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Do We Have To Lag Behind Alaska?

After an editorial appeared here recently on the uneducableness of most college students, two professors told me I had not gone far enough: they thought the point to stress was that most adults were uneducable. Actually, these relatively younger professors said that “most Virginians” could not be educated, but I felt that their lack of broad experience made them a little hard on their native state. After all, it is a national phenomenon that one-half of the population never read a book after they leave school. Eric Goldman, in his book on Lyndon Johnson, faulted the educational habits of a country in which an adult could spend thirty years prominently in public life in the nation’s capital and remain, culturally, an ignorant man.

Then I chanced upon some astonishing facts about the books available to Virginians, through public libraries, and it must be admitted that our state is near the bottom. With nearly half of our counties unserved by public library service, we are tied with Minnesota at fourth from the bottom in the number of counties that have no library service. Only Kansas, Oklahoma and Iowa in the whole country have more counties unserved by a library service.

If we shift the measurement to the percentage of the total population which receives no public library service, we climb to tenth from the bottom (tied with Minnesota). However, to make this position even worse, eight of the nine states below are states with low populations scattered over huge land areas—Kentucky, Kansas, Nebraska and Iowa, the Dakotas, Idaho and New Mexico. Of all the states east of the Mississippi River, the only state with a higher unserved population than Virginia’s is West Virginia.

Away from percentages, to the actual number of persons unserved by public library services, only the populous states of Illinois and Pennsylvania have larger unserved numbers than Virginia.

Perhaps the gloomiest figure is in the volumes per capita: here Virginia is in 47th place, followed only by Mississippi, Nevada, and West Virginia. This means that, except for Nevada, every state west of the Mississippi—nearly one of which was in existence when Virginia flourished in her glory at the beginning of the 19th century—does a better job in providing books, per capita, for its inhabitants than the oldest English settlement on the North American continent.

Much of this condition results from the little money allotted to library services in the proud Commonwealth. In per capita expenditures, Virginia ranks 36th, squeezing past Montana by three cents. But, as these figures are based on the population of the 1960 census—while the library figures are for 1966-67 and 1968-69—the growth of the state’s population by next year’s census will undoubtedly make Virginia’s per capita expenditure even farther down the list. As of right now, the Arthur D. Little Report on public library service in Virginia stated that the state and federal funding is so small that it makes hardly any impact at all.

The small expenditures naturally do not end with the low allotments for books: salaries are also low. The result is that Virginia is chronically hard put to supply its existing libraries with trained librarians, and its "(Continued on page 44)"
Controlling the Quality of Our Environment

By Maurice B. Rowe, Commissioner

Virginia Department of Agriculture and Commerce

The decade of the seventies appears to be destined as an era in which an alerted citizenry finally realized the damage that had been done to their environment, and determined to do something about it before their world became an unfit place in which to live. The present wave of protests about the pollution of our land, air and water comes from all age groups and strata of our society. Although these rumblings have been going on for some time, the conservationists finally made their point, and a good proportion of the public now believe that the danger is real and imminent. This is favorable, as the resulting build-up of pressures is literally forcing action on the part of both government and industry that will hopefully mark a turning point in this complex struggle.

Here in Virginia, it is particularly gratifying to note the vigorous and aggressive manner in which Governor Linwood Holton approached this threat. In his first major address to the General Assembly on January 20 he expressed the intent to create a Governor's Environmental Quality Council comprised of various agency and department heads. This carefully chosen group will examine environmental problems for which no existing agencies are presently responsible, and make recommendations for their handling. The governor also took a strong position against both water and air pollution, and made specific recommendations designed to bolster the state's present programs.

With all the present furor it is easy to assume that the fouling of our environment is a comparatively recent evil that has risen to plague us. However, this is not true, as the problem of pollution dates back many centuries. In fact, the notorious black death epidemic which struck the cities of medieval Europe and Asia in the 14th century most likely resulted from the lack of use of the then-known sanitary engineering facilities—an early case of neglect. And the problem of air pollution was also recognized late in the 13th century when King Edward I issued an edict setting the death penalty against the burning of coal. However, this overreactive stage soon passed, and air pollution later reached appalling proportions in 17th century England. In our own state of Virginia early protests were made against air pollution. Specific complaints were registered against the
problem in Richmond when it first became the Capital in 1779, and later during the War Between the States when the city suffered from overcrowding.

Research shows that there is a definite relationship between pollution of the environment, population growth, and technological progress. Man is a messy animal, and the more men there are — particularly in one area — the greater the mess they create. The rapidly spiraling U. S. growth rate, which has mushroomed from 100 to 200 million during the past fifty years and will probably approach 300 million by the end of the century, graphically illustrates the extent of this problem. Although the demands of our burgeoning population have stimulated technological advances, this progress has often been accompanied by the waste of irreparable fuels and minerals, and may have also caused irreversible ecological harm which some contend has upset the balance of nature.

Even in the area of agriculture, which has made tremendous gains in productivity during recent years largely through the application of technology, questions about pollution and waste must be given careful attention. It has been estimated that U. S. agriculture generates 1.3 billion tons of farm manure and refuse, some of which could be dangerous to health. Farm chemicals are also a possible source of environmental contamination, although industrial pollutants and city wastes are unquestionably the major offenders.

The Virginia Department of Agriculture and Commerce conducts a great variety of regulatory programs which serve the citizens of the state in many ways. Certain of these programs give us control over commodities such as pesticides and other chemicals used on farms which might be accused of polluting the environment. We are continuing to review all pesticide registrations carefully, eliminating all uses not in conformity with the pesticide policies of USDA and HEW. Non-persistent pesticides are used in our pest control programs when an effective, nonresidual method of control is available. When persistent organo-chlorine pesticides are deemed necessary to combat pests, they are used under strict supervision, in minimal effective amounts, and at minimal effective frequencies.

Much investigation and research is being accomplished at the federal level to determine the extent of agriculture's contribution to the pollution of our soil, water, and air because of the effect such contamination may have on our future food supplies. The following is quoted from the 1969 USDA Yearbook of Agriculture entitled Food For Us All. "As fertilizers, insecticides, and other chemicals form a vital link in our capacity to produce food, solutions to the problem of contamination may have to come from greater biological controls over disease and insects, by the using of new and possibly safer chemicals, and, possibly, by reduced applications." Although nearly everyone now accepts the need for the regulation of pesticides, we certainly do not want to decrease our agricultural productivity drastically by excessive restrictions on their usage. There needs to be a proper balance between hazards — true and fancied — and benefits.

In spite of the current trend toward urbanization the great majority of Virginia's land area is rural, which gives agriculture a high degree of control over most of the state's resources. Agriculture's importance must therefore always be kept in mind whenever decisions are made regarding the quality of our environment. In this connection, VDAC recently established the position of director of Rural Resource Services. This individual, who also serves as director of the Virginia Soil and Water Conservation Commission, places special emphasis on the development of our rural areas. He is thoroughly familiar with all of the department's activities and how they apply, and can readily assess and relate them to any considerations concerning conservation and rural development that may arise. (Another article in this issue provides more details about VDAC's rural resource services and the work of the Virginia Soil and Water Conservation Commission.)

The department also has an agribusiness specialist whose responsibilities include the collection and dissemination of resource information for agriculture firms that helps to draw more industry into the state's rural areas. This effort is closely aligned with research now being conducted by the Rural Affairs Study Commission, which is seeking to determine the best means of utilizing the state's existing rural resources and to develop facilities in rural areas for the support of industry. Such measures are critically needed to create a more even dispersal of Virginia's increasing population, now heavily concentrated in urban areas, in order to alleviate intensifying problems in the cities which are lowering the quality of our environment.

We in Virginia have been blessed with many natural resources which make the Old Dominion such a fine place for commerce, industry, agriculture, tourism, recreation, and day-to-day living. I am confident that coordinated efforts by government, industry, and agriculture will do much to restore the ravages that have been made to our land, air and water. However, each of us must also live up to his own conservation responsibilities. Although the blame for pollution has been placed in many areas, people themselves are the heart of the problem, and only their awakened interest and united action can effectively conserve and protect the quality of our environment.

