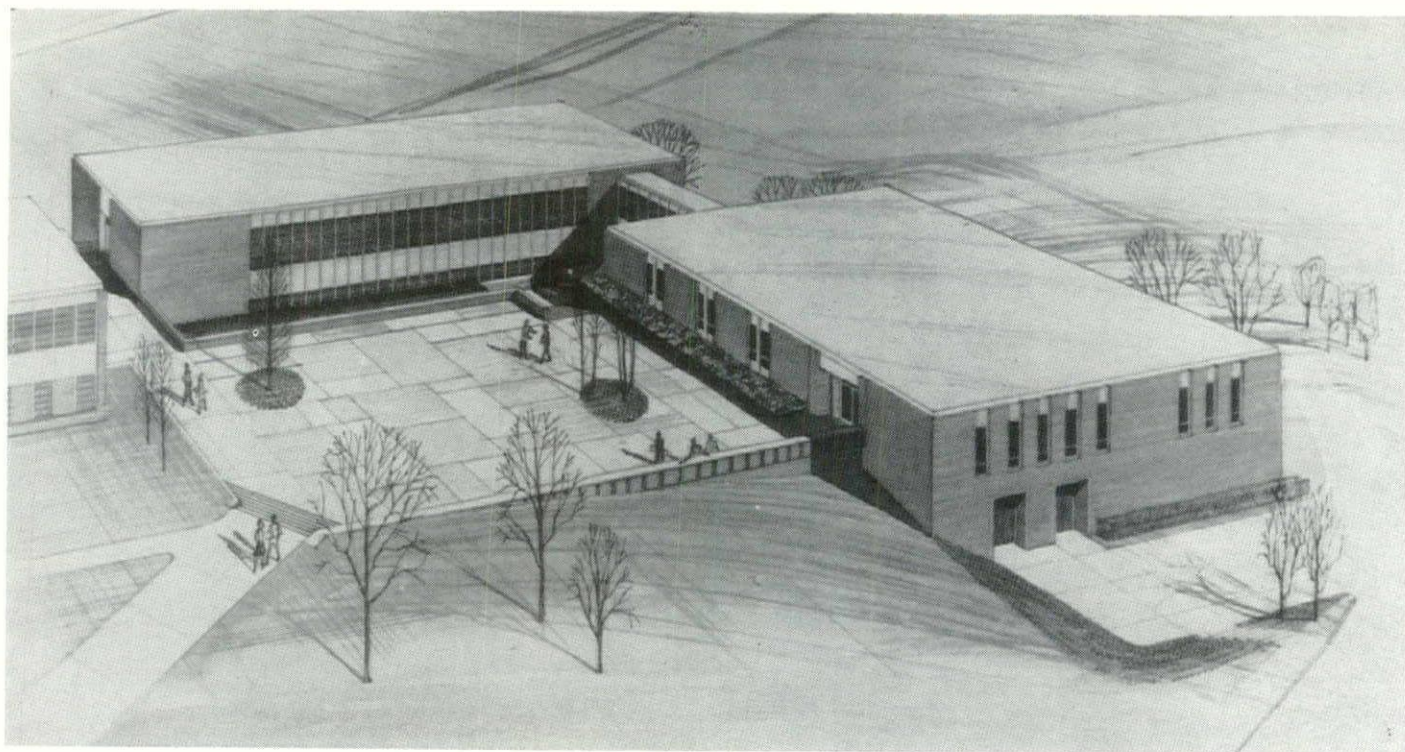
C. & T. MECHANICAL CORP.
Heating, air conditioning,
ventilating, plumbing

first floor level with general and service parts sales located in the rear portion, adjacent to parking facilities. With the exception of mechanical equipment space, the entire second floor is given over to storage facilities for parts and equipment.

Following the natural grade, a covered service esplanade connects the administration and service buildings. Service entrance is available from both Broad Street and Staples Mill Road. The service building encloses twenty-eight service stalls on the main level, with protected access from the interior. A complete five-stall body shop, frame machine facility, and complete paint shop, designed to handle at least eight vehicles in various stages, are built into the lower level.

As a backdrop for the formal showroom, all street exposures of the administration and service buildings are faced with Tosalma stone, laid in a rustic pattern, with window spandrels of dark blue ceramic faced-brick and trimmed with white cast stone. The used car sales building is designed as a part of the service building and is similarly finished.

Special lighting effects have been designed for the showroom. Spotlights built into each arch illuminate the area between the ribs. Plug-in type fixtures may be used along the ribs to spot the vehicle display. Exterior floodlighting of the showroom and accent lighting along the backdrop buildings complete the night picture.



ROANOKE TECHNICAL INSTITUTE

PROPOSED FIRST ADDITION

SMITHEY & BOYNTON: Architects & Engineers

STANLEY W. ABBOTT: Landscape Architect

Roanoke Technical Institute is a division of Virginia Polytechnic Institute and was opened in the fall of 1961 with an enrollment of 60 students. The original project consists of a two-story academic wing and two one-story laboratory wings, providing 3,500 square feet of floor space to serve 300 students.

The first addition is planned to provide facilities for 12 classrooms, a library to serve 800 to 1000 students and stack space for 10,000 volumes; also a metallurgy laboratory, administrative offices, reception lounge, conference room and snack and lunch room.

These facilities will be contained in two buildings in an L shape, surrounding two sides of a court. The court elevation is at the ground floor elevation of the existing academic building and provides direct access to this building and to the top floor of the new additions.

The master site was developed by Stanley W. Abbott, Landscape Architect. The above rendering shows only the first addition. Future phases are planned to extend to the north, with each building stepping down one floor, to conform to the contours of the site. Parking facilities will be increased to 400 cars in the present parking lot. An additional 400 cars are provided for in the master plan, for future phases.

The structural system will be concrete frame with concrete block and brick curtain walls. Continuous aluminum window walls are used on the wing adjacent to the existing building, for unity in design.

Floor finishes are, in general, vinyl asbestos tile in the classrooms, vinyl asbestos and terrazzo in the corridors. Wall finishes are painted concrete block in most areas and ceramic tile wainscots in corridors. The ceilings are to be suspended acoustical tile.

A boiler-chiller system will provide chilled or heated water to units throughout the building. Classrooms will be conditioned with unit ventilators and office areas and entrance corridors will have fan coil units. There will be individual room control. Fuel will be gas. The entire structure will be air conditioned.

West Broad Street Branch, 1st Federal Savings & Loan

DAVID WARREN HARDWICKE
& ASSOCIATES

Architect

EMMETT L. SIMMONS
& ASSOCIATES

Mechanical Engineers

MILLER & RHOADS

Interior Decorator

L. T. HARDWICKE

General Contractor

• The West Broad Street site selected by First Federal Savings and Loan Association for a branch office is in an area of transitional land use, emerging from small stores, apartments and service stations into large office buildings. Until acquired by First Federal, the site had been operated as a gasoline station and used car lot and included a service station building.

Demolition of the building seemed logical until the plan of the service station and the space requirements of First Federal were compared. Then it was seen that the car-wash pit could be divided for the entrance and the vault; that the two-bay garage would provide a large uninterrupted lobby for banking services; that the rest rooms could remain; and that the service station office could be divided into a lounge for women and a combination employees' lounge and conference room.

Furthermore, remodeling of the service station resulted in a larger structure, better scaled to its surroundings, than could have been justified by the minimum requirements of the First Federal Branch. A neighboring branch

bank and a multi-story office building across Broad Street made this very desirable. That remodeling could be accomplished, for substantially less money than all-new construction, was also attractive.

Since First Federal primarily serves home owners, the concept of the exterior remodeling included the use of materials having a domestic connotation; brick, wood, shingles. Design and scale were oriented to the individual; monumentality and the impersonality of the glass box were avoided. To convey the sense of stability and permanence inherent in First Federal and to relate the branch to the new main office on Broad Street at Third, bronze colored aluminum and glass were used in exterior openings. A painting by John Curran, originally shown at The Virginia Museum's biennial exhibit of Virginia artists and Dick Cossitt's

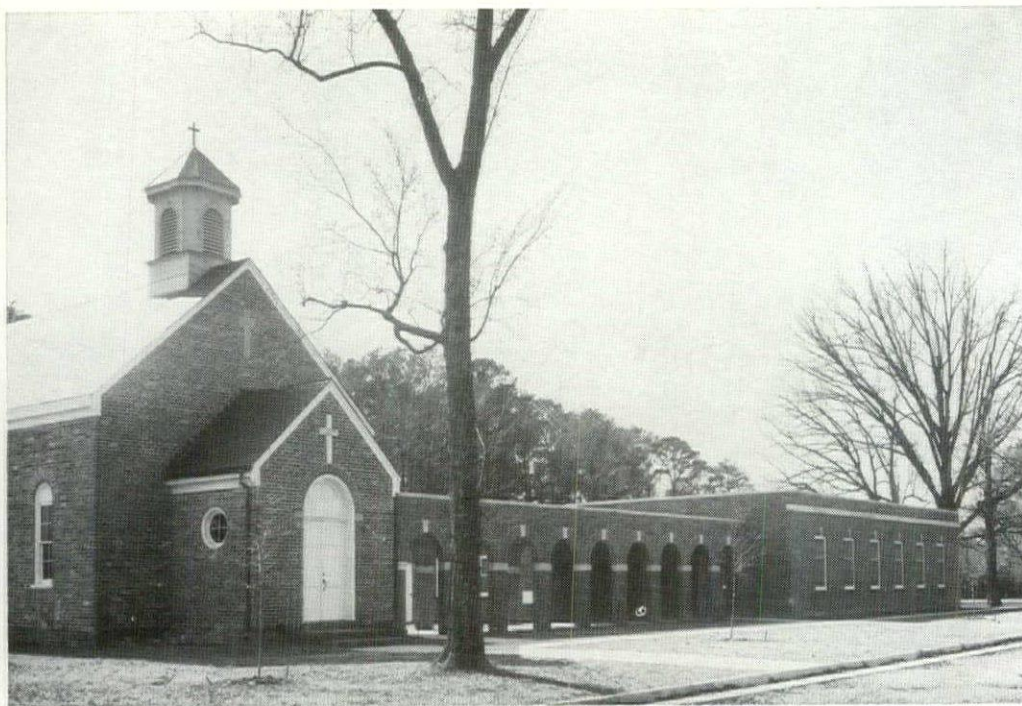
metal wall sculpture, commissioned by First Federal, have established focal points which were included in the original plan concept.

When viewing the completed remodeling project, it is difficult to see that any of the original service station could have been retained. Except for the new vestibule, the trash and storage rooms and one area of roof, alterations to the basic structure consisted primarily of enlarging or filling-in existing openings, sheathing the exterior with brick, building a new superstructure to support a new roof, leveling the concrete floor and plastering previously unfinished surfaces. A new gas-fired, forced-air heating and air conditioning system utilizes the new attic space for ductwork. The result is a harmonious commercial building, set in a broad expanse of lawn, replacing a garish service station surrounded by asphalt paving.



