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JANUARY 1967

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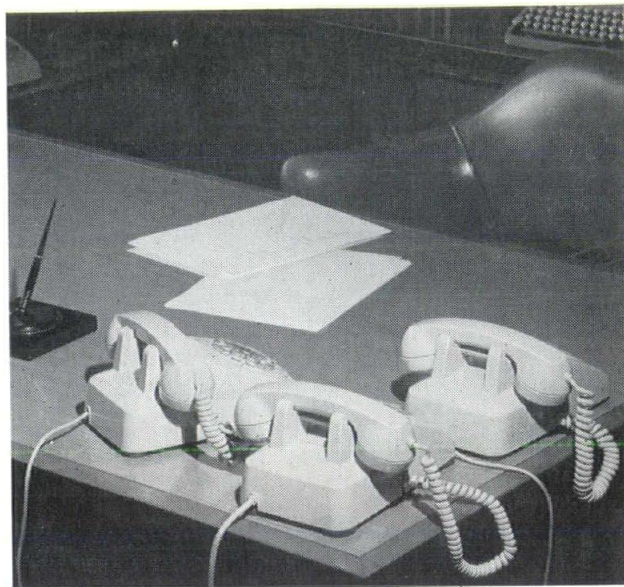


MILLS E. GODWIN, JR.

Governor
Commonwealth
of
Virginia

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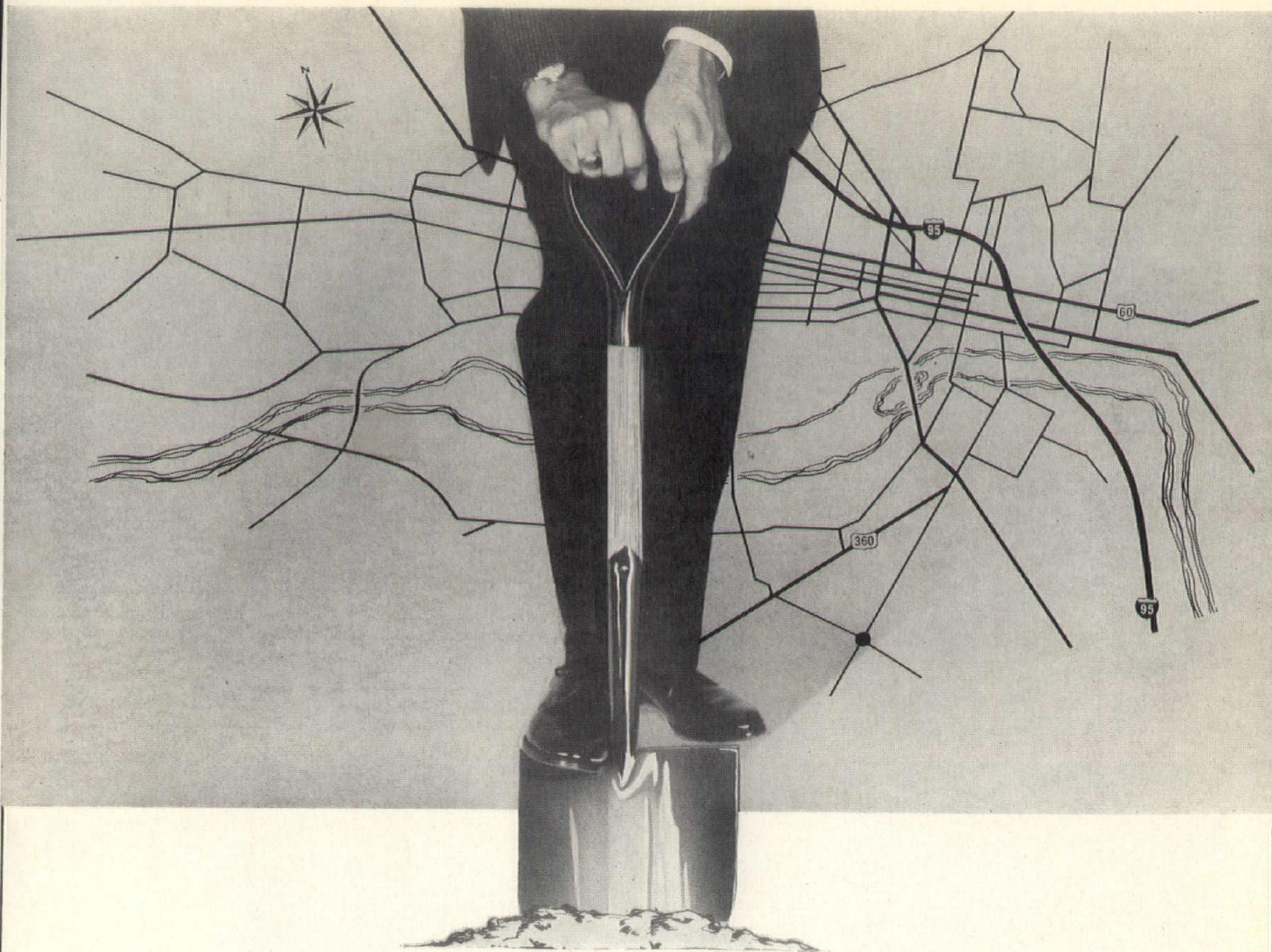
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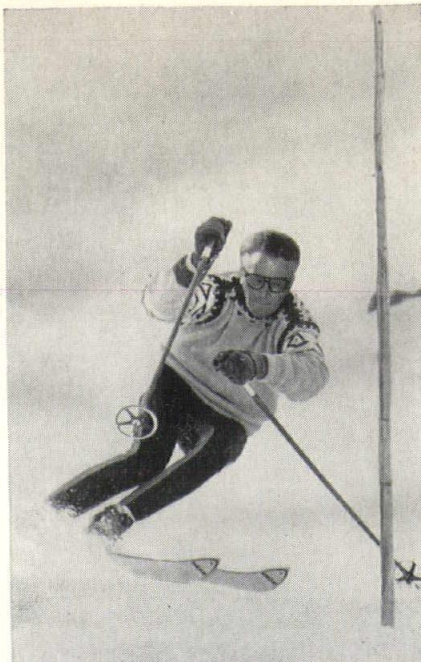
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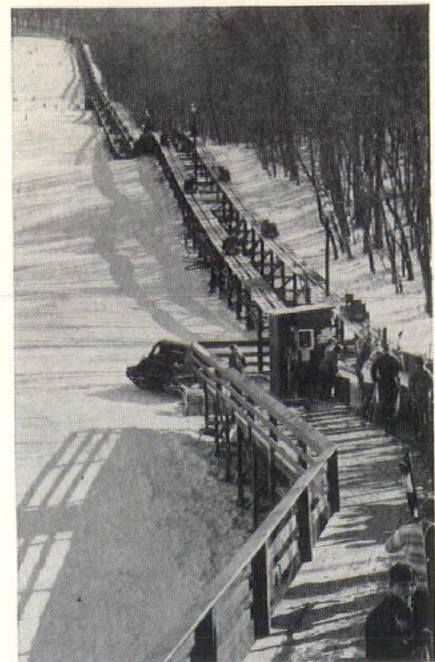
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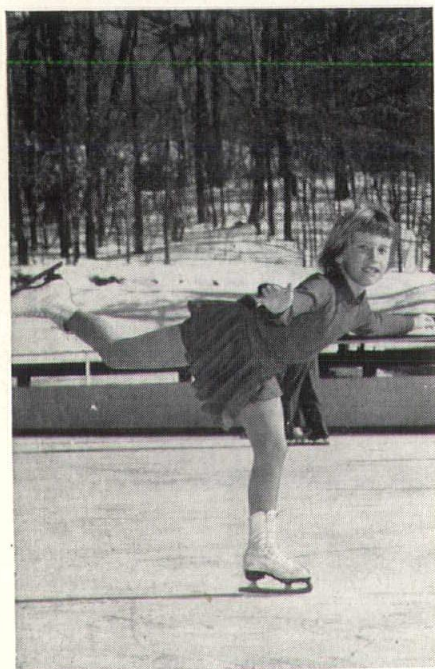


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VIRGINIA RECORD is an independent publication cooperating with all organizations that have for their objectives the welfare and development of Virginia. While this publication carries authoritative articles and features on statewide and local industries,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

VOLUME LXXXIX JANUARY 1967 PRICE 35¢ NUMBER ONE

The "State" Can't Do It

In a New Year, most of us probably still retain vestiges of the old habit of hoping for some beneficial changes in our lives. Probably it is no longer something so simple as the once-famous "New Year's Resolution," nor is there any superstition about the transcendent powers of a new year. Yet, since anything "new"—a new job, a new home, a new romance—holds its promise of beneficial change, a new year can still offer the illusion of some liberation from aspects that were undesirable in the past. It can be regarded as an arbitrary time to put into practice the New Testament admonition, "Forgetting those things which are behind, and reaching forth unto those things which are before."

In this spirit, it might be well to regard the movements currently afoot to meet Virginia's pitiable lag in educational values—specifically so-called "higher" education. Virginians tend to regard "Education" as a dull subject, shunted into a compartment where other people are concerned with processing young people through a prescribed number of courses for a prescribed number of years. All this is toward the end of being certificated that they have been duly processed in a mass-movement, whose purpose is to provide them with this certificate (degree). Virginians have been so apathetic about this compartment, marked Education, that last year (1966) hosannahs were raised throughout the state when the Governor, in addressing a general convention of educators, introduced a program which called for more money to be pumped into the state's educational system.

Since this appeal came several decades after such action had been taken in most of the country, it might be said that Virginia had stirred from its apathy sufficiently to undertake a "catch-up" race with the educational system of states in the middle bracket. But editorials pointed out, in the midst of the enthusiasm, that any comparative advance on Virginia's part assumed that the other states would stand still. As this is an unrealistic assumption, Virginians would seem again to have turned away from facing their educational deficit after briefly applauding the Governor for his money-raising program.

The Governor and new taxes would take care of everything, and no one need show any more interest in the future than had been shown in the past. The New Testament admonition could be translated, "Forgetting those things which are past, we shall forget those same things in the future."

Education is, unfortunately for Virginia, not an item which can be compartmentalized and left to the concern of an elected state executive and a program for increased revenues from taxes. Realistically, educational values are cultural values of the whole community, standards of a society's enlightenment. Ideally, as pointed out by Dr. Henry David Aiken, in the *New York Review of Books*, higher education is concerned with "methods of resolving problematic situations and the consummatory activities that can make a life worthwhile or a civilization significant." It is concerned with "the enlargement of the human imagination, the quickening . . . of the student's impulse to become a more fully human being."

These ideal goals have increasingly diminished across the whole country in the shift of emphasis away from the liberal arts and (Continued on page 74)

to tell the Virginia Story

JANUARY 1967

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Mills E. Godwin, Jr., Governor of Virginia, pictured on the cover, has completed the first of his four years in office. Governor Godwin's remarks (page 7) indicate his keen awareness of the Commonwealth's needs to continue and accelerate her progress.

Special articles outlining programs of progress for Industrial Development, Highways and Education are presented in this issue.

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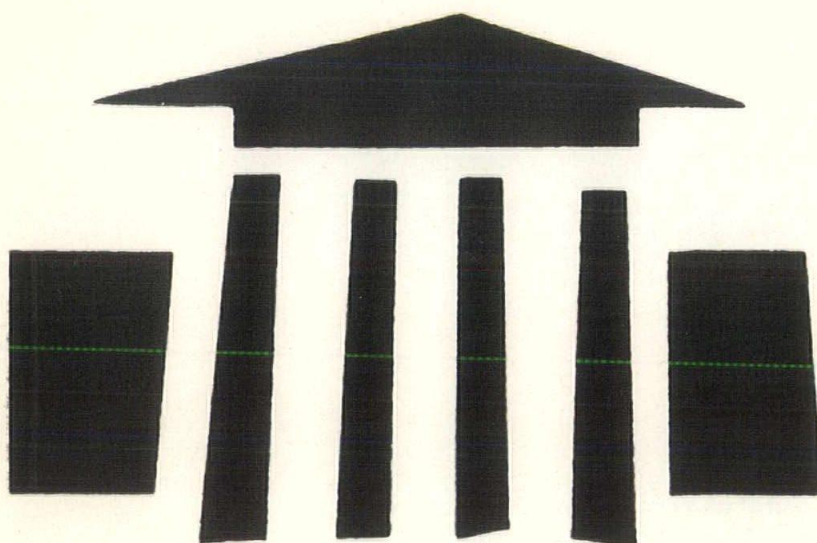
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LOOKING FORWARD

PROGRESS is indivisible, and Virginia's economic, social, and cultural advance has inevitably generated a demand for additional public services.

Within these there have been priorities, but again new needs are evident in every field of both state and local endeavor, and the response in the General Assembly has been equally wide and deep.

A nine-year highway construction program envisions the completion of both the Interstate and Arterial systems, a network which will connect every Virginia city and town of more than 5,000 population with every other in Virginia and with New England, the Deep South, the Midwest, the Great Lakes, and Canada.

In a wholesale transfusion for our public schools, the state sales tax and its companion local option will earmark an additional \$80,000,000 for these schools in the current biennium and provide another \$80,000,000 for this and other local purposes.

The states own portion of sales tax funds is financing an increase in teachers' salaries twice as large as ever before, state aid for summer schools, the beginning of a statewide system of two-year community colleges, and an appreciably larger general support for elementary, secondary, and college level programs.

A capital outlay program for state colleges and universities totaling more than \$100,000,000, almost three times as large as ever before, will greatly expand accommodations for the flood of new students already in evidence.

For other state services, new buildings will be financed at every mental hospital site. An entirely new mental hospital installation, the first in many years, will be completed in Northern Virginia, and the last patient transferred from Virginia's oldest mental health buildings in Williamsburg to the new Dunbar site.

New buildings are scheduled at most correctional institutions, including a modern reception center for juveniles, and material strengthening of rehabilitation programs.

New public health buildings and programs will be forthcoming. The field of public welfare will be strengthened in many respects. Virtually every state service will be provided new room for expansion and for widespread and efficient services.

Long a leader among the states in direct support of cultural endeavors, Virginia in this biennium has provided a new wing for the Virginia Museum of Fine Arts, continued support for the Barter Theatre, and the underwriting for the first time of symphony orchestras performing across the state.

Despite this proud record, it has not been lost upon Virginia's legislators that Virginia's economy will continue to progress, that new citizens, new trade, new commerce, and new public awareness of human need will continue.

Our state's history, marked first by investment in the land and then by resources poured into bricks and mortar, will increasingly require further investments in people, from whom the realization of every hope and dream we have must ultimately flow.

MILLS E. GODWIN, JR.

GOVERNOR OF VIRGINIA



J. ELDRED HILL, JR., *Director*
Division of Industrial Development

TAKE THE POPULATIONS of Buena Vista and Norton: If you moved every man, woman and child, scattering them over the map of Virginia and then replaced them, you'd get the picture of what Industrial Development did last year for the Commonwealth. Over 11,650 new manufacturing jobs were created during the first three quarters of 1966. These were the more obvious fruits of the state's boom in Industrial Development.

Or perhaps cold cash will be more meaningful to you. American business invested better than a billion dollars (that's \$1,000,000,000,000) in plants and plant expansions in the Old Dominion in the four years ending last Spring.

Through September of this year, despite the Federal Government's urging that business cut unnecessary capital outlays, as an inflation hedge, 119 corporations—giants, middling-big and small—chose Virginia sites for new plants. Some 105 existing Virginia plants chose to expand.

A great deal of the credit for this unprecedented industrial growth can be laid to the doors of Virginians themselves. The

VIRGINIA'S BOOM IN INDUSTRIAL DEVELOPMENT

By

HARRY E. WOODWARD

Director, Public Relations
Division of Industrial Development
Commonwealth of Virginia

state's citizens have been united in recognition of the need for new industrial blood, pumped into Virginia's economic bloodstream. Almost every area has alert, concerned development groups eager to bring a share of prosperity to their counties, towns, cities. These groups are composed of bankers, professional people, businessmen and women, educators. They have learned, some through actual experience, what happens when a company comes to live with them: For each dollar of wages paid, ten dollars begin to circulate locally. The retail merchant needs extra sales help. He may need to upgrade his physical plant with additions or a general smarten-

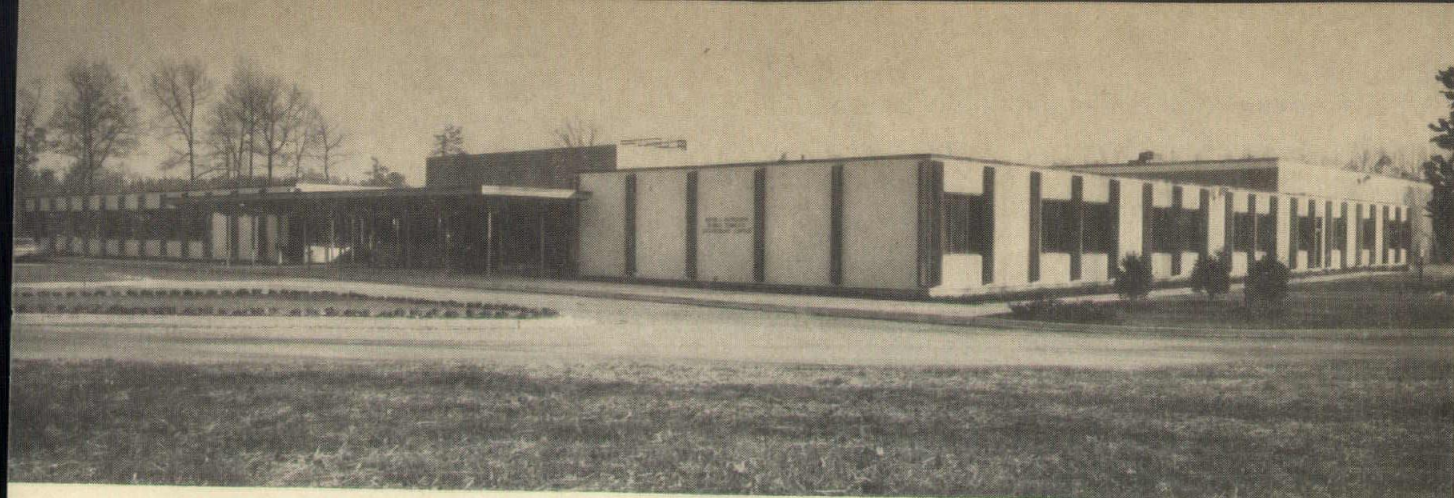
ing. Banks draw new customers for savings, loans, checking accounts. The automobile dealer taps new markets for both new and used cars. There is not an aspect of the local economy which does not materially benefit from industrial or economic growth.

On the state level, the Division of Industrial Development works with local groups, from the Eastern Shore to the mountains, in aid of their efforts to bring industry to specific areas of the state.

When measured by scope and number, an active and growing aspect of Industrial Development is the work done by the State Chamber of Commerce, by six major railroads, four electric utilities and several natural gas companies. Each of these groups, aided by the efforts of scores of local Chambers of Commerce and an almost equal number of regional and local industrial development entities, is constantly making contact with national and regional corporations. All work with one aim in mind: The continuing industrial development on a state or local level.

No single industry dominates the state's economy. Virginia products are made from the sun, the air and the soil; products geared to the Space age are produced within our borders; many Virginia manufacturers are highly automated. Others painstakingly fashion their products on an individual, even hand-made basis.

But no state's industrial development program can succeed without the fullest backing by the state itself. In January, 1962, legislation passed by the General Assembly of Virginia, transferred responsibility for Industrial Development and Planning to the Governor's Office. This legislation provided for an accelerated promotion and planning program to selectively attract industry to



the Commonwealth. The functions of the Division of Industrial Development are as follows:

- Formulate, promulgate and advance programs throughout the state for the purpose of encouraging the location of new industries and the expansion of existing industries.
- Prepare and carry out an effective industrial advertising and promotional program.
- Make available to prospective new industry, basic information regarding industrial sites, natural resources, labor supply and productivity, together with pertinent factors of interest and concern to expanding industries.

The Division is divided into four sections in order to best carry out the purposes of its existence: public relations, research, industrial development and community development.*

The World Tobacco Group of the American Machine & Foundry Company has recently moved into this new facility located in Chesterfield County on Route 60. The Rufus L. Patterson World Tobacco Engineering Center houses the worldwide engineering and U. S. sales and service headquarters for the group's Cigarette, Cigar and Leaf Processing Equipment divisions.

An Advisory Board, appointed by the Governor with the advice and consent of the General Assembly, is composed of 11 members, with the Governor and Director of Industrial Development as ex-officio members. The Board's purpose is to advise and consult with the Governor and director on any matter affecting the business community and, more specifically, on any question or problem affecting business' ability to make a profit. The Board thus considers policy positions and recommends action on questions submitted to it or generated by it.

An aerial photograph of the Fibers and Film Department of Hercules, Incorporated in Covington. Employment at the Covington location has increased from 100 to approximately 1,900 employees, since its start in 1961.

This 11-man Board is made up of key businessmen from all parts of the state and each member functions from a statewide, rather than sectional point of view. The Board members serve on a staggered tenure basis of from two to four years, with new appointments by the Governor when members have completed their terms.

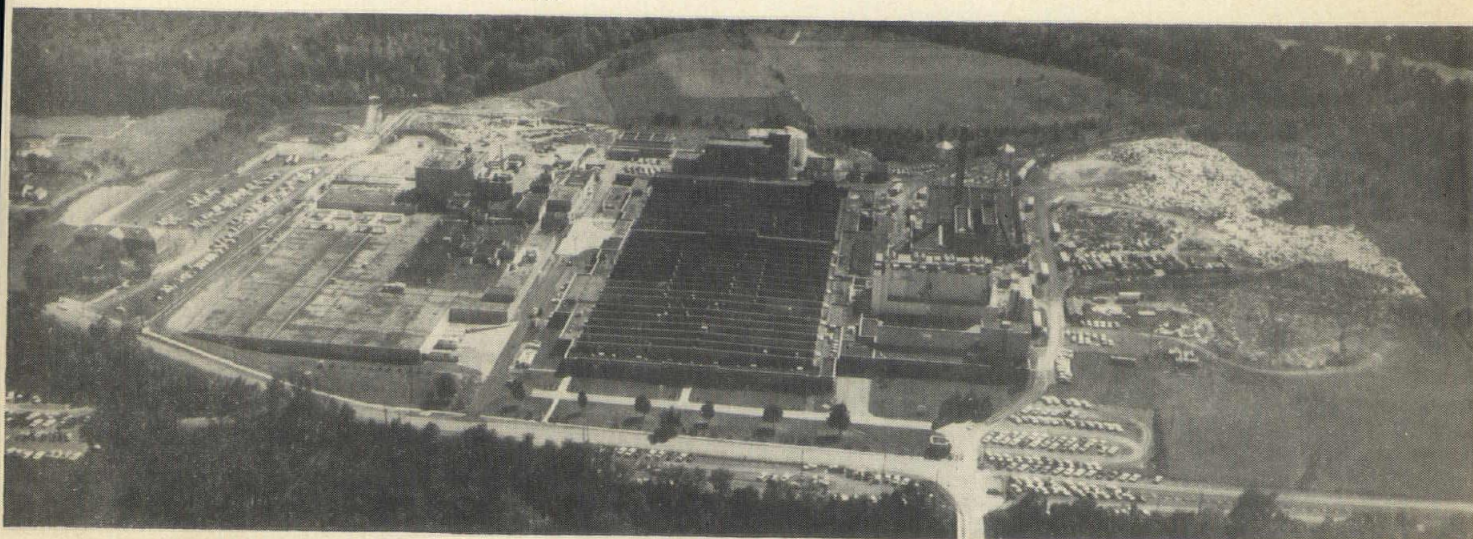
Each department within the Division of Industrial Development serves specific functional areas.

