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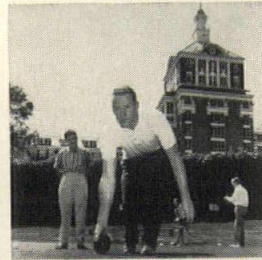
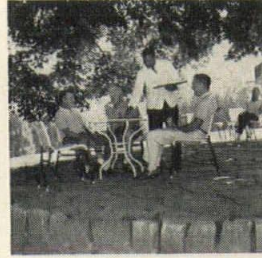
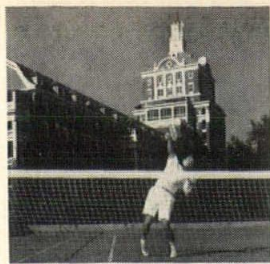
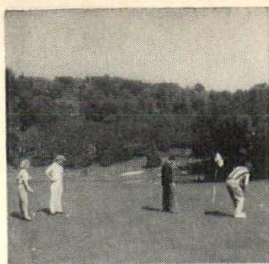
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CLIFFORD DOWDEY, *Editor*

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ble for the contents hereof.

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SEPTEMBER 1968

Another Golden Goose Killed

BACK IN THE MID-THIRTIES, at a time when—according to statistics—more than half of the nation's present population was not born, we used to spend the Sunday afternoons at the old Polo Grounds watching the New York Giants play its rivals in the National Professional Football League. In those days the Green Bay Packers (not then models of technical perfection) featured the pass-catching end, Don Hutson; the fearsome Bears (then called "Monsters of the Midway") featured the mighty Bronko Nagurski; and there were now forgotten teams, such as the Portsmouth Spartans, quarterbacked and coached by the legendary "Dutch" Clark. The Giants' greatest star was probably their All League center, Mel Hein. Teams such as the Baltimore Colts and Cleveland Browns and Los Angeles Rams were undreamed of.

Professional football then was not only not fashionable: it was practically unknown. Strange prejudices were held against it. I remember talking about pro games to a Richmond cousin of mine who had played football and was a great follower of the sport, and he ridiculed the very idea of pro football being anywhere near as good as college football because men would not play as hard for money as they would for the old college spirit. Since he had never seen a pro game, and did not know what he was talking about, his viewpoint only reflected a generalized attitude about a sport played in a few, mostly large, cities.

To those of us who followed the pro football of that era, its relative secrecy made it conversely an "in" thing—like an avant garde movement in the arts or fashions which has not been discovered by the public. In those days, when players wore both ways—offense and defense—and there were less than thirty men on a squad, the devoted spectators enjoyed an intimate familiarity with each of the starting players on all the clubs. You came to recognize the men by their builds and the way they moved. Players going both ways would either grow tired or be rested by substitutes, and some two-way players were not equally proficient on offense and defense: the great Don Hutson for instance, was a poor defensive end, and the Bears' great defensive end, Hewitt, could not start on offense for any team today. Yet, the lapses from fatigue or substitutions or inequality of performance both ways, while making the technical efficiency of today impossible to maintain, made the game somehow more human. It was less mechanical and predictable.

Today, when a spectacular score is made on a long pass, it is usual for the coach of the defensive team to explain that his organization suffered a temporary breakdown, like a machine. In the other days, human failings were expected—as in war and politics. At the same time, it was conceded that on certain plays one or more players rose to sudden heights and got a score on one brilliant (often extemporized) maneuver. You might say that the game was accepted as pre-technological football.

For their often sixty minute performances, our heroes were not handsomely rewarded financially, even by those days' standards and 100 cents value of the dollar. In the early part of the depression, rank-and-file (Continued on page 46)

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COVER NOTE:

Featured on our cover this month is one of the greens on the beautiful golf course at The Homestead, Hot Springs.

Thomas J. Burch

&

Stafford G. Whittle, III

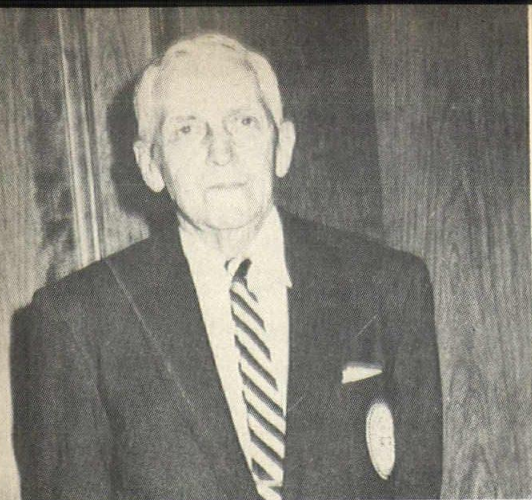
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FRED J. D. MACKAY

The VSGA Story

a History of the
Virginia State Golf Association

by

DICK WELSH

GOLF WRITER—THE NORFOLK VIRGINIAN-PILOT

THE Virginia State Golf Association was born out of a team effort 64 years ago. It still thrives today as a closely-knit body, charged with the responsibility of overseeing golf for thousands in the Old Dominion.

Since its modest beginning in 1904, the purpose of the Virginia State Golf Association has been to provide the organizational framework for the enjoyment of golf by individuals of member golf clubs.

From its six-club membership in '04 to the record 122 clubs of 1968, the VSGA leadership has not lost sight of this theme.

The VSGA has also become the basis for the conduct of statewide competitive golf in Virginia. Its competitive tournament program would rank with the best in the country.

On the VSGA schedule annually are events for all the golfers—from nine to 90. The State Amateur team matches, senior and junior tournaments and interstate competitions, all for both men and women.

Thus, "THE VSGA STORY" is like a story of golf itself. The story also of growth, expansion and a striving for perfection to keep in step with the passing eras.

Hundreds have had a hand in the VSGA's development into what has been called "the very model" of a state golf association. They have performed voluntarily

the endless committee work—on such Association details as tournaments, rules, handicaps and course ratings, to mention a few.

During the VSGA history, Virginia has produced such golfers as Sam Snead, Billy Howell, Chandler Harper and its modern-day hero, Vinny Giles. With unusual talent in the current young corps, the future looks bright, too.

To chronicle in accurate detail the history of the VSGA is, in fact, almost an impossible task. A lot of the historical pieces of the early years are missing.

It is known, however, that the late Fred J. D. MacKay and others in those six charter-member clubs were responsible for the formation of the VSGA.

In 1904 and a few years previous, MacKay's Lakeside Golf Club of Richmond, The Norfolk Country Club, the Hampton Roads Golf Club, the Hermitage Golf Club of Richmond, the Lexington Golf Club and the Roanoke Country Club gathered occasionally to compete in informal team matches on weekends. They alternated sites to make for equity in traveling.

It was in '04 that MacKay, an industrial chemist who had come over from his native Scotland to work in Richmond as an industrial chemist, conceived the idea of playing for a team championship.

The first "State Team Match" was held in Hampton the same

year and was won by Lakeside. Lakeside also won the next two years, thus retiring the championship cup in 1906.

At first, the team-match winner was accorded the honor of holding the matches on its home course the next year. After a few years, it was decided to rotate the matches between the six clubs.

As competition increased and more and more players took up golf, an individual championship was suggested by MacKay.

The initial individual competition was 36 holes stroke play held in 1911 on the Sunday before Labor Day, the same day as the team matches. The first winner and therefore the inaugural State Amateur champion, was the late William H. Palmer Jr. of Richmond.

In subsequent years, other leading golfers of the era took their places on the roll of Virginia champions—James McMenamin of Hampton (1912-13), Palmer again in 1914, Matthew Paxton Jr. of Lexington in 1915-16, and J. Pope Seal of Richmond in 1917.

In 1918, again at the suggestion of MacKay, the individual competition was changed to match play, due to the "Steadily increasing number of clubs and players in the state and to the popularity of match play."

Because the records are not specific as to just when in 1918 the decision was made to switch

to match play, it is not certain whether the first match-play State Amateur champion was S. M. Newton of Richmond, the 1918 winner, or J. S. Barron of Norfolk, the winner in 1919. It was probably Newton.

In 1928, William (Billy) Howell of Richmond stepped onto the State Amateur scene. He was to become a dominating golfing figure of his era. Howell, later a semi-finalist in the U. S. Amateur and a member of the U. S. Walker Cup team, won the State Amateur in 1928, 1931, 1932 and 1935.

Howell's record of five championships stood for 24 years, until Wynsol Spencer won for the fifth time in 1959.

Chandler Harper of Portsmouth, later National PGA champion, was only 16 years of age when in 1930 he won the first of his three State Amateur titles.

Other winners in the VSGA's Golden '30s" were Robert Reisel of Richmond, Dick Payne of Virginia Beach, James O. Watts, Lynchburg, and Spencer.

Spencer had won for the first time in 1939 and a young Norfolk golfer, Sam Bates, who died earlier this year, won in 1940. Valter Cushman broke through after a couple of near-misses to win in 1941 and Jack Hamilton of Newport News was the late pre-war champion, winning in 1942.

The State Amateur gave way to World War II the next two years.

In the years following the war, it was decided by the VSGA to hold the State Amateur each year at Hot Springs' Cascades course. Hot Springs and The Homestead High in the Alleghenies provided picturesque, vacation-like backdrop for the State Amateur.

The tournament has been played at Hot Springs every year since 1948.

Another tournament held by the VSGA is the Best Ball Cham-

pionship started in conjunction with the Team Championship about four years ago. It is believed that the two tournaments, now being held at once, may be separated in the future if a date can be found to do so.

Up through the years, while the State Amateur was growing and the VSGA membership steadily increasing, the Association was guided by the erudite leadership of such men as MacKay, W. P. Wood of Richmond and W. F. (Fritz) Souder of Charlottesville.

MacKay, who became "Mr. Golf" in Virginia, was a VSGA officer for 50 years. For 30 years, MacKay handled deftly the difficult inner-workings of the Association as its secretary-treasurer. He was the ubiquitous man-behind-the-scene, organizing the growing list of competitions, arranging schedules, and managing the other details of his office.

Later, in the 1950s, MacKay was accorded an honorary position on the VSGA executive committee. The VSGA also presented a portrait of MacKay, by a Richmond artist Frank Rowler, to MacKay's Country Club of Virginia as an expression of appre-

ciation for his long service to the Association. More than any other man, MacKay was responsible for the growth and success of the VSGA.

The first president of the VSGA was W. P. Wood. He served from 1921 to 1935 and was the originator of the Women's State Amateur tournament, which, at Wood's suggestion, began in 1922.

Wood saw the VSGA successfully through its formative years and his 14-year tenure in office was the longest of all the VSGA presidents.

Fritz Souder was the first president of what is now called the VSGA's "modern era." He served from 1936 to 1948, like Wood with MacKay as secretary.

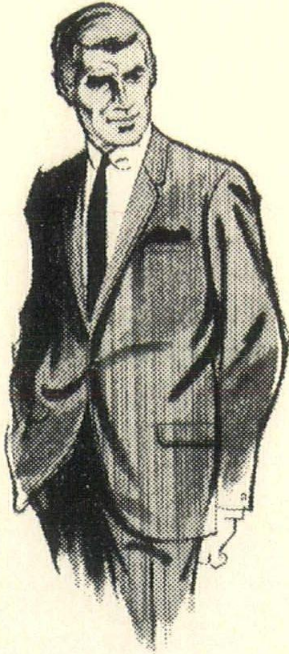
In 1959, shortly after Souder's death, John S. Battle, Jr. wrote a memorial to Souder in the VSGA Annual. In part it read,

"Fritz Souder was one of the few persons in the early days of the Virginia State Golf Association to foresee its real possibilities. He saw, in those days of typically unorganized play, the growing need for a strong, well-directed association which could function as the official sponsor of a state-

Left to right below, H. M. Blankinship, Wynsol Spencer, Jordan Ball and Daniel H. H. Ingles at a trophy presentation.



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vide golf program. His contributions to this end as president of the young but rapidly growing association are great and well remembered by his many friends. All who play golf in Virginia today are to some extent the beneficiaries of those contributions."

Following Souder's eight-year term as president, the VSGA adopted the practice of two one-year terms for its future presidents.

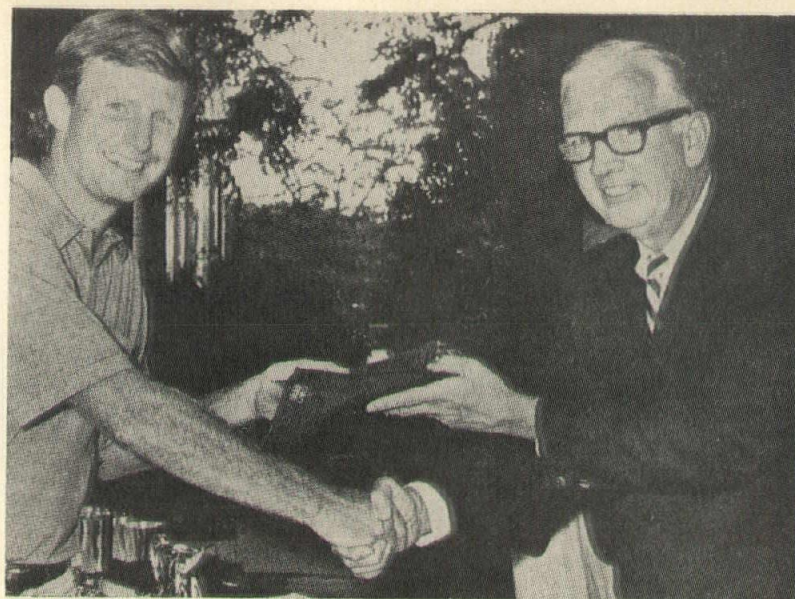
W. F. Blewett, former president of the Newport News Shipbuilding and Dry Dock Co., was the third president (1949-50) and MacKay himself accepted the presidency in 1951-52.

In subsequent years these VSGA leaders stepped up to the president's chair: L. B. (Pete) Peterson of Newport News, John R. Battle Jr., Charlottesville; Jose R. Davila, Richmond; H. M. (Bunny) Blankinship, Lynchburg; Charles E. Knight, Newport News; George Fulton, Roanoke; Harry W. Easterly Jr., Richmond, and H. Aulick Burke of Bristol, the current president.

In 1962, with the president having to shoulder a greater and greater administrative responsibility and with the now four-year-old VSGA Annual an almost full time task in itself, the VSGA executive committee, backed unanimously by the membership, created the permanent position of executive secretary.

