

Virginia RECORD

SEPTEMBER 1966



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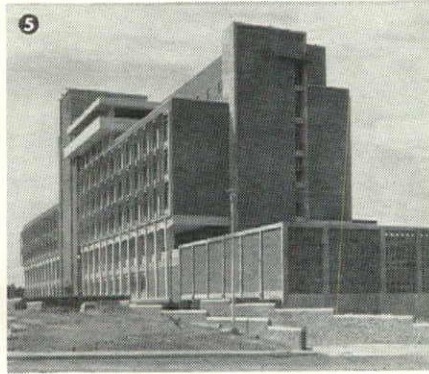
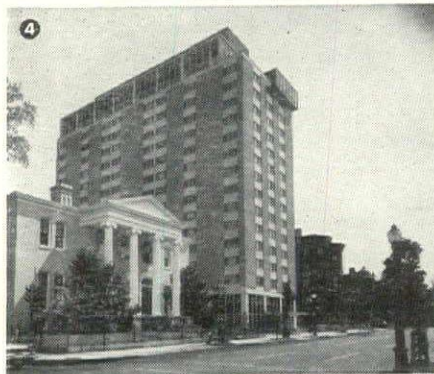
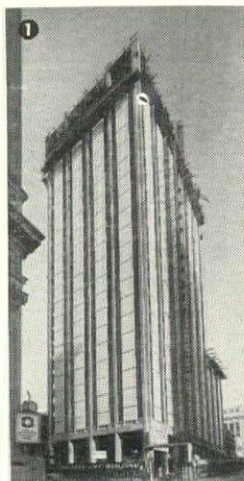
THE ROLE OF AGRICULTURE IN A CHANGING SOCIETY

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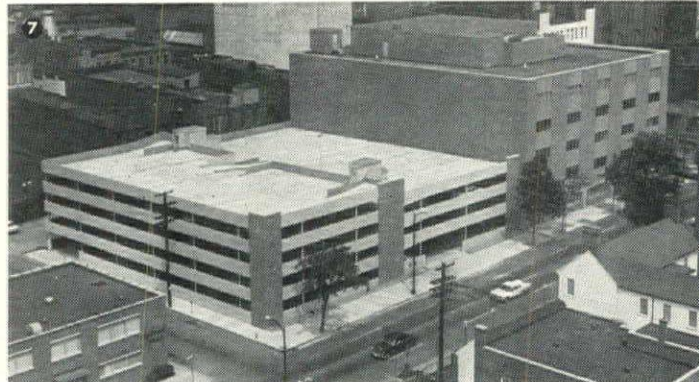
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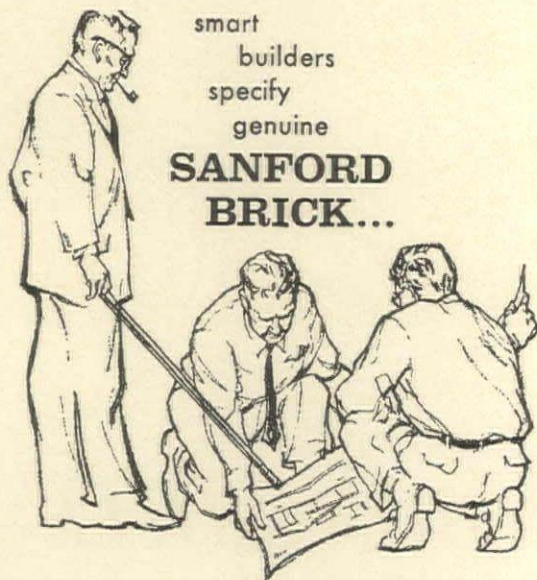
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"Bred to a harder thing —than triumph—"

FOR SOME TIME I have been living with the unnerving conviction that I was the only person who thought out loud about the transitory makeshift nature of our times as reflected in Virginia—where we seem to be drifting into that "mainstream" which runs counter to all the Biblical wisdoms about building on a "firm foundation." Then, recently I read an English book, *The World We Have Lost*, which, not in the least nostalgic, was realistic in developing the reason why persons who delve in history are the most uncertain about the present. Dr. Laslett points out that the earlier historians reflected their own day in believing that the past led to its culmination in their civilization. This was true of Greece and Rome, and it was true in England. "Macaulay . . . was perfectly aware that England under Victoria was the culmination of the story he was telling, and that the past had to be appreciated where it anticipated that splendid era, recounted as leading up to and devolving into it."

In America, with few exceptions, historians until World War II worked with a tendency to show that from the Colonial period on, the past represented "a march of democracy" leading up to and culminating in the republic existing solidly on the principles of the Founding Fathers, perpetuated intact in the inviolable Constitution, which was the "foundation" for the material well-being and might that led the United States into world power—with the moral certainties that these democratic principles were what the world needed for its salvation.

Now, when the Constitution has ceased to be inviolate and lost its sanctity, we not only doubt the present nation is what the Founding Fathers had in mind but we begin to realize that the founders of the republic could not possibly have conceived of a nation moulded by and adapted to the technological developments since their day. That the present does not represent a culmination in "a splendid era" is indicated by the fact that our national leaders and the so-called liberal elements, who are most enthusiastic about our present society, apply themselves zealously to bring about ceaseless change.

With whatever attitude individuals might regard the continual changing, we are all familiar with the nature of the changes, and the point here is the reflection of the times on Virginia.

We are also in a time when, with decline in moral values and religious uncertainties, there is much writing and talk about myths, and the use of the word "mythic" has replaced "Southern-racism" as a mark of the enlightened. Among educated people with intimate, first-hand knowledge about both the North and the South, there has been a growing recognition of the persuasive element of myth in the attitudes of both sections. Usually, however, it is the Southerner who accepts the place of myth in the attitudes of his region, along with recognizing the mythical aspects of the Northern attitude. Perhaps this is because, by the structure of the publishing business, most Southern writers have lived for periods of their lives in the North, and tend to recognize the mythical aspects in both attitudes.

(Continued on page 36)

Shown on the cover is Maurice B. Rowe, appointed this spring as the Commonwealth's new Commissioner of Agriculture. Mr. Rowe, career man in the department, is a young farseeing exponent of modern agriculture who will cast a long shadow in the centuries-old agrarian history of Virginia.

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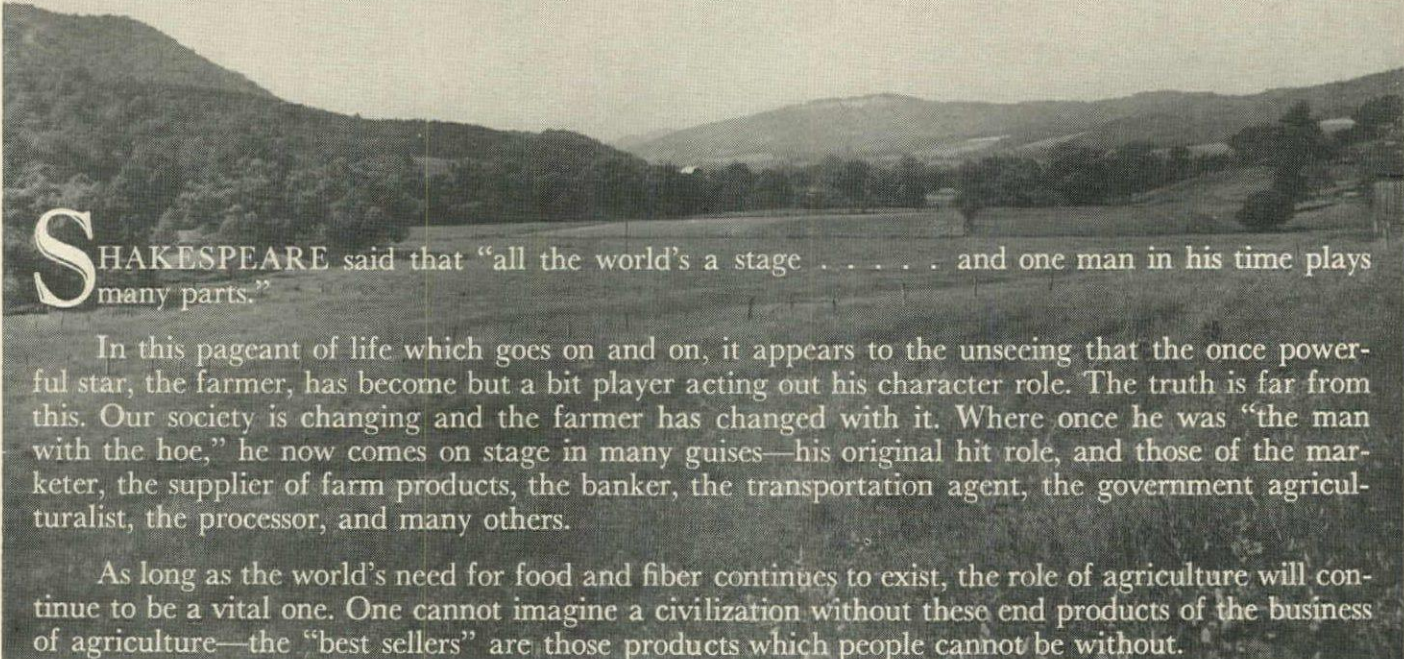
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Agriculture in Our Changing Society

By PAMELA OSBORNE



SHAKESPEARE said that "all the world's a stage and one man in his time plays many parts."

In this pageant of life which goes on and on, it appears to the unseeing that the once powerful star, the farmer, has become but a bit player acting out his character role. The truth is far from this. Our society is changing and the farmer has changed with it. Where once he was "the man with the hoe," he now comes on stage in many guises—his original hit role, and those of the marketer, the supplier of farm products, the banker, the transportation agent, the government agriculturalist, the processor, and many others.

As long as the world's need for food and fiber continues to exist, the role of agriculture will continue to be a vital one. One cannot imagine a civilization without these end products of the business of agriculture—the "best sellers" are those products which people cannot be without.

The trend of our United States today seems to be toward the urban, and away from the rural. However, although farm and city are separated geographically, they are mutually dependent economically. The farmer could not get along without the skills of many urban workers who provide him with the goods he needs to produce food and fiber, nor could he manage without those who process, market, transport, or otherwise prepare his goods for sale.

These businesses are likewise dependent on the farmer to provide them with the means of their living.

Yes, the need for agriculture not only continues, but grows greater all the time, in a world peopled by more and more individuals every day. While economists express their concern for the decreasing amount of land available for the production of food, technologists are busy figuring how to get the most out of the soil now in production.

Statistics give figures of the declining numbers of farms in Virginia. The situation here in this state is a part of a country-wide pattern. But, the farms in production today are, on the average, larger than those of earlier years. Also, they produce *more*, on *less* land, with *better* quality and *less* manpower than ever before.

In 1915, one American farmer fed 6 people. Today, he feeds 32. To compensate for the decreased amount of land to feed a growing population, he has used scientific knowledge to increase his yields per acre.

Crop production is 75% higher than in 1916 and output per breeding (*Continued on page 8*)



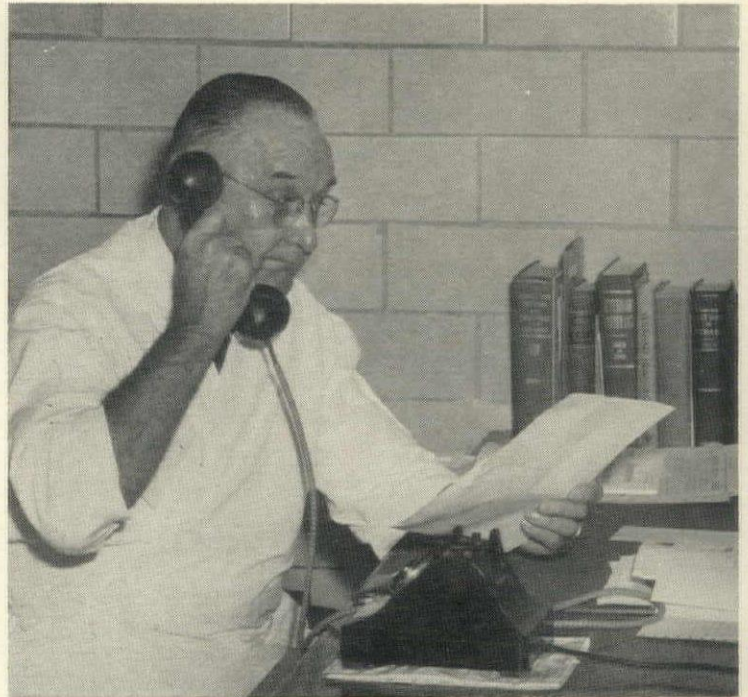
(Left) The world famous Virginia ham undergoes inspection to determine its wholesomeness. State meat inspection service is now under the supervision of Animal and Dairy district veterinarians.