Views of lobby, day and night





**MELVIN M. SPENCE, AIA
& ASSOCIATES**
Architects

VANSANT & GUSLER
Consulting Engineers

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

Emmanuel Episcopal Church, Virginia Beach

• Emmanuel Episcopal Church is located in the community of Kempsville, Virginia Beach, Virginia. At the time the building was planned and built, the Pastor was the Reverend Charles R. McGinley. The new Pastor is the Reverend Leonard R. Graves. The chairman of the Church Planning Committee was Monroe C. Herbert. The chairman of the Finance Committee was Billy W. Ballou. The general contractor was W. B. Meredith, II, Inc.

• Exterior walls of the new one-story structure are of brick, with block forming the interior walls. Other construction details include mention of the roof, which is built up on steel deck and bar joist, and floors of vinyl asbestos.

• The new building is connected to a

chapel, which was built in the year 1842. A portion of the property adjacent to this building was used as a Church Cemetery. This building was razed by fire in the year 1943 and later rebuilt to its present condition. The new addition, adjoining the building at the front, includes a church office, Pastor's study, toilets, classrooms, social hall and complete kitchen. The ultimate sanctuary will be built at a later date, to the right of this building.

W. B. Meredith, II, Inc. was the general contractor and did the excavating, foundations and concrete work, as well as carpentry and weatherstripping.

Subcontractors and suppliers, all Norfolk firms unless otherwise noted, in-

cluded Snow, Jr. & King, Inc., masonry; Tidewater Steel Co., Inc., steel; Eastern Roofing Corporation, roof deck, roofing; Overmyer & Ennis, Inc., stone work; Portsmouth Lumber Corp., Portsmouth, windows and millwork; Shaw Paint & Wall Paper Co., Inc., painting; Hampton Roads Plastering Co., Inc., insulation, plaster.

Also, Grover L. White, Inc., resilient tile; Engineering Steel Equipment Co., coat racks; Hall-Hodges Co., Inc., steel doors and bucks; W. L. Smith, Jr., lighting fixtures and electrical work; F. O. Brugh & Son, Inc., plumbing fixtures, plumbing, air conditioning, heating and ventilating; Seaboard Paint & Supply Co., Inc., hardware; Terminex Company, Inc., termite treatment.

HANKINS & JOHANN, Inc.

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- COPING
- FASCIA

St. Reg. 4087

Virginia Farm Bureau

CARNEAL AND JOHNSTON

Architects-Engineers

HANKINS & ANDERSON

Consulting Engineers

MILTON GLASER ASSOCIATES

Interior Decorator

DOYLE AND RUSSELL, INC.

General Contractor

• In 1962, the Virginia Farm Bureau Mutual Insurance Company of Richmond recognized that their present office building was no longer adequate for the varied needs of their growing organization. Anticipating the current office building boom in Richmond, it was decided to construct a modern yet economical structure with adequate space for future growth, rental area and parking.

The Farm Bureau's former office building was located on a portion of the site now occupied by the parking deck. As they were well satisfied with this location, the remaining portion of the block facing West Grace Street was purchased. Subsequently two multi-story apartment buildings have been constructed in the same area.

The building, which is now completed, consists of five stories and a basement and is adjoined, immediately to the west, by a 345-space parking deck. The Farm Bureau's quarters cover the entire fifth floor. The remainder of the building is rental space and is now partially occupied.

Frame is reinforced concrete. Exterior walls are cavity type with face brick on the outside and masonry block on the interior. Panels immediately above and below windows are composed of glass ceramics imported from Italy.

In order to provide flexible space, the building is constructed on a module. The air conditioning system is of the

double duct type, with an adequate number of mixing boxes, to achieve close temperature control and simplify alterations. Telephone and electric service are provided through an under-

floor duct system. Acoustical ceilings are of the lay-in type with recessed fluorescent fixtures. Air conditioning load was lowered through minimum use of windows.

SUBCONTRACTORS AND SUPPLIERS

(All Richmond firms unless otherwise noted)

Garrett & Company, excavating, piling; McKinney Drilling Company, foundations; Southern Materials Co., Inc., concrete; W. M. Walder, Jr., masonry; Bethlehem Steel Corporation, steel; N. W. Martin & Bros., Inc., roofing, insulation, resilient tile; Empire Granite Corporation, stone work; Ceco Steel Products Corp., carpentry; Allied Glass Corp., glazing; Lane Brothers, Inc., painting; Southern Waterproofing & Concrete Co., Inc., plastic wall finish; E. S. Chappell Company, Inc., weatherstripping; W. Morton Northen & Co., Inc., acoustical; John A. Wilton, Jr., plaster; Oliva & Lazzari, Inc., ceramic tile, terrazzo; Ruffin & Payne, Inc., millwork; J. S. Archer Company, steel doors and bucks; E. C. Ernst, Inc., lighting fixtures, electrical work; William H. White, Jr., Inc., plumbing, plumbing fixtures (American Radiator, Standard Sanitary), air conditioning, heating, ventilating; W. W. Moore & Sons, elevators. Also, Liskey Aluminum, Inc., Glen Burnie, Md., raised floors; Adams & Westlake Company, windows.



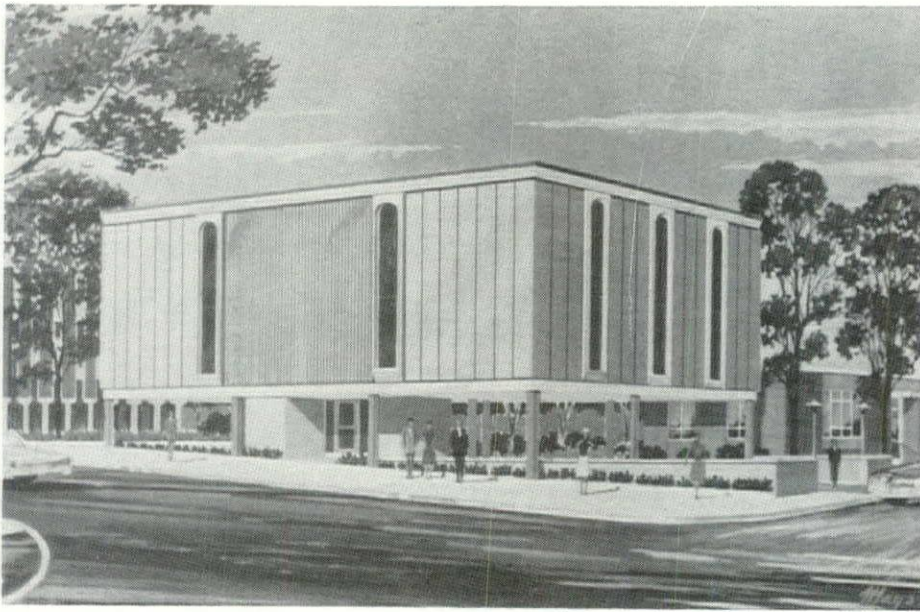
ENTRANCE LOBBY



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General Contractor



The Windsor Office Building for

Mr. Raymond L. Berry, owner, represented an unusual challenge to all involved. By nature of its site, it will be one of the smallest, stilted type, general office buildings in the area, yet it must prove itself economically feasible on a competitive market. It must provide all necessary facilities such as an elevator, ample plaza parking, and an efficient ratio of net rentable area to gross enclosed area, all within realistic square foot cost, thus resulting in rent scales competitive with structures nearly three times its size.

The design fundamentals advanced by the firm of Edward F. Sinnott & Son, Architects, in close coordination with the consulting engineers and the general contractor, satisfied the requirements.

Economical materials and highly efficient use of space throughout major portion of the building, allowed the use of various special materials and techniques where they were felt to contribute substantially to the architectural character and "rentability" of the structure. Prime examples are the white brick arched windows with solar bronze glass and bronze anodized aluminum frames. Entry doors in the main lobby, on the plaza level, are also of bronze glass with bronze anodized aluminum frames.

The steel framed structure is fire-proofed with exterior masonry walls of concrete, split-block modular panels and white, sand-lime brick window surrounds and roof cornice. The center masonry panel over the main entry is of painted, lightweight masonry block with vertical grooves cast into the units at four inches on center. The rear elevation is identical to the front, except for the plaza entry.

A total of approximately 8,100 square feet of enclosed space is distributed on three floors, resulting in a net rentable area of approximately 6,400 square feet on two floors, within the building dimensions of 49 feet 4 inches by 76 feet 4 inches. The site measures 50 feet along Augusta Avenue and 125 feet along Staples Mill Road. Off-street parking is provided for nineteen autos on the plaza level, which also houses the main lobby with an automatic elevator and stairway to the above floors.

Each office floor level, with elevator lobby and supporting facilities, is finished with resilient flooring, plaster, vinyl wall covering and wood paneled walls, suspended acoustical ceiling and recessed fluorescent lighting fixtures. Heating and cooling is accomplished through four individually zoned, gas-fired, forced air systems with four roof-top condenser units. Electrical and telephone requirements are distributed through an underfloor duct network.

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INC.:
Steel

WHITLEY, INC.:
Roofing

RICHMOND GLASS SHOP, INC.:
Windows, glazing

MODERN DECORATING, INC.:
Painting

W. K. HAWKINS ENGINEERING CO.:
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FENDLEY FLOOR & CEILING CO.:
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STOWE & DENTON, INC.:
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CONTRACTOR:
Ceramic tile

R. A. SIEWERS, INC.:
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Steel doors and bucks

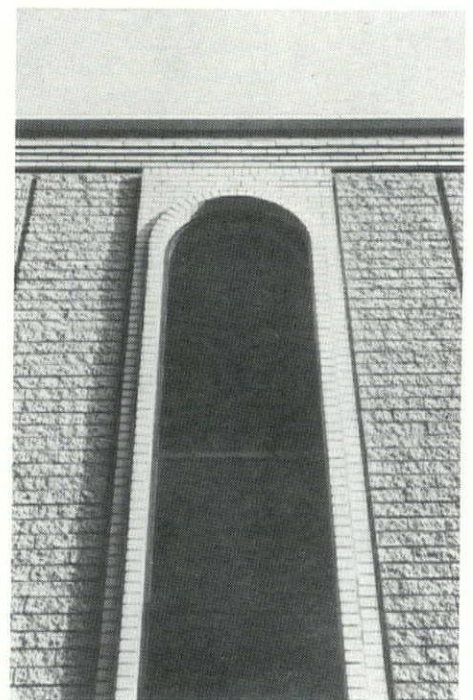
RICHMOND STEEL CO., INC.:
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CORP.:
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ilating

PLEASANTS HARDWARE:
Hardware

Window detail



The BLUE MARLIN Lodge

WILLIAM BURTON ALDERMAN, AIA
Architect

DR. & MRS. JOHN R. ANDERSON
Owner-Contractors



A VIRGINIA BEACH dentist and his wife, Dr. and Mrs. John R. Anderson, planned to erect several efficiency motel apartments on property containing his existing dental office building, along one of the main thoroughfares of the city. During preliminary conferences with the architect it was unanimously decided that the most practical solution would be to plan a two-story wing, containing 8 kitchenette units, connecting to a one-story motel office and connecting manager's apartment, all adjacent to the dental office. The ultimate shape was to be an L-shape in order to conserve land area for parking and recreation facilities. Both the motel apartments and dental office were to be separate facilities so that one would not interfere with the other's function.