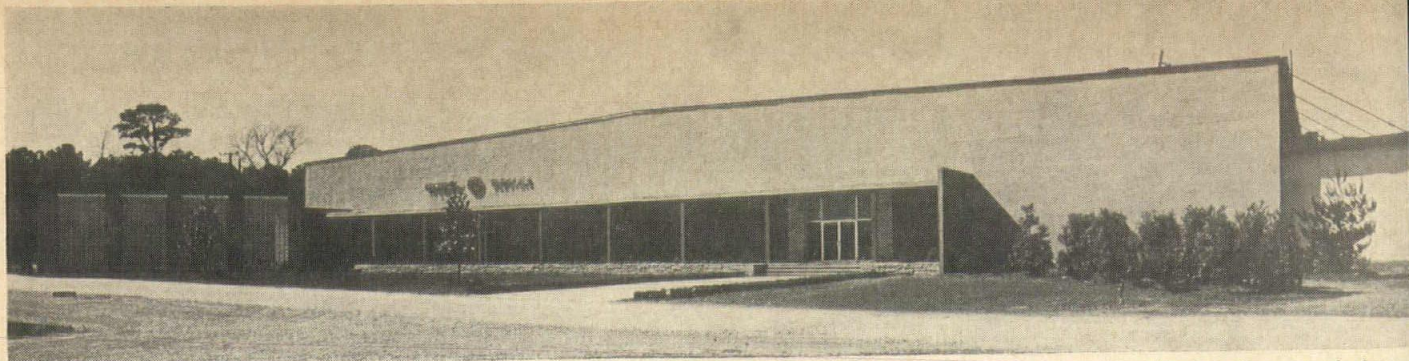
*The Planning function, originally linked to Industrial Development, has been given separate status.

RESEARCH SECTION

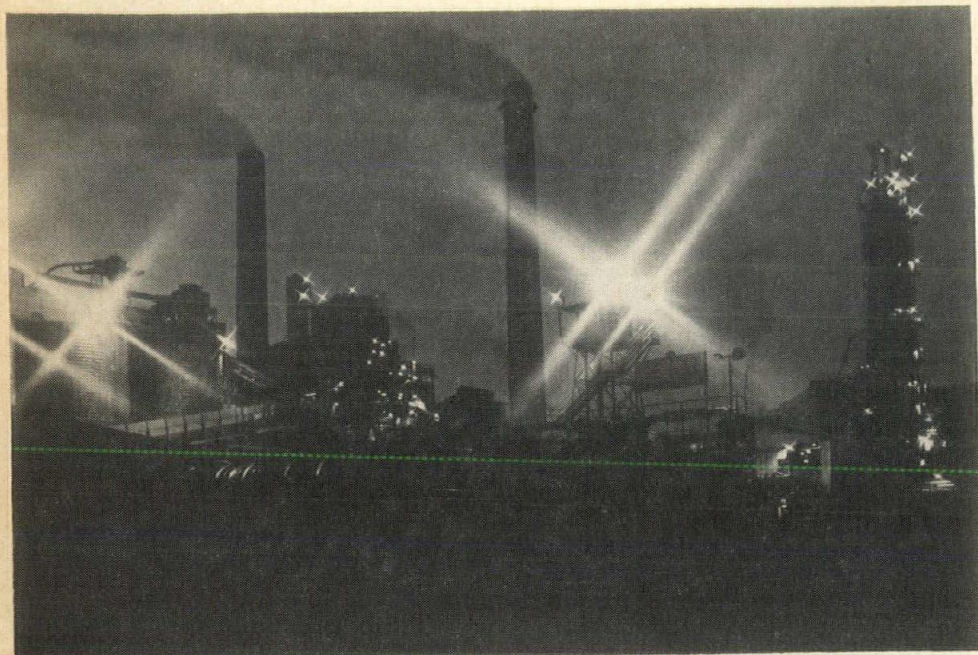
The director of Research has responsibility for carrying out continuing and special research studies to make available information needed in the servicing of industrial inquiries.

Research provides special stud-



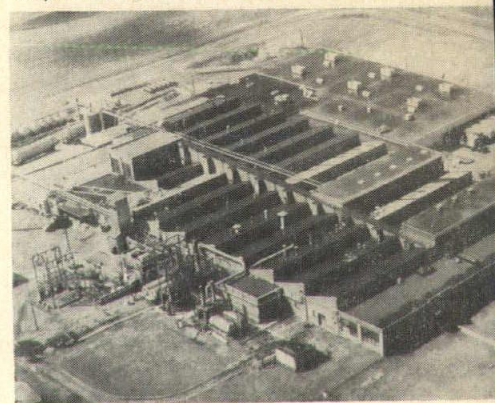


This front view of General Electric's new Personal Television Manufacturing Plant outside Portsmouth will soon be out of date. The plant is currently undergoing a \$10 million expansion program which will double its present 200,000 square foot area and enable General Electric to build color receivers here this year. Purchased in September 1965, this former Marine Corps warehouse has been transformed into a modern air-conditioned television manufacturing plant currently employing some 2,000 people. Employment is expected to top 3,000 by summer.

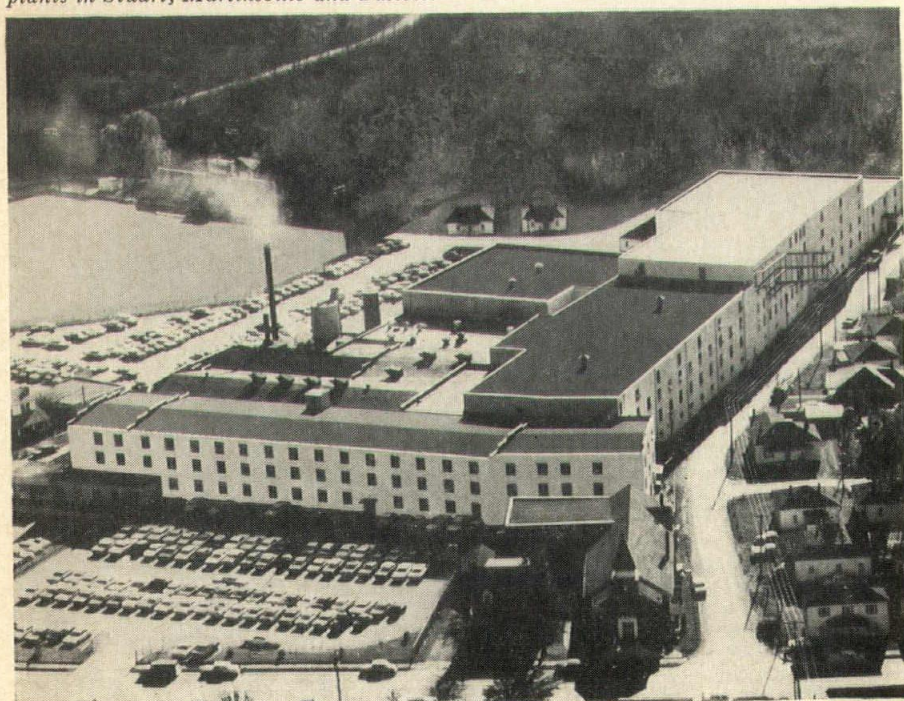


Among the most spectacular of the major innovations at the \$37 million dollar expansion recently completed at Union Camp Corporation's Franklin mill is the installation of a rocket-like continuous sawdust conveyor which soars almost ten-stories high.

Reynolds Metals Company's Grottoes plant has now completed the second of a three-phase expansion program for the manufacture of Reynolds plastic films which are widely used for packaging of food products, toys, phonograph records, textiles, confections and industrial parts.



Hard on the heels of a \$1 million dollar expansion program completed in 1965, Bassett-Walker Company is currently engaged in major expansion programs at its plants in Stuart, Martinsville and Bassett.



ies of basic economic data, used in liaison with political subdivisions and for evaluation of peculiar urban problems.

Within the department is a comprehensive economic library. Here is a stockpile of economic information to bolster Virginia's potential as an industrial location.

The department also prepares studies whose aim is to pinpoint industries most likely to succeed in Virginia and those for whom the state's geographic and economic situations would be of particular interest or benefit.

The department is responsible for other special studies and services directly related to economic research; for assembling industrial studies and the economic impact of special questions dealing with natural resources, area studies, labor supply, taxes and such.

PUBLIC RELATIONS

The director of this department holds the responsibility for preparing and carrying out effective industrial promotion programs. Whenever matters relating to public relations are concerned, the department lends assistance to other sections of the Division. The department thus reviews all materials for public dissemination, with relationship to its impact on the Division's total program. The department offers counsel to all other departments or sections on their public relations interests.

INDUSTRIAL DEVELOPMENT

Basically, the function of the Industrial Development section is to maintain continuing contact with industrial prospects and

principal executives of companies and corporations. The Industrial Development section is actually the sales and consultative arm of the Division. It works closely with the Community Development section in their contacts with state communities and it works in cooperation with the Research Section to determine which industries have the strongest possibilities of expansion in Virginia. Its representatives or agents, constantly call on manufacturers to better acquaint them with industrial possibilities within our borders.

These industrial agents are provided with all necessary sales tools to perform their functions; each of the agents is an industrial location specialist. Each is backed, in his job, by the Richmond-based staff of statisticians and researchers who provide the technical and specific facts and figures needed for any given area of the state.

The Division of Industrial Development itself is immeasurably aided in its operations by a national advertising campaign which presents the state's indus-

(Please turn the page)

J. ELDRED HILL, JR.

New Director of the
Division of Industrial Development

EARLY IN OCTOBER, the new Director of the Division of Industrial Development was named by Governor Mills E. Godwin, Jr. He is J. Eldred Hill, Jr., 38, a lawyer by training and he has spent his entire career in Government service. Three months after graduating from The University of Virginia's Law School, he was appointed special counsel to the Virginia Department of Highways and the following year he was named an assistant attorney general and assigned to the Unemployment Compensation Commission as chief counsel. In 1959 he became commissioner of the Commission. Hill is a positive thinker; one of his telling changes at the Commission was to replace its negativistic name to the Virginia Employment Commission.

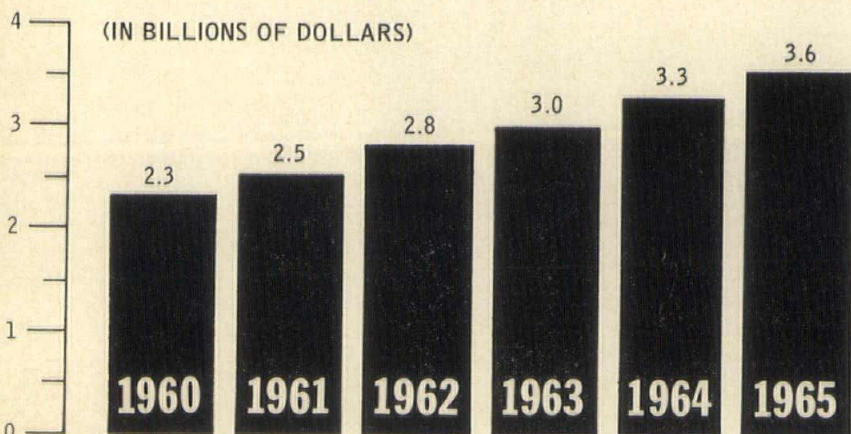
In his former job, Mr. Hill was involved in supplying labor statistics to industry considering location in Virginia. Many of the faces he saw in his Employment Commission post turn up across his desk as the State's Director of Industrial Development.

Hill believes in people and he believes, too, that people are Virginia's most important asset. He notes, not only with interest but a certain pride, that Virginians have a history of less time lost from work than most of her sister States. The man-days-lost figure for Virginia is one-third that of the Nation.

Together with Governor Godwin, Hill is a staunch believer in education. He points out that companies spend more money on the educational process than do governments. "One of the prime supporters of better education has always been the industrial community." Industry, he observes, is like communities with educated and educable citizens.

(Continued on page 60)

VIRGINIA 1960-1965 value added by manufactures *



* Net selling value of products manufactured less the cost of contract work and materials.
Source: Virginia Department of Labor and Industry.



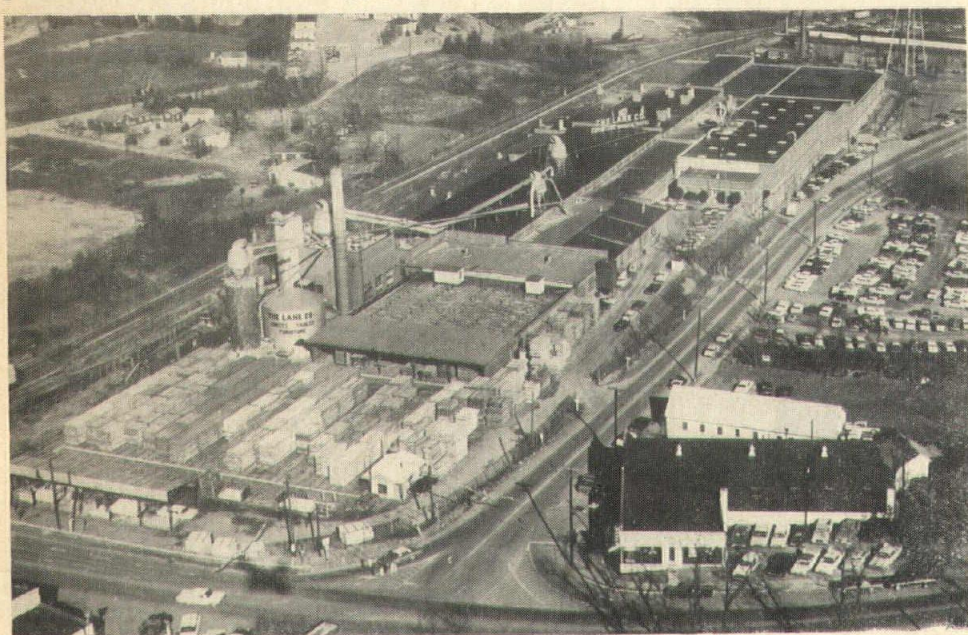
Nearing completion in Farmville is the Stackpole Components Company building shown above. The subsidiary plant of the Pennsylvania-based Stackpole Carbon Company has been designed for assembly of variable resistors and switches. Stackpole Carbon Company is a leading manufacturer of parts for the electronics entertainment industry, including television, radio and record players. Shown at top of the facing page is a partial view of the front to the expanding Caprolan Nylon Plant of the Allied Chemical Corporation in Chesterfield County.

trial development picture to the nation's executives through large-space advertising in the country's leading business publications. The campaigns are planned and handled by Atlantic National Advertising Agency, in Norfolk. This relatively young, successful firm produces award-winning, atten-

tion-getting advertising copy, calculated to flag the interest of busy corporation officials in whose hands the decisions for plant locations lie. The current campaign is built on a Virginia Heroes theme—the Heroes being the industries themselves.

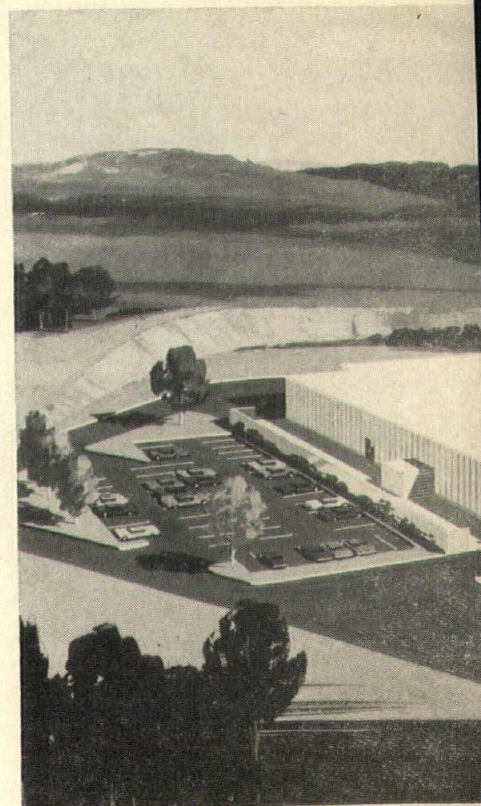
Direct mail campaigns are car-

ried out on a frequent basis. The mailing list is designed to achieve maximum impact among the decision-makers, whom any successful Industrial Development program must reach. Currently, the list is made up of officers of the top 1,000 industrial corporations; officers with Virginia connections (those men either native Virginians or educated here); power company and railroad officials in Virginia; officers of Virginia



Lane's Rocky Mount plant, shown above, was acquired in 1956. Since then over \$1 million has been spent on expansions and modernizations for the production of dining and bedroom furniture. Current employment is 600. The Lane Company, which ranks as one of the largest manufacturers in the United States furniture industry, recently added 256,000 square feet to its main plant at Altavista. Until 1951, the only Lane product was cedar chests. In succeeding years the company has diversified its production to include general furniture lines.

At Harrisonburg, the Space Conditioning facility, shown at right, containing 540,000 square feet, is one of the largest plants in the world designed for fully integrated manufacture of a complete line of air conditioning and heating equipment under one roof. Front entrance hall consists almost entirely of a glass curtain 25 feet high and 360 feet wide. Nearly 10,000 square feet of transparent and opaque-colored glass went into its construction. Approximately 80 per cent of the wall has been glazed with solar-grey window, a system which reduces solar glare and heat transmission.





banks; gas company officials in the state, heads of Virginia State Departments and information officers of the state; the Governor's staff; the Advisory Board; news editors in Virginia and New York; Virginia plant managers; Virginia legislators and industrial prospects.

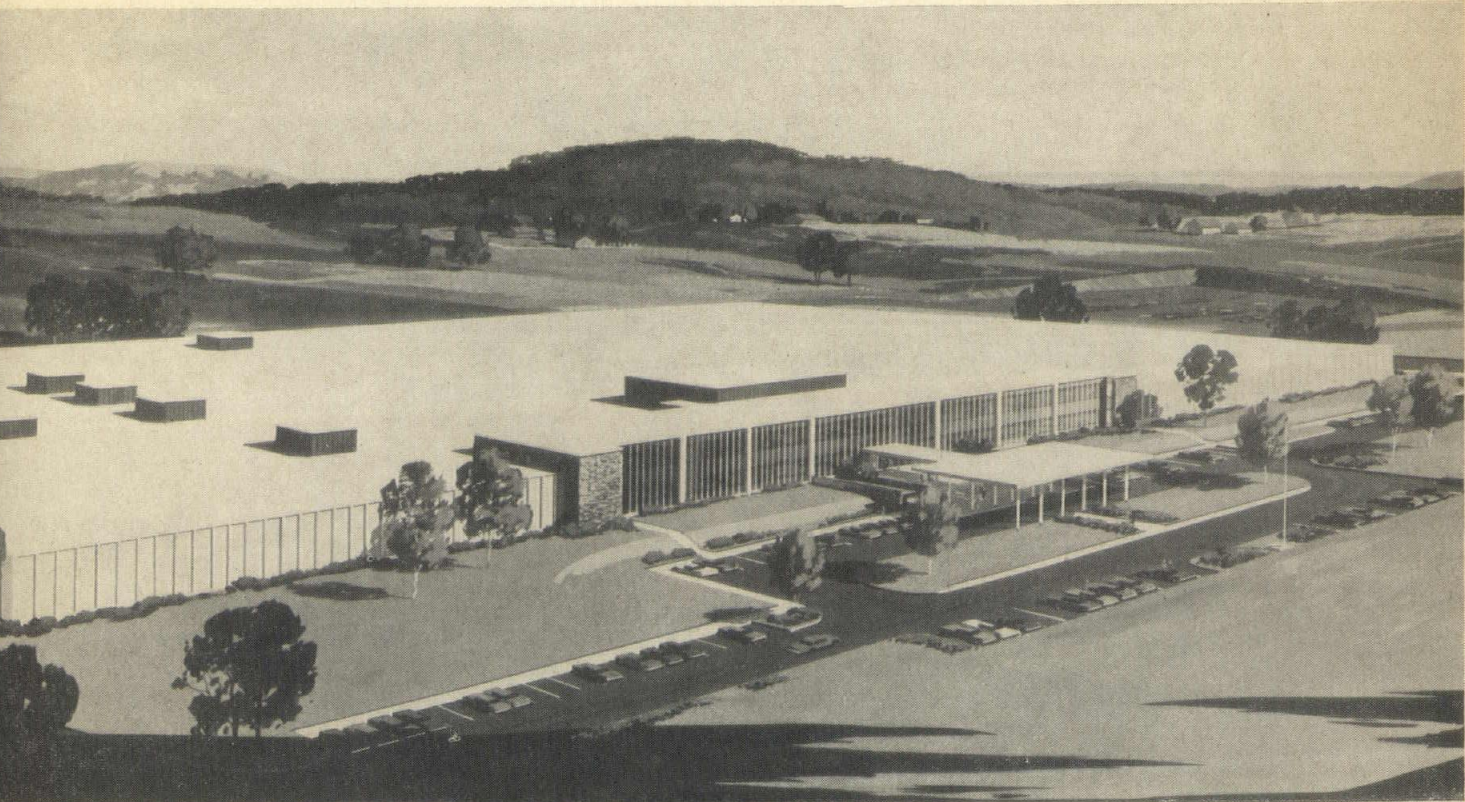
The object: Communications. By such direct mail, the pipelines

are kept open, not only to those people—corporation executives—vital to the project but to those most deeply concerned on a state level.

