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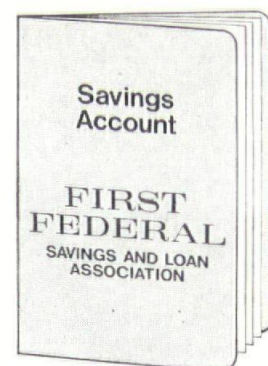
YEAR OF
BEGINNINGS

By PAT BRYANT

also

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IN
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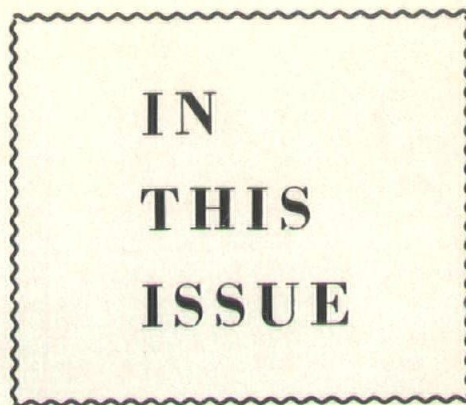
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tative articles and features on statewide and local industries, business, governmental and civic organizations, they are in no other respect responsible for the contents hereof.



IN THIS ISSUE

Vol. 93—No. 1 1 Year \$3—2 Years \$5—Per Copy \$1.00 JANUARY 1971

You Never Can Tell

People can always surprise you—if you give them the chance. The last person would have expected a critical analysis of the American system from was he superintendent of a modern industrial complex who (at a suggestion from he top of the corporation) was showing me through the plants. I don't suppose he expected much from me as a visitor but, an amiable man, he conducted me with a sort of dutiful cheerfulness.

However, I brightened as we got to the paper-making plant because, as I had worked during summers in a paper mill during my impressionable teens, I was interested to observe the contrasts in today's paper making. The basic processes are unchanged. There was still the deafening roar and colored water sluicing over concrete floors. But the beaters were no longer the large open tubs, in which the pulp was churned and where the beatermen would squeeze handfulls dry to determine the density and fibre strength, and make off-the-cuff tests of the proper mixture of the added chemicals. In the new plant, the beaters churned unseen inside metal encasements, and I asked my guide, "Where are the beatermen?"

Also brightening, he gave me a long enthusiastic explanation of a device which made all the necessary tests and corrected any imbalance. I only heard half of what he said because of the roar, and understood half of that because of the technical language, but I gathered the device was something in the nature of a computer which worked much more intricately in the manner of thermostat control, where your furnace cuts off and on to maintain the heat level at which you set it.

Further on, in a Kraft pulp mill, I was fascinated by the processes which carried the thick sheets from the machine to be electrically pressed, passed the tight pack of sheets onto a belt where machines folded them into a package-size for shipping, bound the package in wire, and deposited the packages onto hand trucks. What most impressed me about this whole operation was that the space from where the pulp sheets came off the machine to where the hand trucks were pushed through a door was about the size of a large living room. I remembered the old shipping rooms, of vast proportions, where all these steps were made by men and women who worked something like a ten-hour day.

After my guide and I were out of the plants and having coffee in a pleasant room in the administrative building, I mentioned the changes that I had observed and said I imagined there were many more changes that I had not noticed.

Again with enthusiasm he launched into a description of the advancing automation in the plants, and then said there were other devices which they hesitated to use because of the employees who would be thrown out of work. I gathered that it was not entirely concern for the employees which caused their hesitation but the effect on the rest of the labor force. As it was, he said, the company hated to lose its older skilled employees because it was difficult to find their stability in younger workers.

While he was talking, it came to me that he was touching on a problem of employment in the United States which I had casually (Continued on page 65)

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ON OUR COVER: This model of the proposed \$80 million cigarette factory being built by Philip Morris, Inc., represents the largest single manufacturing capital investment made in Virginia to date, breaking the all-time Virginia record, according to the Division of Industrial Development.

To be erected in Richmond, the plant is expected to be completed by the end of 1973. Of interest to ecologists is the fact that more than \$5 million has been appropriated for the most advanced and effective sanitation and pollution control equipment available.

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(Bea Kopp photo)

The newly inaugurated governor descends steps to join other dignitaries.