Appointed to this fulltime, responsible office was H. M. (Bunny) Blankinship, who had retired from business in Lynchburg. That was just the stroke the VSGA needed. Blankinship, tireless and meticulous, helped make the association an even better coordinated, smoother-functioning organization, handling the advanced details of tournaments, entries and pairings, arranging the business meetings and creating a closer working relationship with the news media.

Secretary Blankinship thus became the man behind the VSGA.



Vinney Giles, 1968 State Amateur Champion with H. Aulick Burke (right), president of VSGA.

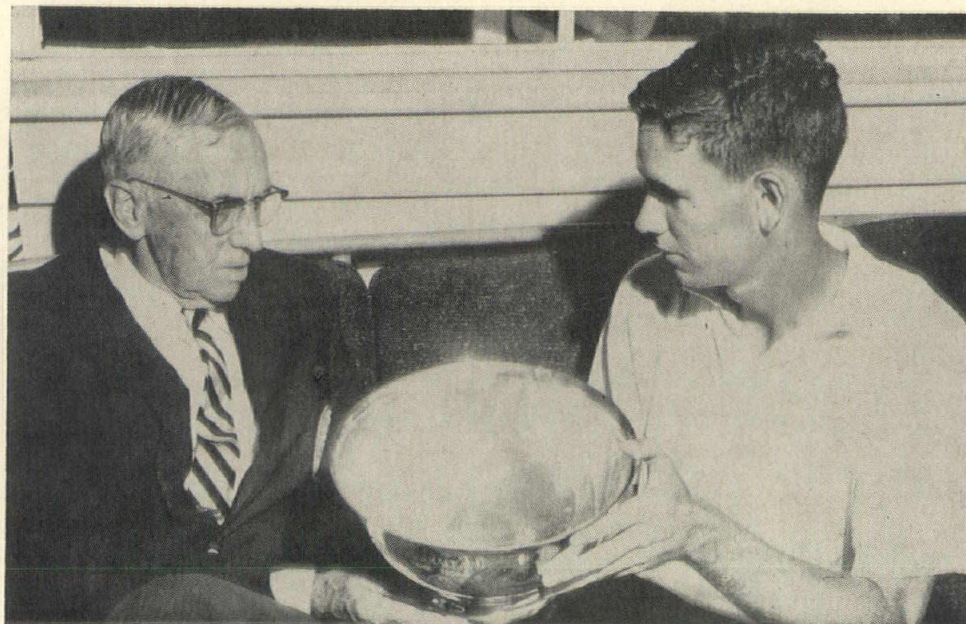
He assists the president and various committees.

Charles E. Knight, the 1962 president, said of the newly-created office:

"... The secretary will assist the member clubs of the VSGA in their golfing activities; thus creating greater interest in the Association's tournament program. He also will promote the USGA Handicap System which our Association has adopted. We

believe with the addition of an Executive Secretary our Association will be in a better position to operate more effectively as the governing body of amateur golf in Virginia. Secondly, the VSGA Annual provides a modest addition to the income of the Association. It is through the profit from advertisements that it is possible to employ the services of the Executive Secretary, to expand our activities, to defray the ex-

The 1958 Junior Champion, Jim Westbrook of Norfolk (right), shown receiving the MacKay trophy from F. J. D. MacKay.



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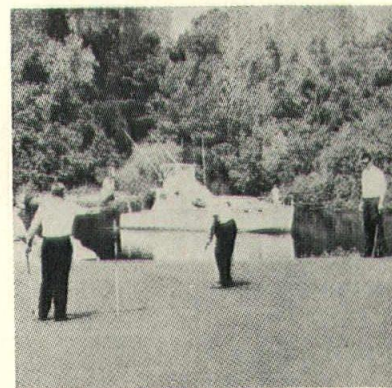
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1968 OFFICERS AND EXECUTIVE COMMITTEE



Left to right, front row: H. M. Blankinship, Harry Easterly, H. Aulick Burke, Charles Hancock, Dr. Jose Davila, Jim Delaney. Back row: Nere Day, Frank Summers, Tom Lennon, George Fulton, Sam McLaughlin, Dick Payne.

pense of providing better facilities at the various events. . . ."

One of the main sources of income is the Handicap Card. (Cost \$1.00) Handicap Cards have been increased from 1,000 issued to over 6,000 issued, in a period of four years. This income is needed to promote golf in Virginia, purchase prizes and run the VSGA. It is needed by every golfer for many reasons.

A great deal of work has been done by the VSGA in rating the 100 or more golf courses within the state and rating the course is the basis of a good handicap system along with posting all scores, which the VSGA has promoted through the years.

The VSGA Annual was first published in 1958 and it has become an invaluable chronicle of the VSGA, its history and activities.

Blankinship explained in the 1963 annual how the publication originated:

"Some ten to 15 years back when the number of clubs and associations having membership in the VSGA had increased to about 60, it became apparent that some type of yearbook was needed to provide golfers and clubs with information pertaining to the operation of the Association and to the various tournaments and events held during the year.

"The executive committee of the VSGA had given considerable thought to the matter of a yearbook, and in 1958 the first publication was accomplished. The name "VSGA Annual" was selected, and it was decided that it should be published each year just before the play of the VSGA Open. . . . Each year, additional items of interest have been included, and in the years to come every effort will be made to expand the scope of the articles and information on the play of the tournaments."

Another significant step by the VSGA was the adoption of its own stroke-play tournament in

1958. Back in the early 1920s the association had sponsored an "Open" tournament but the sponsorship was dropped about 1934. That competition has continued as the State Open.

The first VSGA Open or stroke-play event was held at the James River Course of the Country Club of Virginia in August, 1958. The inaugural champion was professional Al Smith of the Danville Country Club.

The VSGA Open today is 10-years-old and stands on solid

ground. It has been held on some of the best golf courses in the state and this year will be played at the Elizabeth Manor Golf and Country Club in Portsmouth.

Because of the heavy amateur entry each year in the VSGA Open, the association brought forth a new trophy, the Fritz Souder Cup, which goes each year to the low amateur scorer in the Open.

In the 1958 VSGA Annual, Dr. Jose R. Davila wrote about the founding of the VSGA Open:

1958 Officers and Executive Committee (left to right, seated): Dr. W. H. Alexander, Dr. Jose Davila, F. J. D. MacKay, Charles G. Knight, H. M. Blankinship. (Standing): Harry W. Easterly, James G. Parke, John S. Battle, Jr. and George H. Fulton.



"For the past few years the Executive Committee of the VSGA has felt that in order to establish a well-rounded schedule of events, it would be necessary to add a medal play tournament to its golf plans. The State Amateur Championship, held concurrently with its senior division each year, has been the highlight on our agenda of golf activity. The junior champion and the state team matches have proven to be outstanding features on what has been termed a carefully planned program. All these events and their counterparts in the women's division of our organization have been favorably accepted in the Virginia area. These are amateur competitions.

"The primary objective of the Association is to promote and protect the best interests of the game. *Not just amateur golf, but golf generally speaking.* Contrary to the belief of a scattered few, the Open championship of the

VSGA has not been conceived with the intent of supplanting, detracting or taking away from any other medal event, but merely as a means of attaining our objective and thus stimulate the interest of everyone in a game which means so much to so many."

For a short time there had seemed a possibility of merging the State Open and VSGA Open into one competition. This, however, never materialized.

The state's professionals have won all ten VSGA Opens. Claude King of Virginia Beach holds three titles, coming in succession in 1961-62-63, and Al Smith and Herb Hooper, from Richmond, have won two each, and Joe Cannon of Charlottesville, Bobby Mitchell of Danville and Tom Strange, Virginia Beach, one each.

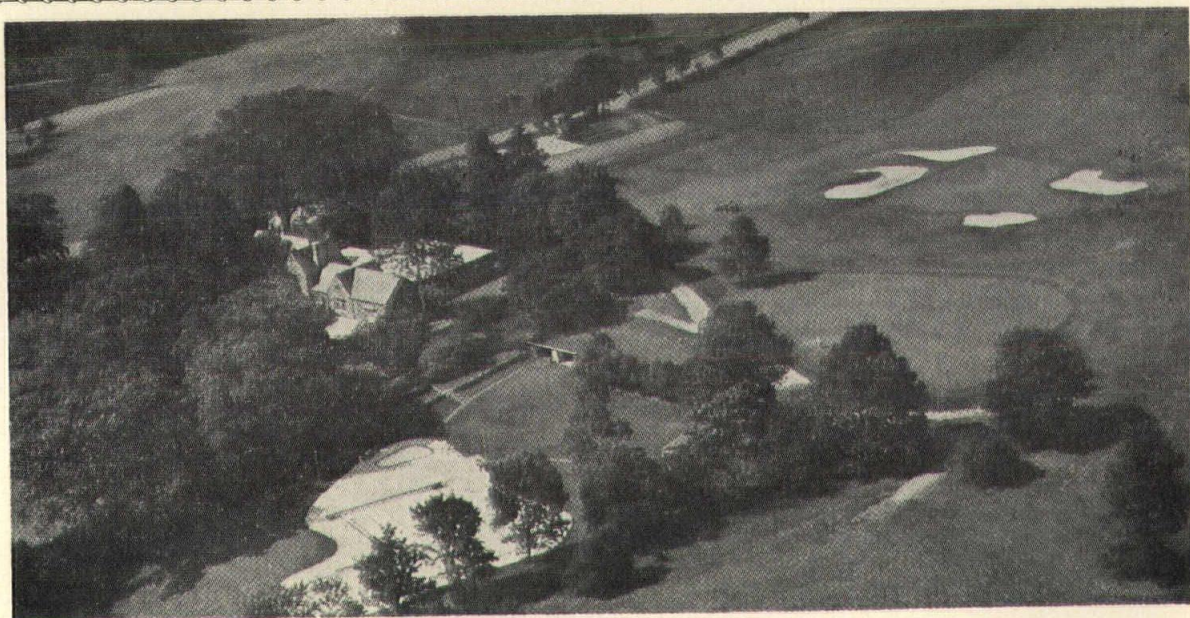
The VSGA Open was an outstanding example of the broadening of the scope of Association

functions. Entering a new decade, the Association club membership continued to increase as did the number of golfers within those clubs. Similarly, the responsibilities of the VSGA committees increased.

By 1964, the Association was re-evaluating its organizational format to meet the expanded operations. Out of an executive committee session came the answer: A system of committees on a geographical section basis.

There would be seven sections within the framework of the VSGA—Far Western, Western, Southside, North Central, Northern, East Central and Eastern.

In each section there would be set up, each with its own personnel assigned, these committees: Sectional Affairs, Tournament, Rules, Handicap, Course Rating, Junior and Publicity. Sectional and state chairmen were appointed for each of the committees.



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The duties of the committees were listed as follows:

SECTIONAL AFFAIRS
(then President Harry W. East-
erly was the original chairman):
To promote, generally, the pro-
grams and objectives of the
VSGA; To act as a link between
the Executive Committee and
the member clubs; to convene
meetings of members of various
other committees within their
areas; To encourage non-member
clubs to join the VSGA; . . . To
generally advise and assist mem-
bers of other committees in their
areas; to encourage non-member
ments.

TOURNAMENT — To run
the tournaments of the VSGA.

RULES—To know the Rules
of Golf; To act as a Rules Com-
mittee at each VSGA event; To
encourage uniform acceptance of
the Rules of Golf within the
areas.

VSGA ANNUAL—To publish
the Annual on a financially profit-
able basis.

HANDICAP—To issue VSGA
handicap cards to members of
member clubs; To encourage and
administer uniform acceptance of
handicap procedures; To encour-
age the use of VSGA handicaps
in all golf events.

COURSE RATING—To rate,
for handicapping purposes, the
courses of member clubs (and
non-member clubs if requested).

JUNIOR—To promote Junior
Golf in general by encouraging
participation in various Junior
events, particularly VSGA and
USGA events. (USGA Junior
qualifying is now held concu-
rently each year with the first
round of the VSGA Junior Tour-
nament).

PUBLICITY — To interpret
the programs and objectives of
the VSGA to the public; To ad-
vise with the President and Ex-
ecutive Secretary on press re-
leases; To assist with the format
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Cavalier Golf & Yacht Club

ARTHUR L. SHUE—*PGA Professional*

VIRGINIA BEACH, VIRGINIA

President Easterly explained the sectional expansion in an article in the 1965 Annual, "Broadening the Base" of the VSGA:

"... The Executive Committee felt that the average club member who didn't compete in the championships didn't really know much about the VSGA. Furthermore, the golfing events had become so large and so varied that even many of the participants didn't know VSGA officials. There seemed to be a feeling on the part of some that those who did the work of the VSGA had formed a clique and didn't really need—or indeed want—any help.

"With these impressions in mind and remembering that important personages outside the state had called the VSGA the very model of a State Golf Association, the Executive Committee decided to 'broaden the base' of the VSGA.

"This broadening of the base, it was felt, could only be accomplished by inviting more people to serve on committees. This new infusion of personnel, coming from all over the state—from Southwest Virginia to the ocean and from the Valley to the Southside—would provide the leadership of the future. Furthermore, new blood would spread word of the good works of the VSGA."

The sectional system was the first major change in the VSGA organizational foundation since its inception in 1904. However, it had proven to be a dramatic step forward in the operation of the Association. In fact, the sections may someday be the basis of qualification rounds for the Virginia State Amateur tournament.

Since the present president (H. Aulick Burke of Bristol) has been in office, he has taken every opportunity to promote and explain the Sectional Areas so started by Harry Easterly. He has somewhat simplified the original organization.

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With 227 miles of paved streets and a million dollar annual street improvement program, Berkeley, California, officials sought a pavement for the reconstruction of Del Norte Avenue that could overcome the problems of a difficult clay soil. They selected Full-Depth Asphalt pavement, laid directly on the subgrade. In addition to an attractive, new street, considerable construction economies were realized. Lower initial cost and long-term maintenance savings make structurally-designed Full-Depth Asphalt pavement the choice of town and city officials all over the United States.

DEL NORTE AVENUE PROJECT

TYPE: Full-Depth Asphalt residential street. Two traveling lanes averaging 14' each between gutters. Asphalt concrete surface on asphalt concrete base over compacted clay subgrade.

TERRAIN: Generally hilly. (Grades up to 10%)

CLIMATE: Moderate.