The overall motif of the apartments was carried across the existing dental office by continuing the folded plate roof design all the way to the front of the complex, as well as repeating the color scheme throughout. It was agreed, during preliminary discussions, that the dental office was to be renovated to bring it up to date with the lodge's design. In the dental office, the two existing operating rooms and lab remain as they originally existed, except for refreshing the walls, floors and ceilings

with new colors. These areas also now have the folded plate roof exposed within the interior as well as the newly renovated waiting room and the private office area and reception room. The waiting room and private office are separated by a colorful plastic honeycomb wall partition.

The two-story L-shaped wing contains eight efficiency kitchenettes with dining areas, and one extra sleeping room on each of the two floors is connected to an adjacent kitchenette for flexibility for the use of large families. Each bathroom is completely tiled on floors and wainscots with colored ceramic tiles and includes a built-in vanity with oversized mirrored medicine cabinet above. All suites are plush carpeted and furnished with lavish draperies and furniture. The fact that the dentist's wife is a local artist was an advantage in that she made the final selections of the interior colors and materials.

Exterior twin concrete stairways with delicate design motifs permit access between floors and are contained within aluminum grille panels from sidewalk level to roof. These grilles also surround the reflection pool which contains a water spray, creating an interesting sensation as one walks down the stairs within the grille surrounds. The recreation area near the lodge includes a kidney shaped swimming pool and a

shallow circular wading pool for the younger children. The pools are terraced with lounge chairs and umbrellas, and the entire recreation area is enclosed by a low private fence and backed by a higher fence, all personally designed out of plywood, sculptured in three dimension motifs, by Dr. Anderson, who also designed the landscape surrounding the lodge. The front of the dental office is paneled with crystal-blue jewel stones, which add sparkle to the Blue Marlin Lodge.

Subcontractors and suppliers were as follows:

From Virginia Beach: C. S. Yoder, cement work and structural steel erection; Earl M. Garrett, plumbing; R. H. Smith, Jr. & Son, electrical; Interiors International, Inc., furnishings; Sears Roebuck and Co., equipment; Master Pools, Inc., swimming pools; Virginia Beach Roofing Corp., roofing; C. D. Gardner, rough carpentry.

From Norfolk: Ferrell Linoleum & Tile Co., Inc., exterior tile jewel stone; John Garven, lodge sign; Atlantic Electric Corp., light fixtures; Building Supplies Division and General Supply Co., Inc., millwork; Parris Cabinet Co., kitchen cabinets.

Also, John W. Robinson, Portsmouth, painting; Glenwood W. Cameron, Chesapeake, plaster; Grover J. Swain Tile Co., ceramic tile, resilient floor tile.

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FIRST ANNUAL MEETING



● The first annual meeting of the Virginia Association of Professions was held at the John Marshall Hotel in Richmond on December 7. About 50 members of the new group were on hand for the business sessions in the afternoon, with about 200 in attendance for the reception and dinner that evening to hear Dr. Edward R. Annis, past president of the American Medical Association, who made a stirring talk on the professional man's part in contemporary life.

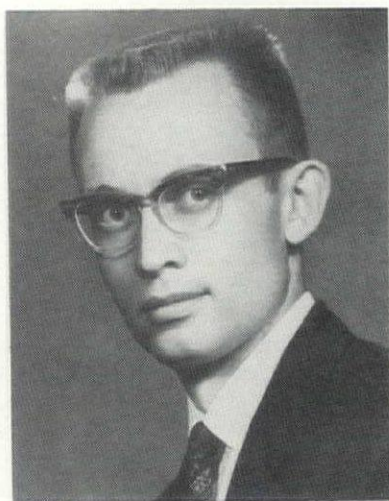
Across the top line of photos: Dr. Jason Lewis of the Virginia State Dental Association, Alexander Wellford of the Virginia State Bar Association and Louis Oliver of the Virginia Chapter A.I.A. talk before the meeting. Jim Watlington of the Virginia Society of Professional Engineers talks to Mrs. Watlington and Mrs. Robert Hudgens, while Russell Berkness, President of VAP, and Dr. William H. Higgins talk in the right photo.

In the second line of photos Russell Berkness is shown conducting the business session while at right are two views of the banquet.

In the third line, Dr. Alexander McCausland, President of the Medical Society of Virginia talks with Dr. Annis and President Berkness. Dr. Lewis is shown next with the group of charming ladies who helped in registration and, in the last photo, Dr. Annis is shown being interviewed by the press prior to his address. The last row of photos shows the presidents of the various state professional organizations and their ladies at the dinner meeting.

(Continued from page 28)

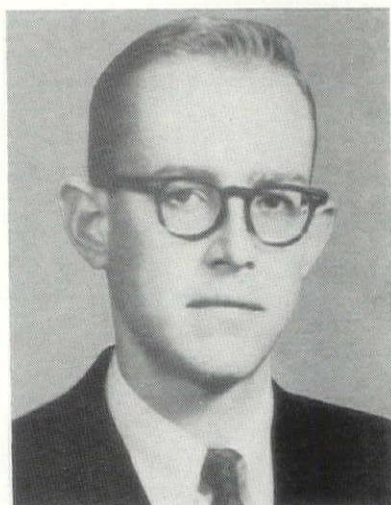
New Corporate Member



ALLAN E. SADLER

Born February 9, 1935 in Bishop, Virginia, he received a B.S. Degree from V.P.I. in 1956, prior to earning a Master's from the same school three years later. Since last July, Sadler has been associated with John S. Waller & Associates in Virginia Beach.

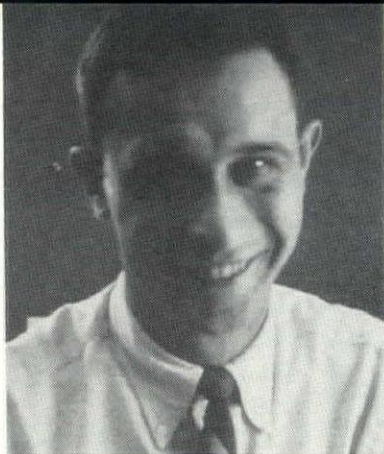
Professional Associate Member



LOWELL B. BAUGHAN

A native of Harrisonburg and graduate of Luray High School, Baughan earned his Bachelor of Architecture Degree from the University of Virginia, in 1962. He was a draftsman for the Charlottesville firm, Stainback & Scribner, until last fall when he opened his own office in Luray.

to tell the Virginia Story



Associate Members

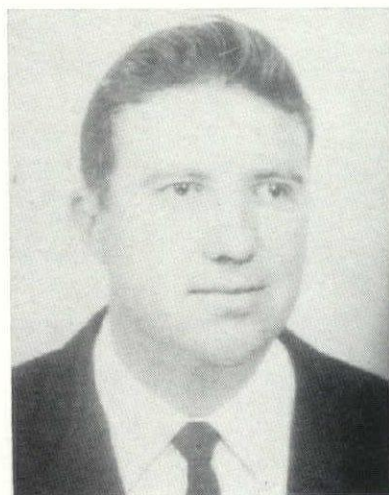
◀ EDWARD L. BLANKS

Born October 22, 1936 in Hampton, he obtained an Associate of Applied Science Degree from Norfolk's Technical Institute of Old Dominion College last June. Since finishing school, Blanks has been a draftsman with Leon K. Smith, the Newport News architectural firm.

WILLIAM L. P. CARTER

(No photo available)

A 1956 graduate of Martinsville High School, Carter is a native of that southwest Virginia city, where he was born September 1, 1938. Following his 1961 graduation from the University of Virginia, he served as a construction officer in the U.S. Navy, prior to joining his father's Martinsville firm, J. Coates Carter, A.I.A., as a designer-draftsman in November, 1964.



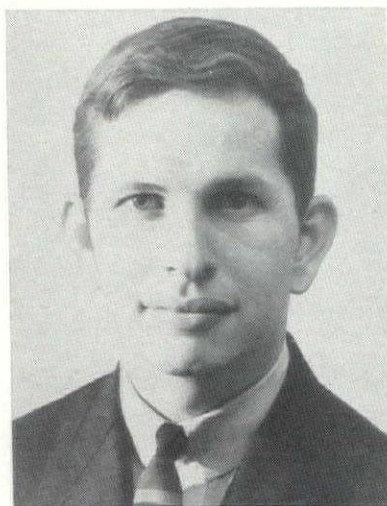
◀ EDWARD H. HERBERT, III

Herbert has been a draftsman-designer since February, 1964 with Brundage & Cohen Associates in Norfolk. He is a native of that Tidewater city and was born September 29, 1936. A graduate of Granby High School, he attended the Norfolk Division of William and Mary for one year.



ROBERT A. STATON

Following his graduation from Brookville High School in Campbell County, Virginia in 1954, Staton studied I.C.S. courses. For the past year, this Lynchburg native has been an architectural draftsman with Carl D. Cress, Jr. in his home city, where he was born March 7, 1937.



JAMES R. WASHINGTON

A South Carolinian, Washington was born in Anderson on April 19, 1940, and attended high school in Clemson. He earned a Bachelor of Architecture Degree from Clemson University in 1964, and has been a designer with Keeling, Washington, Washington, & Associates in Norfolk since last April.

(Continued on next page)



Foreign Exchange Architectural Students and their Washington Area sponsors meet for farewell in the garden of Octagon House, the headquarters of the American Institute of Architects, prior to return to their native lands in Europe. Left to right above are: John Calder of England, with Weihe, Black & Kerr, Architects of Washington; Miss Karin Wall, from Sweden, with Saunders & Pearson, Architects of Alexandria; Charles Pearson; Charles Hall of Ward & Hall, Architects of Springfield; Kevin Foley, from England, with Hall's Office, and Kenneth W. Cogan of Forrest Coile & Associates, Washington Architects; Andrew Jackson, also from England, with Cogan's firm, and James Robert Kerr of the Weihe, Black & Kerr firm. The students were among 24 working in American offices in exchange for a like number of American students working in European offices. The above students exchanged places with a student from Princeton, two from V.P.I. and one from North Carolina State, respectively.



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● The St. Louis Chapter of the American Institute of Architects—a leader in the battle to save St. Louis' Old Post Office and other structures of historical value—has announced the opening of its new headquarters offices in the Wainwright Building, the revolutionary architectural design that was the forerunner of skyscrapers as we know them today.