(Right) VDA's commodity distribution program is responsible for seeing that schools and institutions throughout the state receive USDA-donated foods. It works actively with other state agencies on such projects as the Head Start and Community Action programs sponsored under the Economic Opportunity Act.



F. R. Freund (above) makes a nursery inspection as a part of the continuous effort to control destructive plant pests.

Dr. Herman Farley, (at right) veterinarian at the Ivor, Virginia laboratory, supervises the regulatory and diagnostic operations at his facility.

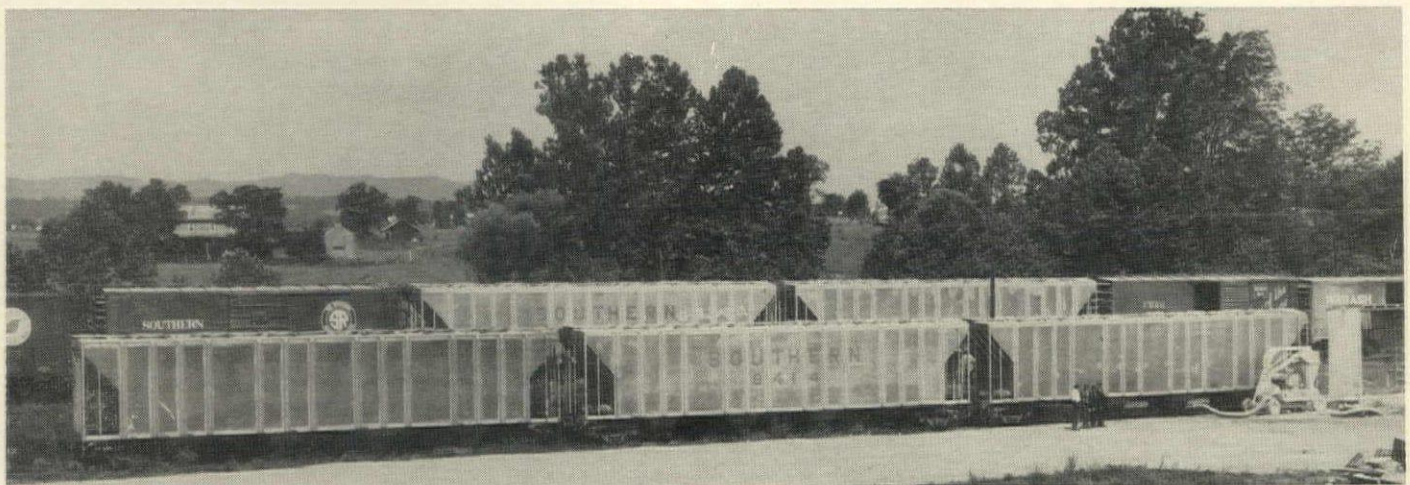


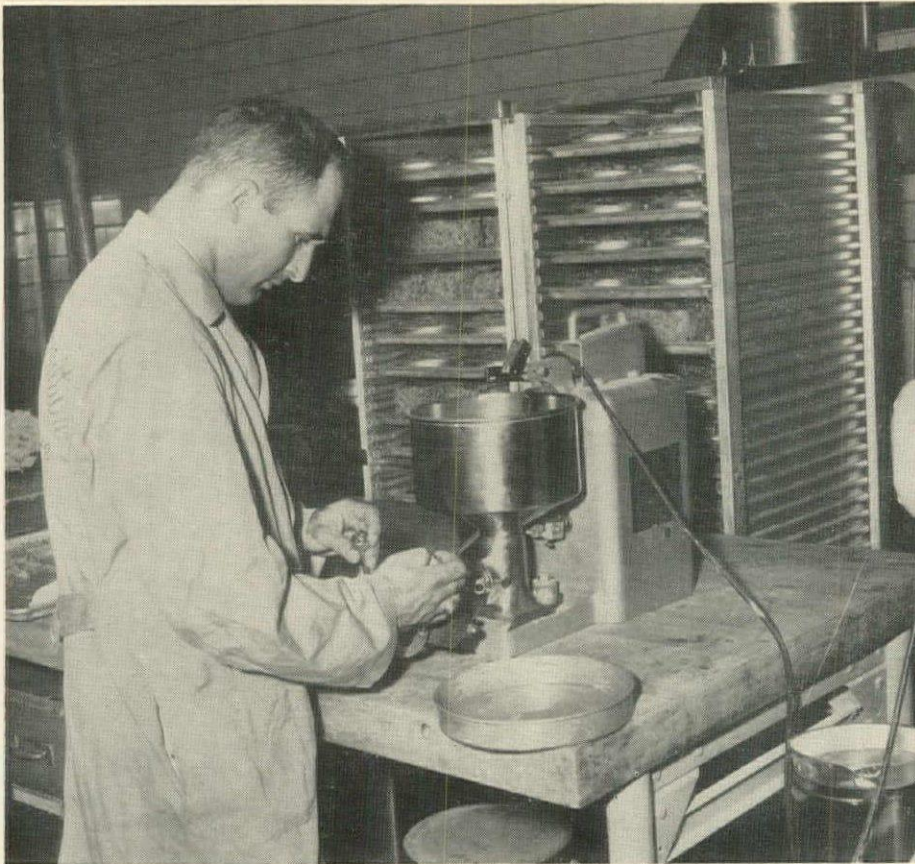
← The rolling countryside of Virginia has nourished her population through many trying times. Our mechanized agricultural economy of today builds on the same soil which generations of Virginians have tilled.



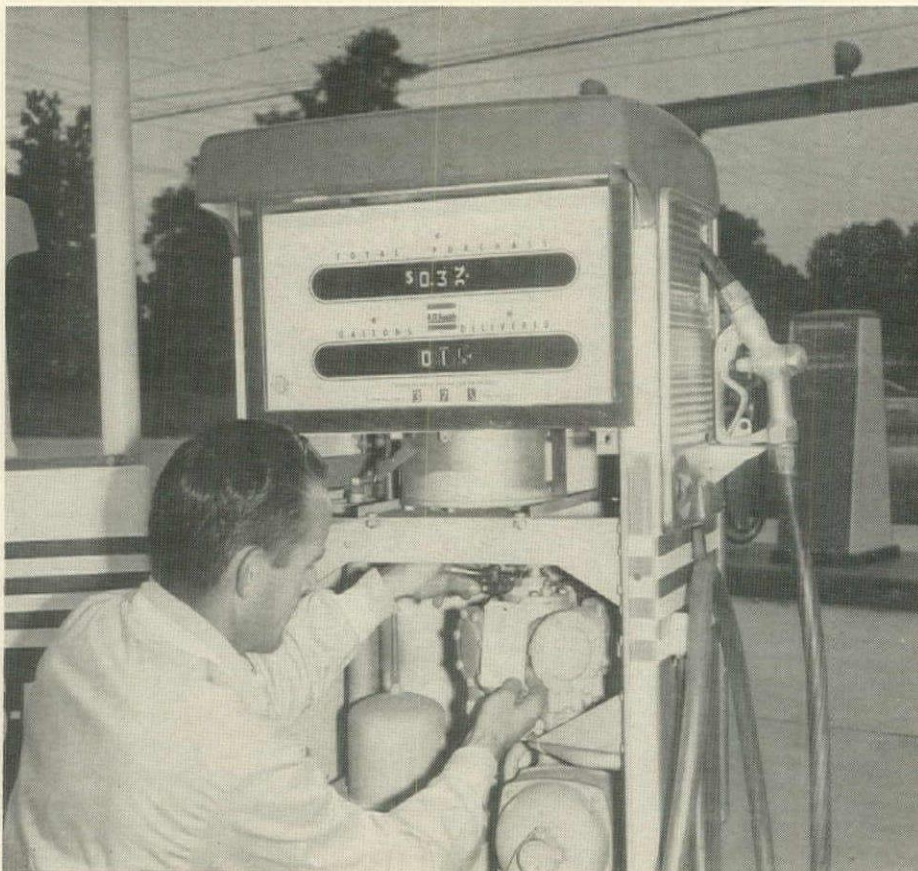
(Left) Frequent inspections assure that Virginia will maintain its present sheep scabies-free status.

(Below) Southern Railway was a pioneer in replacing the conventional grain-hauling boxcar with their "Big John." Other rail carriers followed suit with new-type hopper cars, and a reduction of more than 60% was offered to users, due to the savings the new cars allowed. VDA provided liaison during negotiations with the ICC, and permission for the reduced rates was given on September 10, 1965.





C. C. Mayes (above), of VDA's food inspection section, makes a routine inspection at a bakery establishment. This jelly-filling device must be taken apart and checked out to assure that the parts are clean and safe for use. And (below), weights and measures laws require the periodic inspection of the gasoline pumps which register the amount of your purchase. These pumps must record the correct volume of sale in order to continue in service.



(Continued from page 6)

animal has doubled. One hour of farm labor produces more than 5 times as much food as it did a half century ago.

Science in agriculture has freed more manpower for industry. Technological gains have released former cropland for recreational, residential, and business uses. Our increased scientific knowledge of the business of farming has made us the best fed people in the world, with top quality and tremendous variety in our diets.

We pay less for our food, too. Our proportion of total expenditures from per capita income spent on food is lowest of any country in the world. Food prices do rise, but as per capita income rises, our percentage of expenditures allocated for food decreases.

WHAT IS "FARMING" TODAY?

Farming would better be called agriculture, for there are many sides to this huge business, and for every man actually on a farm, two more are engaged elsewhere in the business of agriculture.

It is the nation's biggest business. It employs more than 6 million workers—more than the combined employment of the transportation, steel, public utilities, and automobile industries.

Agriculture's assets total \$230 billion—about half the market value of all corporation stocks on the New York Stock Exchange. This makes the American farmer truly a big businessman.

He is a good customer as well. He spends nearly \$30 billion each year for goods and services to produce crops and livestock, and another \$12 billion for personal expenditures—food, clothing, furniture, drugs, and so on.

A Chamber of Commerce survey made last year in Rockingham County, Virginia, showed that agriculture's contribution to that county's economy was impressive indeed. Realizing that state and national increases in farm production and other agricultural enterprises have largely been hidden by the aforementioned statistics of decreasing farm and farm worker numbers, a public relations program was launched as "a special salute to agriculture." As a part of the promotion, local companies in 37 varied business categories were proven to do 50% of their business with farmers or people concerned with processing farm products, or supplying farm services. These businesses ranged from accounting firms to public utilities.

It was shown that the industry of agriculture contributes some \$90 mil-

lion annually to Rockingham's economy.

A spokesman for the promotion stated, "Many businesses could not exist here if they were not closely allied to farming and dependent upon farming for a large part of their business."

Agriculture contributes, state-wide, over \$2 billion each year to the Virginia economy. More than half of the manufacturing firms in Virginia are farm based. About 28% of the retail establishments in the state are farm based. At least 27% of the wholesale businesses in Virginia are farm based.

And this is why "farming" is now called "the Industry of Agriculture."

Not only is the importance of agriculture as great today as ever, but the importance of the Virginia Department of Agriculture's work looms ever larger.

Contrary to the notions of some people, VDA is not only an agency to help the farmer and the marketers of farm products. Its work affects every Virginia resident.

Who is not a consumer? The food we eat, the gasoline we put in our cars, the aspirin and cosmetics, soft drinks and paints, which are purchased every day in all parts of our state—all have been touched by the activities of the Department.

All of these products, as well as the feed, seed, fertilizer and other products which are necessities to the farmer, assure that the functions of the Department will continue and grow in importance.