TRAFFIC: VPD—3700 vehicles.

ROADWAY: **Subgrade:** Heavy clay with approximate R-value of 10. **Base:** 10½" asphalt concrete laid in two deep lifts. Mix aggregate was a ¾-inch maximum size meeting California Division of Highways specifications. **Surface:** 1½" asphalt concrete.

Del Norte Avenue just prior to the addition of the 1½" riding surface.

Surface mix aggregate was a ½-inch maximum size. 5½% asphalt was used in both the asphalt concrete base and surface.

DRAINAGE: **Sub-surface:** No underdrains were installed. **Surface:** Runoff controlled by curbs and 2' gutters.

COMPACTION: **Subgrade:** Surface compacted with 10-ton wheel roller following excavation. **Base:** 96% maximum theoretical density achieved with 17-ton pneumatic roller. **Tire pressure:** 90 psi. **Surface:** Compacted with 10-ton steel wheel roller.

CONTRACTOR: Lee J. Immel Company.

The City of Berkeley plans to rehabilitate more streets with Full-Depth, Deep-Strength Asphalt pavements. The next project on Shattuck Avenue will begin upon completion of subway construction for the Bay Area Rapid Transit District (BARTD).

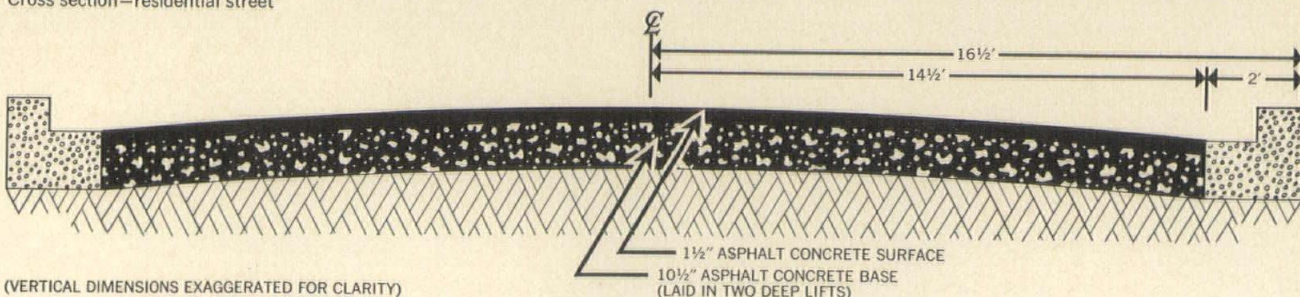
For more information on the Del Norte Avenue project, or on the advantages of Full-Depth Asphalt pavement, see your local Asphalt Institute District Engineer. Or write The Asphalt Institute direct.



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Cross section—residential street



He has rearranged some sections, for the original areas were quite large and too many clubs for a Sectional Chairman to handle. Mr. Burke has also had meetings with the sectional chairmen. It is believed there will soon be sectional Golf Tournaments among the clubs of each section.

Mr. Burke has done a good job in bringing the Sectional Areas and Sectional Chairmen more and more into the VSGA.

Through the '60s the VSGA continues at its energetic pace, adjusting to the golfing demands of the times. The Association convenes at least two full membership sessions per year—the business meeting each second Saturday in January in the Hotel

Jefferson in Richmond and its annual banquet at The Homestead in Hot Springs during the time of the State Amateur. These gatherings have brought more harmony to the ranks and a more compact organization.

A highlight of the 1968 banquet at Hot Springs was the filmed showing of the '68 Master's Tournament in which Lynchburg's Vinny Giles was the low amateur.

In 1967, the VSGA faced a decision about its State Amateur. There had been growing support among the golfers for a change from the match play format, which had been in effect since 1918, to stroke (or medal) play.

The U.S. Amateur had led the

big national swing to stroke play and many of the states had followed suit. In fact, there were very few match-play tournaments left—the National PGA made the switch to stroke play in 1958.

After considerable deliberation, the Executive Committee of the VSGA decided to conduct a wholesale poll of the membership. Every golfer who had competed in the last three State Amateurs (1965-67) would be given an opportunity vote in the match-or-medal "election."

All the votes in, the result was announced at the January, 1968 meeting of the VSGA in Richmond:

For medal play, 145; For match play, 111.

Thus, the first modern-era stroke play State Amateur was played in July, 1968 at Hot Springs. The field was limited to 160—at least 50 others were on the waiting list—and the low 32 scorers in the first round were awarded championship flight berths.

Through the first two rounds, it was an interesting "experiment." Wayne Jackson of Hampton, twice a State Amateur champion, shot 68-71 to lead the field. Then Marvin (Vinny) Giles III made his expected move, shot 70-65 over the final 36 holes and made a runaway of the tournament, winning by 15 strokes with a 72-hole score of 275.

The one-sidedness of the tournament didn't evoke any sudden movement back to match play, but Secretary Blankinship did say, "We may have to make a few adjustments, concerning mainly the slowness of play."

Giles had proven what everybody in Virginia golf already knew—that he was the best amateur golfer the state had produced in years. Perhaps even the most talented since the eras of Snead, Howell and Harper.

At 25 years of age, Giles had already won four State Amateurs.

(Continued on page 43)

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Blacksburg Country Club.....	Blacksburg	Langley Air Force Base Golf Assn.....	Langley A.F.B.
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Boonsboro Country Club.....	Lynchburg	Lexington Golf Club.....	Lexington
Bow Creek Golf & Country Club.....	Virginia Beach	Lonesome Pine Country Club.....	Big Stone Gap
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Carper's Valley Golf Association.....	Winchester	Lynwood Golf Club.....	Martinsville
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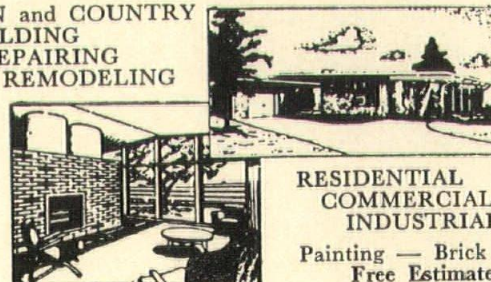
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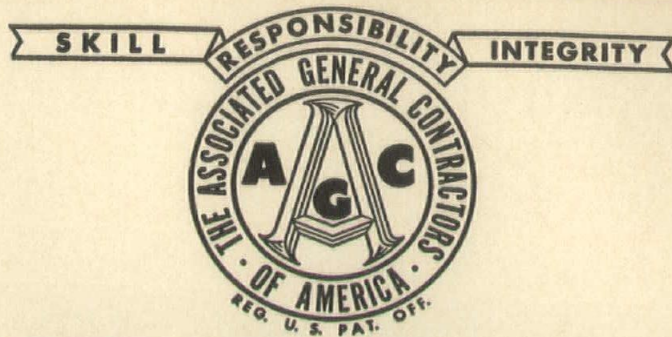
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Virginia A.G.C. Review

Official Section Virginia Branch A.G.C.



SAFETY AND A. G. C.

By

ROBERT B. WOODWARD

Executive Director, Virginia Branch, A.G.C.

WHERE DOES a safety program start?

In the construction industry, in Virginia, it had its roots among a small group of conscientious building contractors, most of whom already had excellent safety records . . . but who were aware that the industry's overall safety history was deplorable.

The 1966 session of the Virginia General Assembly authorized the Department of Labor and Industry, under Commissioner Edward Boggs, to be the chief authors of a comprehensive *construction safety code*.

Within nine months, the Safety Codes Commission issued their first draft of a code encompassing construction, demolition and excavation.

The Safety Committee of the Virginia Branch A.G.C. was called in by Commissioner Boggs to review the first draft, to make additions and deletions, and to lend their overall knowledge in a critical review of the draft.

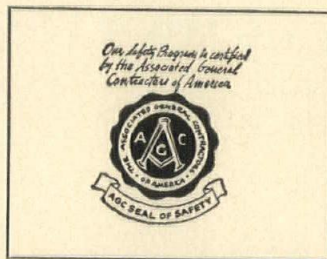
On January 1, 1967, the 51-page code was officially released by the Department of Labor, entitled **RULES AND REGULATIONS GOVERNING CONSTRUCTION, DEMOLITION AND ALL EXCAVATION**.

In the introduction to the code, its "purpose" is described as a move to establish practical and minimum standards to provide the maximum protection to the employee, employer and the general public.

As to its "scope," the code states that the rules apply to all construction work including maintenance and repair work; said areas covered which are common to building construction, demolition and all excavation work. It encompasses such areas as hoists, housekeeping, ladders, personal pro-

tection, piling, powder-actuated tools, public protection, scaffolding, and temporary floors, stairs, railings and toeboards.

This, then, is the law under which the construction industry in Virginia operates as it refers to "safety." But much of what is contained in the newly-implemented state code was already a vital part of the average A.G.C. member's basic safety knowledge.



By "basic" safety knowledge we refer to the A.G.C.'s **MANUAL OF ACCIDENT PREVENTION IN CONSTRUCTION**, a more-than-three-hundred-page manual first published in 1927, and revised six times since. It has become the bible throughout the industry, not only in America but throughout the world.

Originally drafted as a general guide for members only, it was finally copyrighted in 1958 by the Associated General Contractors of America, and given industry-wide distribution. It is recognized by such agencies as N.A.S.A., G.S.A., and countless other governmental agencies as a prime reference document for safety guidelines.

It has thirty-nine major chapters,

ranging from asphalt plants to welding, and is now the chief textbook for a ten-week **SAFETY TRAINING COURSE FOR CONSTRUCTION SUPERVISORS**, taught by A.G.C.—sponsored groups to more than eight thousand supervisory-level men across the nation. Within the last twelve months, the course was also made available in a correspondence-type course.

In describing the Commonwealth's **SAFETY CODE**, and the A.G.C.'s **SAFETY MANUAL**, we are somewhat guilty of putting the cart before the horse.

Why was this state code drafted . . . and why did the A.G.C. draft a lengthy safety manual more than forty years ago?

Look at some of these statistics. Total volume of construction—new, maintenance and repair—totaled approximately \$65 billion in 1957. Applying a 35% factor for direct labor costs, 1957 payrolls aggregated \$22,750,000,000. On the basis of a national average compensation-insurance rate of \$2.99 per \$100 of payroll, the nationwide compensation-insurance costs amounted to \$680,222,000. With the conservative addition of direct-job costs (job stoppages, equipment damage, spoiled work, loss of manpower, etc.) of \$1,360,450,000, it is clear that construction accidents cost \$2,040,675,000 in 1957.

If one half of the accidents might be prevented by common sense, practical means, as has been proven possible, a saving of no less than \$1,020,337,000 would result, in addition to the benefits derived from improved conditions, avoidance of suffering, and conserved manpower. This is econom-

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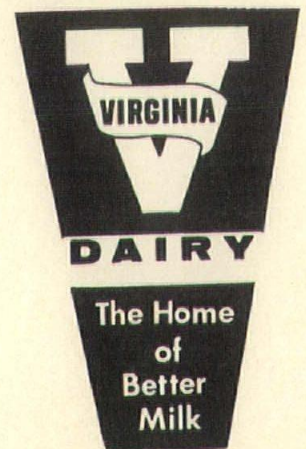
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On an individual basis, every A.G.C. member is encouraged to maintain his own personal safety records, primarily through the A.G.C.-sponsored D.I.T. (Disabling Injury Tabulation) Program, a monthly listing of man-hours worked by the company, number of accidents incurred, and man-hours lost as a result of such accidents. Every twelve months this D.I.T. data is run through computers, and participants are given a statistical breakdown of their company's accident evaluation versus that of their counterparts across the country. During the A.G.C.'s annual convention, awards are given to those firms who

achieved the greatest percentage of improvement through the diligent application of other A.G.C.—endorsed safety ideas.

The most prized award sought by A.G.C. members is the SAFETY CERTIFICATION AWARD, coveted by its recipients as the only award that has long-range and meaningful significance.

To qualify for this particular award, an A.G.C.—member applicant must submit a detailed history of his firm's safety program, including (a) outline of company program, (b) names of company individuals heading safety administration, (c) data substantiating a maximum accident frequency of less than .20, (d) D.I.T. forms for the previous twelve-month period, (e) copy of job-site safety rules, (f) state-

ment by insurance carrier indicating firm's operations have been reviewed and are satisfactory, (g) evidence of safety training for job foreman and superintendents, and (h) evidence of safety meetings.

Certainly a construction firm that can comply with the above-listed qualifications deserves signal honor for the diligent manner in which it has applied realistic, practical and significant safety standards to its company's construction operations.

Thus, the Commonwealth of Virginia's Safety Code, the A.G.C.'s Safety Manual, and the member's tangible evidence of practicing and applying accepted safety rules combine to give construction firms in Virginia a firm base on which to build an improved safety record.