The Wainwright Building, completed in 1892, is a 10-story structure at the northwest corner of Seventh and Chestnut Streets. The new Chapter headquarters and public gallery are at 107 North Seventh, on the ground floor of the building.

Angelo G. Corrubia, newly-installed president of the St. Louis AIA group, said the 400-member organization's decision to move to the Wainwright "represents our desire, as professional architects, to have offices in the very building which links today's high-rise cities with man's architectural environment of the past.

"Designed by Adler & Sullivan—an outstanding architectural firm in the late 1800s—this unique building actually paved the way for such modern office towers as Rockefeller Center in New York City," Corrubia said. "It was the first satisfactory expression of a skyscraper."

Sullivan's masterpiece, the Wainwright Building, was ahead of its time. For it introduced a new concept of architectural design to go with the structural steel framework which was then in its embryo stage of development. The young architect's ingenious solution to the problem of how to wed the steel frame with an appropriate and beautiful design for a vertical structure served as the prototype for other office towers which followed—and ultimately changed the skyline of cities throughout the world.

The famous Wainwright Building would not have been built, however, if Louis Sullivan had not met and become a friend of a wealthy St. Louisan, Ellis Wainwright, in the 1880s. Sullivan and Wainwright met during one of Sullivan's frequent trips to St. Louis from his home in Chicago. Wainwright, a successful businessman, operated a large brewery here which he and his mother had inherited after his father died.

Wainwright did not foresee, of course, just how important the building would become. For today, 73 years after the first tenant moved in,

(Continued on page 61)

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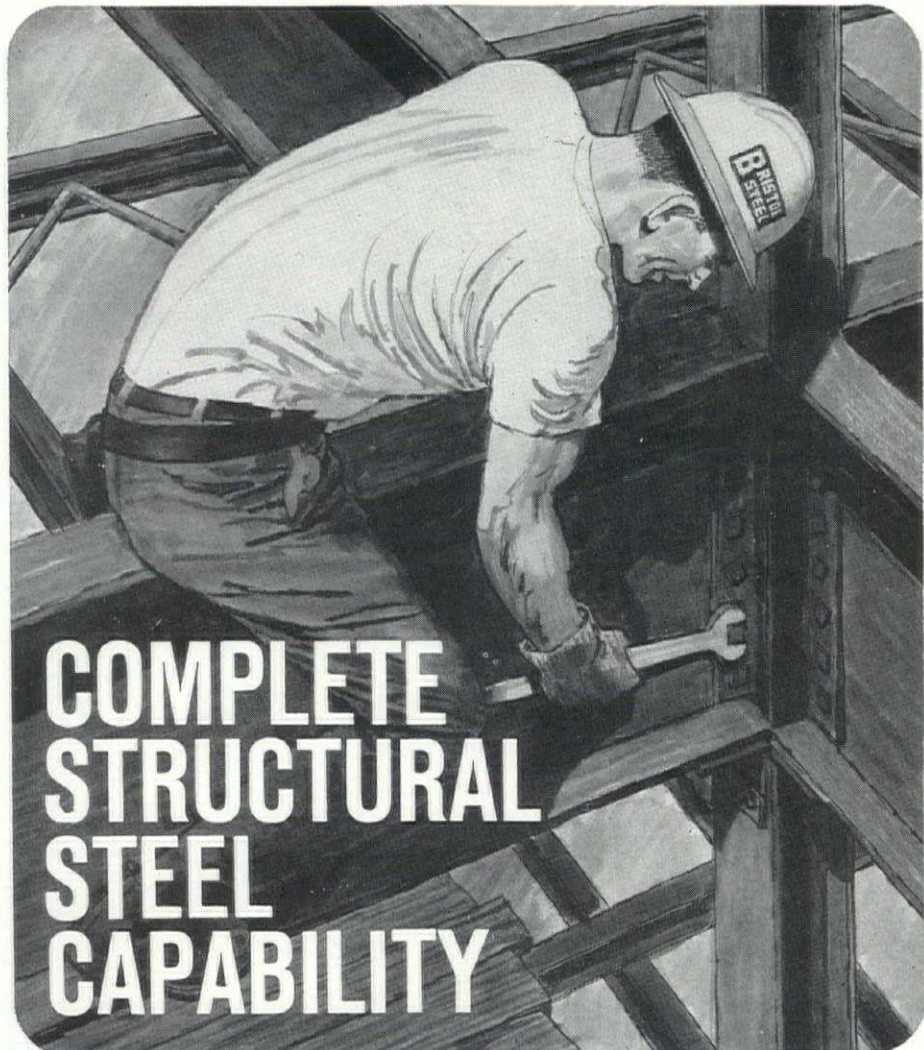
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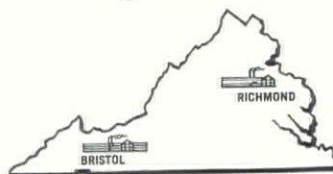
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the structure is considered a "must" for touring architects and students.

The present owners, Michelson Realty Company, report that in a recent three-year period, visitors from every state of the union and many foreign lands toured the building. On one occasion, for instance, the Wainwright Building opened its doors to 60 students from Turkey.

The building's newest tenant, the St. Louis Chapter of AIA, has announced plans to assist in providing information to Wainwright Building visitors. The AIA group will exhibit in its gallery a collection of old photographs and documents about the historic structure and its famed designer.

Several years ago, the late Frank Lloyd Wright, a celebrated architect in his own right, told the story of how the Wainwright Building came into being while Wright was a young assistant in Sullivan's Chicago offices. In a lecture before the Department of Art and Archaeology at Princeton, Wright told his audience:

"Our peculiar (American) invention, the skyscraper, began on our soil when Louis H. Sullivan came through the door that connected my little cubicle with his room in the Auditorium Tower in Chicago.

"He pushed a drawing board with a stretch of manila paper on it over onto my drafting table and, without a word, went back into his room and closed the door.

"There it was, in delicately-penciled elevation. It was the Wainwright Building in St. Louis, the first human expression of a tall steel building as architecture."

Sullivan himself said the idea for the building came to him suddenly, like a revelation. "It was a very sudden and volcanic design," he said, "made, literally, in three minutes."

Sullivan had been seeking a new style in architecture to express the feeling of the forward-looking, industrial age in which he had matured. He was a brilliant designer who despised imitation, especially of the European school. He believed architecture should be functional, and preached the new familiar doctrine: "Form follows function."

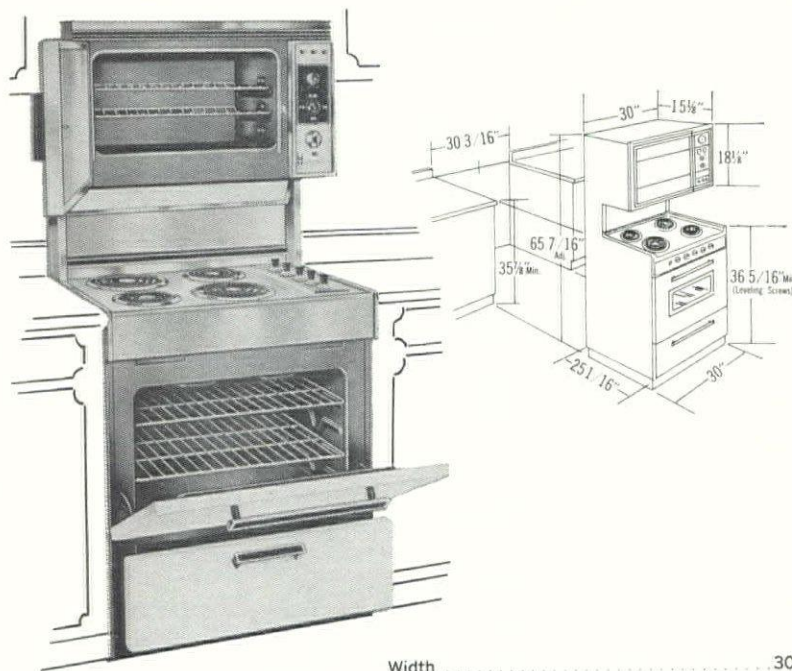
His theories and those of his partner, Dankmar Adler, were not as widely accepted by his contemporaries as they are today. But the partners had the courage to defy convention, translate their ideas into designs, and gamble that clients would actually build these unconventional structures.

Until Sullivan's time, any high building—house, temple or hall—was constructed block upon ponderous block. To build a truly high building, walls had to be thick at the bottom.

The industrial age changed all that. Commercial space in cities became more and more valuable and buildings had to grow vertically instead of horizontally. Then, the steel skeleton was born, and the entire floor and wall weight could be hung onto it. Buildings could now reach closer to the heavens than ever before, and the present architectural concept of vertical construction began.

As the bay spacing and the height of structures continued to increase, to take full advantage of the steel frame, it became more and more difficult to retain the proportions inherited from the days of masonry-bearing structures. Applied stone arches, piers and cornices were forced into new proportions.

The Wainwright's base is Missouri red granite. Its next two levels are Indiana red sandstone. And beginning with its third story, pressed red brick is used, with ornamental terra cotta trimmings on the pilasters and in panels between window heads and



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sills. Above the ninth story, the building is faced with an ornamental terra cotta frieze of elaborate foliage design, interspersed by small round windows.

The building was an overnight success for its owner, Ellis Wainwright. Its 250 offices were soon filled with lawyers, accountants and real estate men—then, as now, Chestnut Street was "real estate row" in St. Louis.

- The office of Civil Defense has announced two Professional Development courses for architects and engineers to be conducted this Spring, in this area.

- A course in Fallout Shelter Analysis will be conducted in Arlington, starting February 16; Charlottesville, February 17; Norfolk, February 19; Richmond, February 15 and Roanoke, starting February 15.

- A course in Environmental Engineering will be offered in Washington, starting February 17.

- Both courses will meet weekly, for approximately 14 weeks, starting on the dates noted.

- Enrollment in the courses can be arranged through the Director, Training and Education; Office of Civil Defense, Region Two; Olney, Maryland 20832.

- The Fallout Shelter Course covers the effects of Nuclear Weapons, analysis and design of buildings for fallout gamma radiation protection, physiological aspects of shelter environment, and slanting design and cost reduction techniques. To qualify for enrollment and certification, one must be a registered architect or engineer, or a graduate of an accredited architectural or engineering school, or a graduate of a military service academy.

- The Environmental Engineering Course considers the environmental aspects of analysis and design for shelter habitation.

- Architects and engineers who have successfully passed the Fallout Shelter Analysis Course and have a background in the design of heating, ventilating and air conditioning, are eligible to enroll.