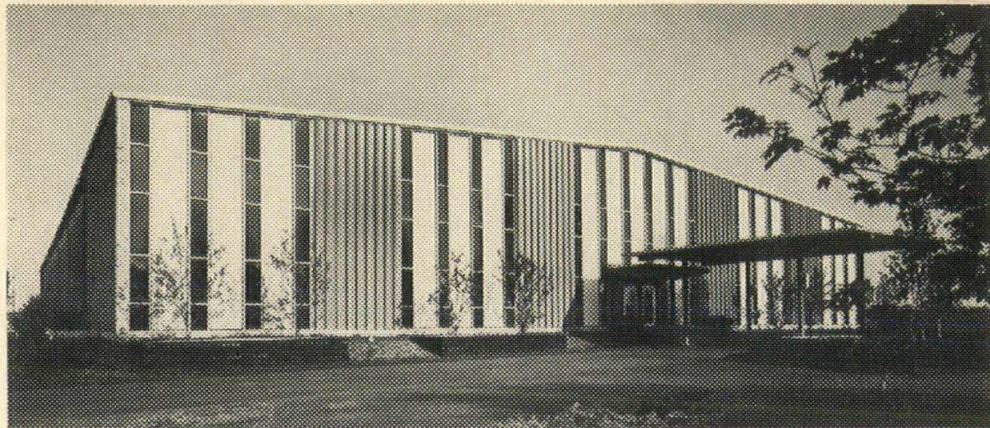
At times, special mailing pieces are sent to national corporate executives. One of these, a paperweight of plastic in which was imbedded a replica of the first coin minted in America (at Glou-

cester County, in 1714), scored an attention bull's-eye with recipients and won, as well, first place award from the Southern Industrial Development Council. The award highlights the fact that this relatively inexpensive paperweight reposes on the desks of some of the nation's most important executives — a constant reminder of Virginia's place in

(Continued on page 49)



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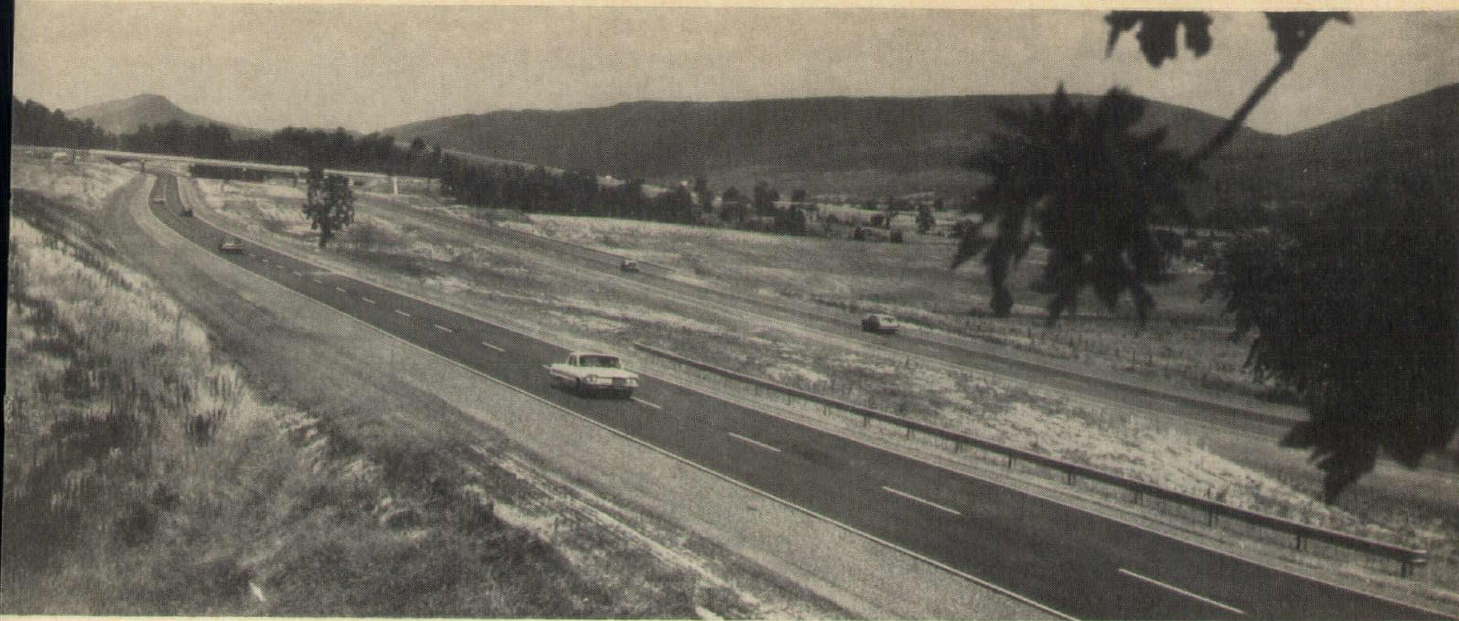
Hendricks Construction Co., Inc.
Richmond, Virginia

Steel Enterprises,
Graves Construction Co., Inc. Division
Blacksburg, Virginia



FRANCHISED BUILDERS

Shown below is a completed section of Interstate 81 in Rockingham County.



VIRGINIA'S HIGHWAYS

KEEPING UP WITH A GROWING DEMAND

By

ALBERT W. COATES, JR.

Public Information Officer, Virginia Department of Highways

INTERSTATE AND ARTERIAL highway construction will keep a brisk pace in 1967, while planners move ahead with the most thorough evaluation of urban traffic needs ever undertaken in Virginia.

Far beyond the new year, for that matter, the interstate and arterial work and the mounting needs in the cities and towns will dominate much of the state's highway activity.

As 1966 ended, the Department of Highways had under contract more than 230 projects providing new construction or improvements totaling more than 500 miles. The cost: in excess of \$300-million.

It's a level likely to be maintained, as the Commonwealth seeks to keep up with growing demands on its 50,000-mile highway system.

A recent study by traffic engineers disclosed that vehicles

to tell the Virginia Story

travel more than 27-million miles on an average day along Virginia's interstate and rural primary highways. The rate grew 10.4 percent in a year, and it's sure to continue growing.

Roads adequate as recently as a decade ago aren't adequate now, and that's why the state is embarked on a road-building program unequalled in its history.

The interstate routes in Virginia, like those across the nation, are now scheduled for completion in 1973. Virginia's share of the 41,000-mile national system is 1,056 miles.

More than half of it is open to traffic, with major sections of Interstate Routes 64 and 81 opened late in 1966 boosting the completed portion to some 540 miles. Much more is well along in construction stages.

Safety benefits being built into the system are extensive, with the

divided roadways and rigid control of access sharply cutting the risks of accidents.

It is estimated that the Virginia portion, when finished, will save each year the lives of 150 persons who would have died in accidents on crowded, conventional roads. In the past six years alone, engineers estimate, the interstate here has saved 180 lives.

Virginia is also embarked on development of a 1,738-mile arterial network to supplement the more sophisticated interstate system.

Put on schedule with new funds provided by the 1966 General Assembly, financing of the arterial network is now expected to be completed in 1975. The new funds, which also allow for additional advances on other road systems, are being provided by the 2 percent motor vehicle sales and use tax and by the transfer of state police operating costs from



Top photo shows a completed bridge over the New River, Interstate 81 in Pulaski county. At left is shown a bridge and approaches nearing completion on Route 60 in the Princess Anne area. Throughout the Commonwealth new roadways and bridges are being completed to ease traffic congestion such as that shown in the bottom photo of the intersection of Routes 7 and 50 in Fairfax county.



highway revenue to the state government's general fund.

This network is being developed largely by building a new two-lane roadway parallel to an existing one, thus creating a four-lane, divided facility. In some cases, chiefly in bypasses of urban communities, arterial routes are being constructed on new locations.

Arterial roads will lack, for the most part, the control of access features the interstate routes possess, although these will be included in much of the bypass work. Engineers estimate that the network, when completed, will save 50 lives a year.

When it was authorized by the General Assembly in 1964, 231 miles already met arterial standards. Since 1964, 310 miles of arterial work costing \$94.2 million have been put under way by the Highway Department. Of this total, 117 miles have already been completed, and 192 miles are well along in construction. This leaves 1,197 miles yet to be developed.

Together, the interstate and arterial programs will put a multi-lane, divided highway within easy reach of virtually every Virginia community having a population of 3,500 or more.

While great emphasis is being directed at these two giants of the state's highway program, the regular primary, secondary and urban systems are far from neglected.

A continuing effort is under way to update other primary highways to permit them to handle more adequately the growing traffic demands, and to make "spot" improvements to correct hazards which may have developed with the greater use.

Use of the secondary roads is also mounting—travel increased 7.8 percent in the past fiscal year—and they are of growing importance in the rural lands and suburbia alike. Heavier use has meant higher maintenance costs,

the need for straighter, smoother and wider roads, and wider, stronger bridges.

During the 1965-66 fiscal year, urban projects totaling almost \$15-million were let to contract—aside from the interstate and arterial work in urban communities. This was more than double the previous year's output, and was by far the highest amount gotten under way in a single year since the Department's urban division was organized in 1950.

Increasingly, the problems involving urban traffic are drawing attention from planners, engineers, administrators—and weary motorists.

Governor Mills E. Godwin, Jr., in an address to the annual Virginia Highway Conference at Lexington in October, phrased it this way:

"While we are making it infinitely easier to drive across Virginia, it is becoming increasingly difficult to drive across town.

"Despite assistance from bypasses and from the access provided by the interstate and arterial systems in many metropolitan areas, our urban roads are piling up ever-increasing traffic jams every morning and every evening.

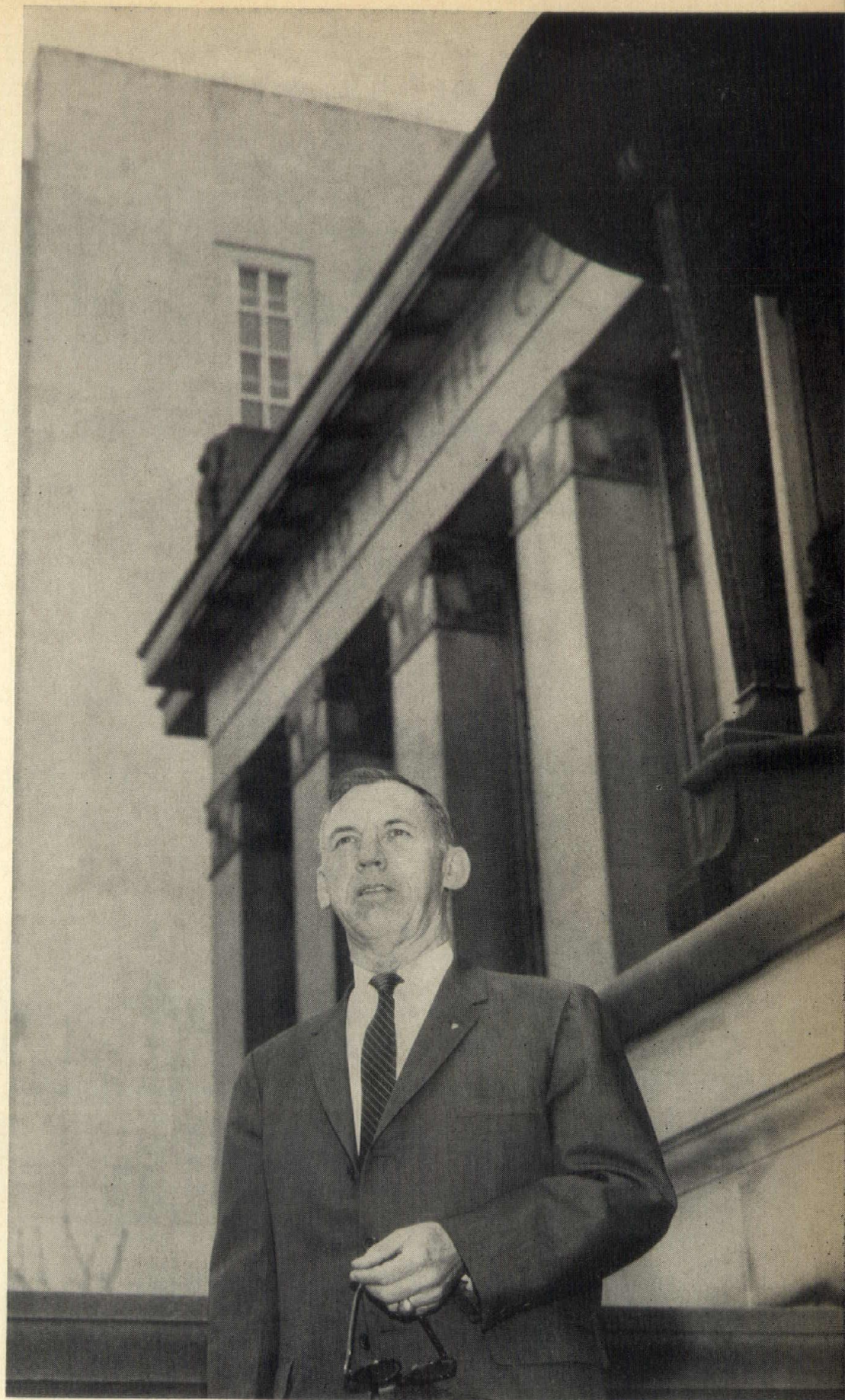
"In cities where through-traffic is added to the rush-hour peaks, the situation is rapidly becoming both maddening and dangerous," the Governor said.

There is little doubt that with Virginia's spreading urbanization, the accompanying traffic woes will be a matter of steadily increasing concern to highway engineers.

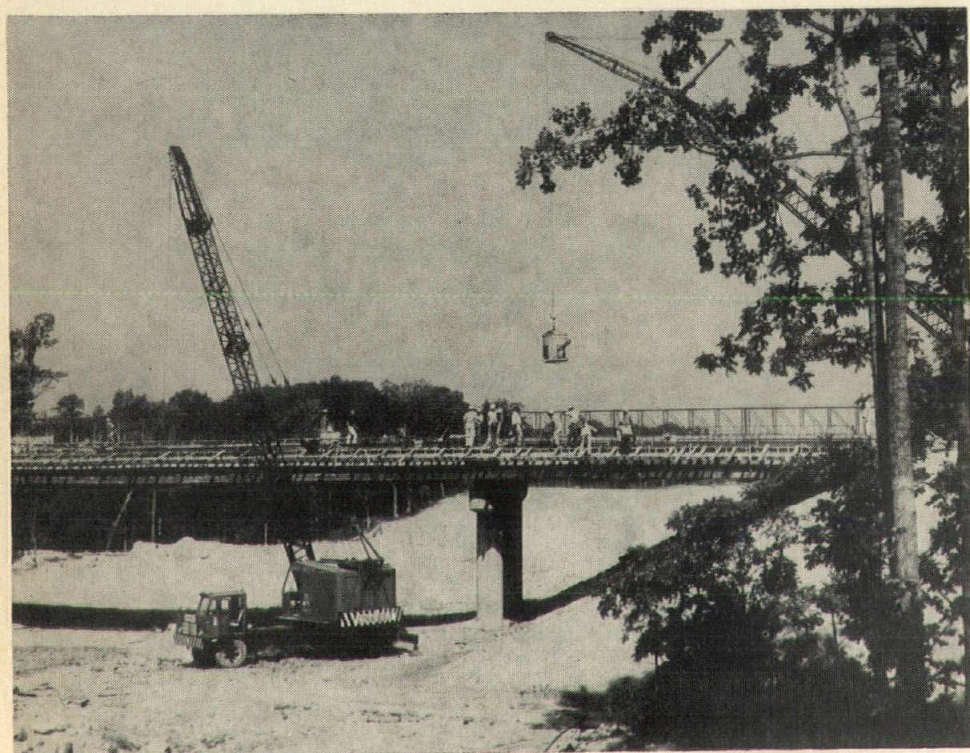
Rarely has any facet of the Commonwealth's highway program drawn greater study than that currently being directed at the urban areas.

Among the studies: An overall, in-depth review by the Virginia Advisory Legislative Council (VALC); comprehensive, continuing studies in the six largest

(Please turn the page)



Virginia's "forward-looking" Highway Commissioner Douglas B. Fugate who, with his Highway Department staff, plans today's roads with an eye on tomorrow's needs.



Top and bottom photos of the intersection of Route 7 and Route 50 near Seven Corners in Fairfax County, depict better than words the problems of congestion that must be solved for Virginians. At left: One solution in the making—Interstate 64 during construction in Henrico County.



(from page 17)

metropolitan areas, as required by 1962 federal highway legislation, and 39 other individual studies extending detailed urban planning to every community having a population of 3,500 or more.

The VALC began its review in 1964, made an interim report to the 1966 session of the General Assembly, and then was authorized to continue its study in view of the other surveys under way by the Highway Department. The VALC is expected to report again to the 1968 Legislature.

The other individual studies represent by far the most comprehensive evaluation ever made of traffic needs in Virginia's cities and towns.

They involve collecting and analyzing traffic, land use, economic and population data in each locality, and establishing indicators of growth trends. Based upon these trends, traffic volumes and patterns are being projected as much as 20 years into the future, and are being related to existing street and highway systems.

This permits planners to determine the capability of the present systems to meet the future's needs, and to propose steps to overcome the almost inevitable deficiencies. These steps would involve construction of new facilities and improvements to existing ones.

For several years, the six comprehensive, continuing studies have been under way in the largest metropolitan regions. These are required, if projects are to qualify for federal aid, in all areas having a central city of 50,000 or more residents.

These six regions are as follows:

* Northern Virginia, including Alexandria, Falls Church, Fairfax city, the towns of Manassas,

Manassas Park and Vienna, and the counties of Arlington, Fairfax, Loudoun and Prince William. These communities are being surveyed as part of the Washington metropolitan area study, which also includes suburban Maryland.

* The Southeastern region of Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach and Nansemond County.

* The Roanoke Valley region, which embraces the City of Roanoke, the towns of Salem and Vinton, and the counties of Botetourt and Roanoke.

* The Lynchburg area, including the city and the adjacent magisterial districts of Amherst, Bedford and Campbell counties.

* The Richmond region, including the state's capital city and the adjoining counties of Chesterfield and Henrico.

* The Lower Peninsula, including the cities of Hampton, Newport News and Williamsburg, the town of Poquoson, and James City and York counties.

The Southeastern and Roanoke Valley studies have already been approved, in a series of actions

involving both local and state consideration.

Here's how adoption comes:

The final plan, developed cooperatively with local governing officials, is submitted to the area's regional planning commission and local governments with a request for adoption. The regional planners hold a public hearing, and if they approve the plan they forward it to the local governments. The local planning commission holds a public hearing and, after granting its approval, sends the plan on to the local councilmen or supervisors, who conduct a third public hearing. Finally, the plan must be adopted by the State Highway Commission.

A major finding in the plans developed thus far is that funds from existing sources aren't going to meet the needs.

In the Roanoke Valley region, for example, the estimated needs to 1980 are estimated at \$95-million. During the same period, revenue from present sources is estimated at \$28-million — 29 percent of what's needed.

(Continued on page 53)

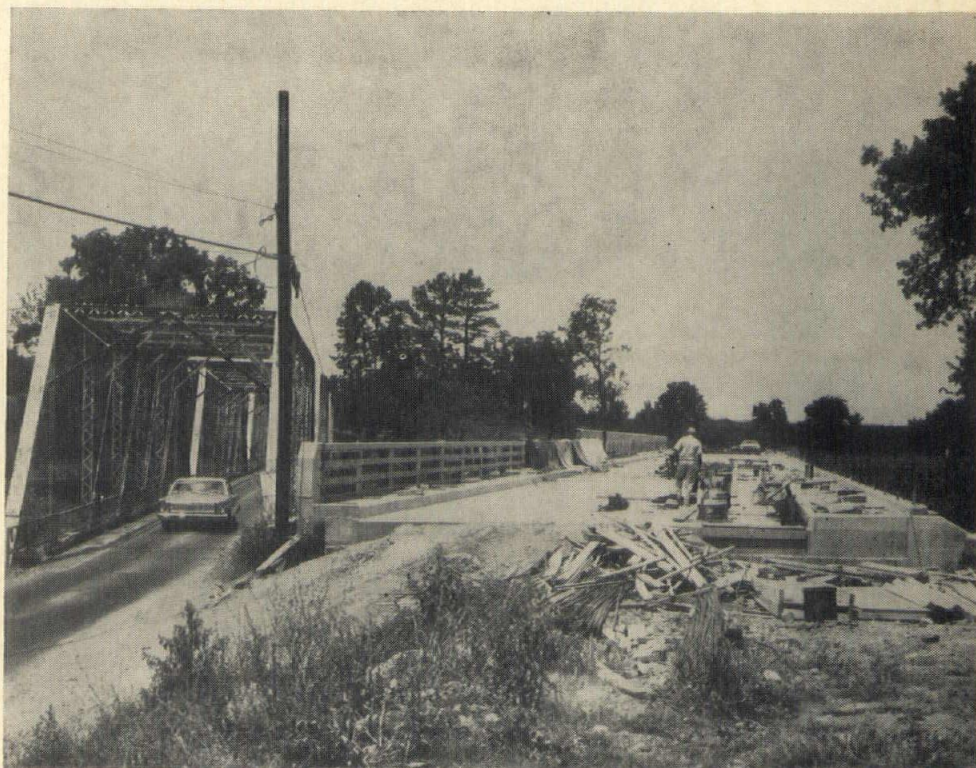


Photo at right shows both the old and the new. These bridges are over the Rapidan River at the Orange-Culpeper county line.

to tell the Virginia Story



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THE COMMONWEALTH

At the Dawn of a New Era in Education

By

HARRY L. SMITH

Director of Public Information and Publications
State Department of Education

"It is time to examine education as we never have before, to find its weakness and its strength, to assess its needs in the light of the Virginia which is taking shape around us, and of her place in a nation speeding to new heights."



(Photo By Foster Studio)

DR. WOODROW W. WILKERSON
State Superintendent of Public Instruction

THESE WORDS, spoken by Governor Mills E. Godwin, Jr., at the Governor's Conference on Education in Richmond last October, foreshadow the dawn of a new era in public education in Virginia.

"Surely," the Governor added, "there are great expectations among our people."

In his address to some 1,900 persons at the Governor's Conference, the state's Chief Executive referred to the substantial progress that Virginia has made in public education. But, he added: "Impressive though that record is, it is the future we are concerned with here."

The concern expressed by the Governor also has been voiced by the State Board of Education, which has emphasized the need to provide better educational opportunities for *all* children in the state.

Virginia's program of public education embraces more than 1,000,000 children, approximately 45,000 teachers and administrative personnel, and facilities valued at more than \$1,000,000,000. More than 50 percent of the state's general fund budget goes for public education. During the past fiscal year state, local, and federal expenditures for public school operation—including capital outlay and debt service—amounted to \$514,980,703.

The state can boast of some of the finest schools in the nation, but there are some that do not measure up to today's educational needs. This is basically the problem that is being attacked on a broad front.

The message of the need for greater and more rapid improvements in education in the state will be spread throughout the Commonwealth early in 1967 through a series of regional conferences which have been planned by a committee appointed by the Governor.

This "grassroots approach," designed to acquaint Virginians with needed educational improvements at all levels, is expected to bear fruit in the next session of the General Assembly in 1968.

Future developments in public education in the state must be considered in light of events which occurred within the past year. As a result of action by the 1966 General Assembly, more state money is available than ever before to aid the localities in financing their public schools. The last session of the legislature appropriated approximately \$477,000,000 for public education during the 1966-68 biennium. To help raise this mount of money, the General Assembly adopted a two percent sales tax and provided that half of the gross receipts from the

tax be returned to the counties and cities on the basis of school-age population. This tax is expected to produce approximately \$80,000,000 for the localities during the current biennium. Provision also was made for a one-cent local-option sales tax.

In its appropriations the General Assembly also supported a nine-point program adopted by the state Board of Education in the fall of 1965 to raise the level of the quality of public education in Virginia. The major objective of the plan, which was labeled "Step One" in the state board's current improvement program, was directed toward helping localities to obtain and to keep an adequate supply of fully-qualified teachers.