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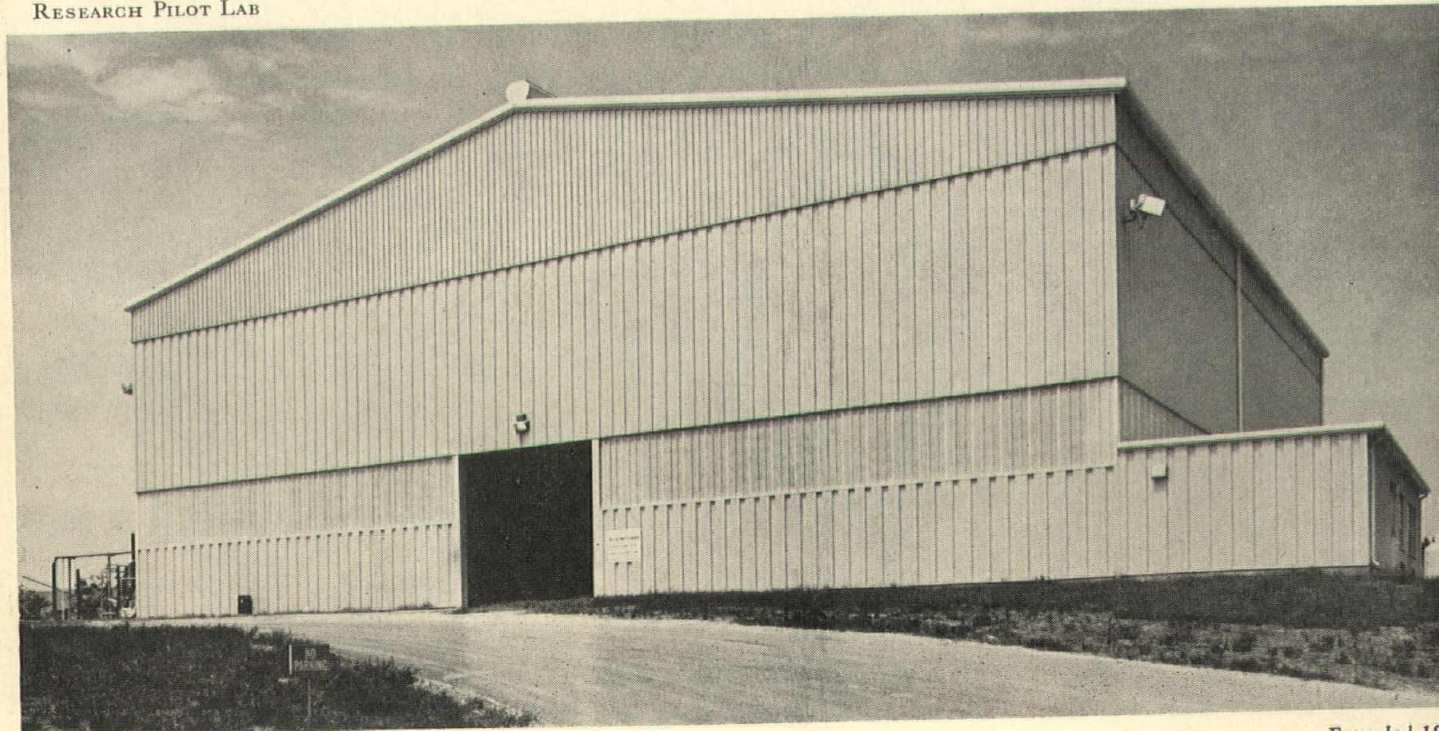
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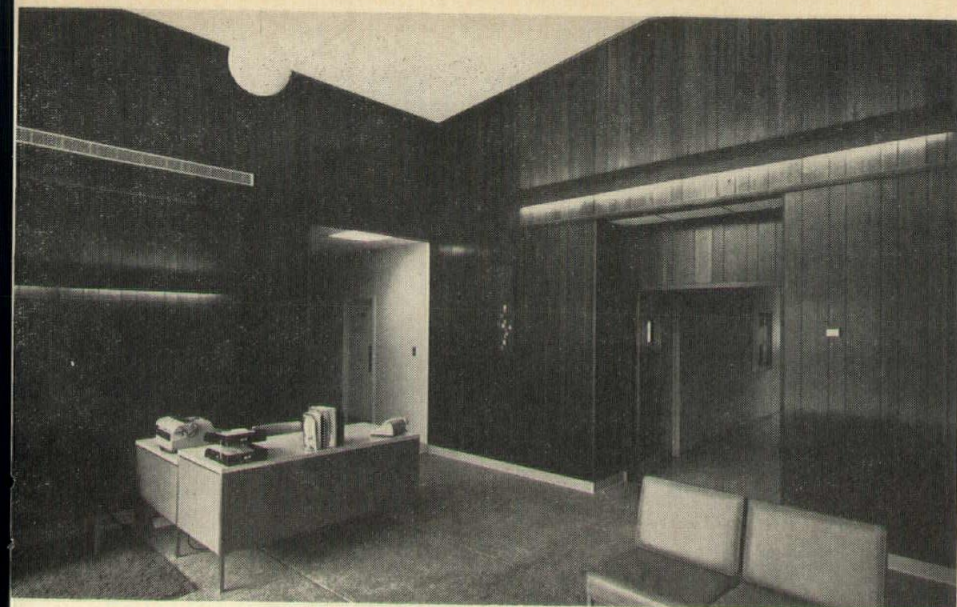
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Interior Research and Technical Building (Photos by James M. McElroy)

These two buildings are an addition to the Technical Center for the Mobil Chemical Company located in Hanover County, Virginia. Bass Construction Co. Inc. were the builders of the original building two years ago.

The present project is divided into a Laboratory Building and a Pilot Lab. The laboratory building is of masonry and concrete construction as is the present laboratory building. This building has several outstanding features. The concrete foundation wall from floor level to grade is bush-hammered. Exterior walls are exposed concrete structural frames with brick panelling. Also there are glazed tile panels above and below the aluminum windows. The reception area and exterior concrete walks are scored and have an exposed aggregate finish. All lab rooms have quarry tile floors and epoxy paint finish on walls. The mechanical system for the heating and air conditioning is a built-up system with humidity controls and a high percentage of induced fresh air. The conference room has natural finished wood panelling and carpeted flooring.

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North end of Clarens, first a wooden Flounder-house. Later the brick portion was added.

THE CONFEDERACY'S SPECIAL COMMISSIONER TO GREAT BRITAIN

By

MOLLIE SOMERVILLE

IN THE LATE AFTERNOON of an autumn day in 1870, the stillness around the old house on the hilltop was broken by the sound of footsteps on the leaf covered gravel carriage-way. Outside the high brick wall, Quaker Lane lead to Alexandria, across the Potomac River from the city of Washington, the skyline of which was faintly visible in the distance. In silence the two old warriors walked slowly in the last rays of the setting sun, lingering momentarily at the threshold as if loathe to leave the still pleasantly warm outdoors for their chairs by the open fire.

Although only three miles from the center of the 200-year-old seaport town of Alexandria, and about twice that far from the capital city of the Nation, Clarens provided a secluded haven for the former Special Commissioner of the Confederate States of America to Great Britain, James Murray Mason, and the members of his family. They had been living here for a year, coming back to their native state of Virginia after four years of exile in Canada following the end of the War Between the States.

Commissioner Mason's companion was his brother-in-law, General Samuel Cooper, former Adjutant-General of the Army of the United States, organizer of the Confederate War Department, and ranking officer in the Confederate army. General Cooper lived at Cameron, adjoining Clarens, and it was partly because of this proximity to his sister and her family that Commissioner Mason had bought Clarens.

Because Clarens was spacious enough to be used as a hospital, it escaped the destruction that befell several other homes on Seminary Hill during the War Between the States. (After the War, the owner had problems with her servants, who would not go near the carriage house, which they called the "dead house.") Notable among the nearby buildings on Quaker Lane that survived the 1861-65 conflict besides Clarens were two others: tower-topped Aspinwall Hall of the Protestant Episcopal Theological Seminary, which served the Federal commander, General George B. McClellan, as his headquarters; and Hoxton Hall of the

Episcopal High School for Boys which, like Clarens, had been a hospital for wounded Union soldiers. All three structures are there today, more than a hundred years later. The Seminary tower is visible for miles, serving to guide the stranger to the hilltop. A little beyond the High School and the Seminary grounds are the brick pillars marking the entrance to Clarens.

When Commissioner Mason purchased Clarens in 1869, and moved his family to the Northern Virginia area, he was actually returning to life-long familiar surroundings. He was born in Georgetown, D. C., in 1798, the son of General John Mason and the grandson of George Mason of Gunston Hall. As a child, he had often been taken to the family's ancestral estate a few miles below Mount Vernon, usually making the trip by boat from his father's plantation on the island in the Potomac River between the Lincoln Memorial and Arlington Cemetery, formerly called Analostan Island and now known as Theodore Roosevelt Island. Gunston Hall, surrounded by 5000 acres, offered a boy hours of riding and hunting pleasure. Later, as a young lawyer practicing in Winchester, James Mason was elected to represent his county in the Virginia State Legislature. On his way to Richmond, and again on his return three months later, he would visit with his parents in Georgetown or on the Island. And still later, as United States Senator from Virginia, he often stayed with them during the Congressional session, at their Alexandria home, Clermont, about two miles from Clarens.

James Mason had surprised his parents and colleagues when, after studying law in Philadelphia and in Richmond, he decided to leave the aristocratic Tidewater area and move to the valley of Virginia to open a law office in Winchester in 1820, a small community where he was a complete stranger. He arrived at the town ordinary on a June day, having made the journey from his father's house on horseback, riding on his saddle-bags, as was the custom. The taciturn reception he received from the men to whom he introduced himself and the lack of ceremony he found in the village life of Winchester of that day contrasted sharply with Philadelphia and Washington society. Two years later, when he brought his bride, the former Eliza Margaretta Chew of Cliveden, Philadelphia, to Winchester and joined the other husbands in the town at the chores of the head-of-the-household, he followed the local custom, difficult though it may have been for him, which Mrs. Mason described in a letter to her sister soon after their marriage in 1822:

Mr. Mason's great effort is attending the market. This task devolves entirely upon the gentlemen, as servants cannot be trusted. The market begins at daylight, and as there was some chance of our starving if he did not make his appearance there in due time, the first day we commenced housekeeping, he determined not to lose his chance and sallied forth in the most dreadful snowstorm two hours too soon. And this, after having looked at his watch every half hour after three o'clock. His energy amused me exceedingly. However, he still goes twice a week, and we feast sumptuously every day upon turkeys at fifty cents, pheasants at one shilling, and partridges in abundance.

An additional glimpse of the young couple's life is related in another letter of Mrs. Mason's some eighteen months later. Again writing to this sister, she complains of business that may require her husband to be away from home for ten days or a fortnight:

At this moment it is particularly annoying to have our pursuits and habits interrupted, as we have just re-

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WEST
LAWN



sumed such as we enjoyed last winter, and which the intense heat of the summer has hitherto delayed. The evenings are now long enough to admit of much useful employment, and to compensate, by the opportunity they afford of mutually amusing each other, for the dissimilarity of our avocations during the day. We generally commence the evening by playing two or three games of chess, as Mr. Mason is extravagantly fond of the game. Then we practice together for a little while, [Mason played the flute and his wife accompanied him on the piano,] and afterwards he reads to me, while I sew, till eleven o'clock. As we have tea very early, we thus accomplish a great deal before bedtime. Mr. Meade [afterwards Bishop of Virginia] recently brought me several excellent books.

Mrs. Mason's days were filled with the duties of a young mother. In 1829 the Masons purchased Selma, a mile west of Winchester, at the foot of the Blue Ridge Mountains, and here they moved with their rapidly growing family. The winter of 1829-30 was the first one that Mrs. Mason spent at home. Up until this time she had passed the months when her husband was in Richmond attending the session of the Virginia legislature either at her father's home in Philadelphia, or at her father-in-law's in Georgetown. But now there were three children (eventually there were eight) who with their nurse, made too large a party for a long stay away from home.

However, in a letter written by James Mason, when he was a member of Congress, to his wife's sister (the same Miss Chew) from Washington May 24, 1838, he tells of a visit to the capital city that Mrs. Mason made then:

Eliza came up accordingly on Monday, or rather my good mother brought her up, leaving all the children at Clermont. Her escort went back the same evening, leaving her on my hands. Tuesday she spent all morning with Maria [his sister, Mrs. General Cooper] and Catharine [his sister-in-law, Mrs. John Mason], looking about for finery, and in due time, that is to say, a little before 7 p.m., we went to the dinner. There we found all the diplomats assembled, with the elite of Congress, the Ministers from England, France, Russia and Texas, and charges from the small powers of Spain, Holland, Prussia, etc., etc.

(Please turn to page 28)

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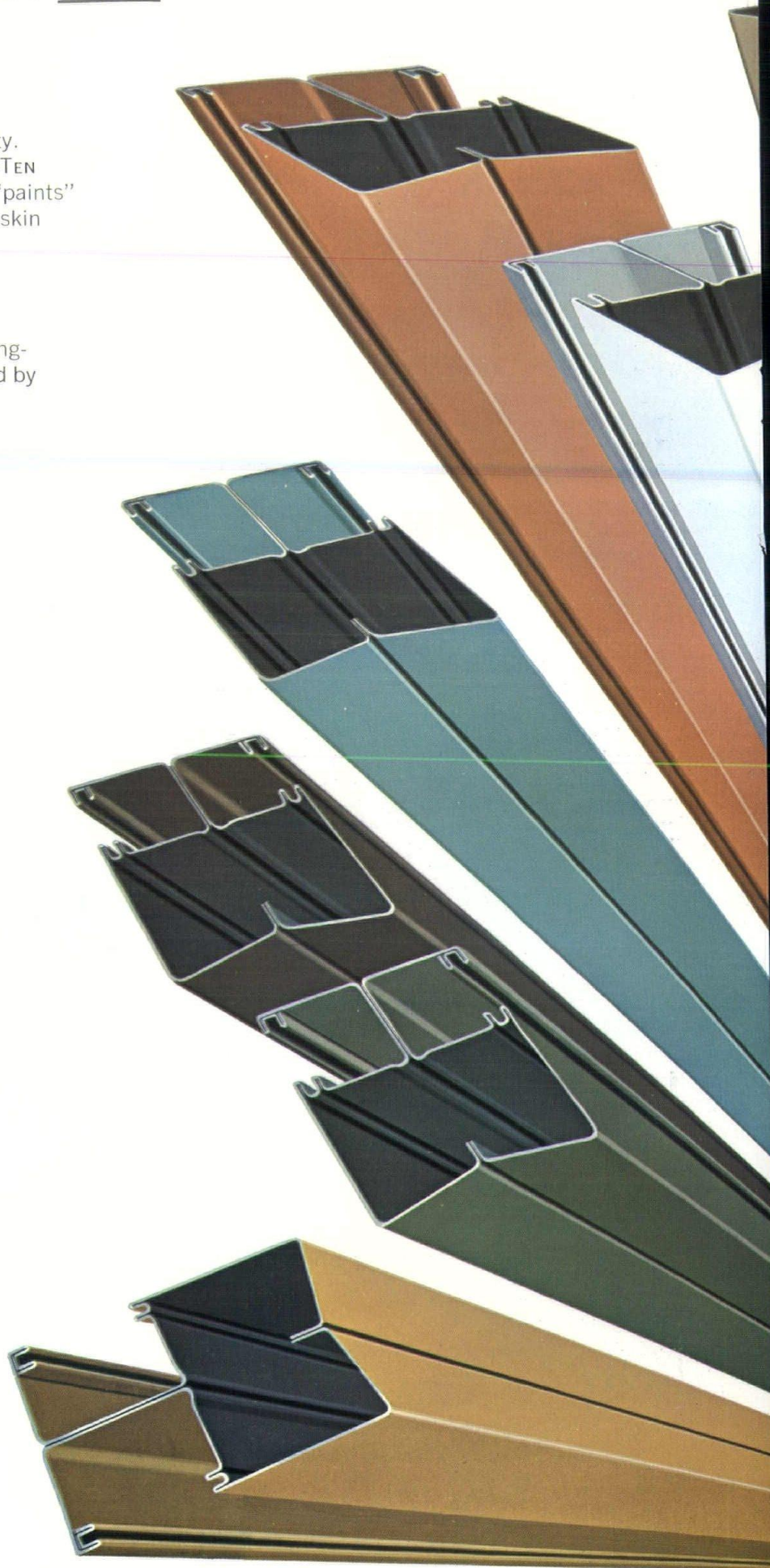
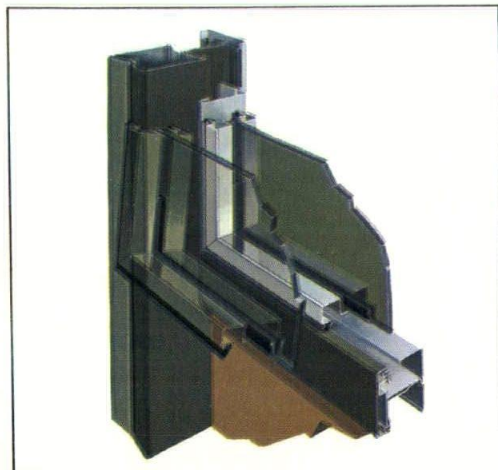
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EAST FRONT LAWN

She was at the Capitol all this morning, and left there at half past two, with Catharine, to go to visit Mrs. Madison [the President's wife].