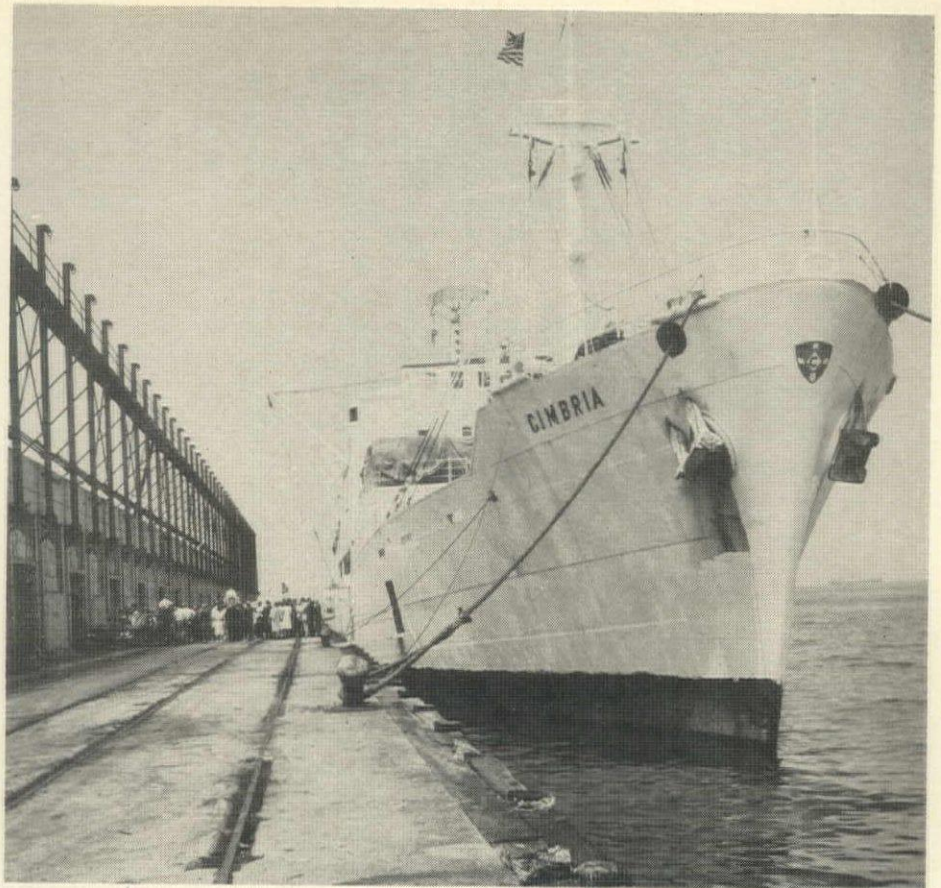
Grading of products, weights and measures regulations, eradication of animal disease, careful testing for pesticide residues—all of the laws which have been assigned to the Department for administration—help make our lives better in many ways. Safety, convenience, honesty—these are factors which have deeply concerned our law-making bodies.

So every day, work goes on behind the scenes as your tax money goes to work for you as consumers.

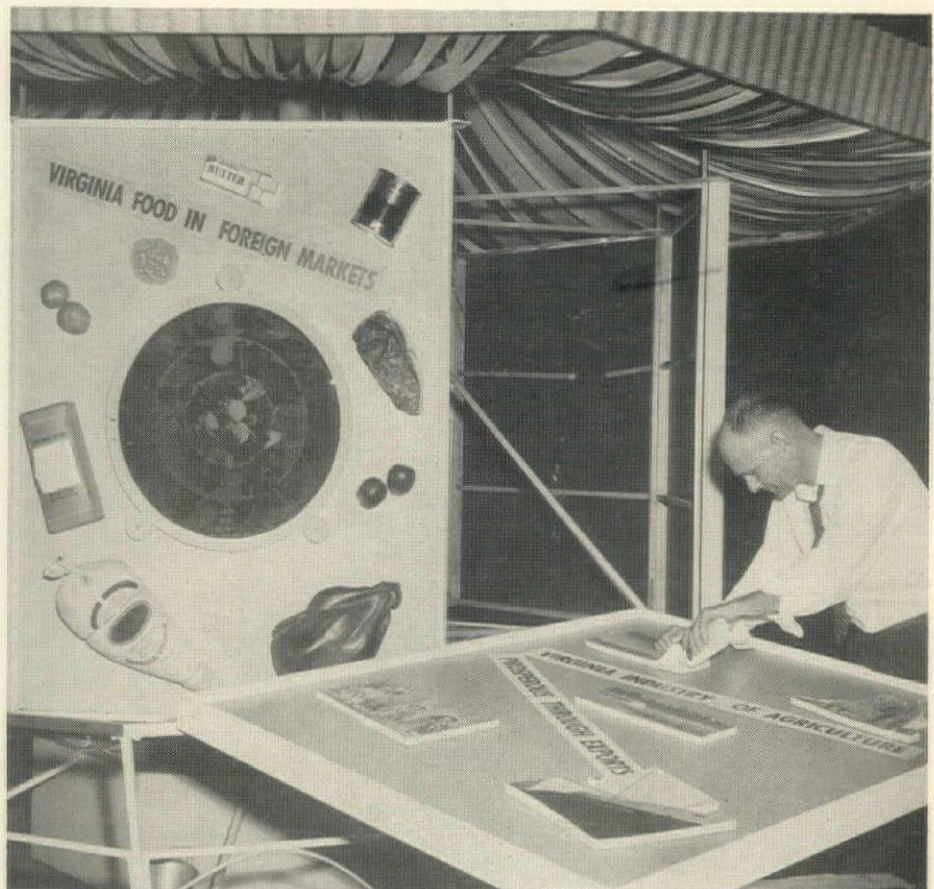
Years ago, housewives could not be sure of the wholesomeness, standards, or full measure of what they were buying. These were serious considerations, and only the personal knowledge of, and confidence in, the seller made transactions dependable.

In the expanded trade of today, we seldom have personal contact with the man who makes the goods, or packages them, or transports them. We must depend on laws and regulations for our buyer confidence. The producer and retailer depend on these laws as well

to tell the Virginia Story

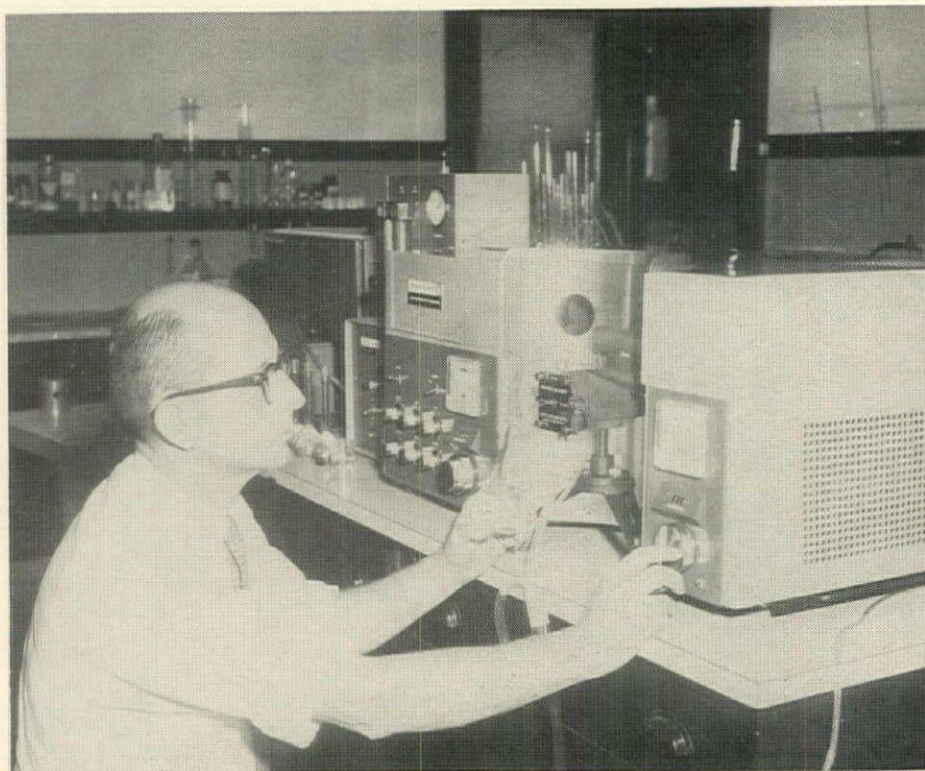


Above, Virginia's first cattle shipment to Europe in fifty years was the occasion for rejoicing on the part of the many who realize the high quality of Virginia beef. And below, the professional exhibits which originate in the information office help tell the story of agriculture to people in all areas of the state. Here, Russell Astley, coordinator of the department's State Fair activities, lays the groundwork for a presentation of VDA export marketing activities.





Mrs. Elizabeth Harrison (above) keeps an eye on seedlings in the seed laboratory germinator. Growing conditions are simulated here, and a report of the percent of seeds which germinate properly is made. (at left) State statistician Thomas L. Stuart ponders the many factors which go into the facts and figures reported by the crop reporting service. This service is invaluable to the farmers which depend on it when planning the production or marketing of their products. And (below) the fertilizer laboratory makes use of its atomic absorption spectrophotometer to determine the presence and quantity of many minor elements in fertilizers. J. E. Swann is thoroughly familiar with this highly technical work.



to avoid sales competition with men of less integrity.

Because of these needs, and because of the duties assigned to it by the Virginia General Assembly, the activities of the Department of Agriculture fall into these three main categories:

- *The standardization, grading and marketing of Virginia's production of food and fiber;

- *Prevention of fraud and misrepresentation of goods and services offered to citizens of the Commonwealth;

- *Assistance in creating a climate in which agriculture and related industries can grow and prosper.

Countless products are included in the wide range of activities—from hamburger to aspirin, pesticides to dog food, gasoline to fertilizer, and even such "non-agricultural items" as cosmetics and paints.

To accomplish these goals, the Department is set up into four operating divisions, supplemented by a Division of Administration to serve internal functions.

REGULATORY SERVICES

One of VDA's prime responsibilities rests with the administration of some 53 laws assigned to it by the General Assembly. These laws affect virtually all segments of our population—the farmer-producer, the marketer of farm products, and the consumer.

Products subject to these laws and sold in the state, whether manufactured or produced here or elsewhere must be labeled truthfully and comply with standards of wholesomeness and quality. The Division of Regulatory Services is charged with assuring the compliance by manufacturers and dealers with most of these laws. Other Department divisions are assigned several of them and are responsible for their enforcement.

Regulatory sections are: plant pest control, nursery inspection, food inspection, weights and measures, feed and animal remedies, fertilizers and motor fuels, pesticides and hazardous substances, and seed. A separate section, that of the regulatory inspection service, was set up during the past year. It coordinates the field activities of the feed, fertilizer, pesticide and seed sections, although the administration of each rests as before with each individual section. This change in structure has resulted in a saving of time and money, and has improved the efficiency of operations. Since establishments dealing in one of these products often sell or manufacture the others, the combination of

Your Commission of the Industry of Agriculture

Commission members are: (seated) W. A. Stuart, Jr., chairman Howard H. Gordon, Governor Godwin, Gaspar Battaglia, Wilbur M. Gaunt, Jr., Sen. William V. Rawlings; (standing) Sture Olsson, Earl J. Shiflett, Edward M. Jones, Commissioner of Agriculture Maurice B. Rowe, Earle D. Bottom, Del. Matt G. Anderson, J. E. Givens, Jacob R. Ashton, and Robert B. Delano. Absent when this picture was taken was Dr. Wilson B. Bell, VPI dean of agriculture.



inspections avoids duplication of efforts.

Regulatory personnel do not seek to be "policemen" in enforcing the laws they administer. Instead, they work with those affected in order to obtain their cooperation and compliance by educational and preventive means. Most manufacturers cooperate fully, realizing that their own business stake is being protected. The consumer benefits too, knowing that he can rely on the wholesomeness of his purchase and the truthfulness of the label statements.

Spheres of regulatory operation include registration, inspection and sampling of products, checking equipment, examination of labels, inspection of establishments which process and sell packaged food products, inspection to control plant pests, checking weighing and measuring devices, and package check weighing.

It is usually possible to enforce the regulations through preventive and educational programs, and legal action is taken only as a last resort.

TECHNICAL SERVICES

Coordinating the work of regulatory services is the Division of Technical Services, which is the analytical laboratory division of the Department. Here, the samples collected by regulatory inspectors are brought and undergo analysis. Results of the analysis are submitted to the regulatory sections, which take any action which may be necessary.

Laboratories are set up in seven sections, which test paints, motor fuels, fertilizer, harmful residues, pesticide formulations, seed, feed, food, drugs, and miscellaneous products. These are complemented by the methods develop-

(Continued on page 27)

to tell the Virginia Story

November Referendum For VDA Name Change

WITH APPROVAL of the State's voters, the Virginia Department of Agriculture and Immigration will become the Virginia Department of Agriculture and Commerce this November.

Realizing that the term, "Immigration" is no longer appropriate or meaningful in the Department's title, the 1964 and 1966 sessions of the General Assembly passed resolutions to change the Department's name. This will require a change in the State's Constitution and is subject to voter approval in a referendum at the polls in the General Election of November 8, 1966.

The word immigration in the Department's title has long been outdated. VDA has had no responsibility in immigration since the end of World War II. For almost 20 years the Department has carried a name that credits it with a function it no longer has.

Today the laws and services delegated to the Board of Agriculture and the Commissioner go beyond the scope

of agriculture as it was known in the past. For many years the services of the Department have been directed not only toward farming, but increasingly toward commerce and industry. This is only natural as farming has become big business, and is so closely related with industry that the two have become interdependent.

Many of the Department's functions form the basis of trade and commerce throughout the State, and VDA has been delegated responsibility in many instances where products in commerce are subject to statutory control by the State.

The new name will describe the present functions and services of the Department more accurately and encourage a better understanding of the relationship of agriculture and commerce to our total economy.