Good conservation practices and clean water are vital for both Virginia agriculture and the further development of the state's rural area.
THE AGRICULTURAL SCENE

By Roy Seward, Jr., Information Technician, Virginia Department of Agriculture and Commerce

Yesterday

The farm once represented a "way of life" quite different from that found in the industrialized urban areas. Tradition-bound to practices as ancient as the first settlements along the Tigris and Euphrates, the farmer of 19th century America was still using real horse power while steam engines were being harnessed to do the work of factories and mills.

While the farm was almost unchanged, the city was in flux. A revolution caused by inventive men was changing the social and economic structure of our nation. As we neared the end of the 19th century, agriculture still had not responded with any great progress.

The innovation that was widespread in manufacturing had not found such acceptance in farming. The McCormicks, Deeres and Whitneys were exceptions who made great contributions, but most sectors of agriculture remained untouched by positive change. It would take an agricultural revolution on the same scale as the industrial revolution to bring about what was needed.

Today

Looking at the record of U.S. agriculture in this century, you can see that a revolution just as radical and just as astounding as the industrial revolution is taking place in our day. Anyone who has lived during the past seven decades has witnessed nearly all of the major developments of agriculture that have happened since the beginning of time. If that person lives out this century, he will see a parade of change that will outdo what he has already seen.

Today's Farmer

No one is more excited about today's possibilities in agriculture than today's farmer. The opportunities for success are numerous. Being prepared to take advantage of them is the only criterion.

Today's farmer is aware of the importance of education in the face of the vast changes now going on. He is definitely better educated than his father. This necessary trend will not stop. By the end of this decade, one out of every two farmers will have attended college. In addition, most will have had technical training and will expect to continue their education throughout their careers.

Most of today's farmers head family-owned operations. According to one source, the average farmer is in his fifties. As we go through the decade, the average age should decline.

While the number of farms and farm workers has been decreasing in recent years, the number of acres in farming has not decreased significantly. Most of the losses in numbers of farms have been in the small acreage categories. The number of farms with incomes of $10,000 or less is decreasing while those with incomes of $40,000 or more are increasing.

Today's trend toward larger, more expensive, more complex farm operations means that farmers must be expert in directing intricate management situations. Decision-making has become so involved that today's farmer uses computer services to keep records of his production, expenses, etc... and to analyze this data for future moves.

Today's farmer is a businessman who has learned to play many roles in order to succeed at what he does. He is president, production manager, line foreman, etc... of a $100,000-$200,000
operation. It is no wonder that courses in business administration have become an important part of agricultural education.

Most important to the consumers of the U.S., the American farmer is able to provide them with food of such variety, quality and price that it is unrivaled anywhere in the world.

**The Factors for Success**

**Mechanization**

Many factors are involved in the success of American agriculture. Mechanization has been a major cause of the recent agriculture revolution. Some experts point to the time when man first substituted the power of other animals for his own as the first revolution. When machines replaced animals on a large scale, more dramatic results took place than ever before.

Today tractors and plows do in an afternoon what a team of mules did in weeks. Conveyors carry feed from storage bins to feed troughs at the press of a button. Self-propelled combines harvest an entire crop in a fraction of the time it once took a hundred men with horses and carts. All this means that more jobs are being done with less manpower.

In 1900 one farm worker in the U.S. supplied food and fiber for 6.9 persons including himself. Seven decades before, the number was 4; today it is 43.4.

**Electrification**

Mechanization was not alone in bringing this rapid increase in productivity. Rural electrification has helped mechanization greatly by providing a practical source of power. Many of our agricultural businesses could not exist today without it. Electricity provides a means of light, heat, and power that is adaptable to many situations. Many of the machines used in farming would not operate without electrical current to turn the motor.

In the future, electricity will find many more applications that will change the agricultural scene. Already it is being used to grow plants and animals indoors in controlled environment. In the future, it may be used to control the environment outdoors. If it works, the concept of growing seasons will be changed completely.

**Research**

Research, another major contributor to agriculture, is being conducted today in every area of the industry. The fears of a world population explosion have made many people realize how...
important agriculture is in human survival on this earth. The role of research has become crucial in continuing the progress of agriculture in the U.S. and dealing with hunger in the world.

While productivity of American farms has stagnated ahead of the nation's population growth, food and fiber production in most of the world is lagging far behind human reproduction. The revolution in agriculture is now looking to the work of research to offset this trend. Already research in the U.S. has helped to take the revolution to underdeveloped countries that desperately need it.

Research in genetics has made many significant contributions to agriculture. The development of more efficient animal management has come out of experimental stations and state agricultural colleges around the country. The techniques of breeding involving semen banks and computerized male-female matching have been recent additions to the growing list of research products. Another is the use of drugs to produce multiple births in livestock.

The development of high yielding wheat and corn has made what used to be record crops typical. Stoop labor used for harvesting truck crops has been replaced in many areas by the work of agricultural engineering and genetic research. High protein grain foods such as high lysine corn have resulted from years of research.

Research in the nutrition of animals has produced leaner but heavier beef cattle in less time on less feed per pound gained.

Poultry men can now produce meatier broilers in half the time and on half the feed that it once took. These results were a combination of genetic and nutritional research.

Studies in plant nutrition have produced remarkable results in our agricultural production. The proper use of fertilizers to increase the fertility of the soil came out of these studies. According to some experts, every dollar spent in chemical foods for the soil produces three dollars in farm income.

Research has not only developed various fertilizers and plant nutrients for different crops; it has also devised better ways of applying them that are time and money saving as well as more effective in producing plant growth. Today you can find fertilizers in pellet, powder or liquid form. In bag or bulk, Research has made the difference possible.

Insect control is another important part of today's agriculture. Research in this field has released many thousands of orchards and fields from the
bondsage of destructive insects to a highly productive life. Increased income and production have been the rewards of this effort to combat the farmer's age-old enemy, the insect.

The use of chemical and radiation sterilization has eradicated certain insects from large production areas. Hormones that retard insect maturation have been successful in experiments. Traps baited with sex attractants are used to catch insects that are harmful to crops. The farmers of the Old World who still experience the locust are getting some relief through the work of such research in insect control.

Research in weed and grass control has reduced the number of man-hours spent in hoeing and back bending. It allows a farmer to plant corn, cultivate a couple times and let it go till harvest time. Weed and grass control has helped reclaim valuable pasture land that was once unusable.

New products have come on the scene at a rapid pace. One source states that 40 percent of the 6 thousand to 8 thousand items found in a typical supermarket were nonexistent twelve years ago. Research has made these new products possible. New products have meant new markets for agriculture.

Soil and Water Conservation

While mechanization, electrification and research have increased opportunities for agricultural growth, soil and water are needed to make things happen. Today's agricultural revolution relies heavily on soil and water conservation to continue.

Preservation of resources is a problem for everyone, but it has become an essential part of farm management in modern times. The open land available for production is decreasing rather than increasing. Fertilizers have multiplied the fertility of the land. However, any decreases made through erosion or water pollution are still detrimental to the future of agriculture and our survival.

Mass Communications

Agriculture like every other industry of our nation has been stimulated by the development of mass communications. Market information is received daily over radio and television by nearly every farmer in the U.S. Newspapers provide market forecasts as well as yesterday's prices. This information is provided by USDA's leased wire systems consisting of some 19,000 miles to give state departments of agriculture across the country complete coverage of all national commodity markets.

Improved communications between the researchers and the laymen have helped the progress of agriculture by cutting down the time between the development of a new technique and its acceptance in practice. In the past, several decades would go by before a concept was commonly used in spite of its proven effectiveness.

Communications has reduced the effect of distance between different production and marketing areas. Prices in Chicago markets are now similar to those in Richmond. Before mass media, producers were paid what local buyers thought was fair. Now, the local buyer must offer a price competitive with other markets.

Marketing

The success of today's agriculture can also be attributed to the tremendous changes in marketing during this century. The development of modern rail, surface and air transportation systems has made the world the American farmer's market place. Perishable fruits and vegetables are grown and marketed in places thousands of miles apart.

Since marketing today is on an international basis rather than completely on a local one, agricultural businesses that were once small have become giants. Increased demands for their products from new markets has made this possible.

Competition has increased in agricultural marketing. Specialization has been necessary in order to compete in today's marketing situation. This widespread specialization in production and marketing has made foods that were once seasonal delicacies year-round fare at much lower prices.