A Year Of Beginnings

By
PAT BRYANT

THE YEAR 1970 marked the beginning of a new decade and an accompanying hope for a better life, less strife, greater prosperity, all the dreams that people voice when one era ends and another begins. It also brought with it something almost unique in Virginia—the Old Dominion's first Republican governor in the 20th century.

Looking back over his first year in office, Governor Linwood Holton can chalk up some impressive accomplishments, some of which are destined to mean a better life for Virginians. A spokesman for the Holton administration recently outlined the four major achievements of this first year: (1) appointments of both Virginians and non-Virginians to top governmental posts with the idea of getting the best possible talent for the job; (2) improved race relations with more blacks going on boards and commissions and more emphasis on opening up employment to Negroes; (3) revision of the State Constitution; and (4) the Governor's Management Study which is destined to occupy much of the administration's time and efforts for the remainder of Gov. Holton's term.

Getting the best people available to do the job was one of Governor Holton's first tasks. Roger Provo, one of Holton's chief campaign aides and a pre- and post-inauguration stalwart has had the job of seeking out top talent. Starting in December, 1969, the new administration attempted to identify everything a department or agency chief had to do. "There were no category requirements written down," said Provo. "We had to determine who was doing a good job or not and where there could be improvement." Some persons were re-appointed, some not, with the result, some faces new to the Richmond and even the Virginia scene.

Typical of the search for the right man for the job was that for Vern Hill, Commissioner of the Division of Motor Vehicles. In look-

ing for a new commissioner, said Provo, the governor wanted someone who had been a DMV Commissioner before, and successfully, and who had knowledge of the problems involved in running this large state function. The list of possible appointees numbered about 22 and included many Virginians, people with all sorts of backgrounds including that of DMV employment. The search then turned to Washington with a request to Douglas Toms, Director of the Highway Safety Bureau in the Federal Bureau of Highways who assigned someone from his staff to help. From the search came the name of Vern Hill, then an official with Hertz Car Rental Co. in New York and more importantly, a former DMV commissioner in Oregon. He had grappled with many problems in Oregon which he would face in Virginia—a “large, paper-shuffling agency, a bureaucracy,” said Provo. Here was a man who hopefully could cope with the need for administration, of establishing better relations between the office of Commissioner and the some 2,000 employees, who had a good sense of public relations. Hill got the appointment and soon set about revising some of the procedures at DMV. And one result of his efforts became very obvious to the driving public in the fall—the new driver’s manual with its jazzed-up front and the use of color and more contemporary illustrations to teach Virginia’s road laws to motorists.

No matter what the post, similar procedures were followed with all appointments. In the Department of Mental Hygiene and Hospitals, for instance, the search went out to the various national and local mental health agencies to find the person needed. The first appointment fell through — things don’t always go smoothly, even for a governor — but the subsequent appointment of Dr. William S. Allerton as Commissioner of the Department of Mental Hygiene and Hospitals was just as satisfactory.

As in the area of mental health, there were many appointments from within. T. Edward Temple, a hold-over from the Godwin administration, was promoted from Director of the Division of State Planning and Community Affairs to Commissioner of Administration. Another was Thomas P. Credle, named Coordinator of Civil Defense after serving as chief of the Federal Programs Section in the State Division of Planning and Community Affairs.

Some of the appointments brought

new blood into state government. Benjamin P. Alsop Jr., Richmond and Charles City business and civic leader, was named director of Purchases and Supply while Charles H. Graves was named to head the Division of State Planning and Community Affairs. A Richmond investment banker, Walter W. Craigie Jr., became the new State Treasurer and Mrs. Cynthia Newman of Falls Church, long a leader in the Republican party in the state and Virginia Republican National Committeewoman, got the nod as Secretary of the Commonwealth. John McCutcheon, former Richmond Assistant City Manager, became the governor’s Budget Director and John Ritchie Jr., a close aide during the campaign, was named the Governor’s Executive Assistant.

One of the most significant appointments of the new administration was that of 36-year-old Roanoke public school supervisor William B. Robertson to be the Governor’s special assistant with responsibility for consumer affairs and minority problems. Robertson is believed to be the first Negro ever named to serve in the office of a Virginia governor.

A late-in-the-year development in the Virginia National Guard saw the resignation of Maj. Gen. Paul M. Booth as adjutant-general, effective Dec. 31, and the announcement of Col. William J. McCaddin of Richmond as his successor.