This name will also improve the overall image of agriculture and help the citizens of the State understand more fully the broad scope of the industry of agriculture today.

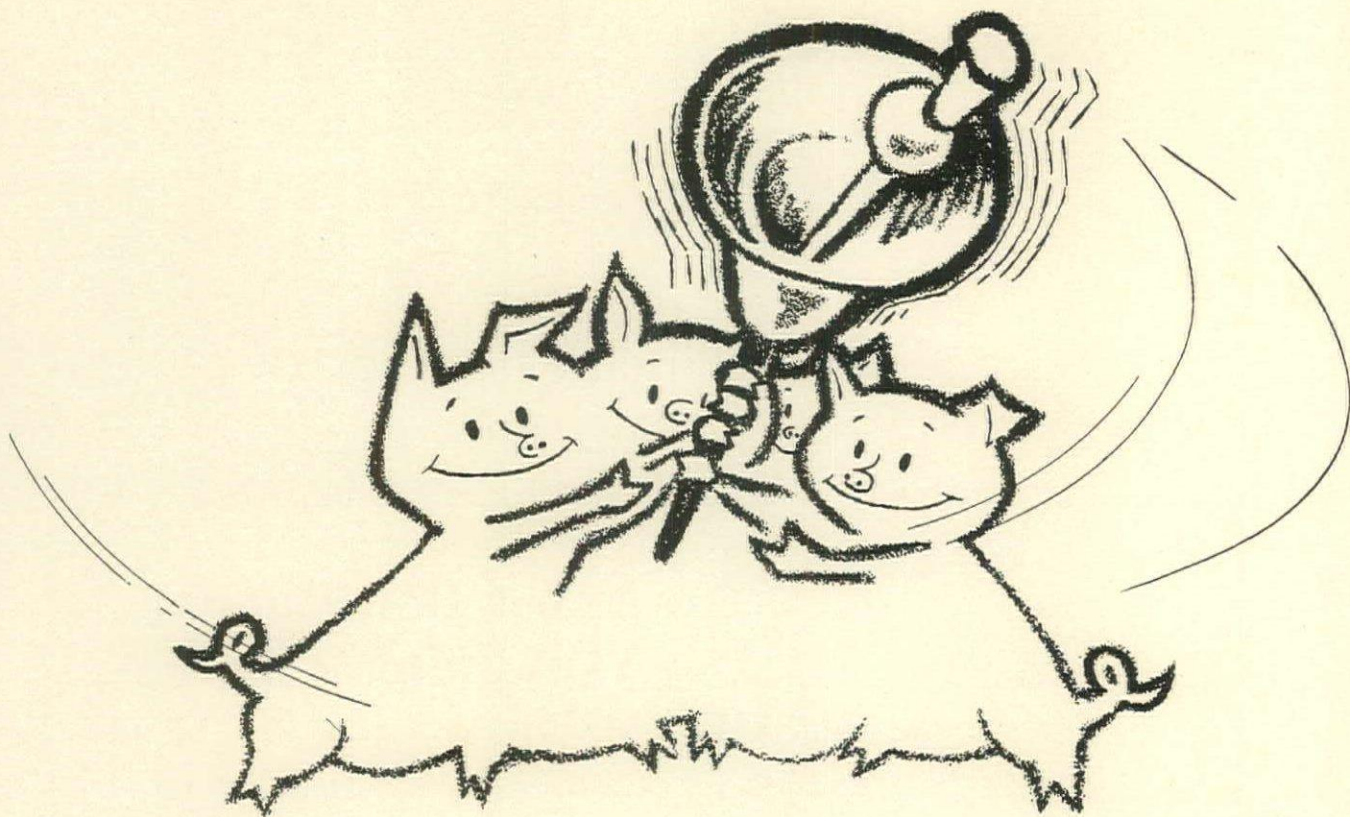
SAMPLE BALLOT

NOVEMBER 8TH NAME CHANGE REFERENDUM

Question: Shall sections one hundred forty-three, one hundred forty-five and one hundred forty-six of Article X of the Constitution of Virginia be amended so as to change the names of the present Department of Agriculture and Immigration, Commissioner of Agriculture and Immigration and Board of Agriculture and Immigration to the Department of Agriculture and Commerce, Commissioner of Agriculture and Commerce and Board of Agriculture and Commerce, respectively, and to provide for at least five practical farmers as members of such Board?

☐ FOR

☐ AGAINST



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from the hickory-smoking capital of the world to

**Virginia's NEW COMMISSIONER
OF AGRICULTURE**

MAURICE B. ROWE

LUTER'S
SMITHFIELD PACKING CO., INC.
World's Largest Packer of Smithfield Hams

Career Employee Fills VDA's Top Post

By

J. E. NORMENT

Information Officer

Virginia Department of Agriculture

IT IS NOT SURPRISING that Maurice B. Rowe was recently appointed Virginia's Commissioner of Agriculture by Governor Godwin. Virginia is his heritage, and agriculture has always been his chief interest.

Rowe's father and mother had farm backgrounds, and he spent most of his youth on a farm. At a very tender age he loved the baby calves and tractor rides on historic Brompton plantation near Fredericksburg, where he was born in 1922.

His early years were spent in this famous Virginia mansion which has dominated the plantation grounds since early in the nineteenth century. The stately colonial house, built of brick brought from England, is steeped in the traditions of Virginia and Civil War history.

Now occupied by the chancellor of Mary Washington College, Brompton was acquired by Rowe's grandfather, Captain M. B. Rowe, Sr., in 1886. Rowe's father, Captain M. B. Rowe, Jr., a prominent dairyman, managed the plantation until his death in 1933, when the family moved to nearby Altoona Farm.

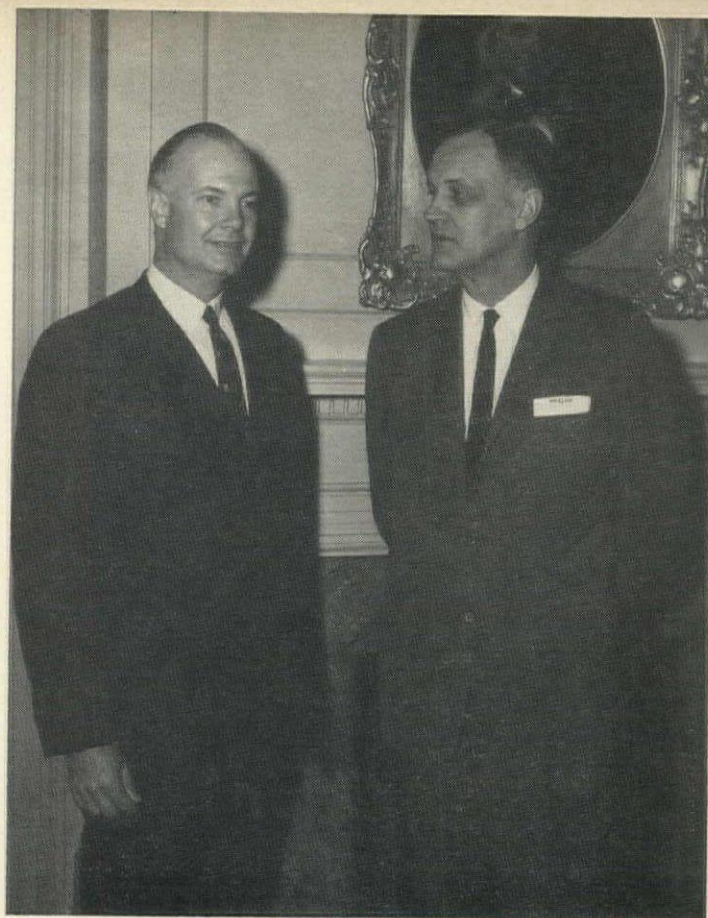
By age five Rowe was making early morning milk delivery runs into Fredericksburg with his father's dairy workers. "I'll always remember the excitement of those pre-dawn wagon drives and Old Mac," he mused. "Old Mac was a friendly Indian dairy herdsman who looked after us on several runs."

Rowe and his brother enjoyed a youthful enterprise that capitalized on the plantation's background by selling booklets describing the historic area to tourists at ten cents each. Many of these sightseers were veterans of the fierce battles that raged on Marye's Heights and adjacent points. "We thought we had quite a business going," Rowe said with a smile. "We learned to expound at length on the virtues of Virginia at an early age."

Cannon balls from Union bombardments were found lodged in the framework of the ancient house, and the fields of the plantation were full of minié balls and many other relics of the battles fought nearby. Rowe and his brother helped in accumulating an extensive and valuable weaponry collection, which was later turned over to the National Battlefield Park Service at Fredericksburg.

When he was going on twelve years old, his mother, Mrs. Dorothy Rowe, put him to work on Altoona Farm, where

to tell the Virginia Story



The new Commissioner shown with Governor Godwin at the time of his appointment.

she still lives. He milked the cows, fed the turkeys and chickens, and performed many other farm chores. "That's when I really started working on a farm," he recalled. "Prior to that time I had just been around."

The years passed by swiftly, and in 1941 Rowe graduated from James Monroe High School in Fredericksburg. His first contact with the Virginia Department of Agriculture came that summer, prior to entering VPI in the fall.

"I learned that VDA was conducting Japanese beetle quarantine operations from nearby Stafford," he said, "and became interested immediately. They hired me, and I worked for the department that summer as a helper, and returned the next as foreman."

Rowe's college education was interrupted in 1943 by World War II. After three years' duty, highlighted by participation in the last part of the Battle of the Bulge with the Third Army's Fifth Infantry Division, he returned to civilian life in the spring of 1946.

Again attracted by VDA, he was re-employed in the department's dairy and food division for about fifteen months. But Rowe recognized the importance of a college education then, as he does now, and returned to VPI in the fall of 1947, graduating in 1948 with a B.S. degree in agricultural education.

He was president of the school's chapter of the Future Farmers of America, president of the Agriculture Club, and a member of the Block and Bridle Club, a national livestock fraternity.

Shortly after graduating he accepted a permanent position with the department in the Commissioner's office, where he worked primarily in resettling displaced persons on farms. He was promoted to supervisor of the fertilizer, lime and motor fuel section in 1950, and to executive assistant to the Commissioner in January, 1963.

(Please turn the page)



On October 1, 1963, following an extensive reorganization of the department, he was appointed director of the newly formed Division of Regulatory Services. His performance in this capacity was marked by extensive work with industry and consumer advisory groups, many of which he headed as chairman.

"This means of working closely with the public and those affected by legislation has strengthened many areas of the department's services," he stated. "I am a strong believer in effective communications to bring about understanding and acceptance of the department's policies."

The department's functions go far beyond aiding the producing, or farm segment of agriculture, and now coincide closely with the scope of Virginia's entire industry of agriculture. VDA is responsible for the administration of many laws delegated by the General Assembly that affect nearly every citizen of the state in one way or another.

"Our regulatory personnel do not

seek to actively 'police' or 'enforce' the laws they administer," Rowe added. "Instead, they work with those affected in order to obtain their cooperation and compliance by educational means, and utilize legal measures only as a last resort. We find that when people understand the reasons for and requirements of the laws for which we are responsible, we are able to administer them much more effectively."

In October, 1965, following the resignation of Commissioner Chumney, Rowe was made Acting Commissioner by Governor Harrison; and on March 3, 1966, Governor Godwin signed the official documents appointing him Commissioner for the next four years. He was the outstanding popular choice for the job, and his reactions to the responsibilities involved confirmed this judgment.

"I deeply appreciate this expression of the Governor's confidence, and shall make every effort, wherever possible, to improve the services provided by the Virginia Department of Agriculture,"



Historic Brompton plantation near Fredericksburg, where the Commissioner spent his early youth, as it appears today. Inset: Boyhood pals—An early photo of the Commissioner and one of his farm friends.

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he said. "My work in the department has given me the opportunity to view directly the services VDA provides for the citizens of Virginia, and to know and respect the quality of its employees and their devotion to duty."

Charles W. Wampler, Jr., of Harrisonburg, president of the State Board of Agriculture, was very pleased with Rowe's appointment, and said, "I have complete confidence in Maurice Rowe. His knowledge of the department gained through years of experience within the organization plus excellent personal characteristics give him qualifications well suited to carry out his new duties. He assumes his new office with the unanimous endorsement of the State Board of Agriculture."

Rowe has the distinction of being the first VDA career employee ever to be appointed Commissioner. His extensive background with the department gives him many advantages. He knows most of its 600 employees, and is familiar with what each does. They see in him an understanding, considerate leader; not given to hasty decisions, who has their best interests at heart. The fact that he has risen from the ranks adds to their respect and admiration.

This respect is mutual, as Rowe keenly appreciates the personnel of the department. "I recognize the talents and dedication of my associates in VDA," he said, "and it is most comforting to have this confidence in their performance."