This letter is of particular interest because of its rarity, as Mason's private papers were destroyed when Selma was burned by Sheridan during the War, and so only those that were saved by friends and relatives survived.

James Mason had been a member of the United States Senate since 1847, and was Virginia's representative there when the State seceded in 1861; he then became a member of the Provisional Congress of the Confederate States. On February 19, 1861, only a few weeks before he left his seat in the Senate, never to return, he was present and in the chair of the Board of Regents of the Smithsonian Institution, to which he had been appointed in March 1849. In the United States Senate he had held the post of Chairman of the Foreign Relations Committee for ten years. So his appointment as Special Commissioner of the Confederate States of America to Great Britain was in keeping with his experience.

The story of Commissioner Mason's voyage to England, his capture on the high seas while on board the English Royal Mail Steamer the *Trent* along with John Slidell of Louisiana, Special Commissioner to France; their imprisonment at Fort Warren on an island in Boston Harbor from November 24, 1861 to the first day of January 1862—"Rations per diem: 22 ounces of flour, 12 ounces bacon, 1½ ounces coffee, 2 ounces sugar, 1 ounce salt, 1 gill vinegar, and ½ pound potatoes"—is familiar to students of the War Between the States. He finally reached England at the end of January, and spent the next four years in an unsuccessful attempt to obtain official recognition of the Confederacy. Although he was well received by London society, England refrained from intervening in the War. Near the end, Mason's Commission to England was terminated and he was appointed Commissioner on the Continent at large.

His family, who had refuged in Virginia and elsewhere in the States, now left the United States to find a safe haven in Canada. In April 1866, Mason packed the accumulated papers of four and a half years of fruitless

work, and sailed from England to join his wife and children in Montreal. That summer the little town of Niagara was host to several of the Confederacy's leaders, among them General John C. Breckenridge, Secretary of War of the Confederacy. After a winter in Toronto in the midst of Southern refugees, the Masons returned to Niagara in the summer of 1867. Here the President of the Confederacy, Jefferson Davis, recently released from prison, was their guest twice that summer, in the little rented house with its garden and poultry yard. (Mason had become quite successful at raising chickens.) Mr. William W. Corcoran, the founder of the Gallery of Art in Washington that bears his name, was also among the houseguests the Masons entertained that summer. Another winter passed and then, finally, on July 4, 1868, general amnesty was proclaimed by President Andrew Johnson. The people who had come from the South began returning to their States, until only the Masons were left in Niagara.

Early in 1869 James Mason said to his family: "I cannot be much longer with you, and I am not willing to leave you so far from home in a foreign land. I feel that I ought to take you back to your own people." At the beginning of the following summer he left Canada to find a home in Virginia, and on September 24, 1869, he took possession of Clarens.

Not only was the vicinity around Clarens well-known to Mason, but the land had actually once belonged to Mason's great-grandfather and later to his grandfather, George Mason of Gunston Hall. Among the owners listed in the deeds of record are Thomas, Lord Fairfax, proprietor of some 5,000,000 acres in Virginia, the two George Masons, and successive members of the West family in Alexandria, one of whom, John West, Jr., as county surveyor laid out the town with his assistant, seventeen-year-old George Washington.

The oldest section of the house is a frame flounder type of building said to date from 1783. The flounder house is Alexandria's unusual contribution to architecture. Like the fish from which it takes its name, it has a blind flat side. This long windowless side, extending from the foundation to the ridge of the roof, gives the flounder house

the appearance of being sliced in half along the ridge line straight down through the middle. At Clarens, a second flounder house, this one of brick, was later built on against the long blind wall. The result is a gable-end facade, half wood and half brick. The structure was subsequently enlarged by several additions, and just before Mason bought Clarens it had been a boys' school. Two of the students there were G. W. Custis Lee and G. Washington Lewis, Robert E. Lee's son and Martha Washington's great-grandson, respectively.

When the Mason family arrived at Clarens the estate had twenty-four acres of beautifully landscaped grounds and orchards with a variety of fruits surrounding the house. Mason's days his first year back in Virginia revolved around the pleasures of being reunited with his family and attending to the simple outdoor chores of their home.

A visitor one frosty afternoon in November 1870 was taken to the corn-house where the two inseparable old companions, the Special Commissioner to Great Britain, James M. Mason, and the former Adjutant-General of the Army, Samuel Cooper, were sitting on three-legged stools shucking corn. They were laughing together at General Cooper's teasing Mason about the blisters on his hands while the General, whose pile of shucked corn was bigger than Mason's, held out his hands to prove that they showed no signs of manual labor.

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The second winter in Virginia Mason's health declined rapidly and on April 28, 1871, a little more than a year and a half after his return from Canada, he died at Clarens. Almost a century has passed since then, and although the Special Commissioner of the Confederate States of America to Great Britain had lived in Alexandria only a short time, a story is still told there about him. It is said that he would never look in the direction of the Federal city of Washington, but always turned his chair to face Richmond and his beloved South.

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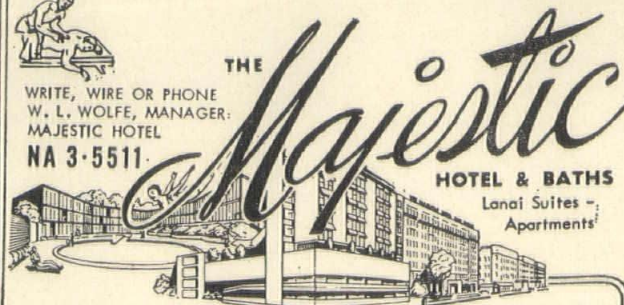
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The office provides a complete, free travel service to walk-in visitors, by telephone (770-4484) and by mail. VSTS is open Monday through Friday from 8:45 A.M. to 5:30 P.M.

Two experienced travel counselors, Mrs. Barnaby Roberts, Travel Director, and Mrs. Karin Wheeler, Travel Counselor, will help schedule an itinerary for visitors to Virginia's famed historic, scenic and recreational attractions and special events, suggest routes and work out a timetable to suit particular needs. Upon request, the travel counselors will assist in making reservations at Virginia hotels, motels and resorts. They will also make suggestions where conventions, conferences and meetings can be held, often amid attractive recreational facilities and scenic settings.

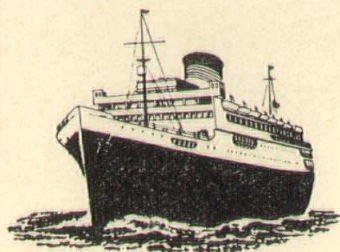
Every request receives personal attention. One counselor is fluent in five foreign languages — Swedish, Norwegian, Danish, French and German, the other in French.

A dozen State travel publications and maps and more than 300 other travel brochures issued by other Virginia agencies, organizations, attractions, accommodations, resorts and events are available free on the following subjects: cities and towns, historic shrines, gardens and museums, national and state parks and forests, civil war battlefields, ocean, bay, river and mountain resorts, honeymoons, skiing, fresh and salt water fishing, accommodations, boating, boat landings and marinas, natural wonders, fly to Virginia, camp grounds, golf courses, water impoundments,

climate, industrial tours, tours of Virginia and important events.

The VSTS office is the only statewide travel and vacation service with street entrance location in the area near Virginia's State Capitol. The station is a convenient place where visitors to the Capitol and other neighboring travel attractions may obtain travel informa-

tion on Virginia. It provides these same services to many thousands of municipal, state and federal government employees who work in the area, as well as to persons who have business with these offices, to employees and patrons in the retail, commercial and financial communities, including hotels and motels, all nearby.



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IN OUR MAILBAG

Virginia Record

Richmond, Virginia

You are to be highly commended for the excellent tribute to, little known in Virginia, Julian S. Wise and his part in creating the Rescue Squads around volunteers, which has spread nationwide.

Your article is most timely considering the problem created by the General Assembly in passage of the legislation centered around the Federal Highway Safety Program, which has outlawed most private ambulance service donated generally at their own expense by the Funeral Directors of the state; thus the funeral directors are delighted to rid themselves of a costly problem, with the law now requiring a trained attendant on all ambulances plus the equipment outlay. This legislation was pushed by leaders evidently of another rescue squad group, since as I recall it had emergency rescue squads in its title. They seemed to be eager to obtain federal runs irrespective of the federal strings and controls to follow through the H.E.W., hence I could not be too enthusiastic of the bills that they wanted passed.

With the funeral directors out of the picture in ambulance service, problems now confront many communities to find volunteers and time to train them before the years end. Finding volunteers in the metropolitan areas of the state poses little difficulty, the real sticker comes in the rural areas already over taxed for young man power to properly man the volunteer fire departments. Down through the years many volunteer fire departments have created their own rescue squad branch of volunteer service, with many members doing dual duty from lack of manpower. A great number of these rescue squads have been active at the state level of organization in the Virginia State Firemen's Association dating back to 1886. Hence the article does not reflect the activity of around 200 fire department rescue squads.

The public is seldom aware that 90% of the state's (as well as the nation) fire fighting force is concentrated in volunteers. In the Virginia State Firemen's Association the major interest and activity appears to center around

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the volunteers, these provide the backbone of strength in the public interest.

It is suggested that a companion article around the Virginia State Fireman's Association be compiled which would include their activity in organizing rescue squad units. With the passed legislation confronting all communities in creating new rescue squads, to eliminate a void in ambulance service it seems every organization rescue squad connected needs assistance.

Over the past decade the most active members of the Virginia State Firemen's Association that have risen to the surface in leadership have been Wallace Hicks and Edward F. Ware of Hampton. Harry Bailey of South Hill in recent years as State Secretary has moved to the front in dedicated service to equal Eddie and Wallace; yet Eddie and Wallace have been the key historians of the association with their activity in producing the Firemens Publication for the state the "Virginia Fireman."

Our volunteer organizations have achieved their success from solicited donations, the personal endorsement of notes by members in making expensive purchases has kept them active. Presently the trend appears on the needed new rescue squads to turn to public funds. From our own experience when this happens a fire department and rescue squad breaks down without the pride of self help and private ownership. About 1950, Chief Farmer of the

Petersburg Fire Department gave us advice in creating the Alberta Volunteer Fire Department. Words of wisdom that I could not understand at the time. "Boys get in debt, put everyone's name on a note and you will have an active group. When you get out of debt you will not have a good result." He was right, for ten years we stayed in debt, buying equipment and building a fire house in this small community. When it was paid in full our membership activity fell off. This past year the town went in debt for a new fire truck, not the firemen. Now the mayor has usurped the duties of the fire chief as a public official, thus already the morale of the volunteers is falling off again. The volunteers did not assume the obligation personally.

Volunteers are at their highest in public service when they have the pride of "a do-it-yourself program." In the creation of new rescue squads the greatest success will result when public funds are used the least by permitting the private initiative of free enterprise of the volunteers to function at the ut-most. When our volunteers undertake the near impossible they equal the founders of our republic and nation who worked with one hand on the hoe in clearing the wilderness and at the same time with the other hand fought off the Indians. Instilling into the citizens of a community the need to correct a dire circumstance will create the desire of many to personally undertake the challenge. When the volunteers

work with their hands on designing and modifying their own rolling equipment along their line of thinking to meet their local situation, then that piece of equipment will mean far more to them than the factory engineered masterpiece. This you prove out in your article of Mr. Wise, he knew this secret in making his men pioneers.

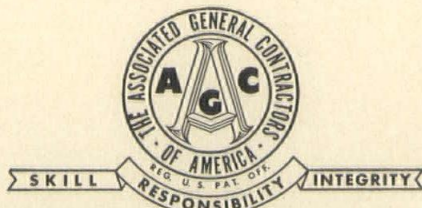
In our Southside Fireman's Association gatherings the judges often select the fanciest factory made equipment as being the best. But it is the least practical being designed for city fires, not the rural fire without a source of water at the hydrant. The same would apply to rescue vehicles; hence the hope that those who create the new rescue squads will depend upon their own local judgement rather than expert opinion of the manufacturers. Naturally it is readily conceded specialized equipment for patient use must be skillfully engineered; yet there is much local effort room for creative thinking in adapting its storage room on an old converted vehicle.

Having reviewed the activity of many rescue squads finding 40-60 new volunteers for public service to produce the ideal in manpower may prove impossible, again we cannot always reach the ideal of perfection. Starting out with \$50,000. in equipment and buildings has its handicap, but there must be a start if meager dollar wise.

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APPALACHIA:

Problems and Solutions

By

CLARA TALTON FUGATE

IN A STRANGE and beautiful country where mountains and ridges were folded up in time past leaving many deep hollows and isolated sections a people exist, unmoved and unchanged by the processes that have pushed America to the first place among the nations.