Numerous were the reappointments, perhaps much to the surprise of a lot of Democrats and Republicans alike — after all, the Republicans had been waiting a long time for this opportunity but in all instances, the emphasis was on matching job with man, not political affiliation. Thus it was that many Democratic gubernatorial appointee hold-overs were re-named to office, such as Dr. Woodrow W. Wilkerson, State Superintendent of Public Instruction; Marvin M. Sutherland, Director of State Department of Conservation and Economic Development; Edmond M. Boggs, Commissioner of Labor and Industry; Maurice B. Rowe, Commissioner of Agriculture and Commerce; William L. Heartwell Jr., Commissioner of Employment; J. Frank Alspaugh, director, Division of Industrial Development; and after a long wait, Douglas Fugate, Highway Commissioner. Early December brought announcement of the appointment of William H. Forst as State Tax Commissioner. Still to be named is the head of the Marine Resources Agency.

There have been ample opportuni-

ties to recognize the efforts of Virginia’s private citizens during the year with appointments to various boards and commissions and there have been several Negroes among the appointees an indication of the governor’s desire to improve race relations. Negroes and young people are finding their way onto college boards of visitors and into more active participation in governmental agencies.

Some of the agencies for which Holton has made appointments have been new, such as the seven-member Consumer Credit Study Commission; others have long been in existence such as the State Board of Purchases and Supply to which he named five members. August 17 saw two Democratic stalwarts removed from appointive posts. Holton named four new members to the State Water Control Board, replacing former Del. E. Blackburn Moore of Berryville, its chairman for 20 of its 22 years and the man who wrote the legislation that created the board in 1948. That same day he also confirmed appointment of two new members of the State Air Pollution Control Board, including a replacement for Lewis A. McMurrain Jr. of Newport News, the board’s chairman since its creation in 1966. A political plum, though, will be the appointment of three new members — two probably Republicans — to the State Board of Elections.

It has been the governor’s policy, said a spokesman, “to beef up and make more active” some of the boards, such as Ports Authority, Water Control and ABC. He named Robert Jeffrey, Colonial Williamsburg’s official in charge of accommodations and restaurants, to the ABC board, thus adding to the board a man who knew public relations and the travel and tourist trade.

The 11-man Virginia Ports Authority needed six new members and the governor, moving toward unification of ports in Tidewater—a step aimed at making operations more economical and efficient for the area and more attractive to incoming shipping — brought in six men with a diversity of backgrounds. E. R. “Red” English of Altavista, a businessman and president of the State Chamber of Commerce, was chosen to add the businessman’s approach. Frank X. Carroll of Roanoke, president of the Virginia Iron and Coke Co., added more of the businessman’s approach while George Hettrick of Richmond, a lawyer who was the governor’s special counsel in the 1970 session of the General Assembly, was familiar with legislative