The new Commissioner is a well built, impressive looking man of 44, nearly six feet tall, with a scanty

amount of sandy hair that is greying at the temples. He has a very pleasant manner, a ready smile, and is in every respect a gentleman. Possessing no rough edges, he is deeply sensitive to the feelings of everyone. His personal dignity and bearing provide a sense of propriety to his office.

He has strong convictions about the future of agriculture, and believes that it represents a great challenge that our youths should give serious consideration.

"A great potential exists in Virginia for the continued growth of agriculture," he stated. "Because of its proximity to domestic and export markets, a wonderful opportunity exists for our young people to enter agricultural or related pursuits. Those in a position of management and leadership should utilize this great source of talent to the fullest.

"But these young people should be ready to work and prove their ability before they can expect to be appropriately rewarded. Unfortunately, many today don't believe that this is necessary; but those that excel will be those that work hard, and put forth more than is expected on the job."

Rowe has a pretty wife, the former Joyce McKissick of Blackstone, and two attractive children, Maurice B., IV, and Caroline.

Mrs. Rowe attended Flora McDonald College in Red Springs, North Carolina, where she served as president of the Commercial Club, and represented her class in the May Court. After taking a business course, she obtained a civil service job with the U. S. De-

partment of Agriculture.

As fate would have it, she was soon transferred to a position in an office directly across the hall from the VDA office of her future husband. She explained that this work proximity quickly developed into a full-fledged romance with a happy ending. Rowe agreed whole-heartedly, but jokingly remarked that some subtle changes had taken place afterwards, and said, "She used to say 'yes sir' to me when we met in the hall during work, but she hasn't done that since!"

Mrs. Rowe likes to attend musicals and plays, and enjoys playing bridge, although her main interest is in being with people. "I enjoy being with the crowd as much as playing bridge," she said.

Most of her time at present is spent in decorating their new home. "Furnishing a new house is an almost endless job," she explained. "Looking for just the right thing for the right place takes a lot of time."

The Rowe's have lived in Chesterfield County for over ten years. About a year ago, they moved into a house they built on Southaven Road in Huguenot Farms. It is a stately colonial residence, with a large, two-storied central portion flanked by two smaller wings. The house is very attractively furnished, and has a large screened porch on the back that opens on an outdoor patio.

Many beautiful trees fill the front and back yards, including tall pines, maples, beeches, oaks, tulip poplars, gums, hickories, hollies, and dogwoods.

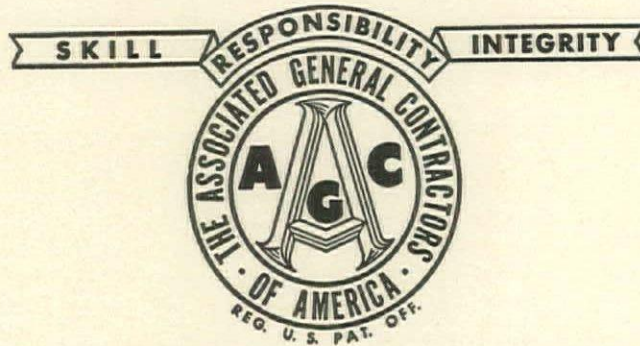
(Continued on page 35)

NEW ROWE HOME

The new Rowe home in suburban Huguenot Farms has a stately look reminiscent of the old South.



VIRGINIA A.G.C. REVIEW



OFFICIAL SECTION, VIRGINIA BRANCH, A.G.C.

Mid-Year Convention Report

Convention Theme . . . THE GOLDEN DOOR

NOTE: The following comments were made at the opening of the 1966 Mid-Year Convention of the Virginia Branch—A.G.C. by President Marvin W. Lucas. The three-day program (July 27-30) was held at The Homestead, Hot Springs, Virginia.

"Never before in the history of the construction industry have we experienced the volume of business that confronts us today.

Residential . . . commercial . . . industrial . . . utility . . . highway . . . all are enjoying a boom never before witnessed in this country, or the history of mankind.

This boom presents constructors with the 'golden door' of opportunity.

Opportunities as builders . . . builders of modern-day living . . . builders of comforts heretofore unthought of . . . builders of centers of learning, centers of health, centers of shopping ease . . . builders of mass transportation.

Opportunities of leadership in management . . . taking the lead in labor—management relations . . . striving to give hundreds of thousands of skilled and semi-skilled men the golden opportunity to reap a prosperous livelihood.

Opportunities as citizens . . . to take our rightful place as solid citizens of our communities.

Opportunities to seek new vistas . . . vistas of design . . . vistas of engineering . . . vistas of inter-industry harmony.

Where but in construction can we witness the limitless golden opportunities lying before our feet.

The golden door of opportunities awaits those engaged in the construction industry. To my fellow Virginia Branch members, I invite you to enter through this golden door."

With the above words, Virginia Branch President Marvin W. Lucas convened the 1966 Mid-Year Convention to order. He was followed by a select list of guest speakers, eminently qualified to speak authoritatively to contractors about construction.

Dr. Dana B. Hamel, Director of the Department of Community Colleges for the Commonwealth of Virginia, outlined the ambitions of his newly-created Community Colleges system. By direction of the 1966 Virginia General Assembly, the Technical Colleges Program was redesigned, and Dr. Hamel was appointed by Governor Godwin to head up the revamped program, sometimes referred to as "drive-in colleges."

Dr. Hamel predicted the establishment of twenty-two such schools which will blanket Virginia, with each school divided into a (1) Transfer Division, (2) an Associate Division, (3) an Extension Division, and (4) a Management Center Division. As described by Dr. Hamel, the construction industry, with its multitude of talents, will be one of the chief beneficiaries of the Community Colleges Program. This will take time, he cautioned, because the program is in its infancy. Within five years,



1966-1967 VIRGINIA BRANCH A.G.C. LEADERS—Pictured above (left to right) are: Secretary-Treasurer SAMUEL H. SHRUMP, Nielsen Construction Co., Inc., Harrisonburg; President MARVIN W. LUCAS, Luke Construction Co., Inc., Norfolk; First Vice-President AARON J. CONNER, Aaron J. Conner General Contractor, Inc., Roanoke; and Second Vice-President HAROLD I. MILLER, Miller Brothers of Arlington, Inc., Arlington.



Above, William E. Dunn, Executive Director, National Associated General Contractors of America, Washington, D. C. And below, Ladies' Luncheon Speaker Priscilla Young, Moderator of TV Program "Profile" on WSLs-TV, Roanoke.

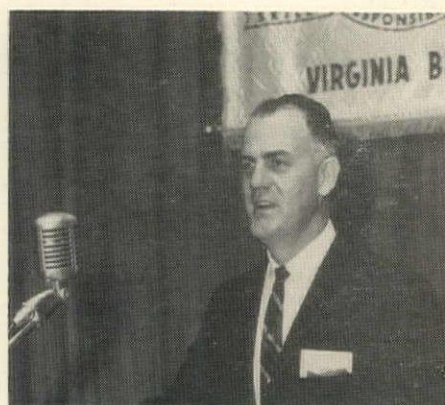
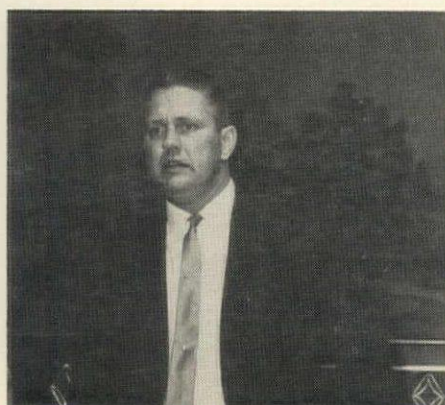
Convention Personalities



Above, Reed Larson, Executive Vice-President, National Right-To-Work Committee, Washington, D. C. And below, George Preas, previously a member of the Baltimore Colts, and currently a Seal-test Dairy Products Distributor, Roanoke.



Above—Marvin W. Lucas, Virginia Branch A.G.C. President (1966-1967). President, Luke Construction Corporation, Norfolk, Virginia. And below—Dr. Dana B. Hamel, Director of the Department of Community Colleges for the Commonwealth of Virginia.



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(A.G.C. Convention Continued)

he forecast an endless array of young men and women will be potential candidates for the construction industry.

Describing the national scene, the National Associated General Contractor's Executive Director William E. Dunn urged all contractors to improve their industry relations and their congressional relations. Between these two salient points, he inferred, the ultimate success or failure of the industry lies. Dunn stipulated that an improved knowledge of legislation, its pros and cons, would give contractors the impetus they need to become leaders, and not followers, of legislative programs.

Executive Director Dunn avoided a box-score type of presentation in his legislative recap, but he unhesitatingly claimed a "victory" for management during the recent session of Congress. "Our biggest single victory," he said, "was the battle to preserve Section 14(b) of the Taft-Hartley Labor Act, led so magnificently by Senator Everett Dirksen."

Reed Larson, Executive Vice-President of the National Right To Work Com-

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mittee, was the luncheon speaker on Thursday (July 28) to brief the membership on the role his organization played in furnishing right-to-work advocates ammunition to defeat all attempts to repeal Section 14(b) of the Taft-Hartley Labor Act, legislation which permits individual states to enact and maintain right-to-work laws. He recapped some of the highlights of this historic battle, techniques used by the opposition, and described the many pit-

falls encountered by right-to-work proponents. He cautioned his audience to be prepared for an even greater battle in the next session of Congress, as well as for similar infringements by pro-labor groups.

In a lighter vein, the Associate Division's Friday morning breakfast speaker was George Preas, who played for the *Baltimore Colts* for eleven years. He showed films and discussed the drama-filled and tension-packed 1965 season of the world-famous 'Colts,' a season that professional football fans will never forget.

For the ladies, Priscilla Young, moderator of the Roanoke-based television program "PROFILE," discussed the pitfalls of putting a program together, some of her most interesting and embarrassing moments, and the unexpected happenings connected with radio and television.

Being a summer-time convention, the bulk of the members' free time was spent golfing, fishing, swimming, skeet shooting and trail-walking. The General Business Sessions included the adoption of a number of amendments to the Association's By-Laws, approval of numerous committee reports, adoption of key resolutions, and the designation of

September 27 as "National Membership Day."

The membership was encouraged by President Lucas to attend the National AGC's Mid-Year Board Meeting, to be held in Honolulu, Hawaii, on September 30 through October 5, 1966. And for those unable to journey to the Hawaiian Islands, it was suggested that they mark their calendar to attend the 1967 annual convention and exposition in San Diego on March 5-9. ▲