The Appalachian folk, victims of isolation and inbreeding, live to themselves, indifferent to the fact that the world around them is a world of change and progress. They do not realize their needs and wants. In truth, they do not realize their abject poverty. Many of these people have never been farther than ten or fifteen miles from their home.

Their connections with the modern world come from the daring few, usually from the small communities rather than the scattered mountain homes one finds throughout the hills and hollows, who escape to an industrial city, or from the young men who are drafted into military service.

The draft spotlights two of the most pressing problems, illiteracy and poor health. In a recent draft of seventeen young men in one county, three passed for service to our country. The percent of acceptance is not always so small but it remains low as compared with the nation's average. The two main reasons for rejection are illiteracy and poor health.

Why are there so many illiterate and semi-literate in Appalachia? Imagine a home if you will that is deep in a narrow hollow and several miles from a road. In this home there are no newspapers, no magazines, no books, no toys, no games. There are none of the tools that furnish experiences for learning as most of our nation defines it. There is a learning, but it is of superstition, of fear and fatalism, of suspicion of outsiders.

Imagine a child from this home who through a truant officer is at last, perhaps a year or so late, directed to a school. His vocabulary is limited. He is not prepared as we expect begin-

ning pupils to be. Communication is poor between him and his teacher. He does well to complete the first grade in two years, for along with his other deprivations we find he does not attend school regularly. Winters are bad in the Appalachians. Snow and ice have a way of choking the hollows. When the temperature is below freezing the mountain family has problems enough without worrying about school. It is a matter then of not freezing themselves.

The succeeding years of this child's schooling give him just a smattering of learning. He enrolls late, misses many days of school, and, in general, never catches up. He quits school whenever he can.

There he is, a young man unprepared to take his place in society as our nation thinks of it. Even the army doesn't want him.

Why doesn't he get out of the mountains and look for work in our large industrial cities? To begin with, he is sealed in a purple haze of drowsiness that blinds him to his needs. To be realistic ourselves, where would this young man get money enough to take him out of the hills and to support him while he looked for a job, even if he knew where to look? How does a young man apply for a job when he can barely write his name, and certainly cannot complete the application form? What chance of employment does he stand in competition with the increasing supply of young educated workers?

Let's look further into the home where this young man and his ancestors were born and reared. It is a two-room house constructed of unpainted planks, weathered and aged to a hoary gray. The house sits precariously on the side of a mountain. A narrow, rocky path ambles around the breast of the hill and follows a stream of water that drains the convoluted earth. There is no electricity, no plumbing. Some of the mountain homes nearer a secondary road do

have electricity, but our young man's home, like so many others, is unreached as yet.

The house and outbuildings, which include a privy, a corncrib, and a barn, are rundown and falling apart. The kitchen, directly behind the front room, is shored up against the steep mountainside. The front room is faced with a porch that is the width of the house. Decades ago the porch was underpinned with rough lumber. The small area of smoothly worn earth that carpets the underpinning of the porch is a hodgepodge of assorted junk and a storage spot for kindling. Underpinning is the easy and usual convenience for mountain homes erected on a slope.

If you were daring enough to visit the home you would have to walk a winding pathway for about two miles. If the season were spring and you loved hiking, you would be intoxicated by the moist fragrances of the earth. You would be shut in on every side by wooded heights, for the Appalachian mountains are wooded to the top. Trees are luxuriantly leafed and some may be in bloom, such as the wild cucumber and the umbrella tree. Most likely, you would pass dense thickets of rhododendron and mountain laurel. If not, then sassafras or paw-paw bushes fill all available space.

You would understand why two hundred years ago our young man's ancestors came to the mountains and stayed. Game was behind every thicket and in every stream at that time. What you might not understand is the reason that members of the family remained in the same general area for so many succeeding years.

The acreage of the hillside farm was larger for the first families. Through the years it has been divided among the generations. You have only to follow the path around and up the hill to find a similar cabin, and if you walked on to the top you would be surprised to find a level area where there are two small homes.

Not any of our young man's family or ancestors have been steadily employed. His father and grandfather worked a day at a time in area coal mines which were operating two decades ago. Rusting relics of tubs, stoves, and similar articles that were bought with the easy cash of the early coal mine prosperity are part of the hodgepodge under the porch.

The family has had no other contact with our modern industrial society and has no tradition of education. They are a proud, ingrown people, full of suspicions and prejudices. Given the same environment of our young man, how different from him would we be?

Poor health stalks the mountain family. Tuberculosis and other lung diseases are perhaps the most pressing health problems. Others include poor maternal and child health, improper sewage disposal, and unsafe water supplies.

In one Appalachian county there are at present two hundred and sixty-five cases of tuberculosis under supervision. One hundred of these are active. Thirty-nine of these cases are new, and thirty-three of the new ones are active. These tubercular cases were discovered through a statewide program to determine the degree of TB infection in the state and to improve follow-up of persons affected by TB.

It is embarrassing to know that many undernourished children will be deprived of a healthy adulthood even though they live in the richest nation of the world. It is so embarrassing that the more affluent people in the Appalachians prefer to pretend that this is not true. Or, that if it is, "the poor will always be with us," and they may as well close their eyes to the problems. The difficulties to be surmounted are so great and solutions are so elusive, that it is easier to pretend that poverty, ignorance, disease, and apathy do not exist.

Our mountain neighbor is plagued by many problems. His life is one of limited opportunities from birth to death.

Large industries cannot afford to come into remote areas. Transportation problems are too big. Good highways are just beginning to skirt or skim through this land of the Appalachians. The truly good highway that big industry needs is not there. The land is too narrowly mountained, too subject to landslides to make road-building a feasible project.

Deep coal mines flourished in the Appalachians during the forties, and

to tell the Virginia Story

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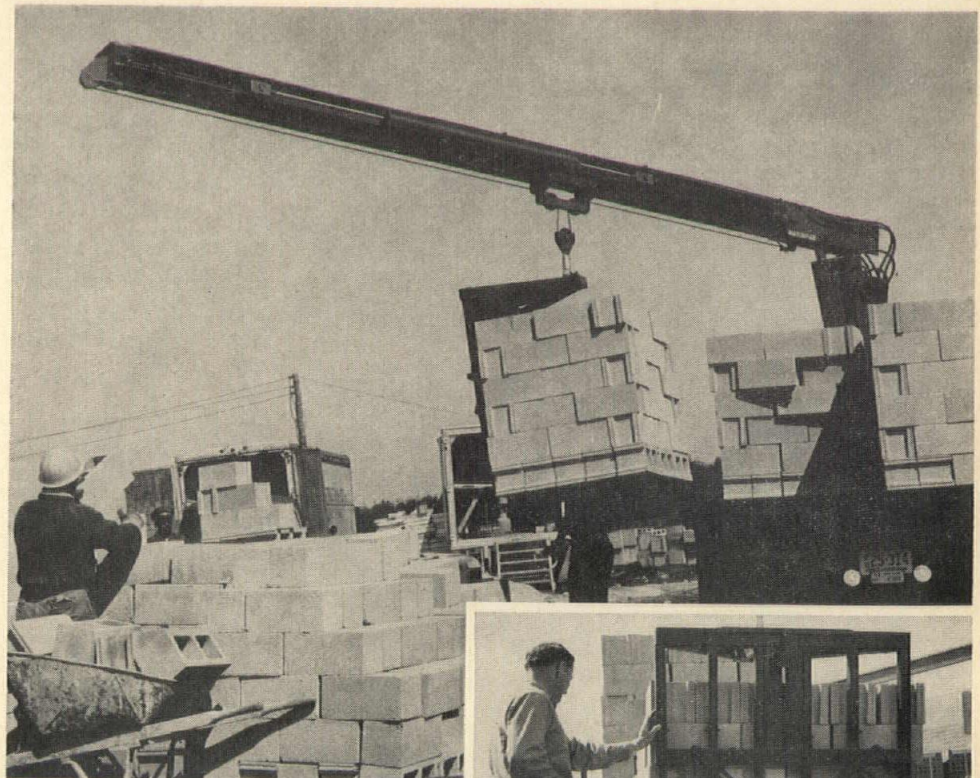
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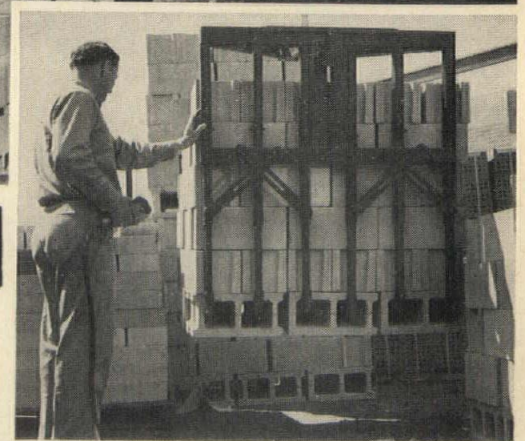
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a man or boy who wanted to work could do so then. Deep mines in Appalachia are fast becoming a thing of the past. The large mines are shut. Ramshackled houses and commissaries squat vacantly in scattered spots. The few mines that are open do not want the young man whose home we visited. These are small truck mines operated by close-knit families that take care of their own.

The only big industry that has moved into the area in recent years

has created more problems than it has solved. Although the deep mines are shut down, coal remains in the Appalachians in fat seams that follow the convoluted earth. Today, monstrous bulldozers are making strip miners rich and the mountains ugly. These huge machines scoop the surface covering, trees and all, from the coal beds then dump the scooped up earth, rocks, bushes, and trees to one side. The big auger chews its way around the mountains and ridges in

patterns that resemble highways under construction. The spoil bank spit out by the machines does as it pleases. It builds up and slides down at will.

The state in which our young man lives has no law governing the reclamation of strip-mined lands. The state capitol is so far removed from this mountain empire that the lawmakers are unconcerned about the marred beauty, the ugly landslides, the ruined mountain farms, the spring waters that flash down the tree-stripped mountainsides.

Strip mining operation is open to anyone who can borrow enough money for the big auger, a shovel, and a coal lease. It is a fast and economical, but ruinous, method of removing coal from the earth.

State highway commissions, with all their expert advice, find it is difficult to cut roads in the mountains because of landslides. As hard as they try the problem still persists. The strip miner in some states is in his legal right to bare a mountain and then move on to another coal seam. Since he makes no effort to control the spoil bank or reclaim the land, problems multiply.

In this matter of strip mining the Appalachian people are as apathetic as they are in any other phase of their lives. They do not mind unless the loosened dirt falls down on top of their own houses or lands.

Throughout the coal mining area of the Appalachians there are small towns half alive. Most of the little towns were never truly mining camps nor organized communities, but business areas spawned to provide the miner a place to spend his cash during the boom days. When the big companies pulled out prosperity went with them.

In one such town and its immediate vicinity a survey was made by a school for the purpose of qualifying for the Elementary and Secondary Education Act. According to the survey seventy-five percent of the inhabitants are culturally deprived. There are three homes without a single daily paper to the one home that has. Few magazines are found in the homes and the majority of those which are found are of the pulp variety.

Few books other than out-dated textbooks are in the homes of these people. Although this part of Appalachia is in the Bible Belt the survey showed that many homes do not have a Bible.

Forty-two and one-half percent of the families in this survey rank in the poverty level with a yearly income of two thousand dollars or less. The largest payroll among these people is welfare and social security. These are the



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people of Appalachia who live in communities and small towns. They have electricity and, in most homes, running water; the latter furnished by individual wells and pumps. They are well off compared with the young man's family whose home we visited in the mountain hollow. Their opportunities may not be of the best but they are not so limited as the opportunities of our young man.

Other features revealed by the educational survey showed a large number of out-of-school youths and an annual high school drop-out rate of eleven percent; widespread unemployment (partially relieved at present by federal program); substandard health; inability to make intelligent judgments; poor speech habits; lack of appreciation for fine arts; rebellious attitudes toward society.

A greater part of the towns of Appalachia, such as the one where the survey was made, are small. The incorporated areas are compact and closely built, partly because of the physical features of the land and partly because the town planners did not want to reach out any farther. Land areas, large enough for small industries, would be hard to find in any of the present municipal areas.

There are some families in Appalachia who are ambitious and well-to-do. The young people from these families leave the area to continue their education and the majority of them never return. The few returning college graduates usually step into professions as set up by some member of their family.

Money spent by affluent families of Appalachia generally is spent outside the region. Families go to large cities, often in other states, where they shop for quality items.

Problems exist and it is easy to name them. Solutions come harder.

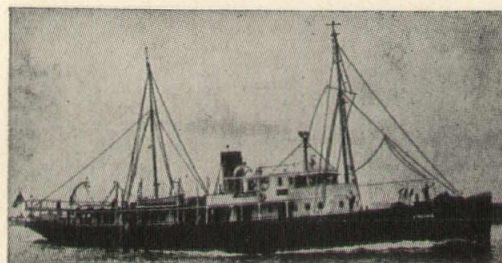
If you are an educated person you are thinking, "Education is the key to the solution of Appalachia's problems." We accept this statement as truth, but a bigger problem looms. How do you reach a closed mind? What chance does formal schooling have in competition with the heritage and homelife of our Appalachian neighbor who spends far more hours and years in the remote hollow than in a public school, even if he attends regularly?

Learning occurs everywhere and all the time. Help must be extended to the home where fundamental learning occurs. The disadvantaged child must be reached in his pre-school years. There must be a daring approach to education that will break through the

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lethargy of his parents. A way must be found to disturb their apathy.

School buildings should be open the entire year with programs of learning planned to reach every disadvantaged person. The cost may be high, but not nearly so high as the cost will be to leave so many people unemployable.

In the face of all the remarks made about the quality of today's television, one observation should be made: Nothing has been so effective in waking up the disadvantaged person. We know

already that not every mountain home has electricity but many of them do. One of the first products bought for the mountain home by a family member who breaks away to work outside the area or to join the military service is a television set.

If nothing were shown on television other than commercials there would be learning in the mountain home. Surprising fact, is it not? Put yourself in the mother's place in one of the disadvantaged homes where a television

set has been set up and turned on. The screen shows her a neatly dressed housewife who flits around a charming room waxing furniture such as our disadvantaged mother has never seen. She may be timid and shy, but she does not miss the sparkling floor that hasn't a visible crack in it. She may never have been more than five miles from where she is sitting and she barely can write her name but a part of the other world comes to her.