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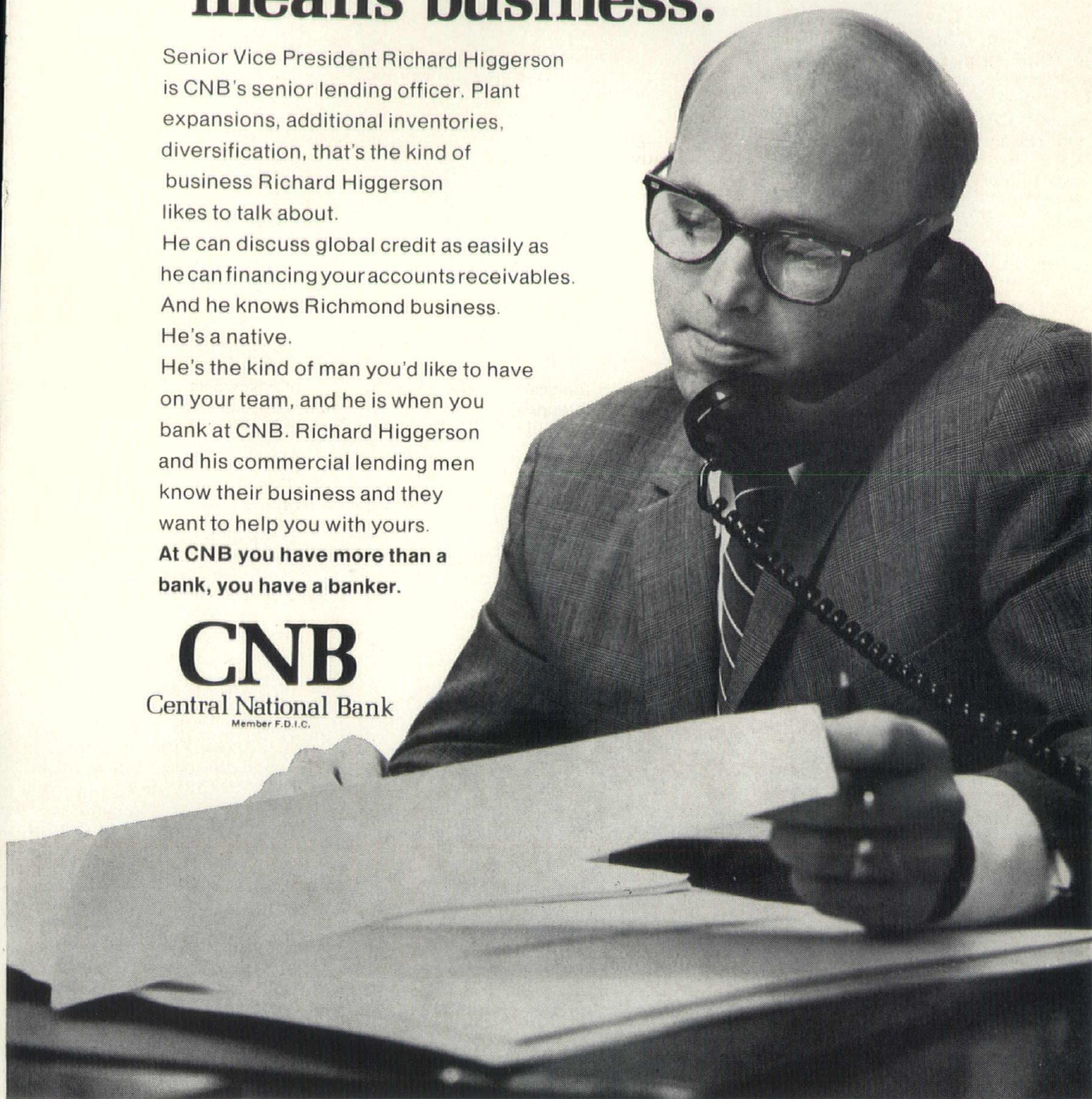
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Senator Breeden watches as Governor Holton signs the Virginia Ports Authority bill.

processes. Bud Ackerman of Newport News, president of Newport News Shipbuilding and Dry Dock Co., could add the practical touch as could Daniel Thornton of Norfolk, vice president of Southgate Terminal Corp. which has warehouses in all the ports in Tidewater. Financial know-how would come from J. Hogue Tyler of Norfolk, chairman of the board of the United Virginia Bank which has the only international banking division in the state.

As a result of the new blood on the board and of the efforts of all concerned, under the leadership of the governor, there have been real strides made toward port unification during 1970 and this had one of the highest priorities of the new administration.

The culmination of years of study and effort aimed at revising Virginia's constitution, its first major overhaul since the administration of Governor Harry F. Byrd, came with the passage of all four proposals in the General Election of Nov. 3. The General Assembly will come back into session on Jan. 6 and its major task will be enacting legislation necessary to the revision. That the revision passed with as healthy a vote as it did is in good measure a result of the bipartisan effort that went into the campaign. There was a 24-member statewide steering committee of Virginians for the Constitution. Its members included Lieutenant Governor J. Sargeant Reynolds, Attorney General Andrew P. Miller and House Speaker John Warren Cooke. And serving as honorary chairmen were two of the strongest political leaders in the Old Dominion

—Governor Holton and former Governor Mills E. Godwin Jr.

The new constitution will, among other things, make the business of borrowing money, financing capital outlays, less drawn-out and give the state a broader base on which to finance its programs. However, an administration spokesman said he didn't foresee the issuance of any general obligation bonds before 1972, adding that there will have to be some by then to finance needs and "that's the only way to raise money for the institutions."

While the necessary legislation for revising the constitution will be the major business before the session of the General Assembly, there is talk, too, of what to do to relieve the problems of the state's urban areas, and a myriad of other interests of Virginians but which the governor may not include in his call for the session. One item mandatory to the agenda is re-apportioning the state's Assembly and congressional districts.

A bipartisan conference of General Assembly leaders and Governor Holton, however, agreed that bills would be admitted that were necessary to make statutory changes required by the constitutional revisions, that were accepted by unanimous consent of both houses and those sent down with a written message from the governor.