Marketing in agriculture is adopting the big business image of other industries in effort to keep up with rising demands. The idea of a farmer producing a commodity that has already been sold under contract is not uncommon today. The future will see such trends continue.

Farm Credit

The importance of farm credit in developing today's agriculture cannot be overlooked. With the trend toward larger, more expensive operations, it has become a necessary part of agricultural progress. Mechanization would never have happened if farmers had not had the capital to buy farm machinery. How could agriculture have responded to research developments with no money to build?

While farm credit was sufficient for the progress we have seen, experts see the need for more avenues for borrow-

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ing if agricultural expansion is to continue. Already, financial and legislative leaders are taking notice of this situation.

Agricultural Organizations

The rise of agriculture in this century can be paralleled to the rise of the agricultural organizations that have become the spokesmen for the industry's producers, marketers and processors. Research which has helped produce many significant changes in agriculture has been sponsored and supported by these groups.

Collective bargaining and other marketing innovations have their origins in the programs of these groups. The support of needed farm legislation came from this unity of purpose and effort which agricultural organizations have provided.

In a time when agriculture's story needs to be told like it is, these organizations provide a platform for effective public relations.

State Government

The role of state government in agriculture's progress has been noteworthy. In our state, the Virginia Department of Agriculture and Commerce has, since its creation, been involved in serving the industry of agriculture through programs that range as wide as the needs of the industry.

In the division of markets, the department provides grading services for many commodities. Without a system of grading, producers and marketers could not be assured of fair bargaining. Through grade labeling of consumer packages in the retail store, the consumer is assured of quality products.

Market news information which is valuable to the agricultural industry in making business decisions of short or long importance is collected and distributed by the department's division of markets. In addition to price and supply information, farmers also receive help in marketing their commodities from the market development section.

The division of markets provides expert transportation information to those who may have problems in marketing because of transportation factors. The work of product promotion helps different commodity groups in bringing new products into the domestic markets. Other activities of the commodity commissions are coordinated by a markets coordinator.

Of the 43.4 persons fed and clothed by the American farm worker, 5.5 of them are overseas. Exports therefore represent a significant part of the agricultural marketing. The markets division's international trade section assists in expanding these growing foreign markets. It also mediates the exchange of ideas and agricultural practices through trade shows and trade missions throughout the world.

The technical services division operates a group of law enforcement laboratories to support the various quality control and public service laws administered by the department. A broad range of analytical services and technical information is provided to the appropriate regulatory units of the department.

Protecting the economic interest of the agricultural industry against the uncontrolled spread of plant pests is an objective of the department's regulatory division through survey, regulatory, and control programs.

Producers sell their commodities usually by measure or by weight and purchases production inputs such as fertilizer by weight or volume. The regulatory division's weights and measures section checks all commercial weighing and measuring devices for accuracy and checks agricultural prepackaged inputs such as fertilizer and seed on a random basis.

What about the guaranteed analysis or grade on the fertilizer bag? The division's inspectors take random samples of fertilizer products for testing to determine if guarantees are met and labeling is in compliance with law. The samples are tested in the technical services' fertilizer laboratory.

Motor fuels are registered with the department to establish the minimum

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octane of any particular brand and grade of gasoline or cetane in the case of diesel fuels. Fuels are sampled by regulatory inspectors and tested by the technical services' motor fuels laboratory for octane or cetane ratings as well as other quality factors. Farm-used motor fuels are a part of the overall regulatory program on fuels and are randomly sampled and tested.

Feed and animal remedies sold in Virginia must be safe for animal consumption and must be adequately labeled as to their intended uses. Regulatory inspectors take samples of feed and animal remedies on sale in Virginia for a variety of tests in one of the several technical services' laboratories. Tests include quality factors such as protein, fat or fiber, drug and antibiotic tests for correct levels, microscopic tests for ingredients declared and to determine the absence of prohibited materials, and pesticide residue tests. Labeling is reviewed through a registration procedure for correctness and adequacy.

The seed that a grower uses is important to his success. The samples taken by the regulatory inspectors are tested by the technical services' seed laboratory to make sure the label on the seed bag is correct as to kind and variety, purity, percentage germination, weed seed content, foreign material and other quality factors.

The regulatory inspectors also inspect pesticides. Labels are reviewed for approved uses and to assure proper and adequate directions for use. Samples are tested for comparing quantities of active ingredients against label guarantees.

Products used in or around the household or farmstead which constitute a hazard because of their composition or packaging are subject to inspection under the Hazardous Household Substances Labeling Law. Such products are monitored by the division of regulatory services.

In the division of administration, the producer and others interested in agriculture are provided information from the state-federal crop reporting service. The information office of the division provides general information in the form of brochures, price newsletters, a monthly agricultural bulletin, radio tapes and television programs.

The division of animal health and dairies works with cattle, swine and poultry disease eradication to provide a healthy atmosphere for livestock and poultry production in Virginia. Just recently, the state was certified brucellosis-free.

Hog cholera, sheep scabies and poultry respiratory disease are continually being fought by the veterinarians and associated personnel of this division. Seven regional laboratories are located strategically in various parts of the state to provide for these programs.

Dairy farm and plant inspection and meat inspection are other services of the animal health and dairies division. While these programs are safeguards to consumer health, they also help the producer or processor in producing a wholesome, salable product.

Tomorrow

The progress of the past will continue into the future. The industry of agriculture is now only in the beginning phase of its most recent revolution—the adoption of skilled management techniques to capitalize on today's technology. While opportunities for growth have multiplied, the demands of foreign and domestic markets will place a heavy burden on agriculture's ability to produce.

Already, we see the signs of urban as well as rural America becoming aware of the needs to preserve open spaces for agriculture and parks and recreation. In recent months, others have joined the farmer's struggle for an environment that will allow life to continue.

The future of agriculture as a contributing life force is both promising and demanding. It promises a success never realized before; it demands a close understanding of its relationship to those it serves.

"The future of agriculture as a contributing life force is both promising and demanding. It promises a success never realized before; it demands a close understanding of its relationship to those it serves."
In the last quarter century the Virginia farmer has found self-help programs another means of meeting the fast changing challenges in an industry that grows in importance as the needs for food and fiber continue to increase.

Modern farm technology has developed greater production on less land and in the case of the dairy industry with less animals. The greater production does create some marketing problems and some marketing problems create a need for greater production.

The self-help program is one of many tools developed to meet the diversified problems that face the farmer-businessman of today. In its simplest terms a self-help program could be said to be a commodity group taxing itself to raise funds for promotional, service, marketing or research purposes.

Commissions created under self-help programs include: Apple, Poultry Products, Peanut, Pork, Sweet Potato, Bright Flue-Cured Tobacco and Dark Fired Tobacco.

The number of members on individual commissions ranges from 7 to 12. In most cases they are appointed by the Governor. The Peanut Commission is appointed by the Commissioner of Agriculture and the Virginia Apple Commission is elected by districts. Because all of these groups are agriculture in nature they are included in the sphere of the Virginia Department of Agriculture and Commerce where a number of services are available to support the Commissions' efforts through activities that complement their work.

Special assistance is furnished by VDAC's fiscal and information program, and many operations within the department's Division of Markets are geared to commission programs. These services offer a means of coordination to avoid duplication of effort and to help maintain appropriate relationships for more efficient attainment of mutual objectives.

Even with these individual efforts by commodity groups to look into their own problems and needs it was felt that there should be some organization
By Ray Schreiner, Director of Information

Virginia Department of Agriculture and Commerce

that could help all of agriculture with financial assistance and support for agricultural research, education and services.

In 1966 the General Assembly created the Virginia Agricultural Foundation also known as Pennies for Progress. The foundation is composed of 15 members appointed by the Governor each representing a different segment of the Industry of Agriculture and yet together looking for solutions to mutual as well as individual problems.

The foundation accepts requests from any organized group within Virginia's Industry of Agriculture. This includes agriculture suppliers, farmers and marketers. The foundation members then meet to discuss the request with those representing the group and other interested persons.