The nine-point plan and its accomplishments to date are:

1. Upgrading the Minimum Qualification Requirements for Teachers

To improve the quality of teaching in the state's public schools, extensive revisions in teacher certification standards have been approved by the board to become effective July 1, 1968. The revisions, which are based on recommendations by a committee of division superintendents and college personnel, will enable Virginia to compare favorably with other states in endorsement requirements for teachers.

2. Upgrading the Salary Schedule for Teachers

Steady improvements in salaries for classroom teachers received further impetus from record increases which were effective July 1, 1966. The basic minimum salary scale for state reimbursement for teachers for the biennium was raised \$700, and ranges from \$4,100 to \$5,900 in 12 steps in 1966-67, and from \$4,400 to \$6,200 in 12 steps in 1967-68. The salary differential for teachers who hold master's

degrees was increased from \$200 to \$500.

3. Providing More Teaching Scholarships (Recruitment Program)

Additional teaching scholarships are now available to assist in meeting the need for approximately 6,000 teachers annually. During the current fiscal year, 5,130 scholarships of \$350 each are available and the number will be boosted to 5,900 next year. The figures represent an increase of 2,514 over the total number of scholarships that were available in the preceding biennium.

"We can take no rest until all our public schools - not just some - will compare with any in the nation; until all our colleges and universities - not just some - can hold up their heads in any company; until all our sons and daughters - not just some - have the same chance to train their minds and their skills to the utmost."

Inaugural Address
—Governor Mills E. Godwin, Jr.

4. Expanding the In-Service Training Program

In-service training classes to assist teachers in keeping pace with new developments are being accelerated throughout the state with a two-year appropriation of \$1,492,000, a significant increase over the \$400,000 available for

this purpose during the preceding biennium. The intensified program provides greater opportunities for teachers to keep up with developments in their teaching fields and helps non-degree teachers to accumulate credits toward degree.

One of the major reasons for the increase in in-service education funds was the state board's desire to strengthen instruction in basic economics in all grades, primarily through high school.

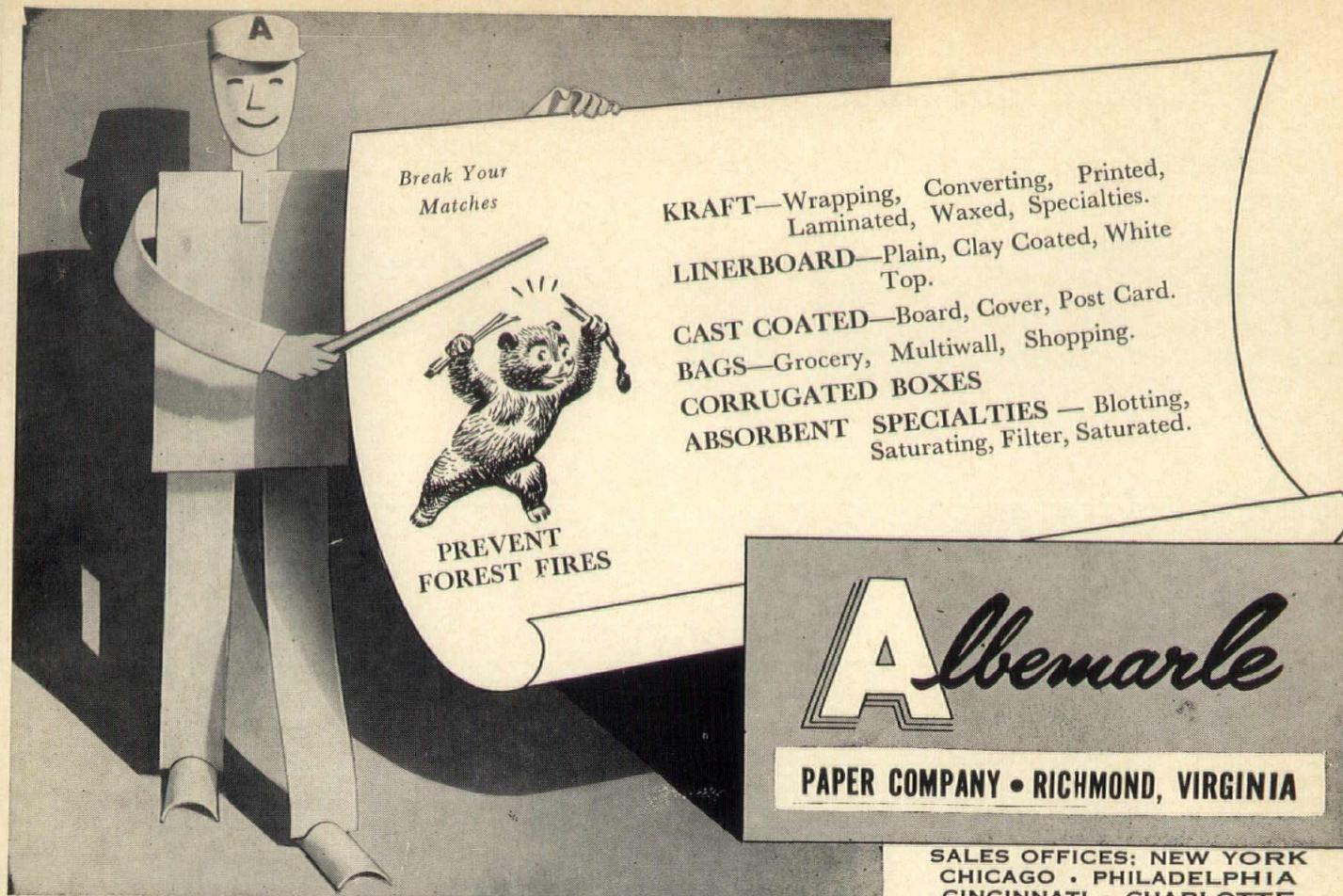
Many public school teachers who have not had a course in economics are being called upon to use instructional guides, prepared by the Department of Education which stress economic education. Teachers already are using guides for the required twelfth-grade course in Virginia and United States government, and for economics in the elementary grades. A guide, which will emphasize economic principles in their historical perspective, is being prepared for teachers of Virginia and United States history, and a guide also will be completed for use in the eighth-and ninth-grade civics course.

Local school officials have been requested to encourage all seventh-grade teachers and all teachers of Virginia and United States history and Virginia and United States government to enroll during 1966-68 in courses in basic economics, if they have not already had them. More than 1,500 teachers are expected to take inservice courses in basic economics during the current biennium.

5. Improving Library Services and Materials

Instructional materials adequate in both quantity and quality are necessary for upgrading public education. During the 1966-68 biennium an appropriation of \$1,430,970 in state funds will be used to assist localities in purchasing library materials.

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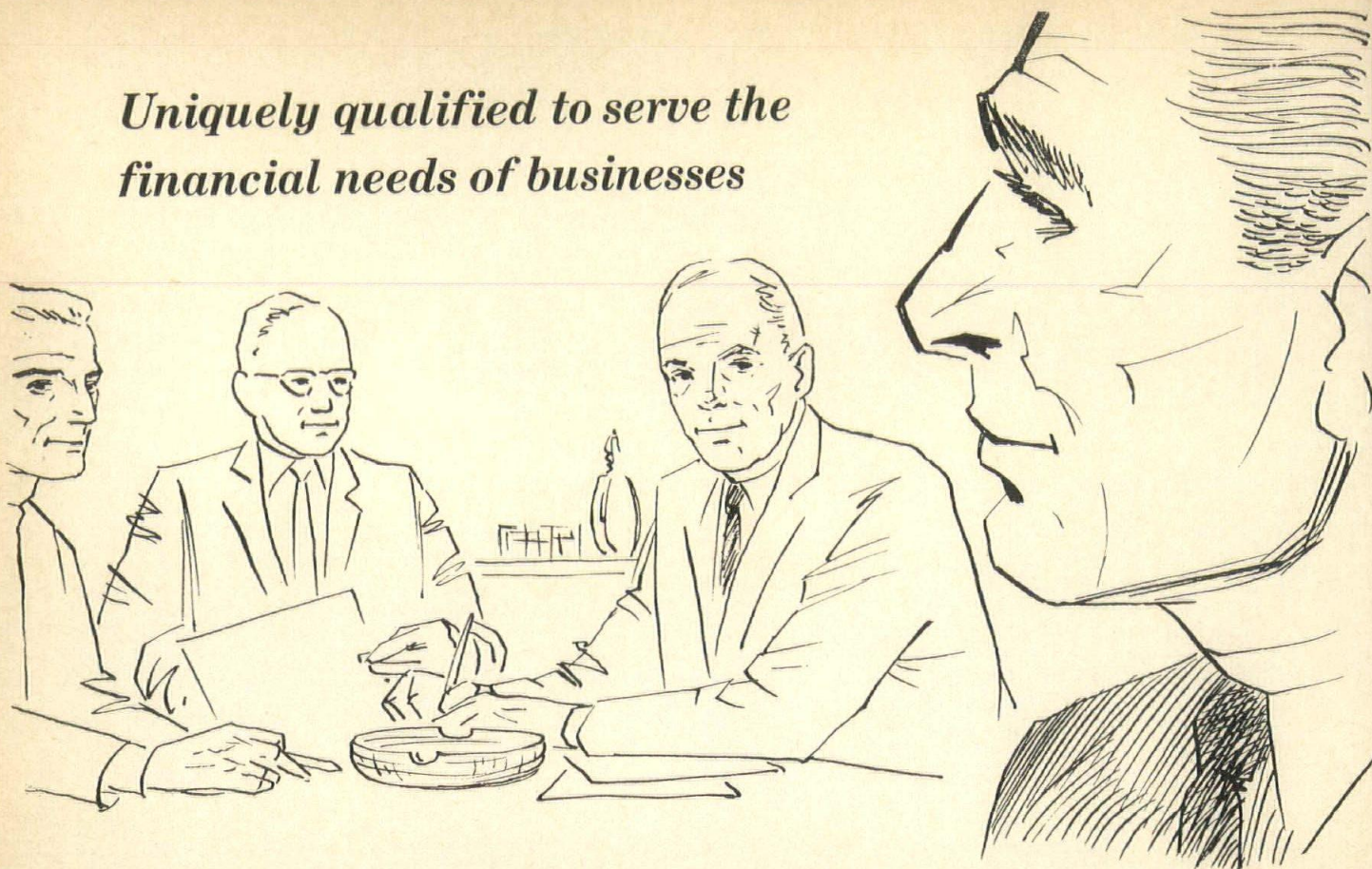
We are a citizen of each community we serve and take an active part in its affairs. Like any other citizen, we want our neighbors to think well of us. Besides, it makes good business-sense. We can only prosper as the community prospers so we help it to thrive in every way we can.

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6. Expanding Special Education

During 1965-66 approximately 8,000 children with special needs were taught or received services through special education programs. Seven hundred and fifteen full-time teachers were employed by the localities to instruct special education classes. This number does not include part-time teachers who taught 1,265 homebound children. Of the 715 full-time teachers, state aid was available for the employment of 451. Increased appropriations by the General Assembly have made it possible for state aid to be provided during the current year for the employment of 800 teachers of special education classes (an increase of 337 over the past year), and for an additional 200 teachers in 1967-68. State funds also are available for reimbursement of \$3,000 for each approved position of school psychologist, up to a maximum of 30 positions in 1966-67 and 50 in 1967-68. Qualifications for this position have been adopted by the state board.

7. Establishing a Uniform Reimbursement Rate for all State-Aid Positions

For the first time financial assistance is being provided to localities on a uniform 60 per cent basis for all approved state-aid positions except 12-months principals. This simplifies reimbursement procedures and encourages localities to employ needed professional personnel in supervisory positions, guidance counselors, and teachers in special education and in other specialized areas.

8. Encouraging Greater Use of Educational Television

The state board is making a concerted effort to encourage

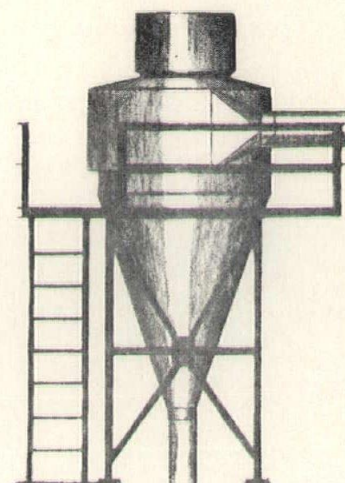
greater use of educational television by school divisions throughout Virginia. To accomplish this objective, it recommended—and the request was approved by the Governor and the 1966 General Assembly—that a total of \$1,000,000 be made available during the 1966-68 biennium to assist schools receiving the benefits of educational television. An ETV supervisor has been appointed to the staff of the State Department of Education to promote the development of educational television, which has great potential for improving the quality of instruction in the public schools.

At present approximately 500,000 students are enrolled in schools participating in the ETV program. By September, 1967, two new ETV stations are scheduled to begin producing and telecasting instructional programs, making a total of five stations which will be serving Virginia schools. By September of the following year, it is anticipated that educational television will be available to every school division in the state.

9. Implementing the Policy on Time to Teach

At the request of the state board a study has been made of the use of the teacher's time during and after regular school hours and recommendations have been approved by the board for consideration by local school divisions. To enable teachers to devote more time to instructional responsibilities, the board has recommended that clerical assistance and teacher aides be provided by local school divisions. This assistance will relieve teachers of many routine duties, such as preparing student rosters, typing and duplicating teaching materials and tests, and making duplicate sets of pupils' records.

(Continued on page 57)



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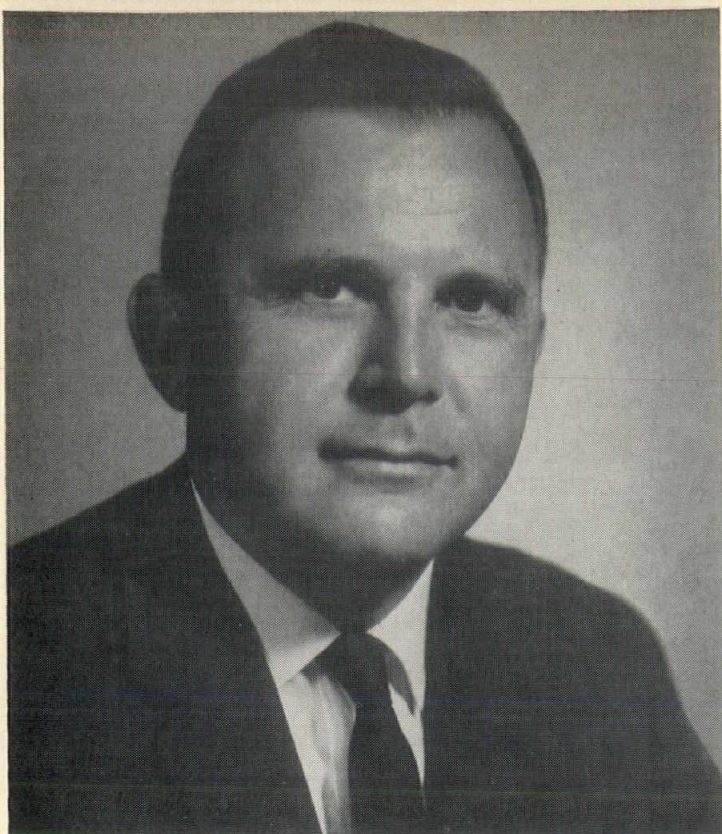
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HIGHER EDUCATION IN VIRGINIA

Today -- Tomorrow

By

DR. PRINCE B. WOODARD, *Director*
State Council of Higher Education

THERE COULD NOT BE a more appropriate time to summarize the current status and recommend future achievements for Virginia higher education than right now. That 1966 was a year of significant progress in higher education, there can be no doubt. That even greater progress must be made in the immediate years ahead should be beyond question. Viewed on a state-wide basis, the citizenry of Virginia is undereducated. It is an irrefutable fact that no state can realize its cultural, social, economic, or industrial potential with an undereducated populace.

The State Council of Higher Education for Virginia, the state agency responsible by statute for promoting "the development and operation of a sound, vigorous, progressive, and coordinated system of higher education in the State of Virginia," is continuously engaged in research and long-range planning designed to advance Virginia's state system of higher education. It utilizes, to the maximum, advisory services of administrative and faculty personnel from the several institutions and works in close coopera-

tion with other state agencies and state-wide organizations.

In this regard, two points merit emphasis before proceeding. It is the State Council itself, the nine-member lay group, that determines policies, and not its staff. Further, the Council is the state coordinating and advisory agency to the Governor and General Assembly for the state-controlled system of higher education. While it recognizes the outstanding contributions of private higher education in the state, and cooperates with the private institutions in every appropriate way, the Council has no official role with regard to the private sector of higher education in the Commonwealth.

It follows, then, that the opinions and predictions expressed in this article are totally those of the writer, and unless otherwise stated, relate only to the state-controlled system of higher education.

Any meaningful analysis of the current status of higher education in Virginia must be prefaced by a review of the educational climate in the Commonwealth in the early months of 1966. In a

period of less than ninety days a combination of events and actions at the state level transformed Virginia from a state with a mediocre commitment in higher education to a state with an announced commitment to provide appropriate post high school education opportunities to all who might have the desire and capacity to achieve.

The Higher Education Study Commission merits recognition as a prime change agent. Created by the 1964 General Assembly and charged with the responsibility to "undertake a comprehensive study and review of higher education to be used as a basis for effective long-range planning as to objectives, needs and resources of public and private higher education in the Commonwealth of Virginia," the Commission worked for more than a year and one-half to fulfill its assignment. Under the inspiring and tireless leadership of its Chairman, Senator Lloyd C. Bird, this distinguished twenty-member body was continually reviewing data, conferring with consultants,

(Please turn the page)

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James Monroe was well aware of this, and he gladly accepted the sacrifices that duty entailed. Revolutionary soldier, statesman, President, he devoted his life to keeping bright that flame of national honor.

The torch has passed through many hands. Today, it rests in ours. Let us guard it jealously. Let us never deprive it of the life-giving air of freedom.



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(Continued from page 26)

and establishing the broadest possible background on higher education developments state-wide, regionally, and nationally. With the advice and guidance of its director, an educator of national reputation, Dr. John Dale Russell, and a number of general and special consultants, and with the full support and cooperation of both the state-controlled and privately controlled institutions of

higher education in the Commonwealth, the Commission (commonly referred to as the Bird Commission) assembled the most comprehensive array of data on higher education in Virginia ever collected.

Analysis of this vast pool of information revealed numerous gaps and inadequacies in the existing state system of higher education. These were clearly identified and discussed by the Bird Commission in its report.

Of greater importance, however, was the set of sound and sensible recommendations presented in the Bird report for resolving the many higher education deficiencies of the Commonwealth. These ranged in scope from a first priority recommendation urging establishment of a state system of comprehensive community colleges to a recommendation supporting a reclassification of librarians. In addition to its official report to the Governor and General Assembly and the seventy-one recommendations contained therein, the Commission also released ten staff reports each containing detailed data on a special field or component of higher education.

The report of the Higher Education Study Commission was presented to Governor Harrison only a few days prior to the arrival of the new year (1966) in the Commonwealth. Before the year was a week old the key recommendations of the Commission were given enthusiastic endorsement by the out-going Governor.

On January 15, 1966, Virginians were told by Governor Mills E. Godwin, Jr., in his inaugural address, "We can take no rest . . . until all our colleges and universities—not just some—can hold up their heads in any company, until all our sons and daughters—not just some—have the same chance to train their minds and their skills to the utmost."

Two days later, in addressing the General Assembly of Virginia, Governor Godwin praised the Bird Commission for its detailed and carefully prepared report and went on to recommend and pledge his support for legislation designed to enact the major recommendations of the Commission. No other function of state government was reviewed in as much detail by Governor Godwin in his initial presentation to the General Assembly as was

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higher education. At this point, the writer is disposed to inject the opinion that no program has received greater support from Governor Godwin during his first year in office than has higher education.

Throughout its session, the 1966 General Assembly demonstrated a commitment to higher education and its concurrence with the Governor's evaluation of the Bird Commission's report by enacting legislation needed to implement the recommendations contained therein. The General Assembly was, in fact, so thorough in its promotion of higher education that practically every major recommendation of the Commission that required legislative approval received favorable action.

From this brief review of background events it is obvious that the Bird Commission presented a thorough and accurate appraisal of the higher education needs of the Commonwealth; that its recommendations for meeting the needs were clearly and convincingly stated; that the leadership and commitment of Governor Godwin to higher education has been, and continues to be, dynamic and effective; that the 1966 General Assembly demonstrated its support for higher education by enacting legislation necessary to start certain new developments and to improve existing elements of the higher education enterprise in the state.

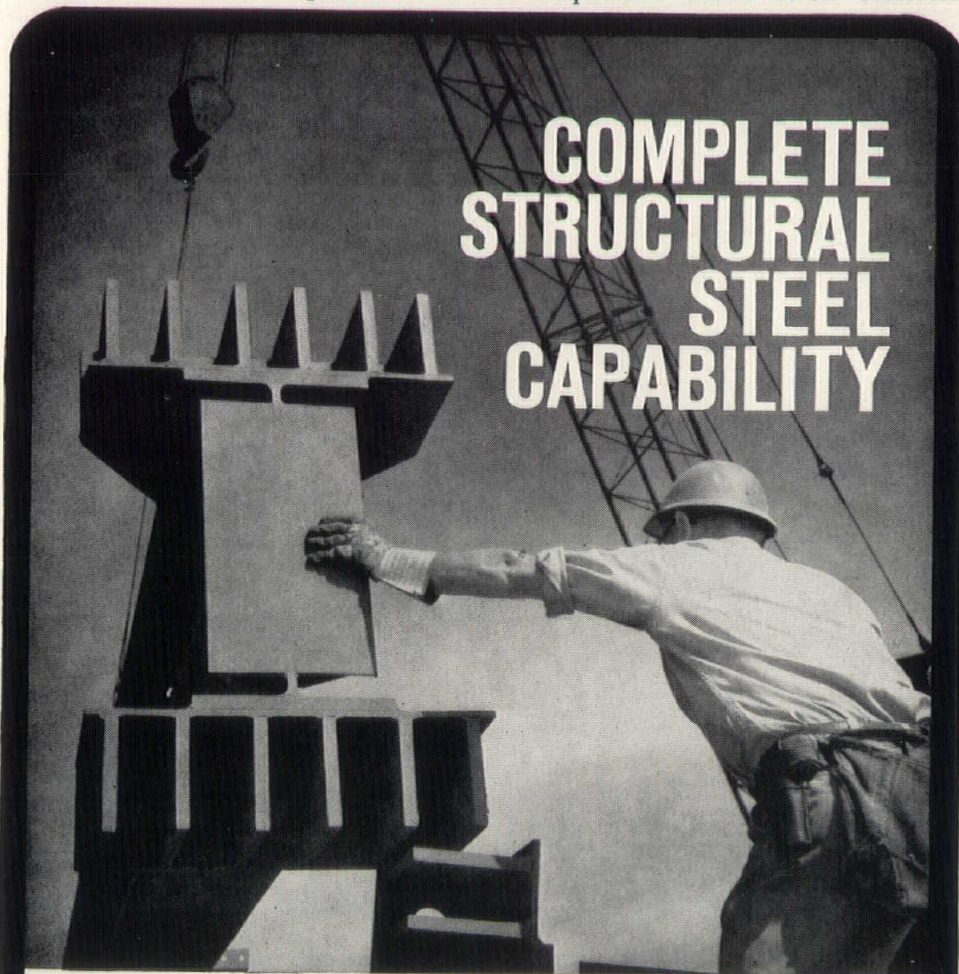
As we turn now to a consideration of the present status and future developments in higher education in Virginia it must be emphasized that many of the Commonwealth's recent educational commitments are only now becoming effective; their full impact will not be realized for several years hence. In this regard, one obvious point should be noted. Many actions taken in 1966 to advance Virginia higher education were initial, or first-phase, developments. These must be

continued and expanded in the years ahead if substantial progress is to be achieved.