Our disadvantaged neighbor watches cleaning agents being used in gleaming bathrooms. Water bursts out at the twist of a tap. Our neighbor washes her own hands in an ancient washpan, and walks outside to a see-through privy. She launders the family clothes in a battered zinc tub, using rain water caught in barrels or water carried from a spring. She has none of the household conveniences displayed on the television screen. She would like to have them, however.


It may take a daring experiment to break through the placid unawareness of our Appalachian neighbor, but once the breakthrough is accomplished learning will proceed swiftly. Then, and only then will our mountain folk face the challenges of today.

A current newspaper story announces a grant for a study to determine the technical feasibility of the development of a one thousand two hundred and twenty acre industrial field in a county which borders the one where our young mountain friend lives. The study will determine whether or not the planning will proceed to the development of small industry.


The study includes the search for suitable housing sites, for sufficient water supply, for access to good highways, for proper drainage and flood protection, and for the many prerequisites planners look for in industry development. The work potential is already there, since the area has more than half its population unemployed, and we hope ready to go to work.

Such developments, provided they can use unskilled or semi-skilled labor, will help solve the area's economic problems. Small industries, especially if there is opportunity for in-service training, can bring prosperity to the area. One thing is certain, many thousands of dollars a year in welfare can be saved by training the area unemployed to work in small industries.

More vocational training must be available to students in the Appalachians. Oddly enough, in our state educational systems vocational training began first at the university level and



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slowly reached down to lower levels. In our young man's county there is one vocational school which first opened its doors two years ago for part-time training to high school seniors only. Last year juniors and seniors were admitted, and currently a few sophomores as well are accepted for training.

At present, the curriculum of the vocational school mentioned includes five vocations, and there are two hundred twenty trainees. This is good, but young men such as the one whose home we visited drop out of school before they become eligible for training in this school under the current set-up.

Vocational training must be available in lower levels of schooling. In the elementary and secondary schools with which I am familiar the highest number of dropouts occurs in the eighth grade. Job preparation should be available to the young person who ends his education at the elementary level.

Students must learn to value the idea of work. Elementary school pupils must be familiarized with occupations for which special skills are required. We know that long-term unemployment bears most heavily on the unskilled worker. We know, too, that industry is relying more and more on trained personnel. Our young man of the hills and other dropouts such as he would be lucky to find a job, if they could get away to look for it.

Both literacy and vocational training are on the increase, but the efforts we are making are small compared to the size of the problems. Our efforts will have to be increased.

The Appalachian area has many natural and mineral resources. There are extensive coal beds that can be expected to produce for a long time to come. Limestone and dolomite are abundant. Sandstone, clay, and shale are in the region. High grade glass sands are present. All that is needed are economical methods of recovering the minerals.

Oil exploration companies are becoming increasingly interested and active in the area. Experts assert that oil is present but again the problems include finding an economical method to obtain it and gaining access to good highways.

According to a summary of resources made in the Appalachian area by TVA, the most promising industrial development is related to the development of the mountain forests. This study states that the variety of native woods promises production of quality raw materials for future market.

Forest development will improve hunting and fishing — two other re-

sources of the area. Frequent cuttings throughout forests provide the necessary forest openings that keep food within reach of wildlife.

The rugged beauty of the Appalachians is a tourist potential which needs developing. Camping, picnicking, hiking and swimming facilities should be developed extensively so that other peoples of our nation may enjoy the beauty and folklore of the Appalachians.

The big hope for Appalachia is that all of its people will become aware of

the region's plight and that they will cooperate in any forthcoming plans to uplift the area. The hope is that all Appalachians, whether church members, school personnel and students, businessmen, the unemployed, or dropouts, will free themselves from the bonds of prejudice and apathy that have blinded them to opportunities for relieving many of Appalachia's problems, and that all Appalachians will become partners in the search for answers to their problems.

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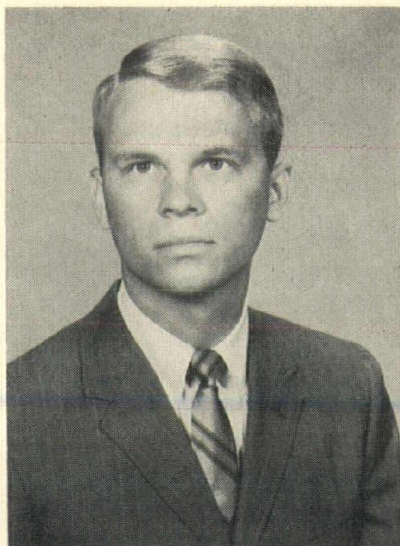
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FOR THE RECORD



HAMILTON IS NEW REPRESENTATIVE FOR MID-STATE TILE

David A. Hamilton has been named factory representative for Mid-State Tile Company in the state of Virginia. Hamilton is a native of North Carolina and has been with Mid-State for one year. He and his wife will live in Richmond.

Mid-State Tile Company, located in Lexington, N. C. manufactures ceramic tile.

Public Relations at Thompson-Arthur

Remarks by Charles H. Shaw, Jr., Vice President Thompson-Arthur Paving Company, Greensboro, North Carolina before Annual ASSHO-ARBA Public Information Workshop, Hotel Hershey, Hershey, Pennsylvania June 5, 1968.

I AM PLEASED and honored to have been asked to be a member of this distinguished panel to discuss our company's public and community relations program.

Public relations to many people is a rather cloudy subject, but we might begin with one definition that appears to have merit. George Meredith, former president of the American Public Relations Association liked to refer to public relations as "everything involved in achieving a favorable opinion."

Broadly speaking, a public relations program is devoted to get the public and your employees on your side. You adopt sound public relations principles to enable you to build a good image for your company. We believe our program develops an atmosphere in which peo-

ple want to work for us and want us to work for them. Let me elaborate on this a moment. A good public relations program we believe helps us acquire a good public image in the communities we work in. This, along with good wages, working conditions and fringe benefits, enables us to attract and in the most cases employ the best workmen. By getting good people who want to work for us and have the proper attitude to want to help us generate our philosophy and image, we in turn feel that we help the taxpayer get a better, more efficient job at a reasonable cost. This cannot help but improve our public image.

We at Thompson-Arthur are in business for our customers, and what we strive for is repeat business. This is where a good public relations program is a necessity. It is important to constantly keep our company name before the public. In doing so, we have rather uniquely combined a program of promoting construction along with safety. We formalized this program in 1960 and have found what we do, at a mini-

imum of cost, has paid off in many ways.

You may ask, "Why safety?" It all ties right back into public relations. Through our safety program we try to motivate our people and the public to cut down on accidents and deaths. In other words, by injecting safety into our advertising program, we hope to project a philosophy of safety to the public as well as our employees.

One of the most well-known phases of public relations is advertising. In the beginning, we developed and promoted, and still promote our signature cut in our advertising program. We use it every time we advertise. The regularity of this approach catches fire after a reasonable length of time and it isn't long before the public and industry recognize it at a glance.

We try to tie our ads into the time of year and at the same time promote safety through each ad. In this attempt, we try to get a message concerning human suffering and loss across to the public from time to time.

We also attempt to be selective in placing our ads, always striving to get the most "mileage," together with good quality, at a minimum of expense. We know from experience that we can accomplish this through proper planning and personal contact with various media. Thus far, we have experienced splendid relations with local and national trade magazines, government agencies (local, state and federal) and newspapers and radio stations.

Another way to improve our community relations is by contributing to state university financial scholarship programs and hospital fund-raising campaigns and by sponsoring local youth sports events. In addition, we give our support locally not only with money and ads but with people and time. We encourage our personnel to belong to charitable and community betterment groups such as Professional Engineers, the Personnel and Data Processing Associations, trade associations, the Chamber of Commerce. Several of our employees also make talks in the interest of the highway program. Belonging to these organizations is certainly a good way to improve relations because you have a chance to demonstrate by acts instead of words that you mean what you say about your company policies.

We also do the utmost to keep our trucks and equipment clean, painted

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and in good working order. You may consider this a minute point, but we think of it this way. A truck covered with dirt and badly in need of a paint job is a public eyesore and an unpleasant image we want to avoid.

As many of you know, engineers and contractors used to have a "public be damned" attitude; but their thinking has had to change with the times, because the public won't put up with it, and among other things you'll have law suits on your hands. It is time to realize that the public pays the bills and possibly a different approach is needed—one of cooperation and understanding by all interested parties.

For example, when an expressway is being planned, we believe the public and all other interested parties should be prepared for this major change in advance through proper communications. In so far as possible, give these explanations in layman's language. Tell them why the proposed project is necessary for progress and the benefits the community will receive upon completion. Explain what you intend to do, why you are doing it, and how you plan to do it in an orderly way to minimize the inconvenience to them.

In addition, whenever you are involved in major street changes that

affect state routes and city streets, make it a point to run ads and radio spots in advance with detailed maps and explanations showing the proposed changes or the work involved. Never hesitate to use an adequate supply of signs, detour signs, maintenance of detours, blinker lights, flagmen and a pilot truck if necessary to warn motorists of workmen and possible dangers ahead. And by all means, keep the dust down!

We take particular pains to cultivate the engineers in charge of our projects with respect to the handling of the traffic and signing of the projects. We submit to them for their approval any ads we may wish to run in the newspapers pointing out to the public the job under construction and where the detours are. In general, we make sure that our plans and those of the state and city officials are in agreement.

Contractors and engineers should consider what *their own* attitudes would be if a road were being built next to *their* homes. Would they put up with the blasting—the dust—the noise—and the pollution—if they weren't given an adequate explanation first. . . .

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Transform your home into the entertainment capital of the world with ...

Switchcraft!
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American Electric Power System **APPALACHIAN POWER CO.**

(From page 41)

prove your public relations is to begin at the pre-construction conference by making an effort to understand each other's functions and problems. We both need to know in advance what to expect in all areas and particularly in job site safety and public relations.

Finally, and possibly most important, our company's public relations program is not static but dynamic. We believe we have developed a healthy community relationship and to maintain this healthy position, it has to change with the times—to develop and enlarge as the need for it does so.

In summary, any business can be compared to an individual. It has been said a man can not be an island unto himself. In the same context, any business or government can not successfully exist today without regard to its community responsibilities, and these responsibilities are demonstrated in these examples of public and community relations as demonstrated by the respective corporation or government agency.

I hope this has helped show you how important we think a good public relations program really is. It's as important to the public as it is to you. They keep us in business. We must reach them with a new approach of understanding or we'll have no business.

Fourth Annual Tropical Fish Show

Norfolk's famed Azalea Gardens will be the site for the Fourth Annual 1968 Tropical Fish Show of the Tidewater Aquarist Society.

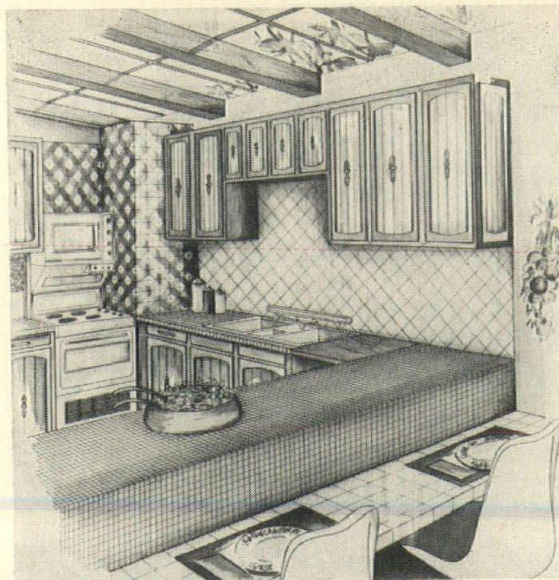
All classes of tropical fish, both fresh and salt water, will be featured at the show which is free of charge to all visitors.

Officials of the Aquarist Society, a non-profit organization, estimate the attendance at this year's show will go over the 10,000 mark. Last year's show, which ran only two days, attracted almost 5,000 people.

Entry blanks for the Show may be obtained in many Tidewater pet stores or by contacting Terry Coffelt at 3212 Brookbridge Road, Virginia Beach, Virginia, 23452, phone 340-7200.

Anyone interested in joining the Society or obtaining further information on Society activities may do so by writing to post office Box 155, Norfolk, Virginia, or by attending a monthly meeting held the third Wednesday of each month at the Azalea Gardens from 8:00 to 10:00 p.m.

DESIGN COMPETITION SPONSORED BY MID-STATE



■ Larry Horne a junior at Richmond Professional Institute was named first place winner in a design competition at RPI sponsored by Mid-State Tile Company, manufacturer of ceramic tile located in Lexington, North Carolina. Horne's design is a house with kitchen, dining area and den, all featuring ceramic tile.

Other winners were Betsy Ruggeri, second place for a restaurant with bar featuring black and white decorative tiles and Marilyn Okes, third place for a design of a mens' club.

The project objective was a design showing "effective and imaginative use of ceramic tile." Forty-four students participated and the entries include residential and commercial designs both interior and exterior. Hyatt Hammond, architect and president of the North Carolina chapter of AIA; Bonnie Hammond, interior designer; Ray Smith, tile contractor and Mae Smith, artist served as judges.

Mid-State Tile Company presented cash awards to the three winners and has established a scholarship at the RPI School of Interior Design.

WHAT'S HAPPENING IN VIRGINIA'S CAPITAL REGION?

PLENTY:

Virginia's Capital Region Now Has:

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Population of	641,700
Employment of	286,900
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New highways and industries have consolidated the Richmond-Petersburg-Hopewell area into one urbanized region known as "Virginia's Capital Region." The region includes Richmond's official metropolitan area composed of Hanover, Henrico and Chesterfield counties and the City of Richmond; plus the contiguous Petersburg-Hopewell area which includes Colonial Heights, Petersburg and Hopewell cities and Prince George and Dinwiddie counties.

The phenomenal urbanization that has taken place in Virginia, and in particular within the Urban Corridor, has been felt in the Capital Region. The population at the beginning of the year, numbering 641,700 is expected to increase to 720,800 by 1970 and to 867,690 by 1980 according to the State Division of Planning. The State Division of Planning further estimates that employment, which is now 286,900, will increase to 314,537 by 1970, and will be approaching 380,000 by 1980. From these figures, it is easy to see that the Capital Region will get its share of growth that is predicted for the Urban Corridor. (Richmond Chamber of Commerce, Research Department)

(Continued from page 16)

just one title behind Wynsol Spencer's record of five championships. But Spencer had been 38 when he won title No. 5 in 1959. His five victories spanned 20 years (1939-59) and Giles had won his four within six years.