When considering a project the foundation uses five basic considerations:

a. The importance of the project to Virginia's agricultural economy.

b. The recognition by the public and/or the foundation of the project's importance.

c. The availability of other funds from industry, commodity groups, governmental agencies or private individuals for support of the project.

d. The availability of personnel and facilities to conduct the project, if foundation support is received.

e. The ability of the group organization or agency to execute the proposal.

Commissioner Maurice B. Rowe in reviewing the work of the foundation said recently, "If the goals reached by the foundation in the three years since its creation are any indication of accomplishments to come, I believe the purpose of the foundation is certainly being achieved by getting a number of research and service programs underway. This is essential for Virginia to maintain a competitive agricultural position."

The General Assembly specified in the Act creating the foundation that it was in the public interest that assessments be levied upon certain agricultural supplies used by farmers. Money used by the foundation is derived from a one-half cent per gallon of the state gasoline tax refund made on motor fuel used for agricultural purposes, plus a five cents per ton levy on feed and fertilizer sold. The foundation is also authorized to accept gifts and grants. It is estimated that almost $1/2 million dollars has so far been made available for the programs approved by the foundation.

The eighteen projects approved so far differ as the needs of agriculture differ and are geared to meet what may appear to be a simple problem or one that seems very complex. Yet all are problems for which the Industry of Agriculture needs the answer.

The first commodity commission was created in 1946 when the Virginia State Apple Commission was created by the General Assembly. For the first time as a group apple producers in the state began to plan and conduct their own campaigns of education, advertising, publicity, sales promotions and research for the purpose of increasing the demand for and the consumption of Virginia apples.

In the total effort as a group apple producers are able to do many things that an individual orchardist would not have the time or money to do. An example in recent years a representative group was able to conduct an apples sales tour to Latin America to seek out new markets and make the news of its findings available to all in the industry.

In 1948 two other programs were begun with the creation of the Peanut (Continued on page 40)

Mrs. Virginia Duesberry was recently appointed Consumer Representative for the Virginia Department of Agriculture and Commerce. She will plan and implement promotional programs for Virginia agricultural products working with the self-help program Commissions.

Research plays an important part in the work of the self-help programs. Working with the Pork Products Commission, R. S. Ellis, IV of Buckingham and Dr. Charles Cooper of Virginia Polytechnic Institute measure back fat with a Sonarray.
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ONCE, when there were fewer of us, ample supplies of natural resources were adequate for all our purposes. It is no longer true—a fact that too often, in too many places, we fail to recognize. We drain irreplaceable marshlands essential to waterfowl, try to cultivate lands unsuitable for the plow, build factories in floodplains, and cover rare grain and vegetable croplands with housing and highways. Waste, present and prospective, is appalling. Our dissipative course falls far short of responsible stewardship in managing our natural resources.

Over the years we have had an abundance of resources in our state—land, water, timber, and minerals—resources which have brought us much growth. All kinds of people, all kinds of land, all kinds of resources—this is the story of Virginia which has successfully found strength within herself. But this very growth has brought us problems of many kinds. Every segment of our society is becoming affected by air pollution. Our health, recreation, and the enjoyment of life is being threatened by water pollution from cities, towns, industries, and agriculture. Millions of tons of topsoil, washed from the land by erosion further pollutes our streams. Resource waste and damage in our state has become a serious public concern.

Aware of the urgent need to reverse this trend, the state legislature in 1938 passed laws making possible the organization of conservation districts within the state. The first district, organized in 1938 by the Soil and Water Conservation Commission marked the beginning of the Commission's statewide network of 34 Soil and Water Conservation Districts. Each of these districts develop a plan of action called a Long-Range Program. The plan sets forth the facts about resources—erosion, soil types, land use, land capabilities, water supplies, fish and game conditions, forest damage, and sedimentation. And more importantly, it outlines what the district believes must be done to correct problems and develop resources for wider and better use.

As the focal point for all soil and water conservation programs on privately owned lands, the Districts have cooperators agreements with some 47,000 individual landowners. Eighty-five percent of all land in Virginia is privately owned. The Districts also have working agreements with the Virginia Department of Agriculture and Commerce, the Agricultural Stabilization and Conservation Service, the Virginia Division of Forestry, the Department of Highways, the Commission of Game and Inland Fisheries, the Cooperative Extension Service, the Soil Conservation Service and a number of other state and federal agencies.

This cooperative process helps Districts provide for the control and prevention of soil erosion, the prevention of floodwater and sediment damages, and for furthering agricultural phases of the conservation, development, utilization, and disposal of water. It helps Districts preserve natural resources, control floods, prevent impairment of dams and reservoirs, assist in maintaining the navigability of rivers and harbors, preserve wildlife, protect the tax base, protect public lands, and protect and promote the health, safety, and general welfare of the people.

Land treatment measures alone cannot provide for the development utilization, and disposal of water. This is accomplished by drainage projects, channel improvements, and floodwater retarding structures under the small watershed program. Districts are sponsors and in many instances co-sponsors with other political subdivisions of the
Aerial view of East Falling River Watershed, Robert E. Lee Soil Conservation District, Appomattox County.

state on Public Law 566 and Public Law 534 small watershed flood prevention and control projects. Such projects often include provision for multiple-use municipal, industrial, recreation, and other uses. It is the responsibility of the sponsors to acquire the land rights and easements needed for these projects.

Each district is a political subdivision of the state and is governed by five Supervisors, three of whom are elected in the General Election and two are appointed by the Commission. They serve without compensation and many have been at the job most of their adult working life. Responsive to the needs and wishes of their communities, Supervisors represent an increasingly strong voice for local self-government.

They make a study of local resource needs and problems. In the process, they get the advice and assistance of government agencies and private citizens in analyzing agricultural, economic, and other trends. Supervisors stress voluntary action and cooperation in achieving the District’s objectives. They are local citizens; landowners, and mostly farmers, who know local problems; and, they are capable, knowledgeable, and dedicated officers.

The drive to improve the quality of living everywhere, the sharpening need to involve more people from all walks of life in resource affairs, and the growing appetites of Virginia people for the uses as well as the products of the land are all joining to push the consideration of resource management into new dimensions. It requires that each citizen recognize that not only our material standard of living but also our free and democratic society depend largely on the abundance and continuing fruitfulness of our resources.

Organization, purpose, and wisdom are needed to face up to the complexity and competition in resource use—organization to provide the structure for getting the job accomplished, purpose to assure that the needs and desires of our people are met, and wisdom to make sure that choices are made on a sound basis.

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PAGE NINETEEN
FEATURING NEWS FROM VIRGINIA BRANCH A. G. C.

VIRGINIA BRANCH A. G. C. CONVENTION '70

by Nickie Arnold

ALSO PRESENTING PROJECTS OF NOTE

CENTURY CONSTRUCTION CO., INC.
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Moody Hall, V.M.I.

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THIS IS THE Fiftieth Year for the Associated General Contractors of America and they have had a dynamic President by the name of Carl M. Halvorson of Portland, Oregon to guide their way. However, the Virginia Branch, A. G. C., does not have to take a back seat since they can boast of the fine year of service given by Samuel H. Shrum, President of Nielsen Construction in Harrisonburg. Much has been accomplished in this year ending with the 1970 Convention at The Homestead, Hot Springs, February 15th through the 18th.

All indications point to this having been an exceptional meeting. The Virginia Branch was delighted to be host to Mr. and Mrs. Carl Halvorson and William E. Dunn, Executive Director of the National Associated General Contractors among the nearly 300 members and guests.

Sunday, February 15th, began with an afternoon Board of Directors meeting from 1:30 to 4:00 P.M. After a most successful meeting the Associate Members hosted a reception from 6:00 to 7:00 P.M. Sunday ended on a most pleasant note with the Tide Family entertaining during the Get-Acquainted Party. This is a time to renew old friendships and make new ones. It is truly difficult to decide which gave more pleasure—the excellent musical ability of this group called the Tide Family or their entertaining and amusing show. Ebb Tide led the group onto the stage followed by Rip Tide, Tongue Tide and Pa Tide. When the evening ended, there was little doubt why this group was brought back from last year by popular request.