It should also be recognized that while the state's new commitments to higher education must be labeled as dramatic advances for Virginia, measured against the achievements and accelerated rates of progress in other states nation-wide, Virginia developments are, at best, only average. To catch-up and maintain the rate of improvement

characteristic of the national higher education scene, Virginia must take even greater steps in the future than it did in 1966.

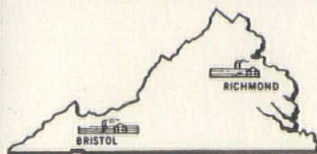
Of the many critical elements which comprise any state higher education complex, six will be identified and discussed in the paragraphs which follow. There is, of course, an inter-relationship among each of these and they are reviewed in isolation one from the other primarily for the purpose of emphasis. Since each element



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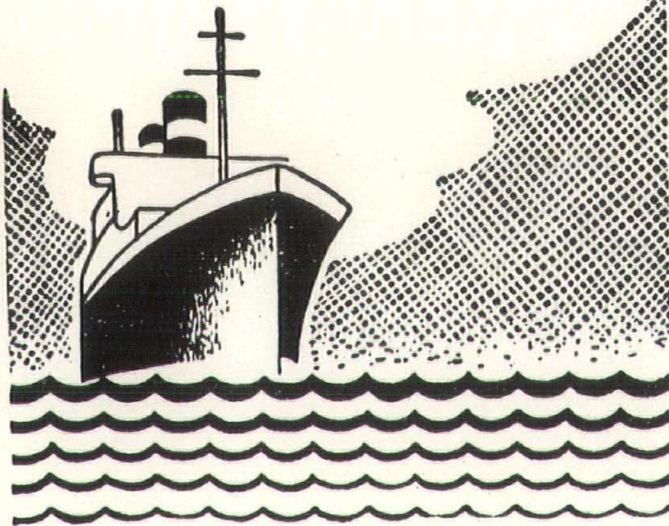
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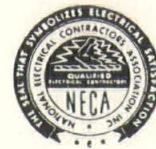
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of imperative importance, the question of priority among them is of little consequence.

Future Higher Education Enrollments

Enrollment in Virginia higher education 15 years hence should be nearly three times what it is today. There are two major reasons for this projected growth.


Virginia presently ranks third from the bottom among the southern states in the percentage of its college-age youth enrolled in higher education. Comparative statistics for 1965 reveal Virginia had 27 percent of its 18-21-year-olds enrolled in higher education compared with 35 percent for the whole South, and 47 percent for the entire United States.

Wisdom and pride demand a substantial increase in the percentage of Virginia youth pursuing higher education. Statistics abound to demonstrate that personal economic security is inextricably related to education. The individual of our time who has succeeded with little education will become the extinct individual of the future. On a broader scene the industrial and economic developments of the nation as well as national security and the preservation of our democratic society are all dependent upon maximum utilization of the country's intellectual potential. Currently, Virginia is not producing its fair share of an education population.

The second factor involved is the projected growth in Virginia's population. The 18-21 age population in Virginia today is approximately 282,000. The Bureau of Population and Economic Research of the University of Virginia has predicted it will be 368,000 in 1980. This represents a numerical increase of 86,000 more 18-21-year-olds in Virginia in 1980 than at present. Thus the population pool from which college enrollments are drawn will be growing rapidly in the future.

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The use of the 18-21 age classification in discussing college-age population is a limiting procedure as this range no longer describes the college-age group. Rapid expansion of knowledge, experimental admissions, advanced graduate programs, etc., have all contributed to a widening in the age range among those attending colleges.

Expansion in Number and Type of State-Controlled Institutions of Higher Education

Additional facilities will be required to accommodate future enrollment increases. Much of this physical expansion will continue to take place on the campuses of existing institutions. More than 71 million dollars were appropriated from the general fund at the last session of the General Assembly for this purpose. At the same time actions were also taken to develop new campuses and new types of institutions.

Without question the most significant expansion of the state higher education system during the past year and a development with broad implications for the future was the establishment of a new type of higher education institution, the comprehensive community college. Following the recommendation of the Bird Commission and Governor Godwin, the 1966 General Assembly created a State Board and State Department of Community Colleges. It charged this board with the responsibility for establishing a state system of comprehensive community colleges offering two-year college transfer programs; technical programs leading to an associate degree; and technical, vocational, general education, and adult education programs of less than two years' duration. The legislature transferred to the State Board of Community Colleges the existing technical colleges, certain branches of four-

year institutions, and the post high school programs of the regional vocational-technical schools.

Operating on a twelve-months basis, day and evening, this system of commuter colleges, each serving a geographical area, when fully developed, should provide higher education opportunities within a 30-40 minute drive of every citizen in the Commonwealth.

Two of these colleges are currently in operation enrolling more than 3,500 students. Six community colleges will be functioning in the Fall, 1967 and by the

Fall, 1968 the number will expand to at least nine. A statewide network of 20-25 community colleges is expected to be in existence in 1970.

A prime responsibility of the comprehensive community college is to provide guidance and counselling services of such quantity and quality that youth and adults alike may have a curriculum programmed according to their need. Full development of the state system of comprehensive community colleges must be regarded as an essential expansion if the state is to meet its higher education responsibility.

A second development of considerable significance in the expansion of higher educational facilities and opportunities in the state is the conversion of George Mason College in Northern Virginia to a four-year degree-granting institution. This institution will serve a large urban area of Virginia where the population is rapidly increasing and where young people have in the past, in large numbers, left the state to obtain a bachelor's degree. In authorizing the George Mason College expansion, the 1966 General Assembly also authorized Clinch Valley College in the southwest section of Virginia to become a four-year institution.

Another important expansion currently being planned by a Commission established for the purpose is the creation of a new urban-oriented state university in the Richmond area. It is the responsibility of this Commission to recommend procedures whereby the Medical College of Virginia and Richmond Professional Institute may be used as a base upon which to develop this new major state university. This 15-member Commission will present its report and recommendations to the Governor and General Assembly not later than October 1, 1967.

Summarizing these expansion activities and forecasting other future developments, the writer anticipates that 10 years hence the state system of higher education institutions in Virginia will include the following new additions:

- a) 20-22 community colleges spread geographically over the state.
- b) a four-year state-controlled institution in Roanoke, another in the Hampton-Newport News area, and the present Virginia State College at Norfolk operating as a separate four-year institution with its own Board of Visitors.

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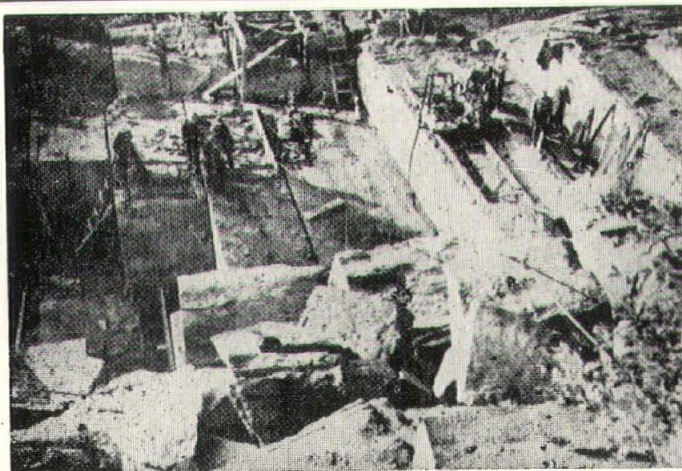
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- c) three urban state universities; one in the Richmond area, Old Dominion University and George Mason University.

Whether these institutions emerge or others are created, it is absolutely essential that continuous higher education planning and research be conducted at the state level. This is the only effective way to insure the development of an adequate and efficient system of higher education for the Commonwealth. This point will be explored in greater detail later in this article.

Needed Increase in Degree Production, Especially Graduate Degrees

Far too few degrees are being awarded by the Virginia higher education enterprise. Although Virginia is under-producing in the number of degrees awarded on both the graduate and undergraduate level, the greatest deficiency exists at the graduate degree level. The Bird Commission concluded that Virginia should award two percent of the total degrees produced nationwide. For each of the past several years, all of the higher education institutions in the state combined have awarded approximately one

percent of the master's degrees, and only three-fourths of one percent of the total doctor's degrees produced in the United States.

Statistics gathered by the USOE provide an even more negative picture in terms of what is happening to Virginia residents who take graduate work. In the Fall, 1963 a total of 6,332 Virginia residents enrolled in graduate work somewhere in the United States. Of these 6,332 Virginians enrolled, only 1,981 (31 percent or less than $\frac{1}{3}$) enrolled in the colleges and universities in Virginia. More than two-thirds (4,351) were taking graduate work in other states. During that same year, Virginia institutions of higher education attracted only 929 graduate student from other states. Comparing this total number of out-of-state students enrolled for graduate study in Virginia with the 4,351 Virginians who went to other states for graduate study, it is found that about five Virginians migrated to other states for graduate study for every student from another state who came to Virginia for like purpose.

Every educational program should be a quality program. However, in graduate work, especially at the doctor's degree

level, quality is of utmost concern. The American Council on Education within the past year released a study conducted by Dr. Allan M. Cartter entitled, *An Assessment of Quality in Graduate Education*. The study gives the opinions of a large number of scholars in 29 fields of study as to institutions they considered worthy of recognition for their programs of high quality at the doctoral level in their respective

(Continued on page 61)

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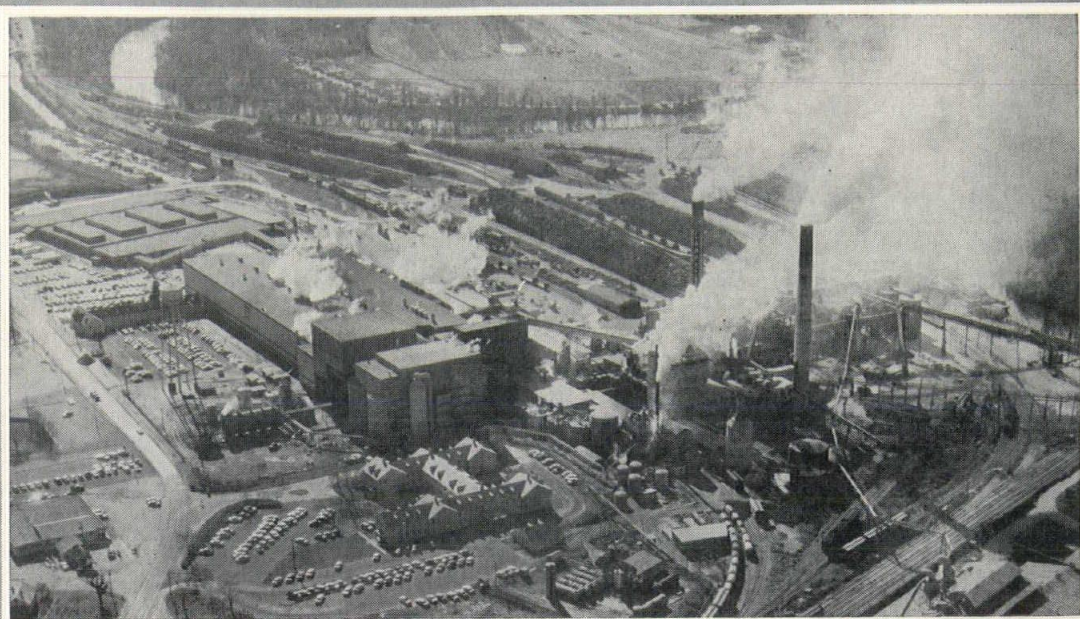
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A BACKWARD GLANCE . . .

The Virginia Economy in 1966

NINETEEN SIXTY-SIX proved to be a strong growth year for the Virginia economy. Gains in employment, income, and population, and developments in each of the major segments of the economy, particularly in manufacturing and federal government activities, indicate that this growth was widespread and that it exceeded the rate experienced during the five preceding years of the decade.

Virginia's 1966 employed civilian labor force increased by 56,800, a gain of 3.7 percent from 1965. Four-fifths of Virginia's 1,614,000 employed civilian labor force consists of employees in non-agricultural establishments. Also included are the self-employed, domestics, unpaid family workers, federal government workers in the Virginia portion of the Washington metropolitan area, and farmers.

Employment in nonagricultural establishments during the first 11 months of 1966 averaged 66,000 above the comparable figure for 1965. This exceeded the 40,000 annual gain averaged during the five preceding years of the decade. These employment estimates, prepared by the Virginia Department

of Labor and Industry and the U. S. Department of Labor, constitute the most reliable estimates available for analyzing current trends and for comparing Virginia with the nation. During the first four years of the decade, Virginia's nonagricultural employment increased at an annual rate of 3.5 percent, double the rate for the nation. Virginia's gains of 4.8 percent for 1965 and 5.4 percent for 1966 though higher than for the preceding years were much closer to the greatly stepped-up national gains of 4.2 percent averaged during 1965 and 5.1 during 1966.

Virginia's population was placed at 4,507,000 in mid-1966 by the U. S. Census in a preliminary estimate. It has been increasing at about 90,000 a year, of which one-third has been due to immigration from other states. Virginia's annual rate of increase 2.1 percent during the six years of this decade has exceeded the national rate of growth by approximately 40 percent.

Personal income received by Virginians will total approximately \$11.5 billion for 1966 according to *Business Week*. This will be a gain of 8 percent over 1965, the same gain as is estimated

for the nation. Official figures from the U. S. Department of Commerce will not be available until next summer. Part of this 8 percent increase is accounted for by the approximately 4 percent rise in consumer prices during 1966. Final personal income estimates by the U. S. Department of Commerce for the period 1960 to 1965 show that Virginia averaged an annual 6.5 percent increase after adjusting for inflation. It averaged an annual 4.5 percent increase in per capita income after adjusting for inflation. In both cases this was 50 percent above the rate averaged nationally.

Unemployment

The general prosperity of Virginia is reflected in its low unemployment rate of 2.7 percent for the first 11 months of 1966, 30 percent below the 3.9 percent rate for the nation. U. S. Department of Labor surveys consistently show Virginia during the decade of the sixties as being one of three states with the lowest unemployment rate in the nation.

The Virginia Employment Commission reports unemployment for 17 major labor market areas. Each of these areas, as the tabulation shows, had a lower rate than that averaged nationally. In fact, in most areas of the State those unemployed mainly consist of people moving from one job to another, a small segment of youth, and hard core unemployables who cannot qualify for job openings.

Even a prosperous state like Virginia, however, has its pockets of unemployment or underemployment. In far Southwest Virginia, the six counties in the coal field area continue to average an unemployment rate of approximately 6 to 8 percent; and seasonal unemployment, as in past years, is high in the Northern Neck and Eastern Shore areas. (Chart on page 37.)

Manufacturing

Employment in Virginia manufacturing increased by 16,400 to average 338,000 for the first 11 months of 1966. This was a gain of 5.1 percent from

COMPONENTS OF VIRGINIA'S CIVILIAN LABOR FORCE
ANNUAL AVERAGES AND 11 MONTH AVERAGES 1965 AND 1966
(In Thousands)

Subject	Annual Avg.			11-Month Avg.	
	1960	1962	1964	1965	1966
Civilian work force	1,432.6	1,491.1	1,562.5	1,607.0	1,659.3
Workers on strike3	.2	.1	.4	.4
Unemployment	60.7	57.7	52.9	48.9	44.6
Percent of work force	4.2	3.9	3.4	3.0	2.7
National unemployment rate (%)	5.6	5.6	5.2	4.6	3.9
Total employment	1,371.6	1,433.2	1,509.5	1,557.6	1,614.4
Agriculture	121.3	110.9	102.2	99.3	94.6
Nonagriculture	1,250.3	1,322.4	1,407.3	1,458.3	1,519.8
Manufacturing	275.0	292.4	308.6	321.6	338.0
Nonmanufacturing	742.6	789.4	854.4	892.9	942.0
Other ¹	232.7	240.6	244.3	243.8	239.7

¹Includes self-employed, unpaid family workers and domestics, and federal government workers in Virginia portion of Washington, D. C. metropolitan area.

Source: Virginia Employment Commission.

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UNEMPLOYMENT RATES IN MAJOR VIRGINIA LABOR MARKETS

(Most Recent Month in 1966 for which Data Are Available)

	Unadjusted Civilian Unemployment Rate (Percent)	Month
Northern Virginia Area	1.8	September
Bristol	3.1	October
Charlottesville	1.6	August
Danville-Reidsville-Spray	2.6	November
Fredericksburg	2.0	October
Newport News-Hampton	2.4	November
Harrisonburg	1.9	August
Lynchburg	2.7	September
Martinsville	1.4	October
Norfolk-Portsmouth	2.6	November
Petersburg	2.3	October
Pulaski	2.1	August
Radford	2.1	August
Richmond	1.7	November
Roanoke	2.3	November
Staunton-Waynesboro	1.8	August
Winchester	2.3	October

the same period of 1965, thereby exceeding the annual gain of 3.3 percent averaged for the preceding five years of the decade.

Virginia's experience should be seen against the national and regional developments in manufacturing. From 1953 to 1964, an 11-year period during which the nation experienced no gain in manufacturing employment, Virginia and the Southeastern States managed a 2 percent annual gain. Then during the past two years the nation has enjoyed a manufacturing boom in which employment has climbed by two million. Virginia's 4.4 percent increase in manufacturing employment in 1965 approximately equalled that for the nation, but its 5.1 percent increase for 1966 was slightly below the national increase of 5.8 percent.

Virginia has a highly diversified and geographically well-dispersed manufacturing structure, the whole of which was strengthened during the year. Since 1960 all major segments of manufacturing have experienced growth, and these trends continued through 1966. Tobacco was the only industry to experience a decline in employment in 1966, and this was very modest.

The Virginia Department of Labor and Industry showed an employment gain in 1966 of 3,400 for electrical equipment followed by gains of 2,400 for both chemicals and apparel, 1,600 for textiles and 1,400 for furniture. Chemicals and textiles continue to rank first and second in Virginia based on employment.

The annual estimate of new jobs in manufacturing by the Division of Industrial Development is based on announcements by firms of new plants and expansions, much of which will come into operation after the year of announcement. As a consequence, this new job estimate has frequently been higher or lower than the change in employment reported by the Virginia Department of Labor and Industry. This year the two estimates are approximately the same.

The Division reports that during 1966, 133 new plants announced location in Virginia with a total employment of 8,500, and 119 existing firms announced expansions expected to result in 6,300 jobs. Combined new jobs expected from new plants and expansions are approximately 15,000.

In number the new plants and expansions announced in 1966 is an all-time high and the expected employment for these facilities is one of the highest on record. Expansions continue to account for slightly less than one-half of the estimated new employment.

The list of new plants and expansions shows some representation in almost every major industrial classification with apparels leading, followed by furniture, electrical equipment and metal fabrication. More than 3,000 new jobs are expected in apparels.

Several new plants with expected employment of two to several hundred

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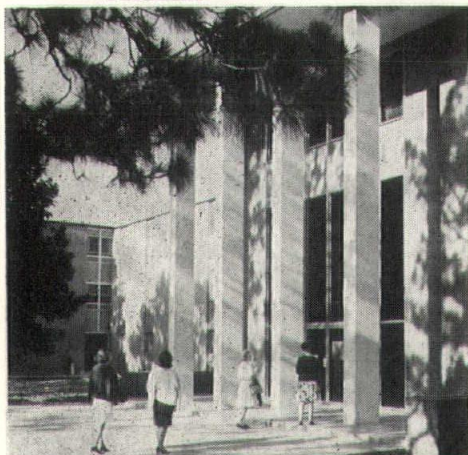
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Apparels announcing expansions of two or more hundred in employment were Genesco in Augusta County, Sale Knitting at Martinsville, Norton Garment at Norton, Anvil Brands, Inc. at Independence and Clifton Manufacturing Company at Clifton Forge.

As has been the case for several years, there was a rather heavy concentration of new plants and expansions in the metropolitan areas and also at Martinsville. These included new basic industries, satellite industries and plants to supply local consumer markets. Outside the metropolitan areas the new and expanding facilities were geographically dispersed. Of significance is the fact that communities and areas that had been by-passed recently, such as Farmville in the Central Piedmont, Lee County in the far Southwest, and the Northern Neck and Middle Peninsula in Eastern Virginia, attracted more industrial facilities than at any time in their past.

Federal Government

Federal activities, both civilian and military, have a heavier impact on Virginia relative to its size than on any other state with the exception of Hawaii and Alaska. Currently there are approximately 165,000 federal civilian employees living in Virginia and 175,000 military stationed here. This federal activity accounts for about 19 percent of Virginia's labor force and 26 percent of all the wages and salaries paid in Virginia.

Federal activities are heavily concentrated in Hampton Roads and in the Virginia portion of the Washington, D. C. Metropolitan Area. These two areas account for approximately 90 percent of the military and 80 percent of the federal civilian employment with Hampton Roads being heavier in mili-

tary and Northern Virginia heavier in federal civilian employment.

Civilian employment increased by 20 percent and the military stationed in Virginia as reported by the U. S. Census Bureau increased by 30 percent for the six-year period 1960 to 1966. Because of its large size and because of this high rate of growth, federal government activities have definitely been a factor in accounting for the very strong rate of growth experienced by Virginia since 1960. In fact, this increase in numbers coupled with the sharply rising level of pay to those on federal payrolls has been the single most important factor contributing to Virginia's increase in total and per capita personal income exceeding the nation's by 50 percent during the first half of the sixties. The fact that the Northern Virginia portion of the Washington, D. C. Metropolitan Area has continued to be the most rapidly expanding area of the State in population and the Hampton Roads area has grown at a rate above the State average is a reflection of this expansion in federal activities.

Information for judging the impact of federal activities on Virginia for the year 1966 is skimpy, but such information as is available clearly indicates a sharply rising number of military stationed in Virginia and an increased number of federal civilians. The Virginia Department of Labor and Industry reports that federal civilian employment in Virginia excluding the Northern Virginia area rose by 5.5 percent last year, and the U. S. Department of Labor reports that the number of federal workers in the Washington Metropolitan Area including Virginia's portion increased by 5.1 percent during 1966. The U. S. Census reported that at mid-year the military stationed in Virginia had increased by 17 percent over the preceding year.