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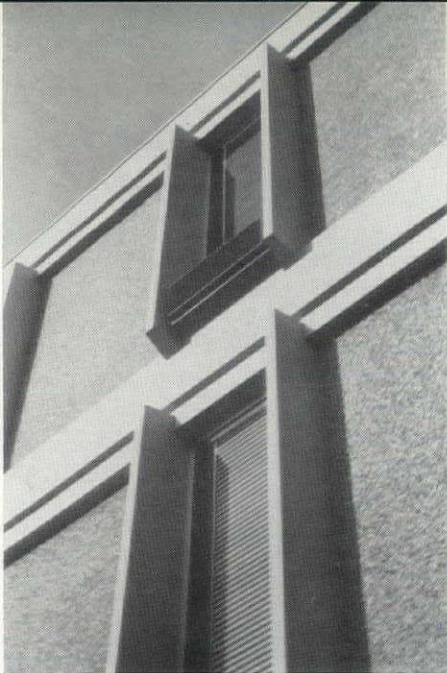
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Window detail, Virginia Plaza building.

Virginia Plaza, INA Building

(Continued from page 41)

electric incremental units, housed within porcelain enamel hoods at each window, offering individual room control to all exterior offices. Interior zones are satisfied with air handling units situated on each floor. The Virginia Plaza Building is an all electric building.

Both buildings satisfy the tenants electrical and telephone needs with a network of underfloor ducts. All spaces are illuminated with fluorescent lighting, recessed in the suspended acoustical tile ceiling. The leased areas of these buildings have resilient tile flooring throughout, except in those spaces selected to be carpeted by the tenant. Hard tile is used for walls and flooring in the toilets and custodian's areas.

With the exception of one tenant who elected to use patterned concrete masonry walls, all interior partitioning is accomplished by use of drywall on metal studs. Wall finishes include exposed brick and vinyl covering in the public areas, prefinished wood paneling and painted wallboard in the leased areas. Sound conditioning is provided

in those partitions separating tenants from the corridors and adjacent suites. The entrances to the suites, off the foyers, are through glass doors set in an aluminum and glass wall enclosure. Each building is served by a hydraulic elevator. Ample asphalt-paved parking is provided on the landscaped, two and a quarter acre, site.

VIRGINIA PLAZA

SUBCONTRACTORS AND SUPPLIERS

(All Richmond firms unless otherwise noted)

Thorington Construction Co., Inc., general contractor, excavating, foundations, concrete, carpentry; McKinney Drilling Co., Nacogdoches, Texas, piling; W. M. Walder, Jr., masonry; Liphart Steel Co., Inc., steel; Concrete Structures, Inc., prestressed concrete; N. W. Martin & Bros., roofing; Richmond Glass Shop, Inc., windows, glazing; N. Chasen & Son, Inc., painting; E. S. Chappell Co., Inc., weatherstripping; W. K. Hawkins Engineering Co., insulation; W. Morton Northen & Co., Inc., acoustical, resilient tile; Stowe & Denton, plaster; Martin Tile & Marble Co., Inc., ceramic tile and slate; Miller Manufacturing Co., Inc., millwork; Central Electrical Service Corp., lighting fixtures, electrical work; Hyman Mechanical Corp., plumbing fixtures, plumbing; W. W. Moore & Sons, elevator. Breeden & Collier supplied incremental units.

INA BUILDING

SUBCONTRACTORS AND SUPPLIERS

(All Richmond firms unless otherwise noted)

Thorington Construction Co., Inc., general contractor, excavating, foundations, concrete, carpentry; McKinney Drilling Co., Nacogdoches, Texas, piling; W. M. Walder, Jr., masonry; Liphart Steel Co., Inc., steel; Concrete Structures, Inc., prestressed concrete; N. W. Martin & Bros., roofing; Sash Door & Glass Corp., windows, glazing; Street & Branch, Inc., painting; E. S. Chappell & Co., Inc., weatherstripping, insulation; McL. T. O'Ferrall & Co., acoustical, resilient tile; Stowe & Denton, Inc., plaster; Oliva & Lazzari, Inc., ceramic tile; R. A. Siewers, Inc., millwork; Central Electrical Service Corp., lighting fixtures, electrical work; Hyman Mechanical Corp., plumbing fixtures, plumbing, air conditioning, heating, ventilating; W. W. Moore & Sons, elevator.

An item of interest and satisfaction to both owner and tenants was the speed of erection for these buildings. Virginia Plaza Building, for instance, was ready for the prime tenants to move in ninety-two days after starting the foundation work.

Thorington Construction Company was the general contractor for both buildings.

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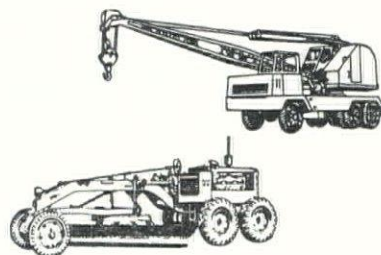
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NEWPORT NEWS

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Hospital Service Association of Roanoke

(Continued from page 48)

limestone and are executed in $\frac{3}{8}$ inch irregular, colored Venetian glass mosaic work, constructed in Italy according to the architects' design, and imported by the Marsteller Corporation of Roanoke. Rich blues and golds contrast handsomely with the limestone background. Each design weighs approximately 800 pounds.

Interior finishes in general are vinyl asbestos tile floors, painted plaster walls in the office areas, painted masonry walls in the service areas, and acoustical tile ceilings. The woodwork in general is satin finished, stained birch, with dark walnut wainscot doors and trim provided in the executive board room. The building is completely air conditioned with individual controls in each room.

The structure contains thirteen private offices, six general offices, a teletype room, a vault and extensive storage areas. Access to all floors is provided by a hydraulic elevator. Employees' comforts include a lunch room and kitchen in the basement and a private sun deck on the roof, surfaced with Dex-O-Tex. Janitor's and maid's closets are located near the elevator in the basement and ample toilet facilities are provided on each floor.

Parking spaces are provided, on the site, for thirty cars.

Special commendation is due the contractor, who built this building, from ground breaking to owner occupation, in six months. This was deeply appreciated by the owner who needed the space most urgently.

SUBCONTRACTORS & SUPPLIERS

(All Roanoke firms unless otherwise noted)

Adams Construction Company, paving; Roanoke Iron & Bridge Works, Inc., structural steel, miscellaneous iron and bar joists; H. A. Gross, Inc., roofing; Pittsburgh Plate Glass Company, aluminum doors and glass; Roanoke Ready Mix Concrete Corp., concrete; Valley Steel Corporation, reinforcing steel; Deathridge Stone Co., Greensboro, N. C., limestone; Macomber, Inc. (through J. L. Ingles), roof deck; Morgan Metal Products Corp., metal windows, metal doors and frames; Roanoke Engineering Sales Co., Inc., pass door, vault door and toilet compartment doors; Cates Building Specialties, Inc., overhead door; Valley Lumber Corporation, millwork; Billy R. Ayers & Son, Inc., lath and plaster; John H. Hampshire, Inc., acoustical tile; Charles J. Krebs Co., resilient floor tile; Standard Tile Co., Inc., Staunton, Va., tile, marble and terrazzo; Johns-Manville Products, movable partitions; Marsteller Corporation, weatherwear roof deck; Dean Painting Company, Inc., painting; Nelson-Roanoke Corporation, finish hardware; Imperial Elevators, elevator; Sunnyside Awning & Tent Co., Inc., venetian blinds; H. A. Gross, Inc., heating, plumbing and air conditioning; Clayton G. Tinnell, electrical.

The Park Lane

(Continued from page 40)

Owner of the project is Andrew J. Asch of Richmond. Mr. Asch has developed several larger apartment complexes in the Richmond area, but this was his initial venture in Charlottesville. Preston Clark, also of Richmond, was the general contractor.

SUBCONTRACTORS AND SUPPLIERS

From Richmond: H. T. Pippin, masonry; Harry A. Wright's, steel; W. A. Lynch, roofing; The Ceco Window Corporation, windows; J. B. Trimble, landscaping; Allied Glass Corporation, glazing; W. F. Weiler Company, insulation; Melvin Wright, ceramic tile.

From Charlottesville: Vernon Lee Wilkerson, Jr., painting; Welch Dry Wall Company, plaster; Midway Electric Company, Inc., electrical work; L. A. Lacy, plumbing, air conditioning, heating, ventilating.

Also, R. A. Yancy Corp., Crozet, carpentry; Buro Wood Products Company, Bennettsville, S. C., millwork.

Rio Grande Library

(Continued from page 43)

to work in groups at study tables, plus a number of carrels for those who want to read, work and think alone. Also included will be adequate administrative and work space for library personnel.

Special facilities of the new library will include an exhibit area, a room for seminars and group meetings, an area

for audio-visual education, a Heritage Room for Board meetings, a staff lounge, a rare book room, and a children's room, open to youngsters of the community.

Subcontractors and suppliers included Old Virginia Brick Co., Inc., Salem, brick; Kennedy Electric Company, Huntington, W. Va., electrical work; Stockmeister, Jackson, Ohio, plumbing; Standard Sheet Metal of Portsmouth, Ohio, air conditioning, heating, ventilating; Remington Rand Library Dept., Cincinnati, Ohio, library equipment; Kyser Equipment Company, Niles, Ohio, carpet.

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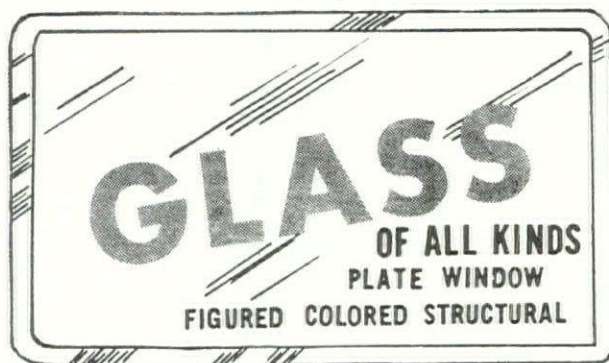
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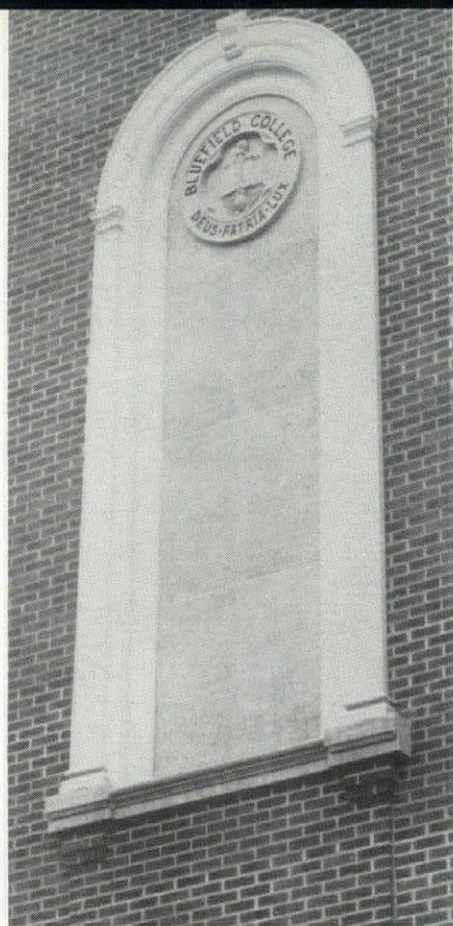
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Richmond, Va.