Monday began its full day with the Associate Division Breakfast and Business Meeting. Rev. Ernest K. Emurian was the kick-off speaker. His talk was filled with wit which often times disguised the sound logic which was present. A Methodist minister, Rev. Emurian is also an author, musician, magician and lecturer. He thoughtfully brought a copy of two of his latest hymns for each person in attendance. The focal point of his talk was a hammer. Pointing to the hammerhead, Rev. Emurian said, “We must make our point and drive it home.” He also added that the claw was put there to show that none of us are perfect.

From 9:30 to 10:30 A.M. there was a General Business Session followed by the first Business Program with Dr. Donald to tell the Virginia Story

APRIL 1970
PAGE TWENTY-ONE
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G. Lux and Carl M. Halvorson as the speakers. Dr. Donald G. Lux is a professor in Ohio State University's School of Education and he explained the Industrial Arts Curriculum Project at the University and how it relates to the world of construction. According to Dr. Lux, traditional industrial arts courses emphasize drawing, woodworking, metalworking and a few other skills, but do not represent the whole scope of contemporary industry. He feels that technology has advanced tremendously during the last three decades and no longer can society afford to permit a student to think of industry as being represented solely by drawing, woodworking, metalworking, and other craft-oriented traditional areas. Dr. Lux feels that what is needed is an instructional program that provides experiences and knowledge about the man-made world much like science does the natural world. He explained how a group of educators from The Ohio State University and the University of Illinois in cooperation with the Cincinnati, Ohio Public Schools established IACP—the Industrial Arts Curriculum Project which is a two-year sequence in industrial technology as prepared for junior high school students. Both courses develop the general theme: "how to work efficiently with men, materials, tools, and techniques." The IACP program is unlike the typical "shop" course, in which the individual student constructs wood, metal, or electrical projects. It is designed to reinforce student understanding of broad concepts and principles of technology.

Carl M. Halvorson, National President of the Associated General Contractors of America conducted the second portion of the program and discussed the apprentice program as operated by the unions and how they should be changed. Mr. Halvorson also stated that he believed that every child should graduate from high school with the rudiments of a trade. He further expressed his deep concern over the stigma attached, today, to those who work with their hands. He emphasized that we must overcome this if we are to attract young men into the construction industry. Mr. Halvorson went on to state that we must make students realize the advantages as well as the potential of the construction industry.

While the men finished their Business Program the ladies were delighted by Robert Jay Misch, wine expert extraordinary, who is a well-known authority on wine and lecturer for the Bordeaux Wine Information Bureau. Mr. Misch is a Chevalier du Tastevin, holds the French decoration, the Medaille Agricole des Vins de France, and was recently inducted into Jurade of Barsac/Sauternes as a Commander. After explaining the types of wines and where they originated, he invited the ladies to taste three of the famous Bordeaux wines.

The Ladies Luncheon followed featuring for their enjoyment, Dr. Cleo Dawson, lecturer, psychologist and author with her witty presentation "Let's Live and Like It." Dr. Dawson is a noted psychologist and does much of her research work at Menninger Clinic in Kansas. A Texan by birth, Dr. Dawson has traveled to many parts of the world. She holds degrees from five universities and is the author of the best seller "She Came To The Valley." A combination of wit, warmth and charm, it is evident why she has enthralled audiences of all sizes and types, and also why Merv Griffin has often referred to her as his psychological "Pipe Cleaner."
Robert Jay Misch, a man of boundless energy (particularly when speaking on his favorite subject, wine) also introduced the men to the pleasures of wine at their luncheon which was served in the tradition of a French Renaissance lunch. Everyone had to agree that they were laboring under many false impressions about wine and that Mr. Misch took away the false and presented the truth in a most appealing manner.

After a short Committee Meeting in the afternoon, the members and their wives were free to enjoy the pleasures of The Homestead.

Tuesday began with Bloody Marys (for medicinal purposes, of course) from 8:00 to 8:30 A.M. which were provided by the McIlhany Equipment Company, Inc., of Lynchburg, Newport News, Richmond and Roanoke. Awakened by their Bloody Marys the men were ready for Business Program II, with Dr. John C. Lang as the speaker. Dr. Lang teaches at The George Washington University in the area of Human Relations and Communications and has conducted numerous sessions in Personnel Management under the sponsorship of the Distributive Education Program throughout Virginia. Dr. Lang was a most effective speaker for everyone wanted to hear his approach to effective communications in management.

After Dr. Lang’s presentation of films and talk everyone felt that he was given another key to successful operation of his individual business.

The men were not the only ones to receive words of wisdom from someone knowledgeable. The ladies were treated to coffee and Danish topped off by the “poof, mod world of Carl Halvorson.” Mr. Halvorson spoke of the progress which has been made in the industry and the rapidity with which it has been done in the last decade. Should this sound dull—one can only say that you should hear it presented as only Carl Halvorson can do it. This is the first time a National President of the A. G. C. has ever taken his valuable time to address the ladies of the Virginia Branch and he so completely won them over that the coffee lasted most of the morning as it went into a question and answer period after his talk.

The luncheon for both ladies and men was held in the lovely Common Wealth Room. Dr. Wermont was the speaker for this occasion and he thrilled the audience as he has done audiences all over the country with his theory that people would live longer and have richer lives if they would change their worries for laughs. His delightfully witty stories brought smiles, chuckles and hearty laughter to everyone in the audience. Even when his subject is a serious one, it is highlighted by the humorous approach. Mr. Wermont is a nationally known humorist, author, and educator, and will amaze and delight you by coming to your table and introducing himself and then later in his talk, introduce everyone in the audience by name and a number which he has given them. He will even distribute a magazine and then tell you, from the page number, exactly what appears on that page. Needless to say, everyone left this luncheon with a smile on his face and a promise in his heart that he could do better.

Then, it was back to business again with Business Program III. The speakers were William E. Dunn, Executive Director of the National A. G. C. and William G. Bryson. Bill Dunn joined the National staff in 1947 with a background in law and economics. His discussion concerned what the National A. G. C. is doing for you and what it plans to do for you in the future. An up to the minute report on the national legislation on safety and how it affects the construction industry was given by Mr. Bryson. Safety Director of Tidewater Construction Corp., Norfolk. A General Business

CONVENTION 1970

CONVENTION PHOTOS ON FACING PAGE (LEFT TO RIGHT, FROM TOP):

Top Row: Newly Elected Officers and Directors: J. A. Kessler, Jr., President (R. F. Lee & Son, Inc.—Charlottesville); N. David Kjellstrom, 1st Vice-Pres. (Kjellstrom & Lee, Inc.—Richmond); Aubrey S. Bass, Jr., 2nd Vice-Pres. (Bass Construction Co., Inc.—Richmond); Joseph W. Creech, Secretary-Treasurer (J. W. Creech, Inc.—Norfolk); J. R. Dobyns, New Director (Dobyns, Incorporated—Dublin); R. Gene Montgomery, Re-elected Director (Montgomery Construction Co.—Lynchburg); John R. House, Associate Division Chairman (John R. House Co.—Richmond); Alexander Alexander, Re-elected Director (Alexander Building Construction—Richmond).

Executive Director with the Old and the New: J. A. Kessler, Jr., Virginia Branch A.G.C. President (R. F. Lee & Son, Inc.—Charlottesville); S. H. Shrum, Past President, Virginia Branch A.G.C. (Nielson Construction Co., Inc.—Harrisonburg); J. F. Duckworth, Executive Director, Virginia Branch A.G.C.

Past Directors Presented Certificates: Rex L. Smith, Associate Director (Montague-Bettis Co., Inc.—Richmond); Joseph L. Rosenbaum, Associate Director (Roanoke Engineering Sales Co.—Richmond); G. R. (Bay) Martin, Regular Director (Martin Bros. Contractors, Inc.—Roanoke); Philip

R. Brooks, Associate Director (Lone Star Cement Corp.—Richmond); Norman O. Milligan, Associate Director (John H. Hampshire, Inc.—Richmond); D. W. Reed, Jr., Associate Director (John W. Hancock, Jr., Inc.—Salem).

SECOND ROW: Safety Award Winners: W. G. Bryson, Safety Director (Tidewater Construction Co.—Norfolk); M. R. Welch (Welch Contracting Corp.—Virginia Beach), H. G. Lee (Kjellstrom & Lee, Inc.—Richmond) presented the awards on behalf of the Virginia Branch A.G.C.