Farming

Farm income in 1966 is expected to total about 2 percent more than in 1965 despite an unfavorable crop season which lowered the production of most crops. Cash receipts from the sale of crops will be down approximately 8 percent from last year but this will be more than offset by a 10 percent increase in cash income from livestock.

Value of tobacco, the number one crop in income, will be about 3 percent below last year. Flue-cured production was slightly higher but substantial reductions were made in all other types. Peanuts, the number two money crop, will contribute 14 percent less income

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in 1966 because of a smaller crop and a lower average price. Soybean production was 7 percent lower but higher prices boosted the value of the crop 8 percent above last year. Corn production in 1966 was cut 42 percent by drought and value of the crop is off 35 percent from 1965. Hay production was 13 percent shorter—also reduced by drought. Apples were dealt a double blow in 1966. A freeze in May killed a large portion of the crop and the shortage of moisture during the growing season limited sizing.

Livestock farmers as a whole fared better in 1966 although drought in Northern Virginia caused some further liquidation of cattle and sheep. Higher cattle prices were responsible for an increase of approximately 15 percent in cash receipts from the sale of cattle and calves. Milk production was 2 percent lower but an increase in price resulted in a 7 percent higher income. Hog production was increased moderately in 1966, which with higher prices most of the year resulted in more than a 10 percent increase in cash receipts.

Cash income from poultry in 1966 was about 10 percent higher. Egg production was down but higher prices pushed cash receipts about 15 percent higher. Income from broiler production was down slightly—production was up but prices were lower. Turkey growers benefitted both from an increase in production and a higher price resulting in a 15 percent boost in cash receipts.

General Summary of Growing Season

The 1966 season was an unusual crop year marked by wide differences

between areas and between crops. Northern Virginia was plagued by drought for the fourth consecutive year, but Southwest Virginia experienced one of the best crop seasons in years. In other areas, crops suffered from a moisture shortage at various times during the year with effects on production varying widely. Small grains made outstanding yields and harvest weather was ideal. Hot, dry weather in July slashed corn production in Southeast Virginia, but rains beginning July 31 came in time to save peanuts and tobacco. Hay crops produced good early cuttings but mid-season harvests were light. Apples and peaches experienced the most unfavorable season in many years. A late spring freeze May 10-11 sharply reduced prospects and the severe summer drought resulted in poor sizing.

The planting season was somewhat on the unfavorable side because of below normal temperatures which delayed germination of seed and retarded growth of tobacco plants in beds. This got the crop season off to a late start and dry weather in June and July further held back crop growth. Above normal rain in September broke the drought in all areas, bringing soil moisture to the highest level since February. The land was put in good shape for seeding fall grains, and pastures were revived, resulting in unusually good late fall grazing. The combination of a late planting season, a dry summer, and a wet early fall had the effect of delaying the maturity of crops. October weather was mostly

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VALUE OF CROP PRODUCTION, VIRGINIA, 1965 AND 1966
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Crop	1965 (Thousand Dollars)	1966 (Thousand Dollars)	Percent Change From 1965
All crops	302,403,000	266,578,000	- 12
Tobacco	85,022,000	82,684,000	- 3
All hay	54,079,000	49,494,000	- 8
Corn	42,998,000	28,152,000	- 35
Peanuts	31,722,000	27,439,000	- 14
Soybeans	17,609,000	19,047,000	+ 8
Apples	17,510,000	10,120,000	- 42
Sweet potatoes	7,060,000	8,170,000	+ 16
Potatoes	14,527,000	7,776,000	- 46
Wheat	6,334,000	7,192,000	+ 14
<hr/>			
	Acres	Acres	Percent
Total Acreage	2,668,000	2,611,000	- 2

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favorable for harvesting crops and November was near ideal and by December 1, virtually all crops were out of the field.

Tourism

All indices point to an all time high travel year for Virginia that began early in the spring and carried through to a fine fall season. Among the contributing factors were the high level of national prosperity, the favorable weather and the promotional programs of public and private agencies.

Employment in motels and hotels, a

good measure of tourist activity, gained 7.3 percent for the first 11 months of 1966 over the same period for 1965. Travel by out-of-state passenger cars on Virginia's primary and interstate highways increased by approximately 4 percent during the first 11 months of 1966. Visitations at the Colonial National Historical Park and Shenandoah National Park increased by approximately 4 percent over the preceding year.

All of Virginia's major attractions and tourist areas, including Virginia Beach and Colonial Williamsburg, enjoyed modest to substantial increases in business during the year and this came

on top of several successive years of increases.

The tourist business is going through a period of great change in Virginia. On one hand the new improved highways are making it possible for the corridor traffic with out-of-state origins and destinations to get through Virginia more quickly. On the other hand the significant public and private investments for strengthening outdoor recreational facilities that are currently being made and that are projected will greatly broaden Virginia's tourist offering. This, together with the recent development of package tours in several localities and the greatly stepped-up promotional program of the state which is just getting underway should do much to enhance Virginia's competitiveness with other states.

Coal Mining

An employment of 11,100 was averaged for coal mining in 1966, accounting for three-fourths of all mining employment in Virginia. This figure was down 400 from the 1965 average even though Virginia's production of coal promises to equal last year's all-time high of 33,400,000 tons.

In the early fifties, during a period of declining markets for coal and rapid mechanization of mines, Virginia was able to actually increase its coal production. As a consequence, its relative share of the nation's coal output increased from 3 percent in 1950 to 6 percent in 1956. Virginia's output has risen only modestly since 1957, but its employment in coal mining has declined from approximately 16,000 to its current level of 11,100 during this nine-year period. Technological change has been contributing to an increase in output per worker in coal mining more rapidly than in most industries.

Virginia's coal mining industry is located in seven far Southwest counties, primarily Buchanan, Dickenson, and Wise. Underground mining predominates and small truck mines account for a much higher proportion of Virginia's coal output than is the case for the nation as a whole. The declining employment opportunities in coal mining largely account for the continuing high unemployment in this area.

Port Activity

More than 27,000 Virginians are directly employed in activities associated with Virginia's water-borne commerce. In 1965, the last full year for which final figures are available, 41 million tons of foreign trade moved through Virginia ports, primarily the ports of Hampton Roads. In that year Hampton

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Roads ranked second only to the Port of New York in foreign trade tonnage. A few commodities loom large in this trade. Coal, at 32 million tons, accounted for 91 percent of Virginia's exports. Grains and soybeans accounted for 6 percent of the exports. Three commodities—petroleum, ore, and gypsum—accounted for 82 percent of Virginia's imports. The remaining general cargo imports and exports were approximately 2.4 million tons in 1965. During the 12-year period 1953 through 1965 Virginia's ports have increased their share of the nation's foreign trade from 8.2 percent to 9.8 percent. Steady gains have been made in improving Virginia's share of general cargo trade during this period.

At year end though final figures were not yet available, it appeared that tonnage for 1966 might fall short of the 1965 figures because of a slight decline in the principal export—coal—and the principal import—petroleum. Large gains were made in the exports of grains, soybeans and fertilizers and in the import of ores. The tonnage of general cargo exports and imports for 1966 was expected to be well above 1965.

Several developments took place during the year that will affect the future capabilities of Virginia ports. Dredging to deepen the main ship channels in Hampton Roads to 45 feet, a major 5-year project, is progressing on schedule. Court cases ruled in favor of granting to the Hampton Roads and Richmond ports the same tariff rate structure to selected midwest points that already exists for Baltimore and North Atlantic ports. Port facilities in the Hampton Roads area were strengthened with the City of Norfolk leasing the former Hampton Roads Army Terminal from the Federal Maritime Administration for commercial operation, with Newport News undertaking the construction of a new \$7.5 million general cargo pier facility to be completed in the fall of 1967, and with Portsmouth proceeding with the construction of a new \$7.2 million general cargo marine terminal at Pinnars Point to be completed in 1968.



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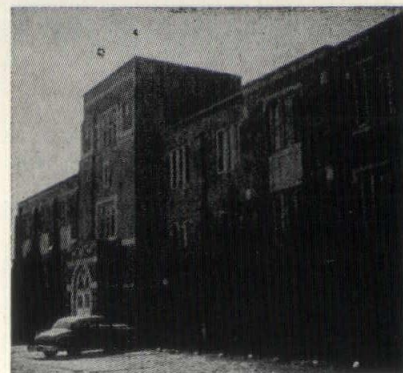
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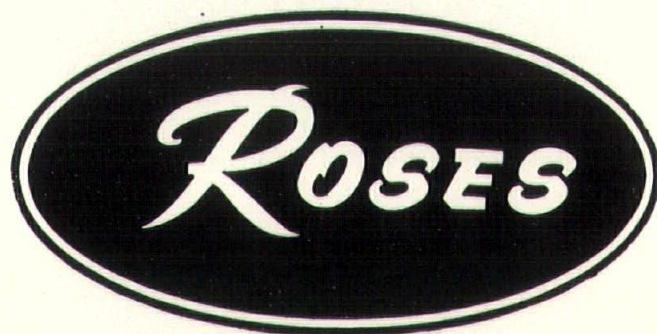
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FOR THE RECORD

The "House of Service" Opens in Richmond

Southern Welding Supply opened its doors to the welding industry, in Richmond, in grand style with a three-day open house and welding clinic on November 8, 9, and 10. During the three days over 500 Industrial Users inspected facilities and observed displays and live demonstrations presented by fifteen of the major companies in the industry. Present were American Cryogenics, Inc., Ampco Metals, Inc., Arcos Corp., Aronson Mach. Corp., Englehard Industries, Harris Calorific Co., Hewitt-Robins, Inc., Hobart Bros., Co., Lenco, Inc., The Metal Removal Co., Sellstrom Manufacturing Co., Sharp & Pulaski, Tru-Weld Division, Turner Weldit Division Turner Corp., Victor Equipment Co. Much interest was expressed by users in up-dating their facilities, for improvement in operations.

The new firm, an affiliate of Steel Services, Inc., has chosen "The House of Service" as its corporate creed. Southern Welding plans, under the leadership of Thomas J. Starke, III, President, and James R. Robbins, Vice President and General-Manager, to provide Virginia users a Total Service market through selections and usage of the most effective equipment, welding processes, and procedures. As Robbins puts it, "The best interests of our customers will be our guideline for all recommendations made."

The grand opening ceremonies, held on November 8, were attended by city and state dignitaries. The traditional chain cutting was performed by Richmond Mayor Morrill M. Crowe, and a keynote statement was made by J. Eldred Hill, the Director of the Division of Industrial Development for the State of Virginia. Both Mayor Crowe and Mr. Hill spoke highly of the new enterprise in their remarks and complimented the owners for bringing this full-service organization to the state and the city.

Southern Welding does, in fact, bring several firsts to the area the most significant is a complete welding laboratory. Officials of the new firm state that

to tell the Virginia Story



Southern Welding Supply opened its new service and supply center in Richmond with a three day open house. The new company has been chosen as the exclusive distributor for the American Cryogenics Division of Standard Oil Company, New Jersey.

Looking on, from left to right, as Richmond's Mayor Morrill M. Crowe cuts the symbolic chain are: Miss Bonnie Davis, Miss Southern Welding Supply; James R. Robbins, Southern Welding Supply Vice President and General Manager and Thomas J. Starke, III, President of Southern Welding Supply.

there is no comparable distributor laboratory in Virginia. The lab features two two-foot by four-foot, variable density windows through which customers can observe lab operators without having to don mask or goggles. Southern Welding believes this facility will greatly help in promoting the art of welding since production procedures and new processes can be tried on an experimental basis to test operational methods or solve problems for users. Three factory trained technicians will be available to customers for lab work and to man the ultra-modern repair facility which is another integral part of the "House of Service."

As sole distributors for the American Cryogenics Division of Standard Oil Company (New Jersey), Southern Welding will bring cryogenics into the Richmond area in a big way. American

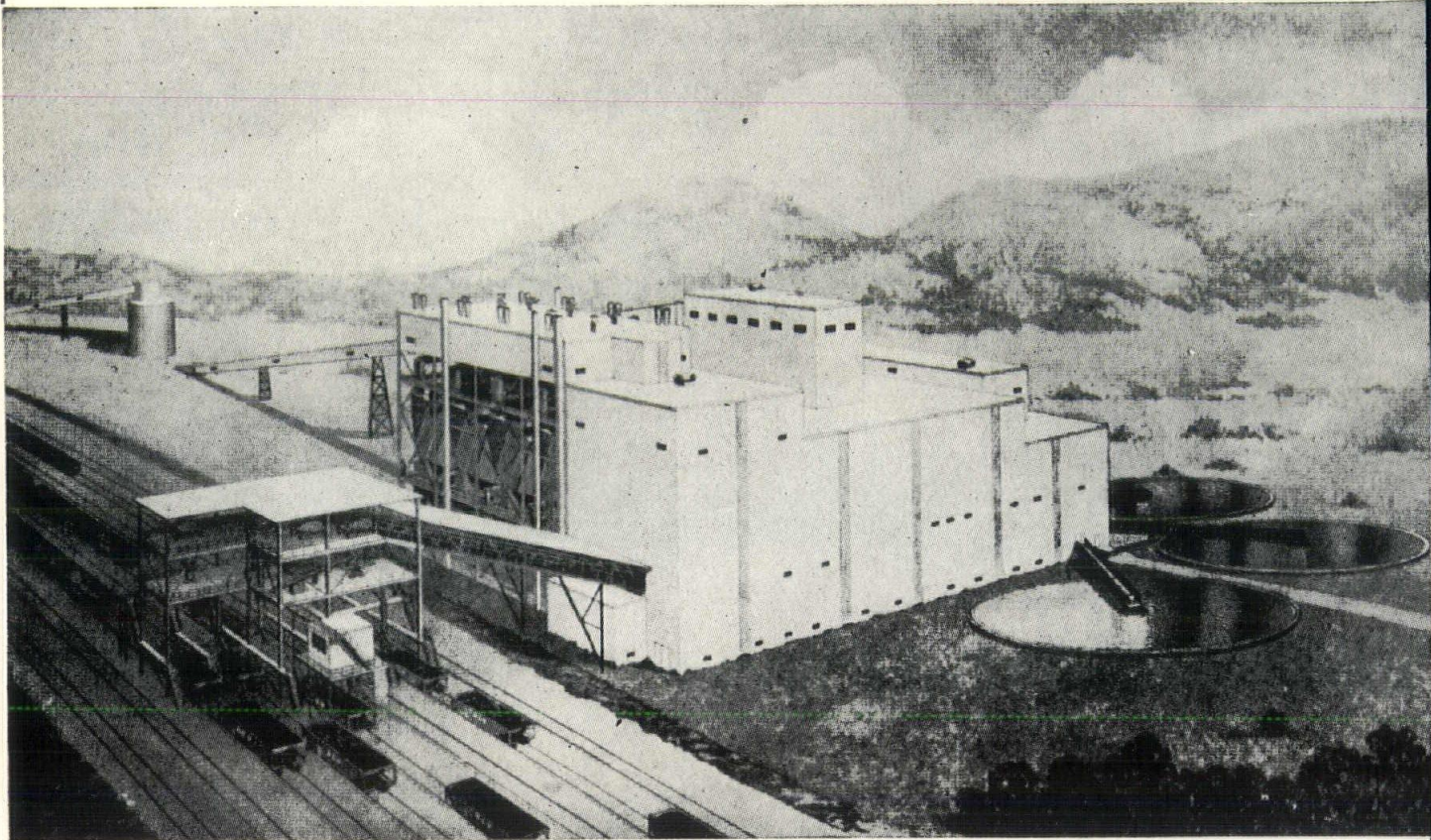


Cryogenics has installed the vessels for Argon, Oxygen and Nitrogen, insuring Southern Welding's customers a ready supply source at anytime and in whatever quantity they may need.

Other features of the new 15,000 square foot facility are: an 1,800 square foot ultra-modern display area and showroom; over 3,000 square feet of platform space for cylinder storage; a 2,000 square foot second floor area for future office expansion and a 15,000 square foot parking area—completely paved and fenced.

(Please turn the page)

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VEPCO Completes Transmission Line in Rockbridge County

The Virginia Electric and Power company today announced the completion of a new 500,000 volt transmission line between Waynesboro and Roanoke.

The line has been designed to exchange power between Vepco's 500 kv system and the 345 kv system of Appalachian Power Company.

The 84-mile line interconnects with the Vepco 500 kv loop at Doods substation near Waynesboro and runs southwest to Appalachian's Cloverdale substation near Roanoke. The Vepco segment joins Appalachian's portion west of Lexington in Rockbridge County.

Vepco's 46-mile portion of the line, together with the terminal facilities at Doods, was built at a cost of over \$4,000,000. It consists of 219 self-supporting towers of russet-colored corrosive resistant steel that blends with the countryside. Total weight of the steel in the towers is 1,586 tons.

The Doods-Cloverdale interconnection is Vepco's fourth with Appalachian Power Company. The other three, all at 138 kv, tie with the Brems, Altavista, and Hinton substations.

Vepco's 500 kv transmission system began with a 390-mile loop from the Mt. Storm Power Station in West Virginia. From Mt. Storm, it extends to Doods and then down to Richmond. From there, it runs through Loudoun and back to Mt. Storm.

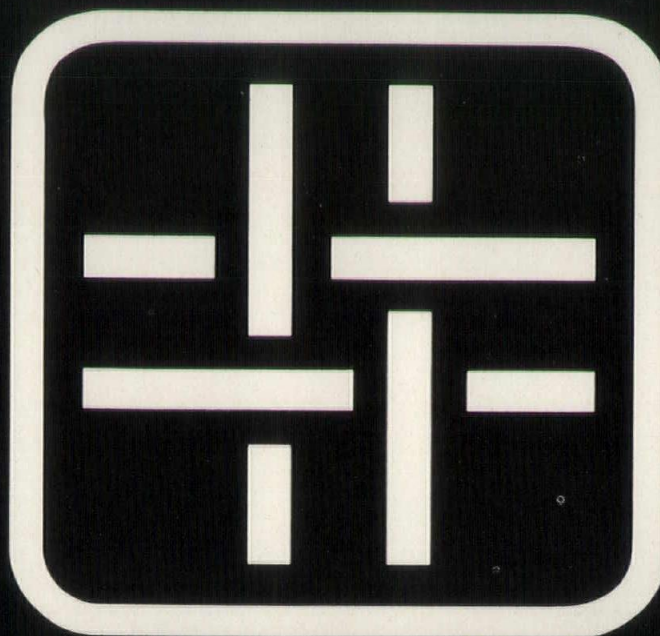
The new link with this extra-high-voltage system is another segment in a broad regional transmission network. In addition, the companies serving this general region are interconnected directly or indirectly with all the major electric companies from the Atlantic to the Rockies and from Canada to the Gulf of Mexico. •

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ROANOKE, VIRGINIA

ATLANTA, GEORGIA

Industrial Development

(Continued from page 13)

he industrial development sun.

The New York firm of Selva and Lee acts as public relations counsel to the Division of Industrial Development. An account executive provides guidelines for over-all public relations and handles the placing of press releases to the nation's business press. On frequent occasions, Selva and Lee personnel meet in Richmond with department heads of Industrial Development, to formulate long-range plans or to handle a specific project.

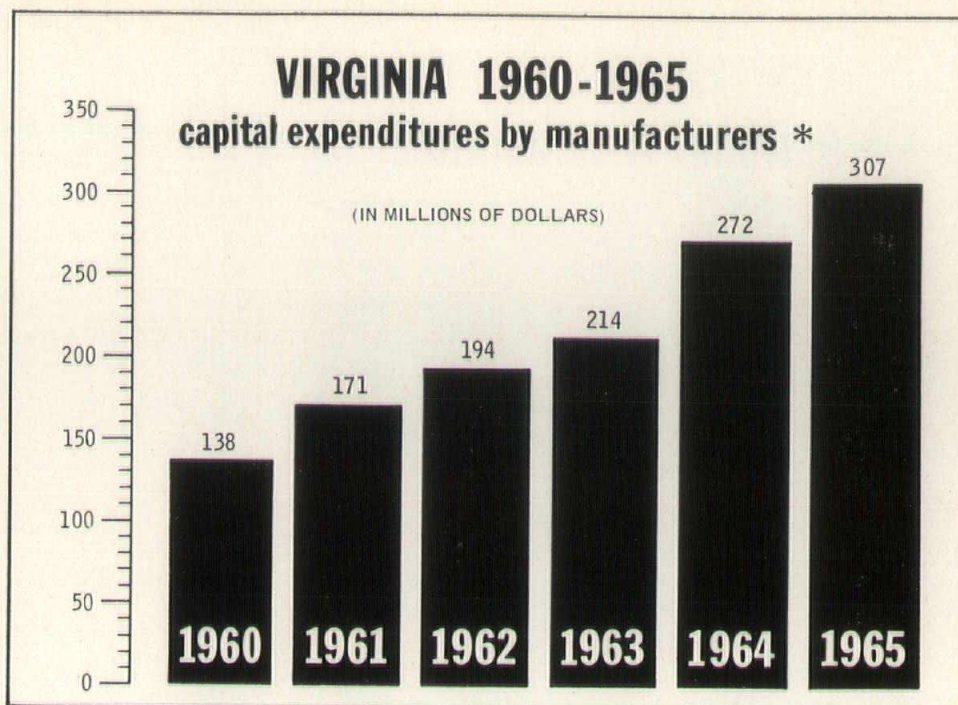
The assignment of the Community Development section is stated in its name. In particular, it is responsible for relations and aid to both existing and new industries with the communities. It is charged with the responsibility for providing leadership and assistance to communities in attempting to make their localities more attractive to industrial prospects.

Its definitive functions grew out of a report from a questionnaire prepared by this division in collaboration with the director of research of FORTUNE magazine and sent to presidents of 1,000 top United States corporations.

The results showed that the choice of a suitable location for a new plant, warehouse or laboratory could spell the difference between business failure or success. It also showed that the prospective company's impressions of such intangibles as the community's political atmosphere, its recreational opportunities and its attitudes toward industry are key considerations.