Emblem over ground floor entry of Harman Chapel.

Charles L. Harman Chapel

(Continued from page 38)

The vestibules are flanked by stair towers from the balcony to the ground floor.

The auditorium, balcony and stage have a total permanent seating capacity of 883.

The main chapel auditorium has a curved ceiling, fluted columns, pilasters and a wainscoting pedestal which houses heating elements. All of the seats are upholstered in red with white trim, which matches the millwork trim. The contour curtains, separating the auditorium from the stage, are a shade darker blue than the pale blue walls, giving a very pleasant color scheme to this area. The large stage will accommodate a 60-member choir and future plans call for a pipe organ. Storage, work areas, and exits are provided on each side of the stage.

As the auditorium serves both music and dramatics, the proper reverberation time, loudness, warmth, intimacy, volume, and maximum distance between performer and listener control the size and shape of this space enclosure. In order to use and equip the stage for music and dramatics, the proscenium opening became a continuation of the sidewalls of the stage

to tell the Virginia Story

and ceiling-hung, movable baffles prevented the sound from being trapped in the chamber. In effect, the stage serves as a sounding shell, forcing the

SUBCONTRACTORS AND SUPPLIERS

Trinkle & Dobyns, Inc., Dublin, general contractor, excavating, foundations, carpentry and waterproofing.

From Bluefield, W. Va.: Gillespie Stone Co., Inc., concrete; Bailey Lumber Co., windows, paneling, weatherstripping, wood flooring and millwork; Bluefield Glass and Tile Co., glazing, resilient tile.

From Roanoke: Roanoke Iron and Bridge Works, steel, handrails; John H. Hampshire, Inc., acoustical, plaster; Graves-Humphreys, Inc., hardware; J. H. Pence Company, seating.

Also: McKinney Drilling Co., Alexandria, caissons; General Shale Products Corp., Richlands, masonry; Valley Steel Corp., Salem, reinforcing steel; Calsi-Crete, Chicago, Ill., roof deck; T. L. Kirby, Radford, roofing; J. M. Hoadley, Inc., Bloomington, Ind., stone work; Tilley Paint Co., Pulaski, painting.

Others were: Joe Rainiero Tile Co., Inc., Bristol, ceramic tile; Bristol Steel & Iron Works, Inc., Bristol, steel doors and bucks; Spence & Newman, Galax, electrical work (Day-Brite and Lightolier fixtures); Galax Plumbing & Heating Co., Inc., Galax, plumbing, plumbing fixtures (American-Standard fixtures), heating, ventilating; Natco structural tile; Knoxville Scenic Studios, stage equipment.

sound to the listener. Irregular panels of heavy wood at the rear of the auditorium and the balcony front diffuse the sound, preventing the main floor from missing it.

During dramatic performances, the stage ceiling border-lights and side and rear curtains are lowered, allowing the stage to perform in its intended function.

Va. State Police Headquarters

(Continued from page 39)

The second floor contains the Investigator's office and observation room; also a Polygraph room, rest room facilities, a large meeting room, seating 120, and a small speaker's platform. Additional offices are also provided on this floor.

Local bricks were used as the main exterior material, complemented with limestone panels and trim. The screen was patterned and constructed of various standard sizes of terra cotta flue lining and limestone panels. Virginia Greenstone forms the background for the identifying letters of this building, making the main entrance the focal point.

Days Construction Company, Salem, was the general contractor and also did foundations and carpentry.

From Roanoke: J. Bill Poff, excavating; Lightweight Block Co., Inc., block; Roanoke Iron and Bridge Works, steel, steel roof deck, steel grating, handrails; Virginia Asphalt Paving Co., Inc., roads and drives; Southern Roof Deck Co., roof deck; A. L. Horwitz Co., windows; Hesse & Hurt, Inc., painting; E. V. Poff & Son, Inc., ceramic tile, terrazzo; Skyline Lumber Co., Inc., wood flooring,

millwork; Wholesale Builders Supply Co., steel doors and bucks; H. A. Gross, Inc., plumbing, (American-Standard fixtures), air conditioning, heating, and ventilating; Nelson Roanoke Corp., hardware; Plastic Sign Sales, exterior signs.

From Salem: Concrete Ready Mixed Corp., concrete; Roanoke Webster Brick Co., Inc., brick; Leonard Smith Sheet Metal & Roofing, Inc., roofing, waterproofing, insulation; Valley Steel Corp., reinforcing steel; Shenandoah Structures, Inc., sliding windows; Edgar L. Van Hoy, plaster.

Also: The Carl Furst Co., Bedford, Ind., stone work; Virginia Greenstone Co., Lynchburg, Virginia greenstone; Cement Enamel Co., Greensboro, N. C., glazed wall finish; Modern School Equipment, Inc., Richmond, chalk boards and tackboards; W. Morton Northern & Co., Inc., acoustical, resilient tile; Newcomb Electric Service, electrical work (Perfectlite and Smithcraft fixtures); Pittsburgh Plate Glass Co., glazing.

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(Continued from page 45)

over maintenance for this generally unoccupied building.

The general contractor was Sharpe and Hamaker, Inc., with subcontractors and suppliers as follows:

In Washington, D. C.: Bethlehem Steel Co., reinforcing bars; Fred S. Gichner Iron Works, Inc., steel, iron and aluminum work; Boatman and Magnani, Inc., ceramic tile and terrazzo; Klon O. Row, Inc., metal toilet partitions.

Arlington firms include Hardware Contractors, Inc., finishing hardware and Printz Floor Co., Inc., resilient flooring. From Alexandria are Virginia Roofing Corp., roofing and sheet metal; John H. Snyder & Sons, placement of reinforcing bars; Refrigeration Service Co., heating, ventilating and air conditioning.

Others were: Edward E. Cousins, McLean, plumbing; Lyle E. Cox, Painting Contractor, Catlett, painting; Gilman and Green, Norfolk, aluminum grille and grille door; D. I. Lyons Excavating Co., Sterling, bituminous paving; McLean Nurseries, Falls Church, landscaping; R. R. Runyon, Herndon, well and pumping system; Southeastern Waterproofing Co., Inc., Charlotte, N. C., concrete coating; Worsham & Crews, Inc., Fairfax, electric work and Roanoke Engineering Sales Co., Inc., Roanoke, metal doors and frames.

Salem Baptist Church

(Continued from page 43)

The building will be fully air-conditioned.

A steeple 123½ feet high will dominate the exterior, which will be constructed of over-sized brick. A large brick terrace will lead to a portico of Ionic design. The roof will be of Buckingham slate.

Days Construction Company, Salem, is the general contractor, with the following subcontractors and suppliers, all Salem firms unless otherwise noted:

Thomas Brothers, excavating; Newcomb Electric Company, Roanoke, Va., electrical work; Owen Plumbing & Heating, Inc., plumbing, air conditioning, heating, ventilating.



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NEWS FROM THE ADVERTISERS



(Roberts)

(Huff)

● Murray A. Roberts has been promoted to manager of the Norfolk district of the Eastern Esso Region of Humble Oil. Much of the Tidewater area makes up the Norfolk district including Norfolk, Newport News, Virginia Beach, Portsmouth, Chesapeake, Suffolk, Williamsburg, South Hill, Smithfield, West Point, Emporia, and Franklin.

Mr. Roberts succeeds Walton L. Huff who has been advanced to service station operations coordinator for the six-state Eastern Esso Region with headquarters in Baltimore.

to tell the Virginia Story

● Stuart M. Pearman has been named Virginia-West Virginia manager by Humble Oil & Refining Company's Eastern Esso Region. The promotion, effective February 1, was announced by I. E. Killian, manager of the six-state region headquartered in Baltimore.

Mr. Pearman, who has been sales manager at Humble's Richmond marketing offices, succeeds Graham Pembroke, retired this month.

Mr. Pearman joined Esso Standard Oil Company, now part of Humble Oil, in 1947 in Richmond. He held sales posts in Martinsville, Winchester, and Staunton from 1951 to 1957, when he was named assistant district manager at Roanoke. He became Roanoke District manager in 1960 and moved to his most recent post in Richmond in 1963. A native of Richmond, Mr. Pearman



(Foster Studio)

attended the University of Virginia, the University of Virginia Graduate School of Business, and New York University for further graduate work. Active in industry and civic affairs, he is first vice president of the Virginia Oil Men's Association and a director of Virginia Petroleum Industries and the Virginia Highway Users Association.

● Ralph L. DeRubbo, formerly president of Farrington Manufacturing Company, has been elected president of Rochester Ropes, Inc., one of the country's leading manufacturers of quality wire rope. The firm, headquartered in Culpeper, operates nationwide with branches in New York City, Boston, Chicago, Houston, San Francisco, Honolulu, Birmingham, Columbus, Miami, New Orleans and Puerto Rico.

A. P. Di Giulian, board chairman, made the recent announcement concerning the company's new president, whose previous executive and managerial experience has included positions with Porter-Cable Machine Co., Essex Wire Corp., and General Electric. He remains as a director of Farrington.

(Continued on page 79)

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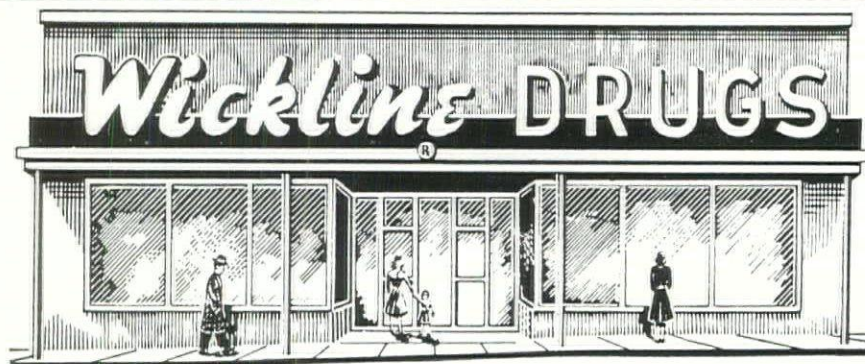
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Martinsville & Henry County

(Continued from page 22)

ployment. It has remained very steady with almost no breaks. Only occasional inventory or style changes or unfavorable weather conditions have contributed to any interruptions of work."

The growth in jobs has meant, naturally, an increase in population. The population of the city and county has skyrocketed from 48,470 in 1950 to an estimated 65,441 in 1964 but there are some who think it would be even higher if home builders could keep up with the demand. An estimated one-fourth of the jobs in Henry County and Martinsville are held by commuters from Pittsylvania County, Danville, Franklin and Patrick Counties and nearby North Carolina. It is these areas that have contributed most to the influx of new residents, but as word spreads of the jobs available, they're coming in from even greater distances. The RMA, Pugh reports, has run credit checks recently on a surprising number of newcomers from West Virginia.