FIRST ROW: President Shrum congratulates Sam Lionberger of Roanoke on leading the Virginia Branch in obtaining new members.

Dr. John C. Lang speaks on “Effective Communication in Management.” Irene Wermont wowed them with his memory exhibition.

Welcome to Virginia Dr. Lux: Mrs. and Dr. Ronald Lux (Speaker); Mr. and Mrs. R. E. Lee.

Fourth Row: The Tillers hard at work: Irene and Hoye Tiller handle the always busy Registration Desk.

National A.G.C. President Carl M. Halvorson charms the ladies.

The Tide Family picks and sings.

Board hard at work: A. E. Thomas (Eugene Thomas Construction Co., Inc.—Alexandria); R. G. Montgomery (Montgomery Construction Co., Inc.—Lynchburg, Alexandria Alexander (Alexander Building Construction, Inc.—Richmond); R. E. Lee (R. E. Lee & Son, Inc.—Charlottesville); J. B. Frith (Frith Construction Co., Inc.—Marinersville).

Associate Division Breakfast: Mr. & Mrs. Norman O. Milligan; Rev. & Mrs. Ernest Emurian (Speaker).

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PAGE TWENTY-SIX
VIRGINIA RECORD
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A number of years ago First Baptist Church of Richmond was given 22 acres of land in Hanover County for development into conference grounds. Through the years, improvements were made starting with an open picnic shelter. An all-weather facility was desired and was part of the master plan. First Baptist hired Z. Greene Hollowell, Jr., Consulting Engineer to be responsible for developing the plans for the lodge.

The lodge was designed around the large conference-dining room. This room is centered on a large fireplace with expanses of glass that provide beautiful views of the surrounding woods in the rear and the playing fields in the front. Kitchen and serving facilities are provided on one side and baths are on the other.

The lodge is faced with a beige split-rock with a grooved plywood band at the roof line. The roof in the center was pitched to allow a sloped ceiling with light coming in through the gable ends. The aim was to provide an overall feeling of letting nature in.

Electric heating and cooling units are supplemented at the glass areas with electric baseboard.

The lodge has been highly utilized since completion.

to tell the Virginia Story

Subcontractors and Suppliers
(All Richmond firms)
On October 18, 1969 Virginia Military Institute officially dedicated its new Alumni Headquarters, William L. Moody, Jr. Alumni Hall. This beautiful building was donated to VMI by Mrs. Mary Moody Northen in honor of her father.

The gothic structure designed by Lee, King and Poole, Architects of Richmond, features an exterior of Indiana Limestone. It encompasses approximately 22,000 square feet of floor space on three floors.

The interior finish on the main and second floors features gothic oak columns and exposed ceiling beams. The floors are carpet and terrazzo highlighted by a mosaic wood floor in the lobby and Moody Lounge, which is similar to that used in the White House. The walls are finished in a hand-printed wallpaper of period design.

The basement area is used for the Alumni Offices and for dormitory-type sleeping facilities.

The main floor contains the reception area, the main activities room and the Moody Lounge. The second floor has seven hotel-type rooms for accommodation of overnight guests. It also has a beautifully furnished Board Room and large lounge for social gatherings.

There are porches on both the main and second floors from which the famous VMI Drill Ceremonies and Parades can be viewed.

Construction of the million dollar plus building began in spring of 1968. Subcontractors and suppliers were as follows: From Roanoke were: S. Lewis Lionberger Co., general contractor, foundations, concrete & carpentry; Draper Construction Company, excavating; Pittsburgh Plate Glass Co., glazing; W. E. Robertson Co., painting & plastic wall finish; Skyline Paint & Hardware, Inc., weatherstripping; John H. Hampshire, Inc., insulation & plaster; Commercial Construction Service, Inc., acoustical; Charles J. Krebs Co., resilient tile; Fabricated Metals Industries, Inc., handrails; G. J. Hopkins, Inc., electrical work; Progressive Products Corp., plumbing, air conditioning (Carrier Corp.), heating & ventilating.

Wood floors by Wood Mosaics, Inc., lighting fixtures by Lightolier, Progress and others, and plumbing fixtures by Crane.

Photos at right:

Top:
The main lobby of the alumni-faculty facility, showing the oak parquet floor and paneling with the junior beam ceiling.

Center:
The conference room on the second floor of the new alumni-faculty facility. The room overlooks the VMI parade ground. Overhead, adjustable lights and wall-to-wall carpeting feature the room along with the beige brushed velvet chairs.

Bottom:
The Memorial Library featuring paneling and molded plaster ceiling. The portrait is that of Mrs. Mary Moody Northen of Galveston, Tex., whose gift made possible the $1.2 million facility. It is named in honor of her father, a member of the VMI class of 1886.

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Hampton Realty Corp. has constructed the most complete modern automobile facility in Tidewater for "Hampton Chevrolet." In September, the firm relocated into their new facilities on Mercury Blvd.

This fine old dealership relocated into a new car building which encumbered over 49,000 sq. ft. of display customer service, parts department, general office and body shop areas.

This dealership has most modern sales and service departments with areas for 32 auto and truck mechanics. The customer can leave his auto at the control center and go directly to a comfortable customer lounge to watch color TV and refresh himself.

The control center is in direct contact with each mechanic by an auto communication system, which expedites ordering of needed parts and labors. Thus, all things lead to the end product of quickly taking care of the customers' problems.

Hampton Chevrolet has allowed over 10,000 sq. ft.—20% of their total area—for their Body and Paint Shop. This is the most modern shop of this type in the area.

To round out a complete dealership on one lot, the Used Car Department is located along side of the New Car Building. This department is completely self sufficient with its own cleanup and repair center.

Through the fine efforts and coordination between Harry Deans, President of Hampton Chevrolet, and W. O. Lewis, President of Hampton Realty Corp.—the contractor, Robert R. Marquis, Inc. feels that this project was one of the best in their history.

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Double lane Service Repair Center giving double-quick service to customers.

Above, elevation of New Car Sales display, allowing display of 18 new models at one time. Below, Used Car Department and eight salesmen's offices. Clean-up stalls in rear.
Because of the increase of student enrollment and a commensurate increase in faculty members and families over the years, the original dining hall in the Walker Building was no longer able to handle the number of people that had to be served. Consideration was given to building an entirely new dining and kitchen facility in a separate building, but it was decided that having the dining hall and kitchen in the Walker building near many of the boys' rooms and near all of the administration offices was a great advantage to the school and would help to keep the atmosphere of a closer knit community. Therefore it was decided to enlarge the existing dining room and renovate the existing kitchen in the Walker building itself. This addition and the major renovation were done with virtually no interruption of the serving and usefulness of the facilities. The kitchen was able to continue serving food throughout the entire construction process through close coordination between the owner and contractor. The end result was a greatly enlarged dining hall and a virtually new kitchen.

Subcontractors & Suppliers

R. E. Lee & Son, Inc., Charlottesville, general contractor, foundations, concrete, structural wood, carpentry & plaster; Albemarle Construction Corp., Keswick, excavating; E. W. Barden, Orange, masonry; N. W. Martin & Bros., Inc., Charlottesville, roofing; Hope's Windows, Inc., Silver Spring, Md., windows; Orange Glass & Caulking, Orange, glazing; Better Living, Inc., Charlottesville, painting; O'Ferrall, Inc., Richmond, acoustical & resilient tile; Oliva & Lazzuri, Inc., Charlottesville, ceramic tile; Taylor Bros., Inc., Lynchburg, millwork; Harry A. Wright's, Charlottesville, handrails; Smith Electric Co., Culpeper, lighting fixtures & electrical work; R. J. Davis, Jr., Culpeper, plumbing fixtures, plumbing, air conditioning, heating & ventilating; W. W. Moore & Sons, Inc., Richmond, elevator.
The new $185,000 bottling plant for Royal Crown Bottling Co. of Lynchburg, Inc. was completed in the summer of 1969.

The firm owned by its president, Jack Tyner and State Senator Robert S. Burress, Jr., since 1963 was previously located at 2603 Fort Avenue. The new plant was built on Murray Place, off Candler's Mountain Road, adjacent to the Lynchburg Expressway on a site purchased from John H. Montgomery, president of Lynchburg Public Warehouse.