To unite responsible Virginia leaders in the community development program, this division with other state and local agencies, scheduled long-range regional and local conferences designed to build an awareness of the community's overall contribution in building industrial growth.

to tell the Virginia Story

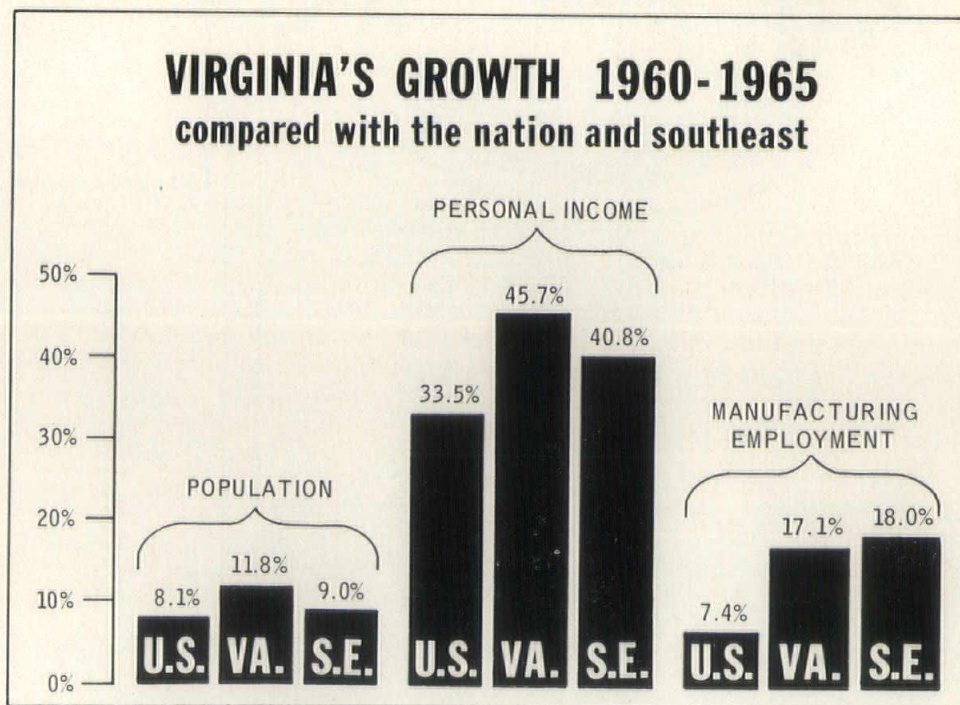


*Includes expenditures for new plants, machinery, and equipment.
Source: Virginia Department of Labor and Industry.

The community, the area—the state, for that matter—which attracts a new industry and feels the job is done, may be in for rude surprises. It is not enough to bring an industry into an area. Just as a newcomer to a community needs time to adjust, to come to know his neighbors, to develop roots, so does a company or a

manufacturing plant. And because Virginia recognizes this, the Division of Industrial Development works with local communities or areas to smooth the adjustment path. Help is given, whenever needed, on tax advice, financing, vocational training, zoning, among other things.

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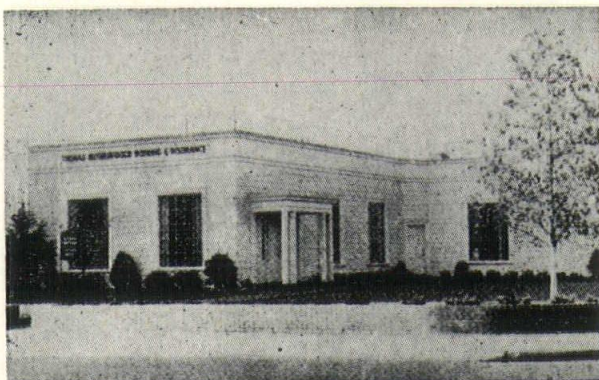


Sources: U.S. Department of Commerce and U.S. Department of Labor.

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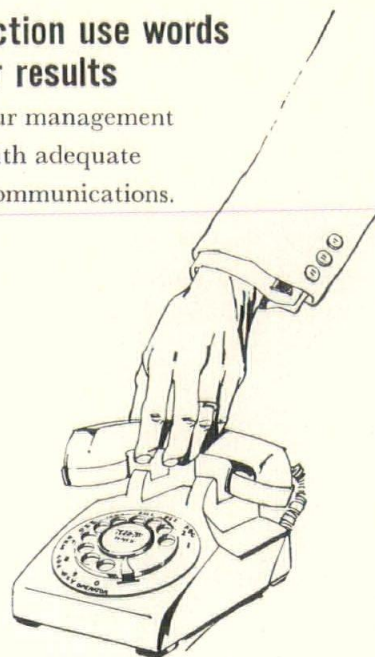
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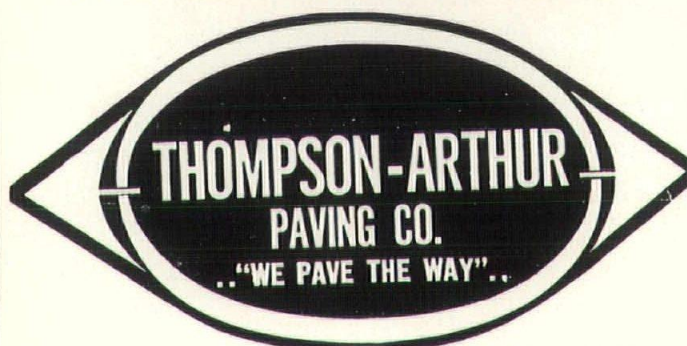
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(Continued from preceding page)

Virginia legislators also deserve credit for making the tax climate favorable for industry. On January 1, 1967, the business capital tax was reduced from its former rate of 65 cents per \$100, to 30 cents. This tax is levied on a company's inventories, receivables less payables, office furniture and fixtures and trucks and company cars. Some states entirely exempt

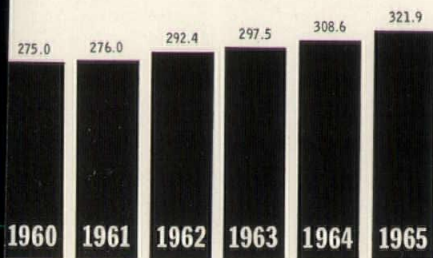
\$100 of purchase on any amount over \$10,000, from the former rate of 13 cents, and will be entirely eliminated on January 1, 1967. The 1966 General Assembly passed legislation which will permit localities to separately classify for tax purposes the tangible personal property of research and development firms.

With its splendid natural resources, its strategic location, its stable Government, good water power and transportation and excellent labor market, Virginia would, in any event, grow industrially. The task of all of us is to see that it grows intelligently; that the right industries locate in the right places; that the industrial growth be diversified; that the new industry which comes to us is happily integrated into the Virginia family. All of us have a very personal stake in a continued healthy industrial growth for Virginia. A good economic climate means good things for us all—schools, recreation, hospitals, libraries, government.

For as one phrase-maker put it: "Ask not for whom the industrial whistle blows. It blows for you."

VIRGINIA 1960-1965 manufacturing employment

EMPLOYMENT AVERAGE FOR YEAR (IN THOUSANDS)



Source: Virginia Department of Labor and Industry.

industry from taxation on these items: The Legislature saw the need to bring Virginia's tax rates more closely in line with other, competitive states. The state's wholesale merchants' license tax was also reduced, to 10 cents per

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Highways

(Continued from page 19)

Across the state, in the Southeastern region, the 1980 needs are estimated at \$366-million, and the anticipated revenue at \$186-million. There's a deficit of almost 50 percent.

As thorough as these six studies are, and as imposing as are the costs, they will provide only a part of the answer to urban traffic questions.

Thus, the Highway Department in cooperation with the localities has undertaken studies to produce a major street and highway plan for 39 other communities having a population of 3,500 or more. These studies are looking to 1985 needs.

Here, too, as in the six larger regions, needs will be compared to anticipated revenue, and this information could help to form a basis for policy decisions governing the distribution of funds to the various systems.

These plans, or as they may be revised later, will serve as guides to the orderly scheduling and development of street and highway projects, as funds become available.

Virginia isn't alone in aiming greater attention at urban traffic problems, which are facing cities everywhere. Many officials believe that the next major federal aid highway program, after interstate completion, will provide chiefly for these problems.

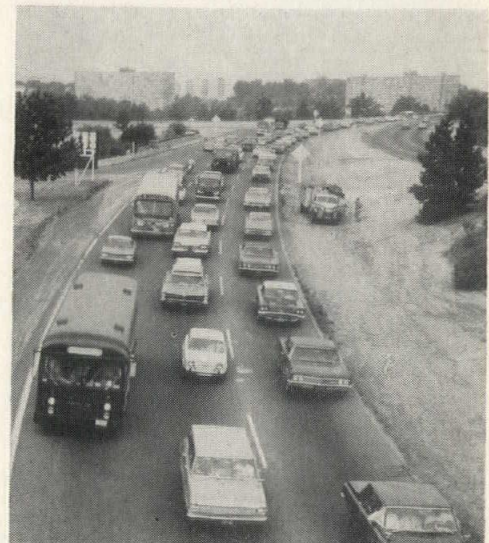
A. E. Johnson, executive secretary of the American Association of State Highway Officials, spoke of these needs in his address at the Highway Conference at Lexington in October.

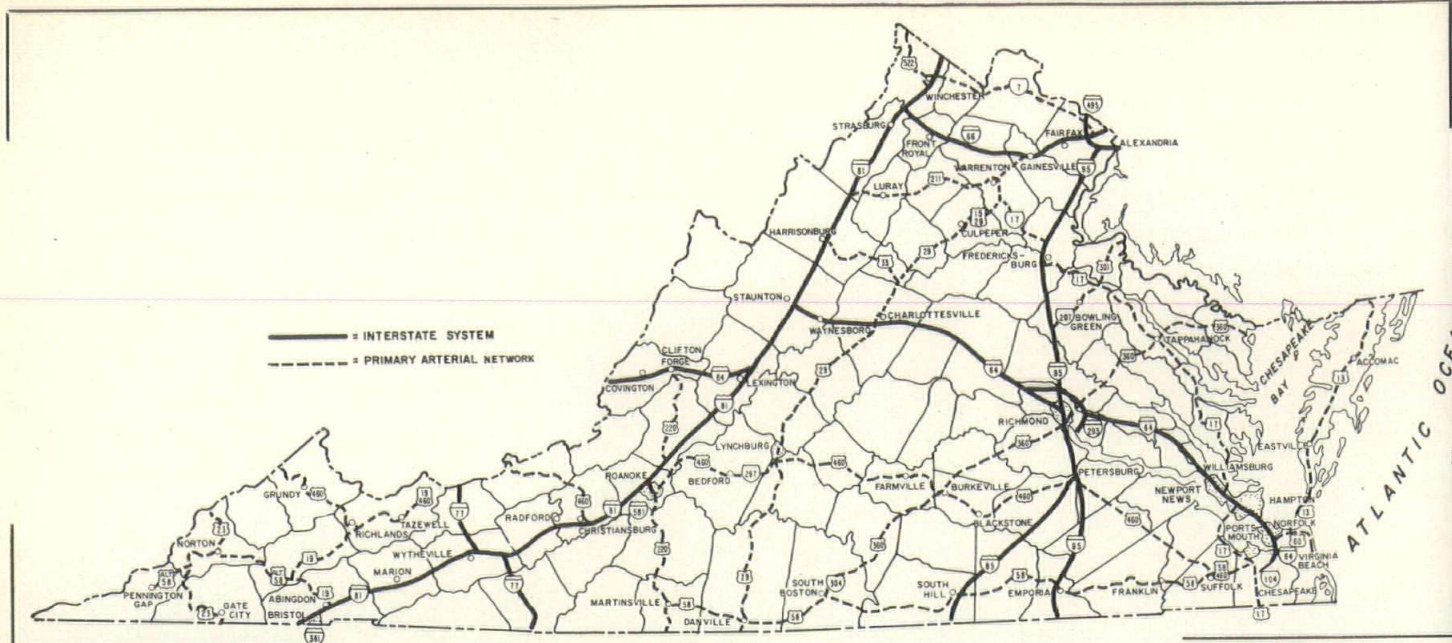
"As we look to the future, we must give thought to the changing social and economic factors that caused and will continue to cause our cities to grow. We must look at this phenomenon as to how it affects automobile use and, in

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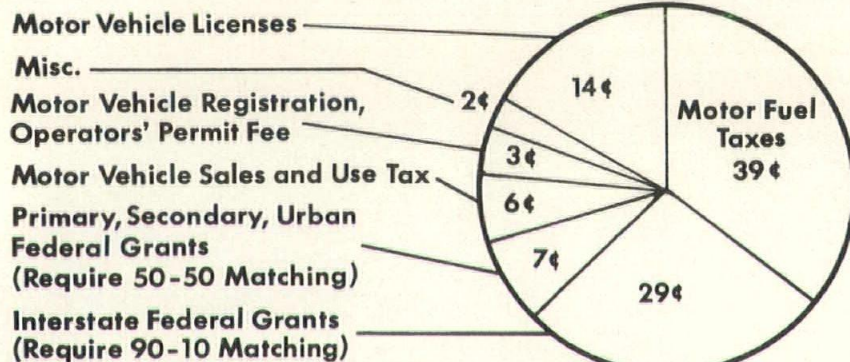


Top photo shows the intersection of Trimmer Drive and Interstate 64 during construction in Henrico County. At right, traffic on the Shirley Highway, south of the intersection of Route 110 and Route 95 in Fairfax County. And below, one of the many rest areas provided for weary motorists. This one is on the Interstate 95 Emporia Bypass in Greenville County.

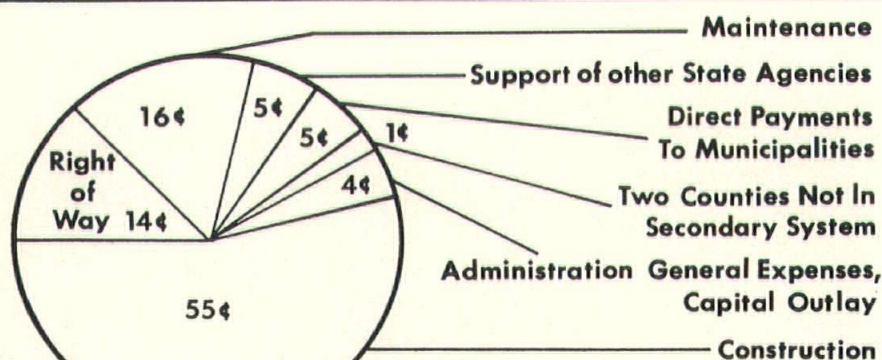




VIRGINIA'S HIGHWAY DOLLAR 1966-67



HERE'S WHERE IT COMES FROM...



... AND HERE'S WHERE IT GOES.

turn, highway needs," Johnson said.

"We must plan for the highway needs of suburbia where no suburbia exists at the present time, for that is where most of the population increase will be centered . . . It is essential that we have adequate traffic circulation in all parts of the city . . .," he added.

Johnson suggested an urban arterial system, "which would use existing streets at certain intervals, and where one-way traffic, no parking, no deliveries from the roadway, and highly sophisticated electronic traffic control systems would be utilized . . . As this urban arterial extends from the congested downtown area into the suburban areas, the design standards could be changed and in all probability the facility would be constructed as a new highway with through and frontage roadways provided."

City dwellers are turning increasingly to the highways for much of their leisure time activity. And the Virginia Outdoor Recreation Study Commission, headed by State Senator Fitzgerald Bemiss of Richmond, spoke of this in its report to the 1966 Legislature.

"All across Virginia are roads of incomparable natural charm and historic significance. Additional access roads and parkways will be constructed with primary attention to their scenic qualities.

"These roads should be identified and developed for the preservation of their values, for the general enjoyment of Virginians, and as a major attraction for out-of-state visitors," the commission said.

It recommended that access roads be provided to major recreation areas, including particularly the state's large water impoundments, and that existing roads of special significance be designated in a scenic and historic road program. The 1966 General Assembly approved both of these measures, and these programs will be developing in the years just ahead.

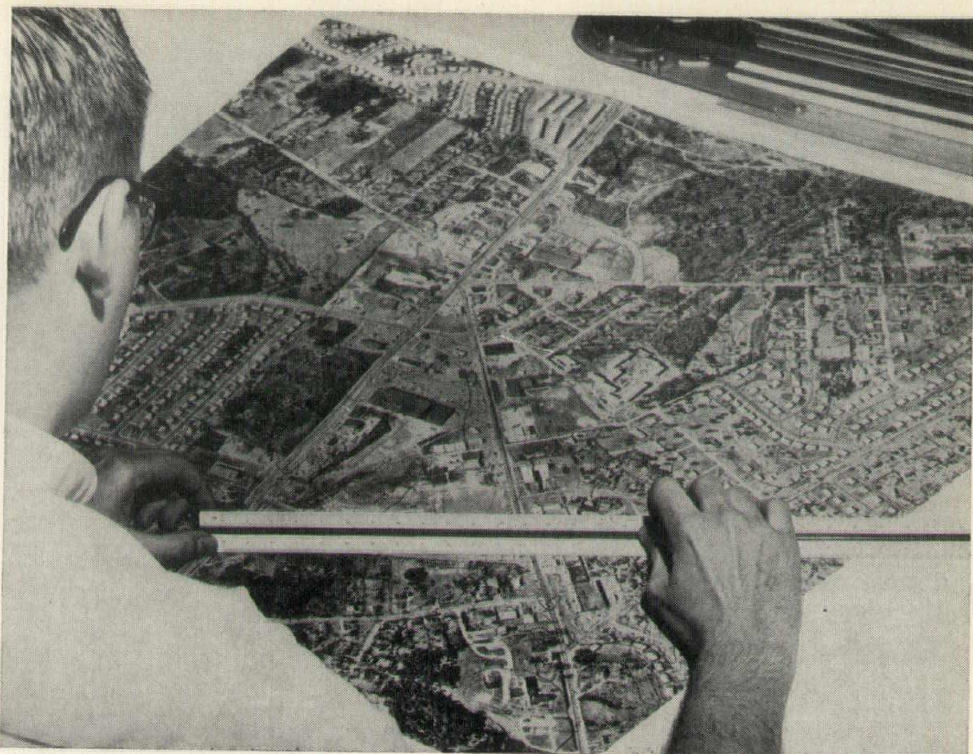
The commission said that the scenic and historic road program "should include roads which would be of special interest to tourists because of natural beauty and scenic vistas; which lead to cultural, historic or natural areas or recreational facilities and which are within easy access of an interstate or primary arterial highway."

There's also increased interest in scenic roads and highway beautification at the federal level, and both the Congress and the Virginia General Assembly have enacted more rigid controls of billboards and junkyards.

So while the state struggles to keep abreast of traffic growth and strives to help localities solve urban needs in the years ahead, there will also be considerably greater emphasis on aesthetics.

For as the Outdoor Recreation Study Commission found, what one knows of a state depends, to a large extent, upon what one sees from its highways. ●

to tell the Virginia Story



Top photo shows a Department of Highways engineer, hard at work on new roadways for Virginians. Safety plays an important roll in the design plans.

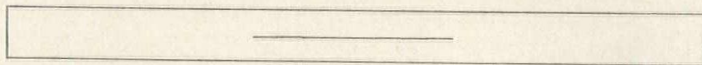


Photo below is an aerial view of Byrd Airport Interchange on Interstate 64, east of Richmond.



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Education (From page 25)

Centralized pupil accounting systems also have been suggested for public schools, wherever practical, to eliminate non-professional clerical duties of teachers. Local school authorities also were urged by the board to reassess periodically their policies governing the use of teacher time.

In addition to state financial assistance for ETV, a second new program, aid to summer schools, also has been approved to encourage an expansion of educational opportunities during the summer months. As a result of state financial assistance to the localities, more students will be able to take additional courses which cannot be scheduled during the regular term and an increasing number of students will be able to move toward graduation on an accelerated basis.

The summer school, which once served only those who had failed some of their subjects, now has a much broader purpose. It is becoming more and more a realistic means of extending the school year and providing for more effective use of the teachers' talents and of the school facilities. The growing importance of summer schools is underlined by the increase in enrollment which last summer totaled 41,700 students, compared to 15,900 in 1956.

Another action of the 1966 General Assembly which holds great promise for providing a bet-

Public school construction, 1956-66	
\$550,000,000	
527 complete new schools	
18,500 new classrooms	
% teachers with college degrees	
1956	74%
1966	89%
Average salary of classroom teachers:	
1956	\$3,400
1966	5,650
State General Fund budget (1966-68)	
Total	\$946,000,000
For education	\$572,000,000
Average local expenditures per pupil for public schools —	
1956	\$114
1966	\$200
Number of one-room schools —	
1956	390
1966	27
Adult Education enrollment	
1956	95,000
1966	130,000

Number Public School Libraries	
1956	719
1966	1,471
Summer School enrollment	
1956	15,900
1966	41,700
In kindergartens by 1975	
80,000	
Number Qualified Guidance Counselors	
1961	210
1966	1,033
Estimated sales tax revenues to localities, 1966-68 biennium	
From State Sales tax,	
earmarked for schools	\$80,607,485
From local sales taxes	
\$80,000,000	
First graders finishing High School	
1956	30%
1966	54%
High School graduates continuing their education:	
1955	38%
1965	55%

ter educational program for children was the enactment of legislation to provide state support for kindergartens after July 1, 1968. After that date, kindergartens operated by a school board as a part of its public school system will be entitled to receive state aid.

Moving to provide assistance to localities that will participate in the kindergarten program, Dr. Woodrow W. Wilkerson, State Superintendent of Public Instruction, has:

- Called a meeting of the presidents of four-year colleges in the state to consider steps that can be taken to provide enough trained teachers for the pre-primary grades.

- Appointed a committee to prepare curriculum and administrative guides for use by teachers and school officials, respectively.

- Requested the Advisory Research Council on School Buildings to consider requirements and recommendations for needed facilities.

The General Assembly also appropriated funds estimated at \$2,200,000 to assist in establishing a statewide free or rental textbook system in accordance with rules and regulations adopted by the State Board of Education. State reimbursement is available during one year of the 1966-68 biennium at the rate of \$2 per pupil enrolled in school systems which establish and maintain

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rental or free textbook systems. In order to participate in the program, a locality must have a rental or free textbook system in all elementary grades and/or all high school grades. Aid is not available on an individual grade basis.

In addition to increased state aid for education, federal funds for this purpose were boosted sharply by the Elementary and Secondary Education Act which was passed by Congress in 1965. Under the terms of Title I, which provides the largest allocation of any of the five titles of the act, projects costing approximately \$24,500,000 were approved by the Department of Education during the past fiscal year to aid 154,000 educationally-disadvantaged children. Allocations to the state under this title during the current fiscal year exceed the sum available during 1965-66.

Title II of the act provides funds for books, audio-visual aids,

Dollars spent per pupil in average daily attendance (1965-66)

U. S. Average	\$533
Virginia	\$415

Source: National Education Assoc.

State and local funds for education as a per cent of all tax funds (1963-64)

U. S.	38%
Virginia	40.4%

Source: National Education Assoc.

State and local tax collection in 1963-64 as a % of personal income in 1964

U. S. Average	9.7%
Virginia	7.8%

Source: National Education Assoc.

and other instructional materials to improve library services for school children throughout the state. More than \$2,000,000 was allocated by the Department of Education to schools throughout Virginia during 1965-66 and approximately the same amount of money is available for distribution during the current fiscal year.

Virginia also is participating in educational research laboratories which are provided by Title IV of the federal act and has

What Can We Do?

To begin from where we are, we have a sizable commitment to programs already on the books.

For instance, to keep our public schools going the way they are, honoring only commitments already made, will take an additional \$100,000,000 in the State's budget for 1968-70.

If we provide that much, we will preserve some of the finest public schools in the nation.

But we will also preserve some public schools that simply will not give Johnny a reasonable chance in today's world.

We will have an opportunity to do something about these schools during the next ten years, when projected public school enrollment slows down and begins to taper off.

But the flood of college students will keep on rolling along.

More high school graduates will be looking for career studies.