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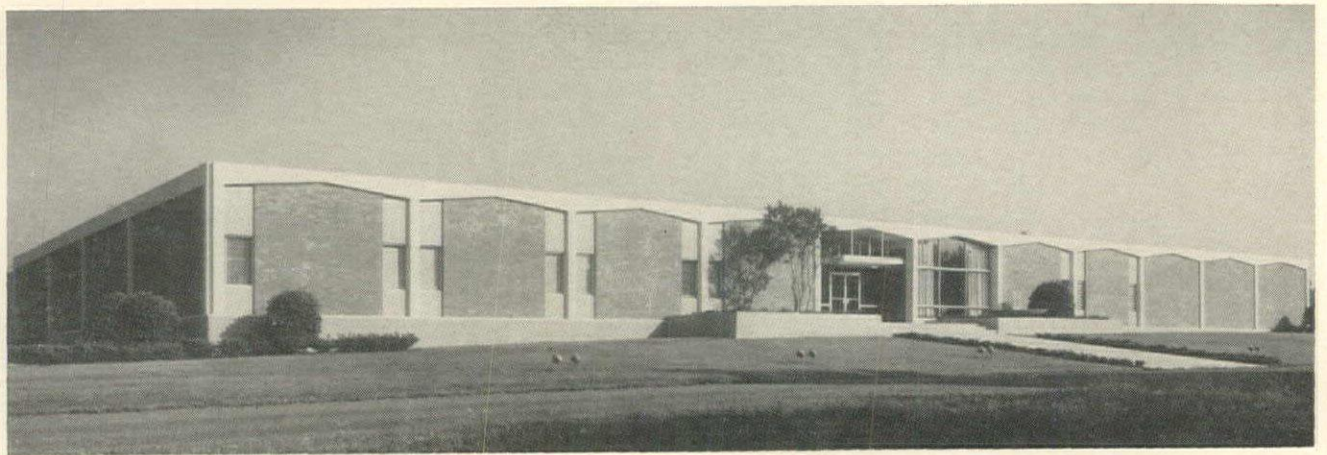
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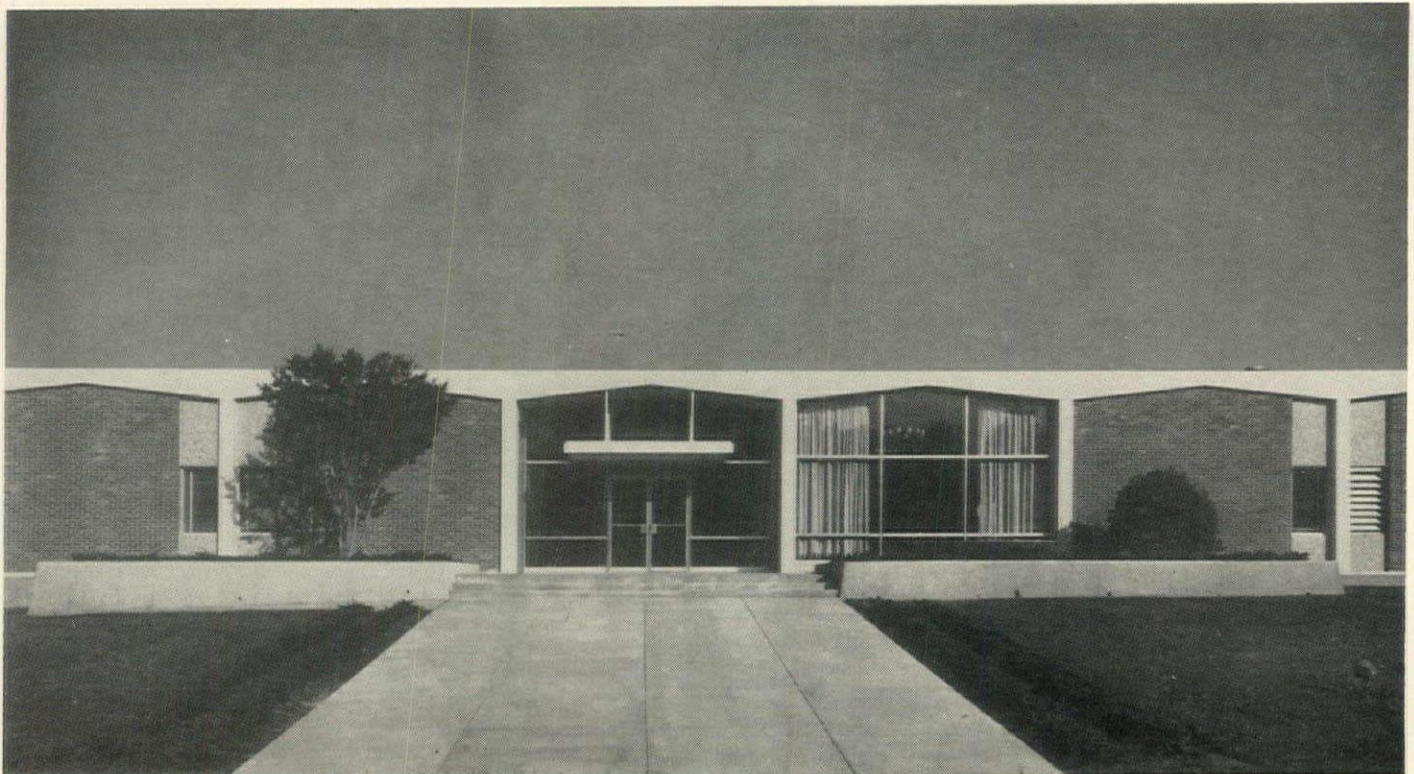
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Bass Construction Company Completes New Research Center Fo

CARNEAL & JOHNSTON
Architects



■ Designed by Carneal and Johnston, architects-engineers of Richmond, the structure of the building consists of cast in place concrete columns, reinforced concrete beams and a pre-stressed concrete roof deck. The roof fascia is poured in place concrete to match the columns. The brick panels between the columns rest on Bush Hammered concrete walls.

Interior partitions are mostly painted block, floors are covered with vinyl tile with several areas of terrazzo. Ceilings are suspended acoustical tile. The 27,206 square foot air-conditioned main building is divided into 72 rooms, consisting of offices, library, cafeteria, laboratories, plant physiology and insect-rearing rooms.

Among other facilities of the project are five greenhouses consisting of approximately 5,000 square feet. All of the greenhouses and a plant spray room are connected to the main building by a covered concrete walk, constructed of brick walls matching the panels of the center exterior walls and exposed wood deck, stained natural. ■



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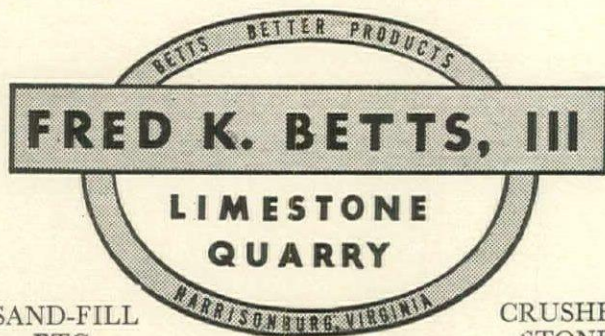
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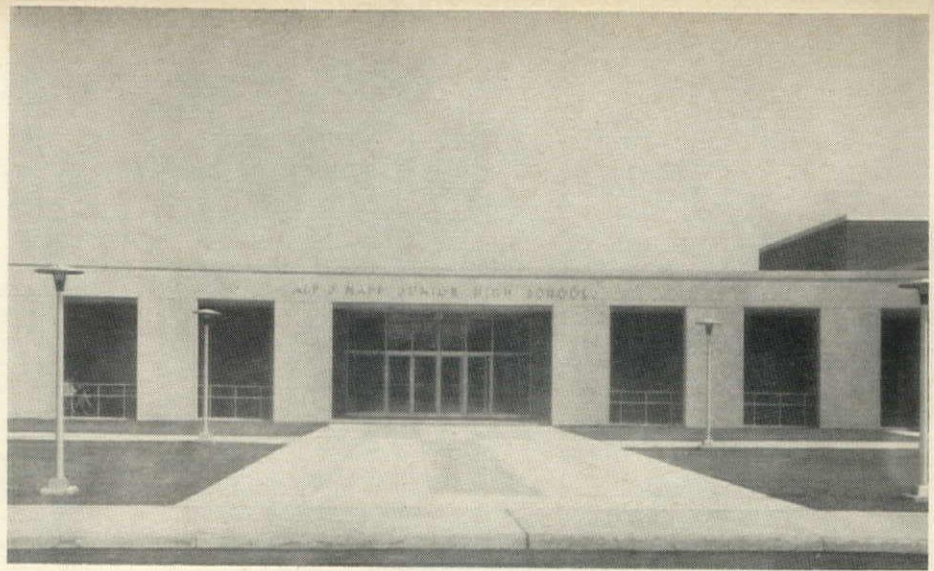
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THE CRADOCK JUNIOR HIGH SCHOOL is a 40-classroom institution with the very latest equipment available for highest quality education. This school is totally air-conditioned with only 15 windows (some being utilized as fire exits) within the project.

The simplicity of design gives it an air of superiority over other schools and the floor plan allows for freedom of exchange between rooms with a minimum of travel.

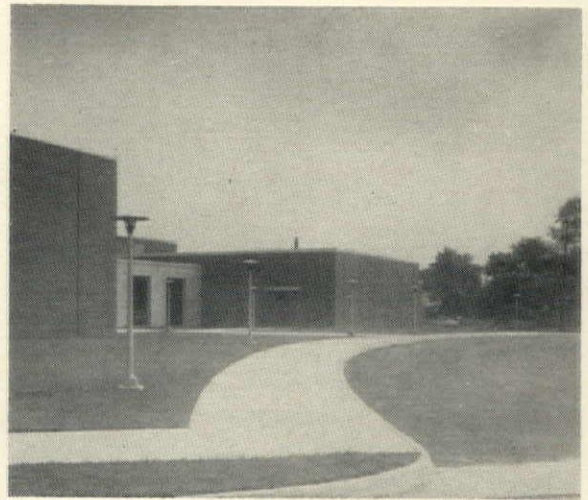
This project was constructed on the same site which housed an aged Junior High School and was done under a program in which school sessions went uninterrupted. The first stage of construction was completed adjacent to the old building with temporary partitions securing it until the second phase of construction could begin. Once the first phase of the building was completed, at the cost of approximately \$50,000.00, the school program was shifted into the new building. The old Junior High building was then demolished and the second half of the new building was constructed. This type of construction required a great deal of co-ordination between owner, architect, and contractor. Mr. A. R. Turnbull, architect's representative, was of invaluable service in expediting the transition.

On May 18, 1966, the new school at its dedication was named the Alfred J. Mapp Junior High School in honor of the late Superintendent of the Portsmouth School Board.



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(Above) Close-up of main entrance—which is all cast stone—and, (below) side elevation of front—gym on left, cafeteria on far right.



**Alfred J. Mapp Junior High School
(Cradock Junior High School)**

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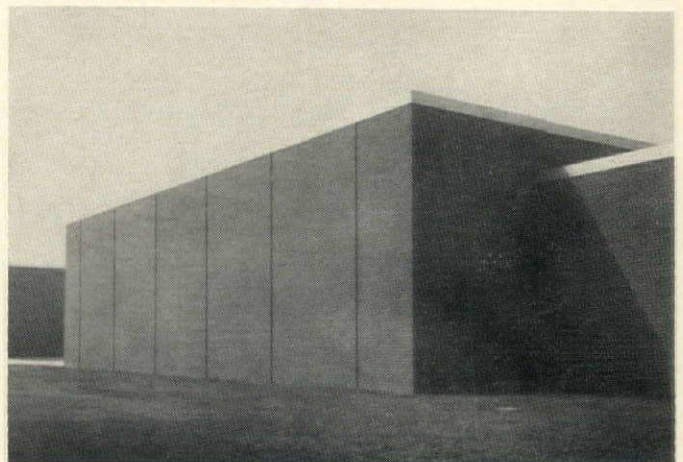
WILLIAM T. ST. CLAIR
Structural Consultant

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Robert R. Marquis, Inc., Portsmouth, general contractor, excavating, foundations, concrete, carpentry; other Portsmouth firms were, Burgess Bros., painting, plastic wall finish; J. T. Eley, Jr., plaster; and Joshua Swain & Co., Inc., ceramic tile. From Norfolk: Snow, Jr. & King, Inc., masonry; Roof Engineering Corp., roofing, waterproofing; Republic Steel—Truscon Div., windows; Walker & Laberge Co., Inc., glazing; J. C. Law & Son, Inc., wood flooring; Door Engineering Corp., steel doors & bucks; Va.-Carolina Electrical Works, Inc., electrical work, plumbing, air conditioning, heating, ventilating; and Elliott & Co., Inc., special cabinet fixtures. Richmond firms were: Economy Cast Stone Co., stone work; O'Ferrall, Inc., acoustical, resilient tile; and Miller Manufacturing Co., Inc., millwork.

Others were: Montague-Betts Co., Inc., Lynchburg, steel, steel roof deck; Lightweight Concrete Co., Inc., Washington, D. C., roof deck; and Ceramic Tile of Fla., Inc., Va. Beach, terrazzo.

Photo below shows the architectural effect of recessing of vertical brick—to break the straight line of the building—since there are no windows.



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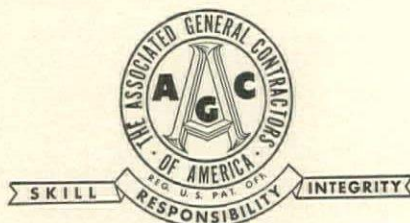
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Agriculture in Our Changing Society

(Continued from page 11)

ment section, which is concerned with the development of new methods and equipment and has been in charge of plans for the new laboratory building which will be built in the Capital area in the near future.

Laboratory sections, in addition to their main responsibility of providing the analytical tests and technical information necessary for competent enforcement of the commodity laws aforementioned, have a secondary function. Technical information and service tests are supplied to agricultural and consumer interests when such work does not conflict with the primary duties of regulatory testing.

The food laboratory is responsible for determining the wholesomeness of anything edible by humans. Food protection is becoming a more and more complicated procedure these days, since more preparation takes place before products reach the retail level. Meat products are examined for excess dried skim milk or cereal, preservatives, and fat content; flour, corn meal and other similar products are checked for rodent and insect filth; and nuts are inspected for rancidity.

The bacteriology part of the food laboratory keeps a close eye on pre-packaged sandwiches and salads, bakery products, and fresh and ground meats. These are checked for microorganisms and food toxins to insure the product's safety to the consumer.

In the feed laboratory commercial stock feeds, canned animal food, and mineral supplements are analyzed. Emphasis is placed on the protein, fat and fiber content.

The pesticides formulations laboratory analyzes the contents of the growing number of products being put on the market as pesticides, insecticides, and rodenticides. Used properly, they are valuable tools for the farmer, and greatly increase his chances of a large and superior crop. Pesticides must have complete ingredients and directions for use stated on the label, and must conform to state and federal laws.