The 15,000 square foot plant was built on the 3.09 acre site by Montgomery Construction Co., Inc. of Lynchburg. Only a portion of the plant, 3,500 square feet, is actually used for manufacturing. The rest of the building is utilized as storage and office facilities.

The building is of a combination metal and masonry construction. Production capacity in the new plant—bottling 260 drinks per minute—is triple that of the old facilities.

Tyner is manager, as well as president of the company. Burress is vice president and treasurer and Mrs. Virginia Tyner is secretary.

Prior to 1963 the firm was known as Nehi Bottling Co. and was owned by the late E. C. Scott, who founded the business on April 1, 1929 and had operated it until 1963.

Tyner before becoming president and manager of RC, was general manager of Lynchburg Coca-Cola Bottling Works, Inc. from 1955 to 1959.

In 1966 the Lynchburg bottling company purchased the Albemarle Royal Crown, Inc., plant in Charlottesville. All bottling operations for both areas are now done in Lynchburg.

The company’s franchise covers Lynchburg, the counties of Amherst, Appomattox, Campbell, Albemarle, Nelson, Green and Fluvanna and parts of Bedford, Orange, Madison and Louisa counties.

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to tell the Virginia Story APRIL 1970 PAGE THIRTY-THREE
Macke Properties, Inc.

Macke VCS Vending Co. of Roanoke has moved from its previous location on Shenandoah Avenue, N. W. to this new, million-dollar building on Rockland Avenue, N. W., a short distance from Interstate 581.

The new 55,000 square foot brick building is over four times larger than the firm's former quarters. It was completed in December 1969.

The facility has interior walls of block and brick and features aluminum windows and a built-up roof.

John D. Latimer of Durham, North Carolina was the architect for this new building which has an atrium and a landscaped office area.

Interior decoration was done by Everett Waddey Division of Litton Industries and Q. M. Tomlinson, Inc. was the general contractor.

Subcontractors and Suppliers

(All Roanoke firms unless otherwise noted)


- Plecker Brothers, Inc., Millboro, excavating; Dennis Jones, Goodview, masonry; W. E. Donald, Vinton, painting & plastic wall finish; Va. Contracting Co., Bedford, electrical work.
The United Virginia Bank State Planters has recently opened its new Walnut Hill Branch in Petersburg. This new facility was designed by architect Gordon B. Galusha and includes spacious facilities featuring office space, conference room, and lounge area, four (4) inside teller windows, a drive-in teller window with facilities to expand to three (3), a walk-in room with coupon booths for privacy for safe-deposit customers and a large customer area is provided by excellent interior arrangement of facilities.

R. G. Martz Construction Corp., of Petersburg, was general contractor and did excavating, foundations, concrete, masonry, structural wood, carpentry & insulation. Also from Petersburg were: Andrews-Joyner Iron Works, structural steel & steel roof deck; Southern Roofing Co., roofing & waterproofing; Petersburg Builders Supply Co., Inc., millwork; Petersburg Electric Corp., lighting fixtures & electrical work; K & M Plumbing & Heating Co., plumbing fixtures, plumbing, air conditioning, heating & ventilating.

From Richmond were: Binswanger Glass Co., windows, window walls, glazing & weatherstripping; Dave Ecker Co., painting & decorating; C. B. Smith Co., acoustical & resilient tile; Oliva & Lazzuri, Inc., ceramic tile.

Others were: Joseph F. Prezioso Plaster & Drywall Co., Mechanicsville, drywall & plaster; Howlett Hardware & Specialty Co., Colonial Heights, hardware supplier; and, Diebold, Incorporated, vault door and Allied bank equipment.
FOR THE RECORD
New Associates For Engineering Firm

Keffer
Sowers, Rodes & Whitescarver, Roanoke consulting engineering firm, has promoted Charles D. Keffer II to senior associate and Larry R. Clark and Lawrence E. Perry Jr. to associates.

Keffer, a Roanoke native, Virginia Tech graduate, joined the firm in 1964 and was made an associate in 1968. He is vice president of the Roanoke chapter of Virginia Society of Professional Engineers. He and his wife, the former Virginia Ann Connolly of Roanoke, and their daughter live at 4813 East Hill Drive, SW.

Clark, a native of Salem, attended Roanoke College and is a Virginia Tech graduate. He was an aerospace engineer for National Aeronautics and Space Administration at Langley Field from 1961 to 1965 when he came to the Roanoke firm. He and his wife, the former Barbara Ann Moore of Roanoke, and their two daughters live at 5715 Halcum Drive, NE.

Perry, a native of Ft. Bragg, N.C., and a Roanoke resident since 1940, also is a Virginia Tech graduate. He was a sales engineer in Charlotte and worked for another consulting engineering firm before joining Sowers, Rodes & Whitescarver in 1967. He and his wife, the former Joanne Carol Stinson of Roanoke, and their two sons live at 322 Thrush Drive, NE.

All three men are registered professional engineers.

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**“Outstanding Young Man”**

(Foster Studio)

Harry H. Warner, a thirty-four year old banker, has been named as Richmond’s "Outstanding Young Man" of 1969. Warner, Executive Vice-President with Metropolitan National Bank received the Richmond Jaycees' 1969 award on Tuesday, January 20, 1970, at the Distinguished Service Award-Bosses' Night Banquet held at the Hotel John Marshall.

He was selected by a panel of judges consisting of Warren M. Pace, President of The Life Insurance Company of Virginia, David W. Robbins, Dean of The School of Business, University of Richmond, and Robert A. Wilson, Chairman of the Executive Committee of Cargill, Wilson & Acree, Inc. Dean Robbins made the award presentation.

The recipient, a native of Staunton, graduated from Episcopal High School, Alexandria before attending Virginia Military Institute where he received his B.A. degree in 1957. He served eight years in the U. S. Army Reserve, holding the rank of Captain at the time of his discharge.

Warner began his banking career in 1957 as a Trainee with State-Planters Bank. He held a number of positions with State-Planters prior to being appointed Vice-President—Commercial Loans for Metropolitan National Bank.

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at the inception of that Bank in 1965. In February, 1967 he was appointed Senior Vice-President — Commercial Loans and General Management, a position he held until February 1969 when he was promoted to Executive Vice-President, his current position.

His extensive involvement in community affairs includes work on behalf of the Richmond Chamber of Commerce, Central Richmond Optimist Club, the 1969 Bryan-Farley-Shellhardt Campaign, Richmond Forward, the 1969 Annual Patrons' Giving Campaign for Collegiate School, Robert E. Lee Council Boy Scouts of America, United Givers' Fund, Richmond Chapter of the American National Red Cross, Richmond Area Community Council, St. James's Episcopal Church, FISH, and the Virginia Council on Economic Education.

Two of his many outstanding contributions during 1969 involved his participation in FISH and the Virginia Council on Economic Education. He was considered a prime mover in the establishment of FISH, an ecumenical effort in the central Richmond area providing twenty-four hour assistance to people in need. His participation and interest in this project continues as a member of its Board.

Interest in economic education and the lack of a statewide council for such led him to becoming an original member of the Steering Committee which organized the Virginia Council. He is currently serving the Council as Treasurer, Member of the Executive Committee and Board of Directors.
In addition to the above, for the past six years he has been an instructor of Effective English, a class sponsored by the American Institute of Banking. Also, he is First Vice-President and member of the Board of Governors of the V. M. I. Club of Richmond and Treasurer of the Richmond Episcopal High School Old Boys' Association. Warner is married to the former Mary Elizabeth Patrick, a native of Charleston, West Virginia. They have three sons and a daughter.

NEW ACCOUNTS
FOR
AD AGENCY

Lin Lockhart Advertising, Inc., of Richmond, Virginia, has been appointed by the United Virginia Bank of Williamsburg as their advertising agency. The appointment was announced by William B. Guerrant, Marketing Officer in Williamsburg on Friday February 13, 1970. Lin Lockhart Advertising, Inc. has also been appointed to handle all advertising for Hanover Sportline, Inc., of Raleigh, North Carolina, manufacturer of the TENT-MATE Camper Trailer.
Commission and the Bright Flue-Cured Tobacco Commission. The Peanut Commission in addition to promoting its own production, has spent much of its effort in research on mold or the aflotoxin problem. The Bright Flue-Cured Tobacco Commission have sought to promote the growth of better quality tobacco and the grades desired by buyers. In the search for new markets they have sent representatives to Germany, Japan, Poland, Spain and Netherlands.