Last year, the State Board of Community Colleges trained 1,800 of them to meet the pressing needs of new industries alone.

And there will be more high school graduates knocking on college doors.

Initially, community colleges will help to plug the dikes, by carrying a larger share of the freshman and sophomore load.

But other states have found that they soon multiply the number of juniors and seniors applying to four-year colleges.

Counting everything—and recognizing that there are many variables—the Higher Education Study Commission says we must plan on tripling our present college instructional space by 1980.

That is, three square feet of classrooms and laboratories for every one we have now, in fourteen years.

Even if we use revenue bonds to build all our new self-supporting buildings like dormitories, there will still be other types of construction needed to round out our campuses—administration buildings, auditoriums, gymnasiums.

And we will need more facilities for post-doctoral study. These days, a Ph.D. can become obsolete in three to five years.

taken part in planning for this vast research program aimed at finding answers to educational problems. The three laboratories, which will involve local school divisions, colleges, departments of education, and business and industry are: the Appalachian Educational Research Laboratory, Inc., with headquarters at the University of West Virginia; the Regional Educational Laboratory for the Carolinas and Virginia, with headquarters at the Learning Institute in North Carolina; and the Central Atlantic Educational Laboratory, with headquarters at the University of Maryland.

Funds allocated to Virginia under Title V of the federal act are being used by the Department of Education for in-service programs and to obtain personnel and equipment needed to strengthen its leadership service to public school systems.

In what is actually a continuation of the upgrading program begun in 1965, the state board has called for the preparation of a comprehensive plan which will be incorporated into the education budget for presentation to the 1968 session of the General Assembly.

At the board's request a committee has been appointed by the State Superintendent of Public Instruction to make a study and recommend steps that can be taken to produce substantial improvements in public education in those localities where the need are greatest.

General Fund Budget for public schools, 1966-68	\$432,000,000
Built-in increases, plus commitments made	\$100,000,000

Projected Virginia public school enrollment	
1966-67	1,040,000
1970-71	1,092,000
1974-75	1,054,000
+ 80,000 in kindergarten	

High school graduates continuing their education, other than four-year colleges	
1964-65	10%
1967-68	15%
1974-75	24%

High school graduates going to college	
1964-65	44.8%
1967-68	53%
1974-75	66%

Some of the "components of a quality program of education" were outlined for the committee by Dr. Wilkerson at its first meeting. These included:

- An adequate number of fully-qualified staff members (teachers, librarians, guidance counselors, clerical staff and teacher aides, and administrative and supervisory personnel).

- An instructional program sufficient to meet general and

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- A comprehensive and systematic in-service education program.

- An adequate supply of up-to-date instructional materials and teaching aids.

- Facilities which are appropriate for an adequate instructional program.

- A competitive salary schedule.

- An adequate level of financial support and a greater understanding of the necessity for a larger investment in public education.

The committee, composed of school superintendents, school board members, state legislators,

locally-elected officials, and State Department of Education personnel, has been asked to present its report to the state board by April 1.

Dr. William M. Turner, chairman of the Petersburg School Board and immediate past-president of the Virginia School Boards' Association, heads the study group. Its recommendations undoubtedly will have an important effect on the future of public education in Virginia.

"Our course is clear," Dr. Wilkerson has said. "The people of Virginia to whom the schools belong are speaking up forthrightly for further improvement in their schools. Their aspirations for their children are being registered in unmistakable terms. The stage is set for a dramatic forward wave in education."

J. Eldred Hill, Jr.

(Continued from page 11)

Some community leaders are frightened of industry, fearful that it will spoil the flavor of an area. But Hill's office is careful not to destroy the character of a community with inappropriate types of industry. "We wouldn't want to destroy the beauty of Williamsburg, for example, in our industrial development program."

The Division's new Director was born in Woodbury, Tennessee, but his family moved to Martinsville when he was a child. He attended the local public schools and graduated from Vanderbilt University. His wife, the former Ruth McBryde, is a native of Fort Defiance. The Hills have two sons, J. Eldred, III, 13 and John M., 8, and a daughter, Rebecca Ruth, who is six.

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Higher Education

(Continued from page 33)

subject fields. The study is subject to criticism for a number of reasons. However, it does reflect something of the reputation each of the 29 graduate departments in each university of the nation has among scholars in the various fields. The graduate program in each field was graded in three categories: "extremely attractive," "attractive," and "acceptable plus." In the Cartter report not a single Virginia doctoral program was rated either "extremely attractive" or "attractive." The University of Virginia received an "acceptable plus" for eight of its doctoral programs and Virginia Polytechnic Institute had two programs listed as "acceptable plus." It should be mentioned that the Cartter data were collected for 1964 and also that other than engineering, professional fields of study such as business, law, theology, agriculture, etc., were not included in the study.

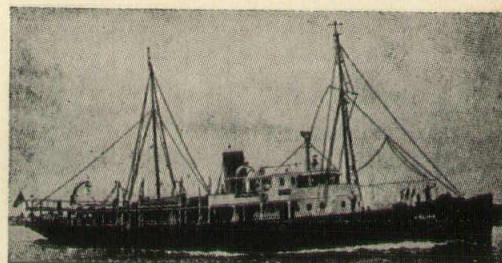
As in other areas, it is encouraging to report that positive steps have recently been taken to broaden the scope of graduate offerings in Virginia. At the request of the Governor, \$1,000,000 was appropriated by the 1966 General Assembly as a stimulant for the development of well-planned and badly needed graduate programs. The several colleges and universities were quick to respond to the opportunity and submitted plans for 70 new or expanded programs with financial requests totaling 3.8 million dollars.

At the request of the Governor, the State Council, with the assistance of its Instructional Programs Advisory Committee (a committee of deans from the several state institutions) screened the proposals and recommended the funding of 22 programs with the one-million-dollar appropriation. Governor Godwin approved

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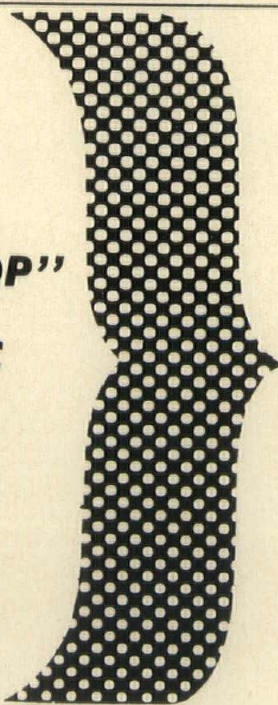
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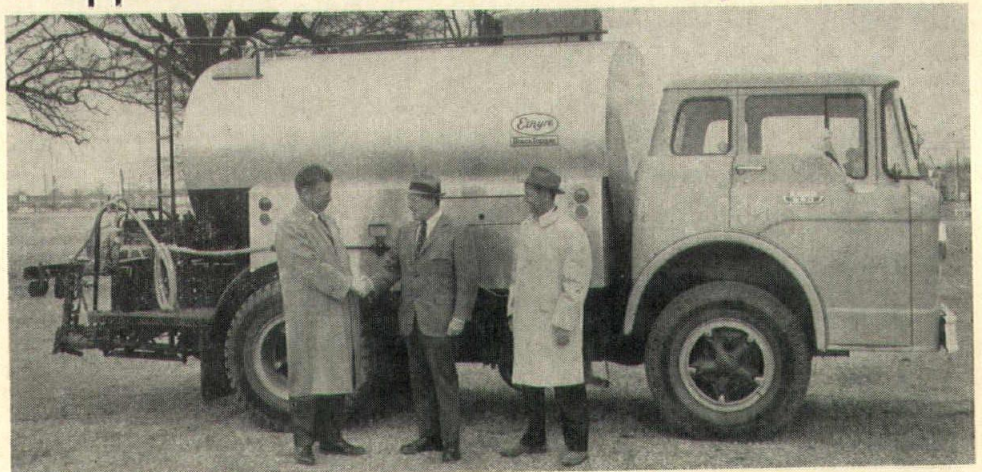
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ne recommendation and already
ome of these new and expanded
ograms are beginning to func-
on and others will be open to
tudents in the fall of 1967.

Quality graduate programs are
ostly to initiate and maintain.
The one-million-dollar Graduate
ncentive Fund is a token begin-
ing toward achieving the pro-
grams needed. If the state is to
meet this graduate need, and it
must, what is required is a sus-
tained level of financial support
ufficiently high to recruit and re-
tain a quality faculty and to es-
tablish the necessary resources
equired for specialized doctoral
ograms. The State Council of
Higher Education, with the co-
operation of the several institu-
tions, is seeking to determine cri-
teria which may be recommended
as appropriate financial support
guidelines.

Student Costs

If it is agreed that the oppor-
tunity to pursue higher education
should be available to all students
with the capacity and desire to
achieve, serious attention must
be given to the matter of tuition
costs in the state-controlled in-
stitutions of higher education in
Virginia. To allow the price stu-
dents must pay to attend college
to become increasingly high will
limit higher education opportu-
nities to the economically afflu-
ent.

Tuition fees in the state-con-
trolled institutions in Virginia
have always been high when com-
pared with student charges in
other state-controlled institutions
throughout the nation. In recent
years, student charges in Virgin-
ia institutions have climbed even
higher. A recent analysis by the
State Council of Higher Educa-
tion revealed that Virginia ranks
among the top 20 per cent of the
states in terms of the costs it re-
quires a student to assume to at-
tend a state-controlled institu-
tion. In 1964-65 students were re-
quired, on the average, to assume

to tell the Virginia Story

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35 per cent of the operating costs in Virginia state-controlled institutions of higher education. Among similar institutions nationally students were required to assume only 16 per cent of the costs. There seems little doubt that the generally high tuition at the colleges and universities of Virginia is a deterrent to many capable youth who should attend college.

Education is the most productive investment available to any state. There is extensive evidence to prove that the funds a state invests in higher education have a remarkable effect in increasing the tax base from which the state's revenues are obtained. Virginia would be wise, indeed, in the years ahead, to increase the proportion of the higher education budgets it supports from state funds.

Failure of the state to act in this manner in this period of rising costs gives the individual state-controlled institutions but two alternatives. One is to increase its charges to the student as institutional costs rise. The other is to seek public contributions through local, regional, and state-wide solicitations of businesses, industry and other organizations. When state-controlled institutions are forced to move in this direction to receive financial help, they tread directly on a key resource to which the private sector of higher education looks for substantial support. Clearly neither alternative is desirable.

Again, one recent development provides limited encouragement in relation to this serious student cost problem. The State Board of Community Colleges is currently operating two colleges for which the student tuition is \$45 per quarter or \$135 per year. The Board is able to hold student charges at this level because it received an adequate 1966-68 budget appropriation from the last General Assembly.

It can be hoped that future sessions of the legislature will increase state fund support for higher education sufficiently to enable both the two- and four-year state-controlled institutions to avoid any increase in student charges.

Faculty and Administrative Salaries

No aspect of Virginia's system of higher education merits higher priority for improvement than the present salary plan for compensating professional personnel in the several state-controlled institutions of higher education.

It is a generally accepted principle that the quality of an higher education institution is primarily determined by the quality of its faculty. For a college to establish and maintain a reputation as a quality institution its faculty must include scholars with national reputations for their ability and competence. In like manner, a quality institution needs to attract to its faculty young talent with immense potential, many of whom will emerge as the eminent scholars of tomorrow.

Higher education institutions are competing on a nation-wide basis for both the young and the mature scholars. Governmental agencies and private industry are so aggressive recruiters for the same type of talent. With the scholars in short supply, the salaries and fringe benefits offered them are constantly increasing. The bidding for talent becomes more competitive annually. It is in this market that the state institutions must secure their instructional and administrative personnel.

The current state salary policy for faculty personnel in the state-controlled institutions allows each institution a sum sufficient to pay an average faculty salary equal to the national average for institutions of its type or class. Institutions are free to set individual salaries for their personnel

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national average plan represent-
ed a genuine achievement since
faculty salaries were appallingly
low. Now that the national aver-
age has been attained, greater
progress must be achieved.

Dr. John Dale Russell, speak-
ing at the Governor's Conference
on Education on October 5, 1966,
described the current situation in
this manner:

"In attracting and retaining
competent faculty members
the competition is not with the
average institutions in the
country, but with those well
above the average. To main-
tain only average salaries will
inevitably mean that Virginia
will lose many of its most com-
petent faculty members to in-
stitutions without such a limi-
tation on their faculty salary
budgets."

Throughout the nation recruit-
ment is already underway for fac-
ulty personnel for the 1967-68
academic year. Virginia's success
in securing high quality person-
nel could be substantially en-
hanced by establishing at this
time an upgraded salary plan for
1967-68.

It is also important that serious
attention be directed toward the
creation of a nationally competi-
tive administrative salary plan.
National data are readily avail-
able on higher education admin-
istrative salaries and these dem-
onstrate that, on the average,

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Virginia college administrators are paid less than their colleagues in many other states. Higher education institutions are complex and complicated operations. They require dynamism and creative leadership if they are to function efficiently and this type of administrative talent is in short supply. As the state system of higher education expands, Virginia will be increasingly in the market for a larger number and variety of administrative personnel. The Commonwealth can afford no less than the best administrative talent to guide and direct its growing and expanding institutions of higher education. This talent does not come cheaply.

Coordination and Long-Range Planning

A sound, progressive and efficient state system of higher education can only be developed through skillful planning and effective coordination. This is a continuing process and the large majority of states have found it appropriate to establish a state agency to be responsible for statewide planning and coordination of higher education. As indicated earlier in this article, the State Council of Higher Education for Virginia is that agency in Virginia.

Dr. James L. Miller, Jr., Director, Center for the Study of Higher Education, University of Michigan, has stated the function of state coordinating agencies for higher education clearly and concisely. The writer concurs fully with Dr. Miller's point of view.

"In other words, the proper function of a state planning and coordinating agency is to study carefully the state's higher educational needs both for the present and for the future, and then to make recommendations for meeting those needs. An agency which does

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this must consider whether there is need for additional institutions, and, if so, where and of what type. It also must consider the appropriate role which each institution should play within the total state system, and the appropriate scope of offerings needed to fulfill that role. If it is to be effective in this matter of coordinating institutional roles and the scope of institutional offerings, it necessarily must give attention to institutional budgets and to capital construction. A budget has been aptly defined as a program expressed in terms of dollars, and buildings are the facilities within which programs are carried on. Consideration of both goes hand in hand with any meaningful consideration of the programs themselves."

The State Council is concerned with all higher education matters which by their nature must be resolved at the state level rather than by the individual institutions. It strives to determine state policies needed to advance higher education in the Commonwealth and works to promote their adoption. Its staff is continuously engaged in the collection and analysis of data, the study and review of educational programs, and the supervision of special projects as directed by the Governor or the General Assembly.

The State Council of Higher Education is not a governing board, it is an advisory body to the Governor and General Assembly. Individual institutional policies are the prerogative of the board of visitors of each institution and not the Council.

The prime motivation and responsibility of the State Council of Higher Education is, and must remain, the promotion of a vigorous and coordinated state system of higher education within which each of the several institutions

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unique and important in its own right and contributes in a planned way to the advancement of a sound and progressive state-wide program of higher education.

The Council subscribes to the principle that successful planning is dependent upon the cooperative participation of all parties involved. It also supports the philosophy of maximum institutional autonomy within the framework of state-wide policies necessary for a coordinated system of higher education.

Consistent with these principles, it is the policy and practice of the Council to seek continuous advice and guidance from the institutions of higher education, agencies of state government, and other appropriate groups through duly established advisory groups, conference sessions, and other means. Currently there are more than 125 professionals, including administrative and faculty personnel from each institution, holding membership on standing committees of the Council. As needs arise the Council also brings in out-of-state specialists for consultation and advice. It is the further policy of the Council to avoid any and all participation or involvement in the internal affairs of any institution.

tution.

Virginia's higher education system will increase in size and complexity in the years ahead. This growth must be planned and guided in an effective, efficient, and coordinated manner. It is a complicated but essential task. It is one the State Council can and must perform.

Summary

Virginia has the opportunity and resources to achieve greatness in higher education in the years ahead. Within the past year it has shown renewed vigor in moving toward that goal. I am confident it has the determination and wisdom to succeed. ●

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The "State" Can't Do It

(Continued from page 5)

toward preparation for employment a society dominated by science and technology. In Virginia's state system where there was no great tradition of humanism in education to shift away from, the trend has been to make room to accommodate more mass-processing largely through community colleges and to add departments that train in "services." The first can do nothing to improve existing standards and training for "services" is, of course, unrelated to the educational value which promote the enlightenment of the individual.

After the emphasis on raised revenues in the education convention, a group in Northern Virginia reacted by planning the 1968 opening of a new private college, Herndon, with a four-year program in the liberal arts. The founders stated: "There is both a challenging opportunity and an insistent requirement for a private college which will seek . . . to provide quality education, rather than mass education."

Even knowing nothing about the qualifications of the founders of Herndon College, or the practical possibilities of establishing a new liberal arts institution by 1968, the point is that one group at least has publicly recognized the impossibility of "the State" changing the present lags in quality with the prevalence of the present attitudes toward educational values.

In Virginia's general lags, nobody seems to face the reality that education has become, in the words of Professor Fritz Machlup, "a knowledge industry." President Clark Kerr, of the multi-university University of California, went farther in explaining that "the production, distribution and consumption" of knowledge now accounts for "29% of gross national product" and . . . "is growing at about twice the rate of the rest of the economy." The control of this industry is, what Dr. Aiken calls, "the lunatic hierarchy of trustees, presidents and vice presidents . . . and department heads." In other words, the "industry" has sprung into existence as "a gross national product" while its direction is back to the horse-and-buggy days.

In its haphazard makeshifts to keep up without changing from nineteenth-century methods, Virginia—in its new swell of pride at its belated industrialization—has favored the aspect of industry over the aspect of humanizing knowledge in competing in the "knowledge industry." It has committed

mass-product, the processed "student," spewed out at the end of an assembly-line.

It was my lot to serve two years on the board of a state educational institution, in that "lunatic hierarchy," I listened to some eminent gentlemen in the community refer to faculty though they were the threadbare poolmasters of another age. One trustee, working with subsidies for holders of Masters' degrees who plan leaves of absence for a Doctorate, considered a sum that might have seemed appropriate in the days of the red schoolhouse and the legend Ichabod Crane. One faculty-member was a former student of mine, and told me privately that he did not know whether to be insulted or amused by the offer of his "subsistence." There is no recognition of those conditions which cause young faculty members and Ph. D.'s to be drawn where the prestige and money are in institutions, to look to \$20,000 to \$30,000 a year tenures just as do young executives in industry.

This instance of the gap in the "lunatic hierarchy" between the directors of the new industry and those engaged in it is not limited to the educators' dim awareness of the actual conditions in the world of the ambitious professors. There is a more dangerous gap between directors and student, the ultimate product. In my experience, I do not recall hearing a word spoken that concerned the fundamental life of the mind.

When I mentioned this to a distinguished educator, with vast experience in all aspects of the field, he said that the boards of trustees were dominated by men of the business community, whose purpose was to supervise the operations of the institutions in terms of finances and the physical plant. Their liaison with those aspects of institutions, which are supposedly concerned with the life of the mind, was managed by the officers of the institutions, such as the presidents.

In a state-supported system, the presidents are inevitably thrown into competition for money, and quantity is their largest argument with the dispensers of cash. In this way, as in all cases, those with the most get more, and those with the least get less.

However, in Virginians' reliance on the Governor and taxes to take care of everything, they forget that the same pragmatic principle — of "him who gives" — applies nationally where federal funds are granted. At the expense of the praise for the money that was to be raised by taxes, one of the private institutions, Columbia

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University, quite casually announced a program to raise \$300,000,000 in three years from private *and* Federal sources and from foundation grants. Though most of this money was to be applied to the men's undergraduate liberal arts college of 2,600 students, so closely does the whole university work with the Federal government that one-third of the \$300,000,000 was assured before the announcement was even made. In terms of competition by dollars, Virginia's state institutions can *never* catch up with the large national institutions, mostly private, who not only have an open track with Federal and foundation disbursers but also draw from communities who have long demonstrated a vital interest in educational values in the sense of human enlightenment.

Virginians are wont to excuse the comparative inferiority of our institutions to the big national universities on the grounds of the state's comparative poverty for long spans preceding the present, and our financial differentiation at the present. If this is the whole story, we might as well give up, for we cannot improve our position significantly with money. Nor, in the current stress on mass education, are we apt to make significant improvements in quality. Our system in the "knowledge industry" is neither or-

ganized with the efficiency of *industry* nor with emphasis on the *knowledge* to develop the full human being. In the hit-or-miss spurts, with vestigial attitudes and methods from simpler times, we are spreading the money available to the state unevenly, very thin in some places and with no real concentration anywhere. Since the only means of developing quality would be a concentration in a few areas, the spreading something everywhere manifestly makes impossible a concentration for quality anywhere. And the more community colleges develop, with the current standards of faculty pay and work-load, the more difficult it will be even to think in terms of quality.

But money is not the whole story. A society, like an individual, becomes superior in proportion to the demands it puts upon itself. The superior individual always tries to exceed himself, to grow constantly by realizing and then expanding his potentialities. In the long-ago great days of Virginia, the society developed its greatness by the high demands the corporate body put upon itself. The least critical, most infatuated apologist for Virginia would scarcely claim that the society today could be characterized by the higher demands it made on itself in the life of the mind. The state is such a poor book-buying market that publishers combine to send one representative for several houses; and in the capital of the state, outside of two department stores, the city supports very few book stores.

On two previous occasions, this column has been devoted to the crisis of educational values in Virginia, and each fell like a stone in a void. I do not mean to imply that the column is normally deluged with letters, but those on education were noticeable by not attracting a single letter. This too would indicate something about the apathy of the citizenry.

But no such indication is necessary to discover that a people get the kind of educational system they deserve. If a society will not place higher demands on itself in its community enlightenment, there is nothing any governor can do, and no amount of taxes the community will tolerate can change the quality. More money and determination in the state government can check the comparative fall in the total system, and maybe even advance a little in comparison to the lower middle bracket of states' educational systems. But in higher education, ultimately the people of the state will get the quality they demand.

One thing is certain: Virginia's publicly supported higher education will

never, as a whole, be anything for Virginians to be proud of as long as education is in the control of persons unrelated to the heart of the college community, including most specifically what is in the hearts of the bewildering young people being processed in the "knowledge industry" by "lunatic hierarchy." Only by being involved in the fundamental life of the mind can one realize, as Dr. Ailes said, "what an incomparable endowment a truly liberal education can be for young people just now coming into full possession of their powers." Conversely, the absence of the truly liberal education is an incomparable loss not only to the individual but to the community. For, while training "services" supplies the labor pool, industry coming into the state, meets only an economic demand; it has no relationship to raising the level of self-demand in the total quality of a society.

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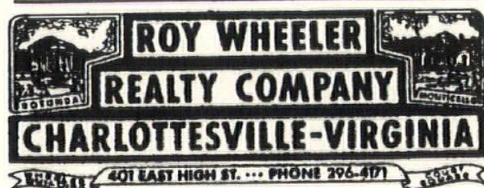
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