The pesticide residues laboratory uses methods and equipment for testing for

Virginia's farm families are typified by this modern young farmer with his wife and children. They keep up with the latest developments in scientific farming and believe firmly that their way of life is a good one.

minute traces of harmful residues, to the point where parts per billion can now be detected. Levels detected are usually far below those which could be harmful to a human.

VDA's seed laboratory subjects samples to testing for variety, pure seed, germination percentage, weed seed content, other crop seeds, noxious weed seed content, inert matter and chemical treatment.

The drug laboratory is somewhat different from the other Technical Services labs in that its work backs up the activities of the State Board of Pharmacy. Board inspectors and law enforcement officials depend on the work of this laboratory to help them in their fight against the illegal drug traffic. This work is performed in addition to the regular quality control testing. Drug contents and levels must concur with the law and with label statements.

A little-known service of this section is the analysis of preparations made up by applicants for the state pharmacist's license.

Fertilizer, the way to success for the modern successful farmer, is tested for agreement of contents with label statement. Three and four determinations are run on each sample, to check on the principle ingredients of potash, nitrogen, and available phosphoric acid, as well as minor elements.

Part of the food and drug section is devoted to the assaying of medicated feeds and animal remedies, to safeguard animal health. Both microbiological and chemical procedures are used.

Gasoline and diesel fuel are subjected to various types of testing procedures. Gasoline is tested for octane number, pre-formed gum content, distillation range, vapor pressure, corrosion properties, water and sediment. Diesel fuels are also tested for cetane, a test of the ignition delay period, and a flash point test to assure safety in storage.

The paint section of the Division of Technical Services differs from the

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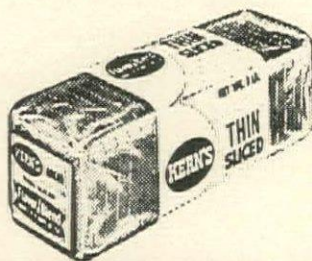
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other sections in that it controls both regulatory functions and testing of paints. Compositions of paints are quite complex and sometimes as many as 12 separate analyses are required on a single sample. Covering power, chalking, mildew resistance, and wearability under varying weather conditions are checked, as well as the testing of contents for conformity with the label statement. All paints sold in Virginia, whether manufactured in the state or elsewhere, must be registered with the Department.

MARKETS

The marketing activities of the Department are divided into two main areas—market development and market services. The accomplishments of the Division of Markets depend on the joint efforts and cooperation of the two spheres of operation, to provide a high standard of service to the three main segments of the industry of agriculture—the suppliers, producers and marketers—whose livelihood depends on Virginia products moving freely through the channels of domestic and foreign trade.

Great strides have been taken during the last few years to broaden the horizons of Virginia products.

The main function of market services is to certify the quality of the state's various agricultural commodities by grading and inspection work. This service helps the producer to receive higher prices for his products both at home and abroad. Market services also administers the poultry and turkey improvement plan, enforces the apple and egg laws, and distributes USDA-supplied food to schools and institutions all over the state.

The goals of market development are designed to stimulate sales and develop new markets for Virginia products both at home and abroad. Efforts are concentrated as well on improving existing markets.

As a part of this program, Virginia pioneered in the field of long distance selling, through its development of a system called "Tel-o-Auction." First used in hog marketing in January, 1963, a conference telephone setup allows buyers to sit in their offices in different cities or even states, and get the best available graded hogs in large numbers with no trouble or travel.

Each bidder has a code number by which he bids on the party line directly to the auctioneer at the ring. Sellers as well as buyers benefit from the Tel-o-Auction system. Growers can sell on a quality basis to more bidders

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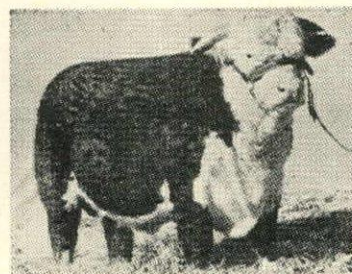
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in a larger geographic area, and the small farmer can pool his hogs with those of others to get his share of the price bid for an entire pen. Much interest has been shown by other states in this marketing innovation.

Virginia's livestock marketing business has made the headlines on other fronts during recent months. Two years ago, the first shipment of live cattle to be shipped from Virginia to Europe in fifty years, left for Italian shores. As of this time, five shipments have been made and the outlook is excellent for continued dealings. During the negotiations, VDA marketing personnel assisted in many ways. A gold seal production certificate for dairy cattle was developed, certifying the production and breeding background of dairy cattle.

Liaison was supplied between the Italian purchasers and the sellers. Marketing men visited farms with the prospective buyers, assisted them with transportation and export requirements and won their confidence in Virginia grading standards. A recent trip to Italy assures that the Italians are well satisfied with their Virginia purchases and the way is open to expanded shipments of both beef and dairy cattle.

In addition to cattle, foreign manufacturers consume almost half of the Virginia tobacco market, and a recent export trade assistance boost of \$5 per hundred pounds promises to strengthen that market even further. About 70 million pounds of Virginia tobacco, with a farm value of some \$40 million, go abroad annually.

Virginia exports soybeans to twelve nations, corn to 30 countries, and poultry to 53 nations. We also export lamb, watermelons, and many other vegetables to Canada each year.

President Johnson's Food for Freedom program promises to heighten the need for American production. In the years to come, it is likely that the full food production resources of the United States will be called into action.

According to Secretary of Agriculture Orville L. Freeman, mass famine in the 1980's cannot be averted unless the less developed nations do more to help themselves in the next five years. Because of world population growth, their needs will grow greater and greater. It would seem, therefore, that the drive to help these people help themselves will increase the demand for the export of food staples to these countries, and that the market potential for these basic products will spiral upward.

In line with the increased emphasis

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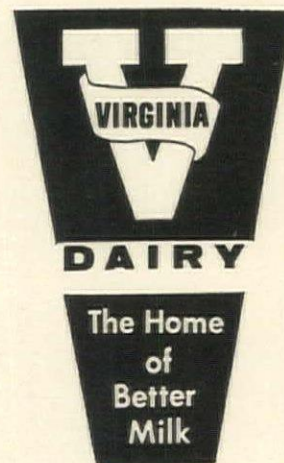
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on foreign agricultural export, the Virginia Department of Agriculture has recently created two new positions of market development and export director and export trade specialist in its Division of Markets. These men will deal in the demands and needs of our foreign export trade.

Market news serves the producer, consumer and industry through its com-

prehensive analysis of national, state and local agricultural markets. It gives current data on livestock, poultry and eggs, fruits and vegetables, and hay and grain. Special consumer food releases help the housewife get the most for her money.

VDA helps the many commodity groups in the state to organize and develop programs designed to create a

greater demand for Virginia agricultural products.

As a part of the continuing interrelationship between rural and urban areas, many industries are seeking land in rural areas where they will have room to grow. The Department recognizes the mutual benefit of the establishment of agricultural industries in rural areas, creating job opportunities and improving the economy of these areas. It therefore works closely with various state agencies, local committees, and organizations.

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ANIMAL AND DAIRY INDUSTRY


The health of Virginia's animals has not been neglected. Through its many continuing programs, the Division of Animal and Dairy Industry guards the well-being of the animal and poultry population of the state.

Waging war on disease which drains the livestock or poultry producer of his profit, and in some cases prevents the export of livestock and meat products abroad, the veterinarians and associated personnel of this division work continuously to make animal disease a thing of the past in this state.

In several areas, they are well on their way to this goal.

The joint state-federal Hog Cholera Eradication Program has entered Phase III of a long-range effort. Incidence of the disease is now at its lowest in Virginia history. Phase III, designed to knock out hog cholera completely, allows for the payment of matching state-federal indemnity funds to any producer whose animals are destroyed or die of cholera, provided appraisal is made prior to destruction or death. A cholera-free status will benefit all segments of the livestock industry. Foreign ports now closed to Virginia swine and pork products offer a seven-figure market potential. Meat packers and processors also stand to gain from the eradication of hog cholera.

Brucellosis, a cattle disease of long standing in Virginia, is now also in the process of eradication. This disease, which causes undulant fever in humans, is under a cooperative USDA-VDA eradication program. Virginia attained


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a modified-free standing in 1962, and has set a goal of ridding the state entirely of the disease by 1970. The modified-free status indicates that less than 1% of the cattle and less than 5% of the herds in the state are infected.

Well over half of the counties of Virginia are now completely free of brucellosis.

Virginia has been protecting its sheep scabies-free designation by periodic inspections throughout the state and will continue to do so until this disease has been totally eradicated in the United States. This state attained its scabies-free rating three years ago.

The poultry industry in Virginia has, for a number of years, been plagued with diseases of a respiratory nature in poultry. The infection known as PPLO (pleuropneumonia-like organism) is the primary cause of chicken and turkey condemnations at the point of slaughter. A system of planned exposure to the disease has been authorized and set up, and USDA is providing, on an experimental basis, enough test antigen to evaluate a test and eradication procedure. Once a proven means of eradication can be developed, procedures to eliminate the disease can be put into operation.

All of these programs operate within the Division of Animal and Dairy Industry. This division maintains seven regional laboratories in various areas of the state. A meat inspection service and dairy products inspection provide assurance of the safety and wholesomeness of these products.

PUBLIC INFORMATION

Outside activities of the Division of Administration are performed by the information office and the state-federal crop reporting service.

The information office dispenses news to the general public, the Department, and all agriculturally oriented sources through all available media—radio, television, the press, and regular publications. Special releases and feature stories are sent to all publications and broadcast media to cover current events of interest. The VDA mobile unit with its changing displays is viewed throughout the year at fairs, educational events, and agricultural conventions and meetings.

The crop reporting service, now in its hundredth year of operation, is a network of agencies in all states which provide the basic facts and figures of agriculture. Here in Virginia, this office issues many reports on subjects vital to the farmer, as well as many other in-

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interested persons. Estimated crop acreages, prospective yields, farm prices, numbers of livestock, expected crop production—all these and many other facts are the business of the crop reporting service.

All of this, then, is the Virginia Department of Agriculture. Growth over the years has made many changes in its face.

This branch of your state government could hardly be recognized for what it was in 1877 when it was formed by action of the General Assembly.

At the time of its birth, the Department was known as the "Department of Agriculture, Mining and Manufacturing." It was a modest beginning which was made during those first years, despite the sweeping scope of its title. The first commissioners of agriculture had a rough row to hoe indeed, with little money and less equipment. The initial funds for operation came from the collection of fertilizer fees, paid by manufacturers producing and selling within the state of Virginia. The term "mining" in the department name came about because the commissioner was charged with traveling throughout the state, collecting samples of native minerals and ores and assembling them in a glass case for public viewing. Models of inventions and industrial products of that century were also to find their way into the exhibit. The "mining and manufacturing" were dropped from the Department name later as other agencies took over these duties.

Along about the turn of the century a new function was added to the Department's responsibilities—that of immigration. The upheaval of the then recent War Between the States had left very little for the farm youth of the

state to come back to. The exodus to the cities and westward had drained the farms of labor supply. At this time, the commissioner of agriculture was instructed to go abroad to the "low countries" to seek a new and practical source of farm labor.

So . . . the name was changed to "the Department of Agriculture and Immigration."

Today, we are not concerned with the foreign importation of farm labor, but rather the federal government is concerned with stemming the migratory labor tide. The last time this Department had anything to do with immigration was a brief concern with the DP program following World War II.

For many years, the services of the Department have been directed not only toward farming but increasingly toward commerce and industry. This trend is only natural as farming has become big business and is so closely related with industry that the two have become interdependent.

In line with these changing functions, the General Assembly in 1964 and again in 1966, passed resolutions to change the name of the Department to the Department of Agriculture and Commerce, to more correctly describe its duties and activities.

Let's take a brief look at the scope of these commerce functions handled by VDA.

1. Inspection of all types of scales and measuring devices periodically for accuracy, and verification of the labeled weight or measure of all packaged goods by frequent spot checks.

2. Checking of all paints sold in the state to assure registration with the Department, and analysis for conformity with the manufacturer's claims on the label.

3. Examination of all motor fuels to determine that the producer or agent has filed with the Department, and testing for compliance with specifications prescribed by law.

4. Promotion of export sales of products—poultry, cattle, and tobacco and many others—by assisting in contract negotiations between Virginia marketing firms and importers abroad.

5. Collection and analysis of samples of human foods manufactured or sold in the state to determine if these products are free of adulteration, contamination and are properly labeled.