The Dark-Fired Tobacco Commission created in 1964, has also spent much time in looking for overseas markets and considerable money on other areas of marketing and research.

In 1965 two more self-help programs came into being. Both of these, the Poultry Products Commission and the Sweet Potato Commission were again created by the General Assembly, but this time there was a difference. Before either could actually begin operation they had to receive a favorable vote in a referendum conducted among producers. And in each case the commissions were created for a five year period. At the end of this time the producers will again vote to decide if they
The Poultry Products Commission was instrumental in creating a new concept of quality eggs. These are identified on the market by a symbol called "Ginny Hen." Before this registered label can be used the producer had to meet many regulations including the requirements that only Grade A eggs or better can be packed under the certification mark. The commission was also instrumental in joining with the National Egg Company making Virginia an integral part of the twelve-stage cooperative of commercial egg producers.

The Sweet Potato Commission has worked hard to expand the Virginia certified seed program and to create more interest in the production of Virginia certified seed and working with Virginia Polytechnic Institute and the Virginia Truck Experiment Station has sought to upgrade growing and marketing practices. This commission in conjunction with the Agriculture Foundation has sponsored a mechanical harvesting and sizing research project.

In 1967 the Virginia Pork Industry Commission came into being. They too have worked in the field of promotion and a number of research projects that include the control of pre-weaning and post-weaning enteritis in young pigs and on nutritional requirements of the sow in total confinement. This project is being partially underwritten by the Virginia Agriculture Foundation.

This is not expected to be the last of the self-help programs to be created. In January of this year the Board of Agriculture and Commerce went on record in favor of supporting commodity groups seeking legislation for self-help check-off type programs, where producers assess themselves for funds.

Currently under consideration by the legislature are separate bills that would permit soybean growers and beef cattle producers to hold referendums to create commissions for their respective commodities.

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A.G.C. Convention
(Continued from page 24)

Session followed with the Resolutions Committee Report and a discussion of new business.

The ladies attending the Convention were invited to pick up beautiful orchid corsages donated by Lone Star Cement Corporation of Norfolk and Richmond. All of the ladies agreed that these were some of the loveliest orchids they had seen.

The President's Reception was held at 6:00 P.M. in the lovely Crystal Room. Virginia Branch President Samuel H. Shrum and his delightful wife, Evelyn led the receiving line, followed by the incoming President of the Virginia Branch, J. A. (Buddy) Kessler, Jr., and his charming wife, Kate; and incoming 1st Vice President, N. David Kjellstrom and his lovely wife, Edie. Everyone enjoyed refreshments of their choice.


J. R. Houck of John R. Houck, Richmond, was named Chairman of the Associate Advisory Directors. Elected this year to the Associate Advisory Directors are Merrill K. Luhman, Howard Eales, Washington, D. C. and L. A. Lacy, L. A. Plumbing and Heating, Charlottesville. These gentlemen join A. M. Hugerford, Jr., Hungerford, Inc., Richmond, R. W. Lynch, Southern Materials Company, Inc., Norfolk and William Mahone, IV, Mahone, Inc., Roanoke. The Virginia Branch is privileged to have such a fine group of men as their Associate Advisory Directors.


As a memento of the occasion DeJarnette & Paul furnished banquet programs and menus.

At the conclusion of Mr. Shrum's year as president of the Virginia Branch, he was presented with a handsome watch in recognition of the many countless hours devoted to the welfare of the Virginia Branch.

Mrs.
Shrum was given a lovely punch set in appreciation for her contributions and the excellent job she did in presiding at all of the ladies' affairs.

One of the many awards given at the Annual Banquet is the Construction Man of the Year Award. This year, the award went to Sam Shrum—much to his surprise! He did richly deserve this honor, since his untiring efforts with Plan Bulldozer during the flooding last year made possible the success of this operation. However, his efforts did not stop here—he worked diligently on the Membership Committee and was responsible for 39 new members. BUT—the Virginia Branch had still another surprise for him. His daughter, son and daughter-in-law were brought to The Homestead to share in this hour of glory for a man we will all long remember.

The Convention came to a close with the excellent rhythms of Gordon Reid and his Orchestra with their Society Beat! They provided music to please everyone—the young, the old, and even the generation gap! When the members, their wives and guests were not discussing the lovely music, the talk posed the question—don't they ever take a break? And, so it went until 2:00 A.M. and the end of a delightful evening.

There was one added attraction to the Convention that has not been mentioned due to the fact that this was a daily event—namely, the daily newspaper. This was put outside every door each morning through the courtesy of Roanoke Engineering Sales Company, Inc., of Arlington, Richmond and Roanoke in Virginia, and Charlotte, North Carolina.

Do We Have To Lag Behind Alaska?

(Continued from page 5)

library-workers with graduate degrees in library science are comparatively few. For instance, the urban counties adjacent to Richmond, which very recently put in their own library services, are continually in the market for trained librarians and the turnover in all library personnel is high. Not only do the low salaries offer little attraction to librarians with graduate degrees, but the scarcity of first class public libraries offer limited opportunities for advancement.

There has been talk of installing a graduate library school at one of the state's institutions, but at the present salary range and with the limited opportunities for advancement, the state would probably be spending money to provide degrees for librarians who would take their talents to other areas. For the ambitious younger people coming out of graduate schools in library science there would be little inducement to commit their careers to a state whose public libraries mostly come nowhere near meeting the minimal standards established by the American Library Association and the Virginia Library Association.

Virginians seem unaware of this condition of their public library service, or unconcerned about it, or both. Certainly the Letter Columns in the newspapers contain no complaints or suggestions, nor, come to think of it, do the editorials. It is in general no longer true that Virginians "live in the past," but at the Virginia State Library a large portion of their librarians' work is devoted to helping "ancestor-worshippers" trace through volumes of genealogy, which does not exactly give the impression that the users of the library are dominated by individuals interested in "education" in the broader
sense of cultivating the mind. Books of mine always result in letters from strangers asking my help in establishing their connection to this family or that; to say the least, to be placed in the position of a free-service genealogist does not leave me with that glow of satisfaction at having interested a reader with my work. It does suggest that if all the books in Virginia on genealogy were removed from the state and the community public libraries, the per capita volume of books in Virginia public libraries would undoubtedly place us securely at the bottom of the fifty states.

This would make it appear that, while Virginians in the generality are no longer living in the past, the state ranks around the bottom—below other Southern states, below Alaska and Hawaii—in its interest in educated pursuits for adults. And it would seem most likely that some self-complacency about a long dead past would at least be a contributing factor to Virginians’ indifference to their present lag in educated pursuits. It was not until Governor Godwin’s administration that a concerted drive raised more money for public education, and this of course had no attention was called to the justly praised efforts on public education—again in the sense of the cultivated mind. It is as if what Virginia lacks is of no consequence because to be Virginia is enough. This smug provincialism had many authentic explanations in the past century and in the early part of the Twentieth century. But during much of the Twentieth century this attitude caused serious lags in comparison with other parts of the country, and we are only recently catching up on many, or perhaps most, fronts—partly through fortuitous circumstances (such as the Washington suburban population in Northern Virginia and various government installations) which were not caused by the efforts of Virginians. However, there is still this lag in an underlying attitude.

We praise our great figures of the past without seeming to be aware that we are praising men, as most exemplified by Jefferson and Madison, who were educated men of ideas, proficient as men of political action. These men, whose education never ceased while they drew breath, started with ideas, derived from the cultivation of their minds, and translated them into high-minded political action. There are many reasons—such as climate and environment—why Virginia never made the tradition of education that New England did. However, no region has superior models to those of our past heroes to whom we give lip reverence, and nothing would be a worthier goal for the rising generations than to supplant “ancestor-worship” with programs to realize the fullest traditions of Virginia in thoroughly modern terms.

That is, this glorious past of mental enlightenment in Virginia did happen, and we have now come upon a time when we try to live up to it (not “on it”) or stop talking about it. Do we have to lag behind Alaska?

Clifford Dowdey

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