There's more than mere availability of jobs to make the area exciting to these newcomers.

This is, as the Chamber of Commerce is only too happy to point out, "a wonderful place to play."

Fairstone State Park, famous for the legendary fairystone crosses, offers excellent fishing, boating and swimming. Fine cottages and camping facilities are available. The area forest lands afford opportunities for hiking, horseback riding and hunting.

On Henry County's northwestern edge is Philpott Dam and Reservoir, a government flood control project that covers 2,880 acres and has a 100-mile shoreline. Fishing, boating, water skiing and skin diving are enjoyed there by thousands annually.

The Martinsville Speedway is one of the best known race tracks on the Atlantic Coast. It is the home of the NASCAR-sponsored "Virginia 500" and the "Old Dominion" auto races.

The Blue Ridge Parkway, featuring some of America's most scenic views, is only 45 miles away. (The nearness of the mountains to Henry County is obvious. Elevation in the county generally ranges from 600 to 1,000 feet but a few points reach up to 1,400 feet.)

To the east, the beaches of Virginia, North Carolina and South Carolina

to tell the Virginia Story

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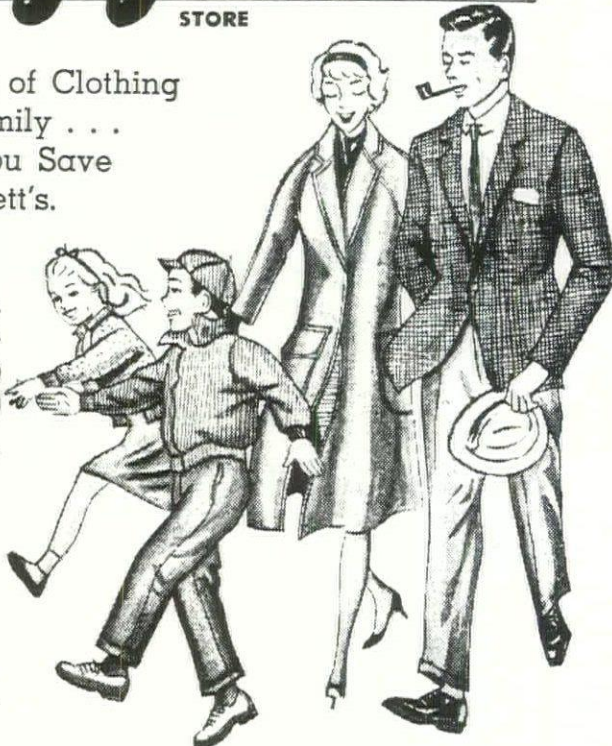
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are not more than a half-day's drive at most. The area, in fact, is not too far from anywhere: New York is 542 miles away, Washington 293 miles, Atlanta 401 miles and Chicago 748.

Another attractive feature of Martinsville-Henry County is the moderate climate—an average annual temperature of 52 degrees and 43 inches of precipitation. The average low temperature in January is 25 degrees and the average high in July is 80.

There is, of course, ample water in the city and county. As a matter of fact, Martinsville's present source of water and water handling facilities are expected to take care of the city's needs until it reaches a population of 75,000.

Although Martinsville has a thriving flue-cured tobacco auction market, the importance of agriculture to the county has declined as that of industry has increased. The number of agricultural workers in the county since 1950 has dropped by two-thirds. The value of farm products produced in the county in 1962 was \$3.2 million, a fraction of the manufacturing payroll of \$66,416,000 that year. The county, however, still is dotted with many fine tobacco, dairy and livestock farms.

As gracious as living in Martinsville and Henry County may be, the area is not without its problems. The shortage of labor is one, probably the biggest. Another is the shortage of money, faced by the governing bodies of both city and county.

The almost fantastic growth in industry, business and population has brought, inevitably, increasing demands for more government services. With new sub-divisions springing up in every direction, the county must cope with the problems of garbage and sewage disposal. A heavier flow of traffic has the city studying new street layouts and bypasses to relieve the bottlenecks.

The governing bodies are not standing idly by as the problems accumulate. The Henry County Board of Supervisors recently hired an executive secretary to provide Henry citizens a more streamlined, efficient government. The county has a school building program underway, with a new high school and elementary school already completed and three more elementary schools to open in the fall of 1966. A joint commission, the Blue Ridge Airport Authority, has brought the area a more modern city-county airport.

Both city and county officials worked

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closely and harmoniously to get Patrick Henry College, a two-year branch of the University of Virginia, established in Martinsville. Since opening in September, 1962, the school's enrollment has quadrupled.

The Martinsville city budget, Mayor J. Frank Wilson acknowledges, becomes more difficult to balance each passing year. This is so because the city fathers are trying to keep up with the demands.

Two years ago, a new armory was built. Early this year a new public health center was opened. Martinsville has a new public library with 20,000 volumes. A \$3.5 million sewer project is being completed now and a new fire station is rising on Church Street.

Early next year, City Council expects to ask for a vote on a \$900,000 bond issue to finance a new municipal building and jail on the same lot with the fire station. The voters also will be asked to approve a \$3,000,000 issue for a new senior high school.

Meanwhile, Mayor Wilson points out, the State Highway Department will be coming through the city with a new street that will provide a more orderly traffic flow to such important arteries as U. S. 220 and U. S. 58. This will cost \$1.5 million and the city will be expected to put up 15 per cent of this. After this, Mayor Wilson says, "We'll use any spare revenue on existing streets, and we need to open up one or two new ones."

Prosperity, the mayor concedes, does have its headaches.

But neither he nor anyone else in Martinsville or Henry County seems to be complaining.

As we go to press, we receive the timely notice that Yarn Carriers, Inc., a newly organized Company affiliated with Pennsylvania Papyrus Corporation and National Tube & Reel Corporation, has announced through the Governor's Office plans for establishing a new plant near Martinsville, Virginia.

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In Our Mail Bag . . .

Editor
VIRGINIA RECORD

Dear Mr. Dowdey:

In your "A Salute to the Counties of the Commonwealth" edition of the VIRGINIA RECORD, I was surprised to find the town of Grottoes mentioned in the article about Augusta County. Admittedly Grottoes is unique since it takes in both Rockingham and Augusta County land area; however, in view of the fact that the residents pay both town taxes and Rockingham County taxes, I should think Grottoes would be more correctly included in the article about Rockingham County.

I found your July 1965 edition in the Thomas Jefferson Junior High School library and was very pleased to find Grottoes mentioned at all. The town has a quite interesting history but is seldom recognized since it lacks influence today.

Yours truly,
(Miss) Brenda Glenn
Annandale, Virginia

Editor
VIRGINIA RECORD

Dear Mr. Dowdey:

I was very much interested in reading your editorial in the December issue "Santa Claus is here to stay". I certainly do admire your forthrightness in this matter and I do wish that many, many more editors would "take their pens in hand" and launch an attack against this vicious spending program that the Johnson Administration and for that matter most of the democratic administrations in the past many years have put up on us.

Sometime and somewhere it will have to stop because we can not continue to "send it abroad" and "give it away" in this country and have any left for tomorrow.

Keep up the good work.

Sincerely,
John H. Bonitz, President
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CORRECTION

Vanzy L. Wood, Jr., electrical contractor of Charlottesville, was erroneously listed as supplier of lighting fixtures for the Emmett Street Office, National Bank & Trust Company, featured in our November Architectural Arts edition.

Mr. Wood served as electrical contractor for the new bank building.

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● Within the 6.75-acre area enclosed by black-and-white lines in the above photo, the Newport News Shipbuilding & Drydock Company, a major builder of Uncle Sam's nuclear warships, has started a \$24-million expansion program, biggest in the company's 80-year history. Situated on the east bank of the James River at the north end of the company's already vast plant, the area outlined will be occupied by a 300,000-square-foot steel plate fabrication shop now being erected by Basic Construction Company, also of Newport News. It was in this shipyard that the Enterprise, first U.S. nuclear carrier, was built.

● Five appointments to local boards of The First National Exchange Bank of Virginia and one officer promotion were made by E. H. Ould, president of the bank, and confirmed by the bank's board of directors.

Floyd W. Witt was appointed to the board in Appalachia; Dr. Leslie F. Malpass was appointed to the board in Blacksburg; Dr. Joseph Alexander Robinson and Dr. William R. Strader were appointed to the board in Richlands; and Francis X. Carroll was appointed to the South Roanoke board.

Also confirmed was the promotion of Miss Mary E. Williams, Richlands office, to Assistant Vice President. Miss Williams, a graduate of William and Mary, has been an officer in the Richlands office for many years.

The Annual Stockholders Meeting, at Hotel Roanoke, was held Feb. 15.

● V-C Chemical Company, renamed Mobil Chemical Company the first of the year along functional lines as agricultural and industrial chemicals divisions of Mobil Chemical Company, has moved up five long-time V-C men, according to recent announcements.

Charles T. Harding has been appointed Group Executive of Mobil Chemical with responsibility for both the agricultural and industrial chemicals divisions.

A. P. Gates has been appointed a vice president of Mobil Chemical and general manager of the agricultural chemicals division.

W. D. Barton, C. H. Godfrey and A. A. Farrell have been appointed vice presidents of the agricultural chemicals division.

● Mid-State Tile has announced the recent acquisition of all the stock of Mt. Gilead Brick Company. The Lexington company will continue to operate the Mt. Gilead brick plant, adding new products and processes.

This purchase gives Mid-State 345 acres of shale producing land adjacent to the brick plant, bringing the total acreage for expansion and diversification purchased to more than 500 acres. The present addition will enable Mid-State to add quarry tile to its present line of ceramic products. —>

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News from the Advertisers

(Continued from page 79)

• Ten distinguished engineers and technologists will have their names inscribed on a special roll of honor plaque to mark publicly their extraordinary contributions to the asphalt industry, according to J. E. Buchanan, president of The Asphalt Institute. This international, nonprofit, educational and research organization, with headquarters in College Park, Md., initiated the roll of honor last June.

Latest recipients of recognition are A. C. Benkelman, expert on soils and

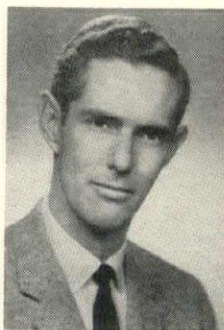
problems of structural design of pavements; Walter J. Emmons, professor emeritus of highway engineering and assistant dean emeritus of the U. of Mich. college of engineering; James Love Land, who organized and developed the Alabama state highway's testing and materials bureau and served for years as its chief engineer.