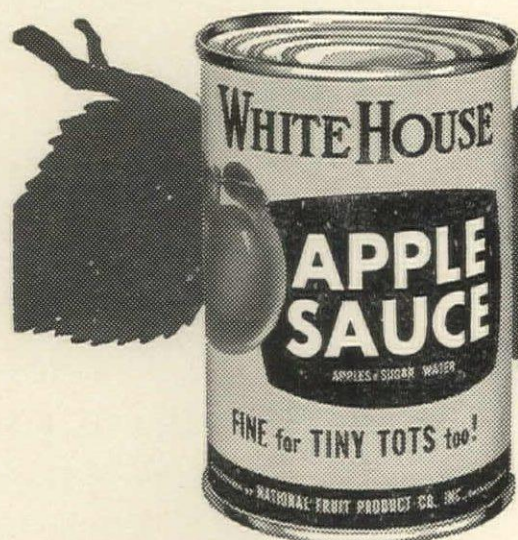
6. Stimulation of domestic sales of commodities by such innovations as Tel-o-Auction, a system that enables buyers from distant cities to bid for Virginia commodities by long distance telephone calls.

7. Liaison to effect substantial savings to Virginia agriculture for commodities such as grain, by seeking and obtaining reduced freight rates from railways and other carriers from outlying areas to Virginia.

It is evident that the term "immigration" is a complete misnomer and is no longer either appropriate or meaningful as a part of the name of this Department. On the other side of the coin, the proposed change to the "Department of Agriculture and Commerce" will describe the present functions and services accurately, and encourage a better understanding of the relationship of agriculture and commerce to our total economy.

The services of the Department remain as before—the name change is the only change.

The decision for the name change will be put to voters in the general election on November 8—the decision is yours! ▲



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(Top left) Dad receives a warm family welcome upon returning home from one of his many business trips. (right) The Commissioner finds time to maintain his garden, and, a young combo (bottom of page) entertains proud parents. Foreground, left to right, Mrs. Rowe, the Commissioner, and a neighbor, Mrs. George Vennart. Background, left to right: Maurice Rowe, IV; Margery, Bill, and Marc Vennart; Carolina Rowe.



Maurice B. Rowe

(Continued from page 17)

Lots of pretty flowers and ornamentals add to the attractiveness of the natural surroundings.

After spending a tremendous amount of time planning and supervising the construction of their home, Rowe now finds a continued demand for his time because of the never ending responsibilities of maintenance. The only problem is that he is continually making business trips that take him away from home for long periods.

"I am on the go so much that I can't give the house and yard the attention they need," he explained. But, in spite of his heavy schedule, he serves as general handyman, yardman, and even has a thriving tomato garden.

With two young children in school, Mrs. Rowe takes advantage of her husband's extensive traveling whenever she can to broaden their education. She and the youngsters have accompanied him on business trips to historic points in Virginia, and recently went with him to Charleston, South Carolina.

The entire family also participates in an annual church-sponsored camping trip every Labor Day weekend. They have done this for several years running, according to Mrs. Rowe—a record equalled by few other families in their church.

Young Maurice B., IV, eight, and Caroline, ten, are full of energy. They, and the three children of a close neigh-

bor, have formed a band called "The Silencers." This talented young combo features a drummer, dancer, vocalist and guitarists, and produces real swinging music "a-go-go." The family dog, a four-year-old dachshund named "Hugo," watches these sessions with considerable disdain, although he is cherished by all.

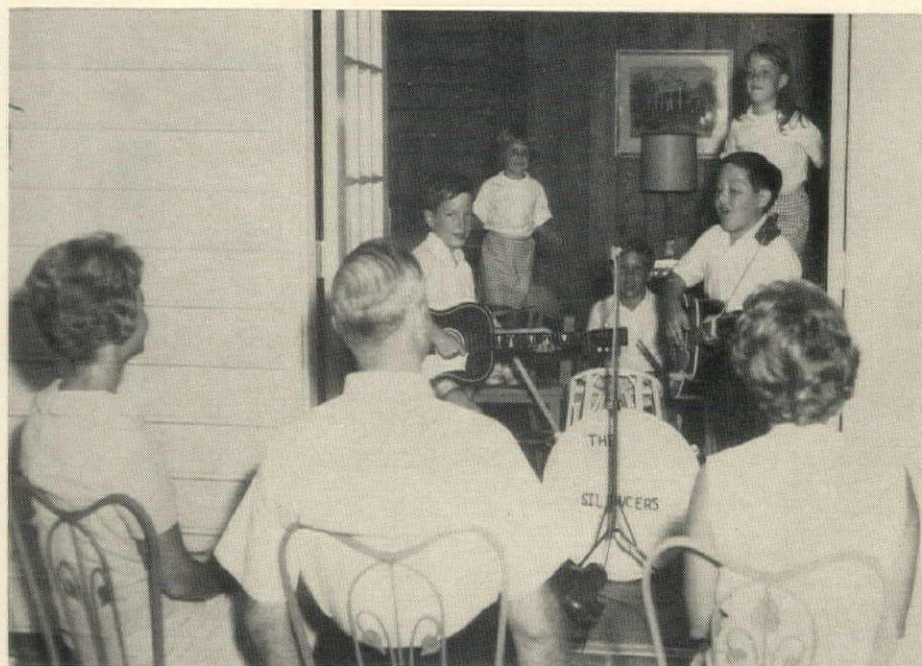
Mrs. Rowe and her husband both teach Sunday School in the Forest Hill Presbyterian Church, where he is an elder and she is vice president of the Women of the Church.

Rowe manages to find time to par-

ticipate in the activities of many organizations. Although the list is far too long to enumerate in its entirety, he is the treasurer of the Virginia Academy of Science, president of the Association of Southern Feed, Fertilizer and Pesticide Control Officials, and a past master of the former Richmond Agricultural Grange.

He is also active in various civic and charitable associations including the United Givers Fund, Kiwanis, and the Bon Air Ruritan Club.

Everyone who knows him agrees that Virginia is very fortunate to have a man of his caliber to head its agricultural administration. Dr. Paul D. Sanders, editor of the Southern Planter and undisputed dean of the state's agriculture, recently summed up the public sentiment very aptly at the close of one of Rowe's many public addresses by saying, "He ought to deliver that talk all over the state. He's a top man!"



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Editorial (Continued from page 5)

On the other hand, Northerners in general—whether at home or in the South—have tended to regard their regional attitudes as based upon veritable facts, in contrast to the myths which (along with ignorance, bigotry, backwardness, racism, brutality and other blighting aspects on the face of American civilization) are confined entirely to the Southerner's warped thinking.

The distinguished Northern literary critic and essayist, Mr. Edmund Wilson, with roots deep in (what he himself refers to as) "Yankee" culture, a few years ago wrote a book, *Patriotic Gore*, on the literature of the Civil War and the attitudes it reflected. In this critically acclaimed work, Mr. Wilson disturbed a number of Northerners by tracing the development of their own myths and the fallacies which underlay many of their assumptions. Since no book requiring reflection and self-analysis, no matter how great its critical acclaim or how eminent its author, would have the impact on the nation of—say—a publicly arranged spectacle of two bruisers paid to try to knock one another senseless, needless to say, Mr. Wilson's book of essays could scarcely be expected to cause Northerners to take a closer look at the myths in their own attitudes. But the point of mentioning Edmund Wilson here is that his studies caused him to want to know more about the Southern attitude as it exists today.

In taking a closer look, he wrote, "We Northerners do not, I believe—unless we have been a good deal in the South—really grasp the state of mind of the Southerners. We have always made a point, in our relations with them, of disregarding what we call the Civil War. . . . We like to assume that the United States is an integrated, homogeneous and smoothly functioning nation, and unless we are professional historians, we succeed in forgetting completely that the former Confederacy was an occupied country to a greater or lesser extent for twelve years after the War. . . . Except when an issue arises so troublesome that it cannot be ignored—such as that of the . . . Supreme Court ruling against racial segregation in the schools—we hardly realize how deep and how virulent, from a longstanding sense of grievance, runs the instinct toward repudiation of any responsibility on the part of the South to that federal government of states which are by no means so completely united as the Northerner likes to suppose. The Northerner does not take account of the extent to which

the Southerner—if not overtly, at least among other Southerners and in his own most intimate being—disassociates himself from the North.”

Referring to the North’s self-image, Mr. Wilson wrote that, for the Southerner, “the American republic wears an aspect that seems strange to a Northerner, since it is something already half-legendary, something that has been valiantly fought for quite a long time in history”—an image which since Mr. Wilson wrote, has been fought for to establish the twelve years of occupation as a positive blessing which benighted Southerners churlishly rejected.

Because of this “half-legendary” aspect with which the North appears to the Southerner, Mr. Wilson continued, the Northerner is apt to underestimate the degree to which the Southerner fails “to accept our assumptions or to sympathize with our aims. We do not realize that he lives in a world in which planning, reform, progress, making the world safe for democracy, laying the foundations of a classless society, promoting the American way of life do not mean anything to him at all. What makes his indifference possible, and even tolerably easy, for the Southerner is the fact that such phrases as these are often the merest cant and may disguise other interests less worthy. But the Southerner . . . is likely, in ordinary contacts, to conceal from us his lack of response, his complete non-participation. Yet the faith and hope we cherish are definitely, inveterately, not there.”

Edmund Wilson is in no way critical of the Southerner for his detachment from “the faith and hope” the Northerner cherishes for his variety of programs under a variety of slogans. Speaking as a Northerner, he asks, “Have we ever really known what we wanted to be? . . . Although we have always been as ready with official national slogans as any advertising agency, we have never been entirely clear as to why all these things must be done, any more than the Founding Fathers could be clear about what they were founding.” The Southerner had historical reasons for his detachment, for his “disassociation” from “the projects of the present-day United States.”

After his civilization had been ground into the dust by a ruthless military machine whose destructiveness was justified by an extemporized slogan of “freedom,” for seventy-five years of his poor relation’s view of the bounty enjoyed by his conquerors, he heard the slogans come and go, saw history rewritten to fit the growing legends while he stood on the desolated land, listened

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to the Northerner's paeans of self-praise over his moral superiority, all the while he witnessed the passing of the old America and—under more righteous slogans—the politically expedient drift toward a totalitarian society. By “the meaning of history”—as the Southerner had experienced it—and “the philosophic values of life,” the Southerner inevitably regarded with disenchantment the hasty extemporizations and could feel no real participation in the fashionable programs that supposedly provided overnight remedies for all the ills of mankind. He

had personal, traumatic experience with the North's overnight remedies.

Remembering the death of his own civilization, the Southerner, in his heart, regarded the Northerner's sense of infallibility and omnipotence as the delusion of the young who has never known defeat. In Yeats' words, “Bred to a harder thing than triumph,” the Southerner had his own myths; and since they were not founded upon material wealth nor the assumption of moral superiority, he was not taken in by the mythology that fundamentally grew out of “triumph.”

Though it sounds almost deranged, in view of the prevailing opinion of The South, the Southerner could appear from an historical perspective to have been more mature in his detachment from the Northerners' beliefs in his omnipotent capacities to manipulate society without regard for the individual human values involved.

All of this comes to a question. Here is Edmund Wilson, an enlightened Northerner who, himself without enthusiasm for his present-day society, looks understandingly at the Southerner's lack of hearty participation in each new scheme devised under the delusion of Federal infallibility. Here also is Dr. Laslett, regarding retrospectively a society older than our own but from which Virginia sprang, and reaching the conclusion that we can no longer regard our era as any sort of culmination of what has gone before. In extension from that, we, as the Western World, have no conception of where we would like to go from here. It is as if, caught in a current, we are treading water with growing intensity of motion while we have drifted out of sight of the shore we left and see no new shore on the horizon. This is not presented as news, but as background for the question: to what extent has the Virginian, as a Southerner, permitted himself to lose his detachment of vision about enduring values as he too struggles in the current?

The whole complex of Federal controls and Federal “aids” has inevitably drawn us into the current, which goes today by the name of “mainstream.” In struggling to keep afloat with the rest, the Virginian seems to have ceased asking where this “mainstream” is headed.

There is an ancient wisdom about “an evil first endured, then embraced.” The evil (as the Southerner regards it) we have to “endure” to keep from sinking. But we do not have to “embrace” values based upon quantity. In terms of self-preservation, we *have* to “join them.” But, in terms of the *self* we are preserving, we don't have to think like them.

It was relatively easy to be detached from sloganized values when we were on the outside of all the bounty. But, as we were “Bred to a harder thing than triumph,” surely we possess the inherent maturity to view this Alice-in-Wonderland passage of time with sufficient lingering detachment to recognize that, “this too shall pass.”

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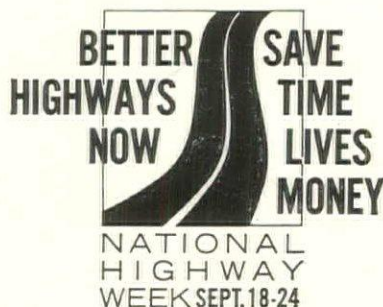
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