However, Spencer's fifth win still ranks among the most dramatic among all the 55 State Amateurs. In the final round, Spencer trailed Jordan Ball of Norfolk four down with just seven holes to play. He rallied brilliantly to win six of the last seven holes for a 2-up victory, playing the final seven holes at the Cascades course in two-under par.

There were, of course, other memorable moments in State Amateur annals.

The 24-hole confrontation between Harry Easterly and Walter Lawrence of Richmond in 1958 semi-finals stands as the longest State Amateur match ever played—six extra holes and a tense endurance test lasting more than 5½ hours.

Lawrence came back from the edge of defeat, three down with three holes to play, to pull into a tie with a par 3 on the 18th. They dueled on into the evening, Lawrence finally winning with a par 4 to Easterly's bogey on the 24th.

As golfing scripts go, Hollywood couldn't have topped the 1960 State Amateur in excitement. Three matches in particular were the center of the "plot," the quarter-final match between Sam Wallace of Williamsburg and Ronnie Gerringer of Newport News, Gerringer's semi-final meeting with Ned Baber of Lynchburg and the dramatic windup between Baber and Wright Garrett of Danville. All went extra holes and contained a lot of the big clutch shots.

Wallace was three down and struggling against Gerringer going to the 16th tee. It was a time

to tell the Virginia Story

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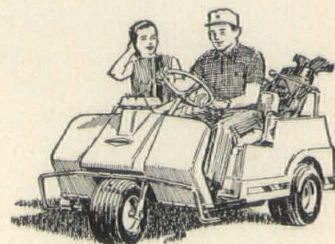
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for boldness. So, Wallace, after being far up the fairway off the tee, took a 3-wood and gambled, clearing Ingalls Lake and landing safely just to the right of the big green. With the pin on the far left of the green, Wallace chipped from 115 feet and made it for an eagle 3, the first eagle ever there since the hole was reconstructed.

The inspired Wallace almost eagled the 17th too, winning with a birdie four, and then tied the match with a winning par on the 18th. The match endured four extra holes before Wallace finally faltered. He missed the 22nd green with his tee shot and wound up losing to an 18-foot birdie putt by Gerringer.

Gerringer went right into more of the dramatics in his afternoon match with Baber. It was more of the same. Gerringer led, 2 up, at the 15th. Then Baber came back, sinking putts of 12 and 40 feet to get even and moving ahead with a winning par on the 17th.

However, Gerringer staved off defeat with a par 3 to Baber's 4 at the 18th. Pars at the 19th sent the match on the tough No. 2 hole. Baber had pushed his approach shot into the sand and Gerringer came up short. Baber blasted to within a few feet of the cup, and won the match with a par 4 when Gerringer missed a putt of eight feet.

In the championship match with Garrett, Baber was breezing with a 3-up lead with three holes left. Then came Garrett back gallantly, when even a halved hole would mean defeat. He won the 34th with a par 5 when Baber missed the green, reached the green in two big shots at the 35th and won with a birdie after almost scoring an eagle.

Then came the 36th and the now-famous "comeback putt." Both Baber and Garrett were short off the tee, Baber in the left sand trap and Garrett short of the right bunker. Ned chipped to within 10 feet and Wright

pitched on about eight feet below the cup. Baber missed his putt and it was all up to Garrett. After due study of the putt, Wright stroked the ball. It rolled past the cup a couple of inches, then rolled backward right into the cup. The gallery gasped and headed for the 37th tee. Baber, unperturbed, went on to win with a par 4 on the 39th hole, concluding the hectic '60 State Amateur.

"Last last shot out of the Cannon" could have been the title of the 1959 VSGA Open at Charlottesville's Farmington Country Club. Host pro Joe Cannon and Clare Emery of Arlington had deadlocked for the title at 215 after the regulation 54 holes. On the 55th in the sudden-death playoff, Cannon found himself deep in the rough to the left of the green in two shots, then cleared the rough and sand trap with his chip shot. The ball rolled across the green and into the cup for a three and the championship, a 60-foot Cannon bullseye.

That was some of the competitive drama. There were many others over the years, far too many to list herein.

In conclusion, this has been an attempt to record some of the historical facts of the VSGA, its golfers and the people who have provided its guidance through the decades. It does not pretend to be a complete history or chronicle of all the events and all the people who had a hand in its success.

"The VSGA Story" is, in fact, still being written, by the F.J.D. MacKays present and future.

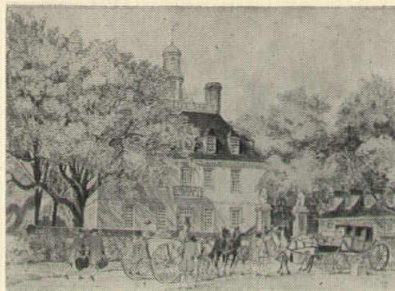
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GOLDEN GOOSE . . .

(Continued from page 5)

linesmen received \$50 a game. Even in the late thirties, the great stars rarely earned as much as \$15,000. By playing both ways, the men's football careers were briefer, and such arrangements as pensions for athletes were unheard of. Many of the players of the thirties—coming out of college in the depression—expected to be active in the game only a few years, while preparing themselves for a permanent career. Some of them became doctors

and dentists, and some lawyers—notably the Supreme Court Justice, Byron ("Whizzer") White. Some went into business and some into coaching. Columbia's Sid Luckman, the first of the great T-formation quarterbacks, did both: he became independently wealthy and coaches the backfield of his old team, the Bears. None of them expected to be subsidized for life for continuing to play a college sport as grown men.

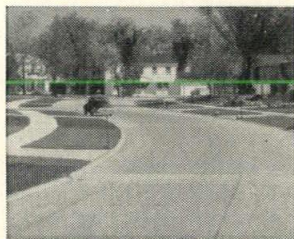
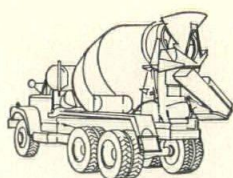
These reflections were brought to mind by the recent strike of the players of the National Professional Foot-

ball League. They struck for, among other things, guaranteed minimum wages (regardless of performances or uselessness due to injuries) and pensions as high as approximately \$1,500 a month when over sixty-five. There can, of course, be no judgment passed on any group of persons who are trying to gain all possible economic security in today's security-minded society. The judgment is upon a society whose values have so changed in less than thirty years that we have a return to the Rome of the days when gladiators formed an organization which legitimized their profession in the structure of a society burdened by high taxes and demoralized by weak governments unable to maintain Rome's position in the world. The necessity to divert the populace by spectator sports places our gridiron gladiators, like the Coliseum gladiators, in a bargaining position in which the more glamorous can demand and receive a subsidy for life before ever reporting for their first training-camp.

This present subsidization of professional football performers was made possible entirely through television, which transformed the game into its current stylized, mechanized technological performance. As a public grew for the televised Sunday afternoon spectacles, so television money encouraged the growth of more and more teams to provide more and more television. From the twelve teams playing in the great days of the League in the early 'fifties, there are now twenty-six teams in the two leagues. Squads have grown from thirty-three players to forty, with countless hangers-on manning the "taxi" squads. Fifteen years ago there were not quite four hundred players active in the league; today, not counting the taxi-squadders who occasionally move up, there are slightly more than 1,000 players. This has already diminished the overall quality of professional football.

In precisely the same way, television's demand for prize-fighters earlier diminished the overall quality of fighters until the poor fare, along with overexposure, caused viewers to cease to watch altogether and led to the ruin of professional boxing. It would require no great prescience to observe the foreshadowing of the decline of professional football along similar lines. The present Baltimore Colts, as an example, would scarcely make a contest of it with the championship Colts of ten years ago; and such is the thin spread of new talent that old men, long overdue for the pasture,

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performed on the Colts last year as shadows of the same men who made the team a champion a decade ago. Yet, by the thin spread of all talent, the Colts were able to stay at the top until they came up to the big game, which they had to win, when they showed they no longer had it.

Still, by the comparativeness of football, a generalized decline in the overall quality could — by evening things out—possibly make the outcome of games interesting, if the livingroom spectators could remain involved. However, since television is using pro football as a golden goose, the purpose of televised games is not to make them interesting, but to employ the spectacles as revenue producers through advertising. The increase of the commercials and the inappropriateness of the timing in some of their appearances tend to reduce the game being watched to sequences of action-shots which, each year, become farther separated from the pattern of a football game. Now, unless the spectator has managed to retain a strong identification with one of the teams *and* the game that team is playing is close, the continuous disruptions and the barkers' chatter by the game's commentators cause the interest to fade and frequently vanish.

For the past four years, I have watched Sunday games with a young friend who is a former player, and by the end of the past season I was aware of the sharp decline in our attention. Unless the game was absolutely absorbing, I found that during commercial breaks—when we turned off the sound—we began to talk of other matters. As the game wore on, when

the commercial break was over, our conversation on other matters continued and we did not turn the sound back on. By the fourth quarter, we both realized that we didn't know what was happening and didn't care. More often than not we turned off the television before the game was over.

Then, even in close games, we found ourselves growing increasingly irritated by the phony drama in the voices of the mostly personality-boy broadcasters and by their incessant drooling of other events that were to come later. As offensive teams were advancing to the line of scrimmage, the broadcaster would be hurrying to finish some pitch about ice-skating in Switzerland, kangaroo hunting in Australia and rattlesnake-hunts in Texas. Once, we were both startled when a broadcaster suddenly intoned, "I dream of Jeanie" after some back had reeled off a forty yard run. We were relieved for his sanity, and ours, when it developed he was making a pitch for some night-show on television, but we decided it might be wiser to watch the game in silence than to be jarred by such irrelevancies hurled at us. Once we took off the running comment, we discovered that we only need to turn the commentator on to learn the exact yardage—although any distance over eight yards came under the general category of "long yardage."

Some commentators are praised over others, and several received awards of merit, but these only appear comparatively good when contrasted with the idiot rat-ta-tat-tatters, whose voices simulate a machine-gun of nonsense. If a teacher is grading

on the curve, in a class of dull normals, the low average becomes an A student. Most of them seem to have achieved a boundless fount of enthusiasm in repeating themselves endlessly and in sharing an enthusiasm for clichés. Has there ever been an opening kick-off in which the game was not "under way?"

The adjective "great" has been applied so ceaselessly and carelessly as to become the equivalent of "competent," and for a truly superior player or outstanding play there are no superlatives left. There is one highly praised associate commentator, the color man, who has said in one hundred games, every time a team advances inside the opponent's ten yard line, "This is where the going gets tough." If only *one* time he would break the monotony by describing the changes in the defensive personnel and alignments, the spectator would cease to wince in waiting for the platitude to fall.

Since, with the millions involved, it must be assumed that the television moguls know what they are doing when they have the action-sequences accompanied by drivelers who contain an endless capacity for feigning excitement, the only conclusion that can be reached is that, with ever-widening audiences, the executives are making the "appeal" as general and as little technical as possible. When in the Winter Olympics, a former professional commented in a quiet, analytical voice on the performance of Peggy Fleming—pointing out when a turn was below her standard and never once screaming "great" — countless compliments were received by the sta-



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tion and some published. Evidently since ice-skating did not carry the heavy money investment of pro football, the audience could be indulged by receiving an expert commentary by an expert.

So, before the huge mass audiences had grown in the evening, the audiences could be indulged by being shown first-rate serious drama. And so back in the fifties, when pro football was first shown in the deadfall of Sunday afternoons, the relatively small

audiences were indulged by watching a uniformly high quality of football with relatively few commercial breaks and very few of the commentators' switches to pitches advertising other events. Even then, the commentators knew—or appeared to know—little to nothing about football, and relied on the excitement they injected into their voices.

Now, that the mass audiences have come on Sunday afternoons and pro football has, for the present, become

big business, the few who would enjoy an analytical approach to football cannot be indulged. As the game becomes poorer—partly by diminished overall quality and partly by the distractions of commercials and the advertising barking of commentators dreaming of Jeanie—the original devotees of big-time football will begin to fall away. Then, since the masses watching the current offerings cannot conceivably hold any deep technical interest in the game, the overexposure

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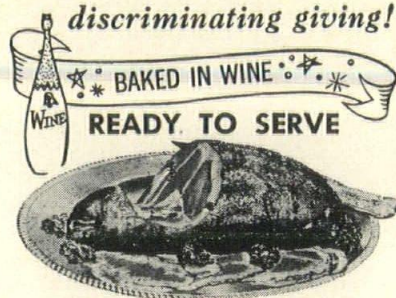
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will (as with boxing) turn the increasingly dreary spectacle into boredom, and the large audiences will gradually melt. Then, Sunday afternoons will be as they were before, with new revenue producers replacing pro football as serious drama and prizefighting were replaced.

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I suppose the passing of professional football as we knew it, like the passing of televised drama, will not work any insurmountable hardship on any individual or group. But every day the impatience for immediate gain, hand-in-hand with the impatience for immediate remedies, removes something that some have valued from the environment which once held "the American Dream." As most thoughtful observers now concede that this dream is in itself obsolete, with its gradual passing, there passes also more and more of the continuity of the communal life, and we shall, in time, unquestioningly accept obsolescence of today as the one certainty of tomorrow.

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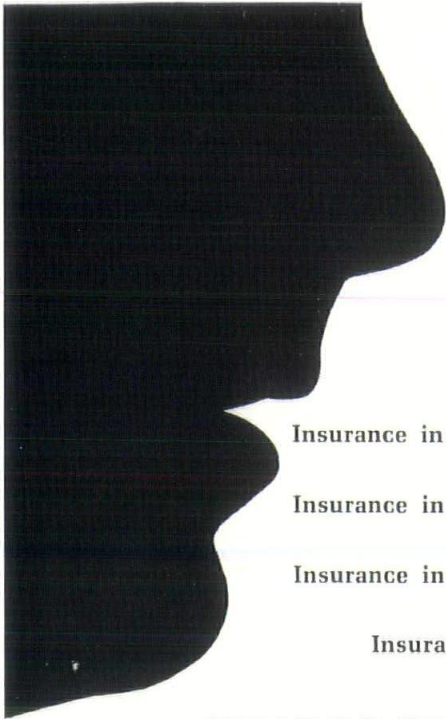


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