Also, Dr. Charles Mack, expert in asphalt and related materials with Imperial Oil Ltd., whose research added significantly to the knowledge of the properties of asphalt; Baron W. F. van Asbeck, The Hague, Netherlands, pioneer in developing asphaltic materials

for use in hydraulic structures; A. H. Blanchard, former instructor of highway engineering at Brown, Columbia and Michigan universities and author of **Blanchard's Handbook on Highway Construction**; E. F. Kelly, former Chief, Div. of Physical Research, U.S. Bureau of Public Roads.

Others are Thomas H. MacDonald, former Chief, Division of Roads; Victor Nicholson, City of Chicago street department official, authority on city pavements, and L. W. Page, first director of the U.S. Bureau of Public Roads, who served from 1905 until his death in 1918.

• C. G. Hylton has been elected vice president and assistant secretary of Thompson-Arthur Paving Company, Greensboro, N. C.-based firm.



Mr. Hylton, a native of Stuart, Va., has been with the company since 1948, except for two years during the Korean conflict. He has been serving as general superintendent of the company's Virginia Division since 1953.

Thompson-Arthur has just received word from the Associated General Contractors of America, Inc., Washington, D. C. it has won first place in the Highway Division, Group A-Cooperators with over 1,000,000 hours exposure in the best five-year record, 1960-65 and third place in the Highway Division, Group A-Cooperators with over 500,000 hours exposure in the best one-year record.

Awards will be presented to the company at the National AGC Convention to be held in Washington, D. C., March 14 through 17.



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"Look Away at Dixieland" (Continued from page 5)

In ignoring the individual stirrings, while "producing mass groupings and mass movements," the body of Civil Rights architects actually appear to be ignorant of the reality of the individual's perception of life. Oblivious to the contemporary concern about the individual, Johnson and the Civil Rightists go on dealing in abstractions—in "gross categories," such as *The South* and *The Negro*.

Not only is the South composed of widely variegated regions, each in turn composed of millions of distinctly differentiated individuals, but each individual in the total society looks at his community with his own perception of it. Since a basic psychological principle is that *all human behavior is a consequence of the individual's perception of life*, then each individual acts according to his perception of his environment. In another way, an environment—a community, small or large—is to its inhabitants, the sum of their perceptions of it.

It is their blindness to the citizens' perceptual reality of their communities that reveals much about the professional Civil Rightists, Johnson and his admirers. For, with this attitude, they are looking at *The South* and *The Negro* as they perceive these mass abstractions, and not as the citizens of the sub-regions of the Southern states or the Negroes in different communities perceive themselves and their worlds. Alabama is not as it is seen by Alabamans, nor Harlem as seen by Harlemites, but as these places are perceived from the outside with "guide-rules" of sociological charts and hastily enacted laws. In this way, approaching the living organisms of social structures with attitudes formed by perceptions of their own worlds, the Civil Rights engineers say, in effect, "Things are not as you think they are but as I see them."

When Johnson and the Civil Rightists attempt mass sociological changes with this attitude, they are violating a psychological principle as fundamental as a natural law: *no behavior can be effectively changed, no stability achieved in the change, without first changing the individual's perception of life.*

Studies cite commonplace examples of addictions, especially alcoholic, where imposed changes were transient and unstable. Addiction was broken when the individual changed his perceptions of life. Case histories in criminology, and in social work involving violently disturbed behavior, show that where unfavorable environments had produced individuals with a hostile attitude, nothing was achieved by advising the individuals to cease to be hostile. The psychologist working with these actual and potential criminals first tried to understand their perceptions and then attempted to modify these perceptions, *gradually*, until a slum product could accept the reality of a world in which it was not *necessary* to be hostile.

All studies repeatedly stress the word "empathy." The would-be changer of behavior must be able to see life as if seen by the individual—or composite of individuals—whose perceptions he wishes to modify. It would constitute some sort of superlative in understatement to say that this fundamental principle has not been followed in the efforts to change Southern states.

Why would President Johnson join with career Civil Rightists in operations that defy the accumulated knowledge of the mechanisms of human behavior?—in individuals and in communities formed of individuals? And why do the enlightened commentators support courses that have proven to be unsound in all other application? The answer lies in the fact that most of the courses have, up until now at least, concentrated on limited goals in the South. About this, Jung has to say: "The individual has an ineradicable tendency to get rid of everything he does not know and does not want to know about himself by foisting it off on somebody else . . . [although] nothing has a more divisive and alienating effect upon society than this moral complacency and lack of responsibility."

This applies nationally where the North foists off on the South what it does not want to know about itself. By labeling Southerners "white supremacists" and "racists," and similar epithets, the North rids itself of what is undesirable to face in itself. Extended further, by legislating in the South—and for *The South*—the North can maintain the illusion that such progress is being made in "racial relationships" that it does not need to look at itself.

It is commonplace in mass media to read of the various "guilts" suffered by Southerners. Why so much talk about guilt? Why this anxiety to hang guilt on the poor South? It is also fairly commonplace today to recognize "projection"—where an individual projects onto someone else a trait he dislikes in himself. In this ceaseless projection of "guilt" onto Southerners, the North has developed an entire system of thought, a cult, in which disorders in any part of the South are emphasized and made generally applicable, while Northern disorders are minimized and isolated. This psychological need to disassociate themselves from

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undesirable happenings, which they associate with an already separated region, itself could be regarded merely as a paranoid symptom. But this symptom has, as mentioned, developed into a habit of thinking which the President has adopted.

While Johnson personally, of course, has political reasons for disassociating himself from the stigmatized *The South*, unquestionably he wishes to be associated with an era which he made "Great." As "equality" is evidently one of the achievements he regards as essential to his Great Society, it would look as if his commitment to "instant" solutions has caused him—and encouraged his Civil Rights commission—either to neglect the basic principles of human behavior or to believe that such principles do not apply to his programs.

Even Johnson can scarcely avoid the effects of the natural law to the effect that all action causes reaction. It is generally believed among psychologists that every individual is committed to the preservation of the self as he perceives the self. From that, it follows that each individual is committed to the preservation of the society in which his identity is preserved. Where the manipulation of a people comes into the psychological definitions of natural law is this: *the reaction of any individual to what he perceives as a threat to his identity is defense*. Carried into the society with which he is identified, a community of individuals will react in defense against what they perceive as a threat to their familiar society.

Nationally, however, the South's reaction to what Southerners perceive as a threat to their known society is not regarded as a natural consequence of coercion. The Southerner is *accused* of reacting, of being "defensive." In effect, because the manipulators ignore natural laws, Southerners are supposed to be outside the known mechanisms of human behavior. When President says "Frog," people must jump. When they don't jump, no effort is made to discover why. The Southerner is told, even by Southern writers, that he must get over his reactive defensiveness. But this order to mend his ways, in an atmosphere of absolutes of rights and wrongs, ignores one of the oldest of psychological maxims: *all behavior is a result of a multitude of emotional forces and counter-forces*.

Clifford Dawdley

(To be concluded)



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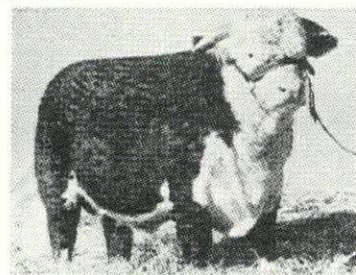
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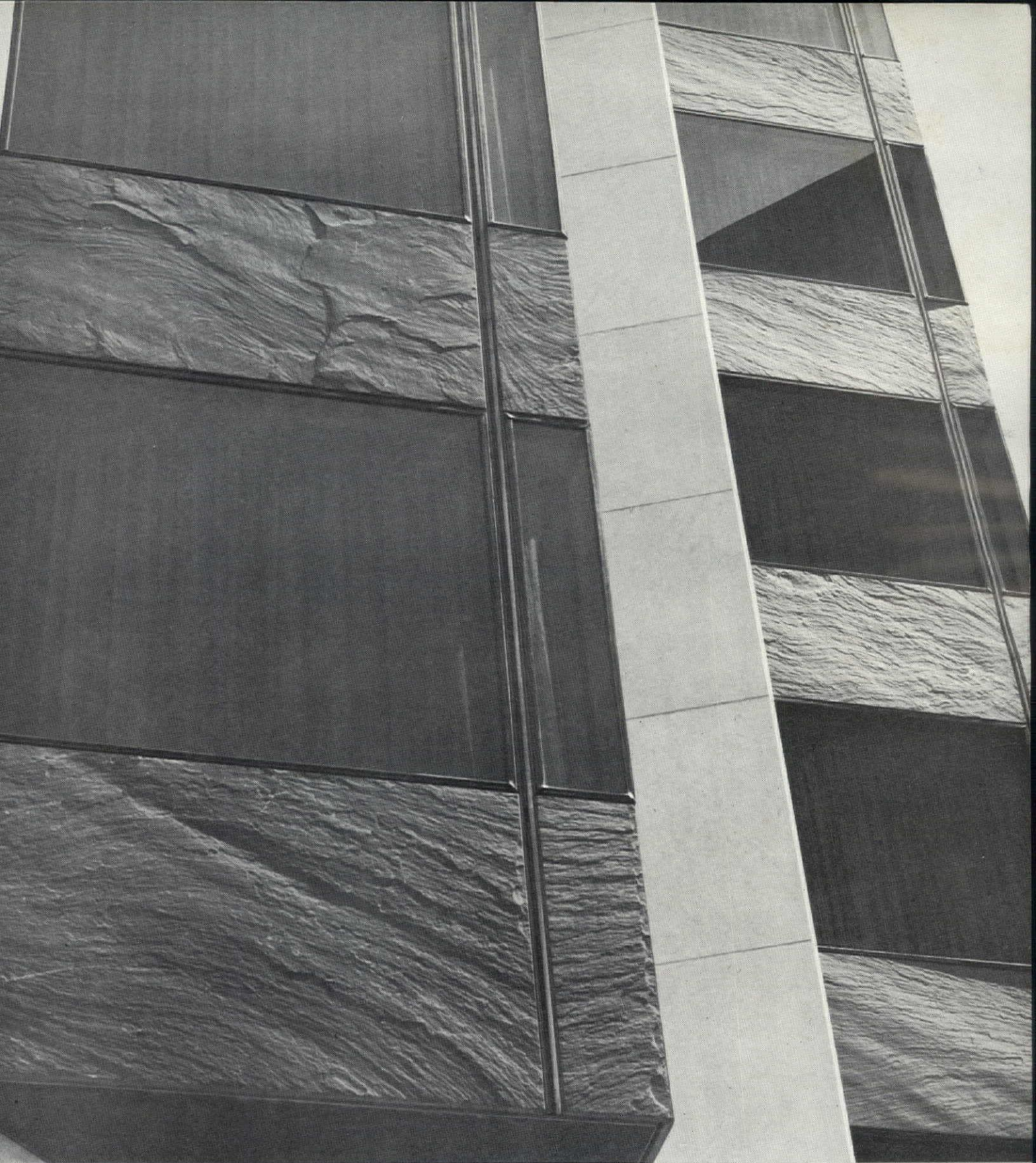
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