The new constitution will be shortened, from 35,000 to 28,000 words and will provide for annual sessions of the legislature, a new article on conservation, revision of the franchise article to prevent vote fraud, expansion of the state's capacity to issue general obligation bonds and pledging the full faith and credit of the state behind certain revenue bond projects. As for providing for pari-mutual betting, Gov. Holton has expressed the belief that legislators from areas favoring such wagering will ask for a study commission in 1971 with the idea of presenting legislation in 1972.

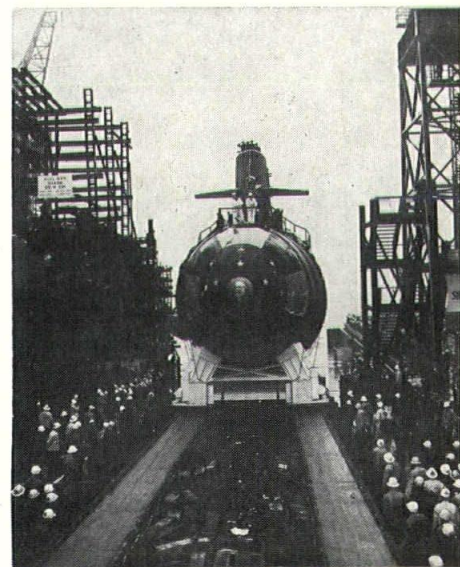
Just as revising the constitution will have long-lasting effects on the lives of Virginians, so will results of the Governor's Management Study Inc. Organization of the study was an outgrowth of a campaign promise of Governor Holton. It was made by seven task forces comprising some 60 business, industrial and professional executives under the leadership of William L. Zimmer III of Richmond, president of A. H. Robins Co. It was financed by \$100,000 contributed by businesses and individuals and used to pay for the services of consultants from Warren King and Associates of Chicago.

When the report finally was presented to the governor December 3 it provided for savings of up to \$6 million annually by incorporating a series of economy measures, reorganization of the existing department and agencies of government to provide for five deputy governors to report directly to the governor and have responsibility for finance, education, human affairs, commerce and resources, and transportation and public safety. In addition to the annual savings of \$61 million, the report provided for a net one-time savings and income of \$12 million through sale of some state-owned properties and a net one-time cost avoidance of \$18 million by canceling or reducing the scope of building projects now in various stages of planning at some colleges. Some agencies would be merged, some eliminated and some even expanded under study proposals.

The study provides for streamlining operations, making maximum use of personnel, upgrading some operations and cutting costs wherever possible. Just what will come of it is problematic, although some measures already have gone into effect. Governor Holton has pledged to modernize state government and that may well take a good portion of his remaining three years in the Executive Mansion.

The realm of human and race relations ranks high among achievements of the governor. This is evidenced by his appointment of William Robertson as his special assistant for consumer affairs and minority economic problems and of other blacks to positions of responsibility on boards and com-

Launchings are a familiar sight at Newport News Shipbuilding & Dry Dock Co.—this one—The Robert E. Lee.



Summaries and Appropriations

Summaries and appropriations of major items in estimated annual savings or new annual income for the state agencies projected by the Governor's Management Study are listed below. This is not a complete listing; lesser amounts are omitted.

<i>Department or Agency</i>	<i>Explanation</i>	<i>Approximate Net Annual Savings or New Income</i>
Budget:	Management engineering innovations	\$4,700,000
Purchases and Supplies:	Reorganized, improved operations	4,413,100
Automated Data Processing:	Reorganized, centralized controls	8,000,000
Property Records and Insurance:	Changes in coverage	612,300
Treasury:	Balances changed, earnings increased	3,313,000
Taxation:	Reduce state functions of commissioners, treasurers	5,000,000
Conservation and Economic Development:	Higher fees, some savings	519,000
Marine Resources:	Reduced personnel and public oyster grounds	232,500
Game and Inland Fisheries:	Reorganize, reduce personnel	174,000
Port Authority:	Operate "as a successful business enterprise"	3,800,000
Mental Hygiene and Hospitals:	New income (Medicaid), some savings	3,766,000
Health:	Fees, permits and fiscal changes	874,200
Motor Vehicles:	License and fee changes, other improvements	2,719,600
State Police:	Paperwork changes, gasoline purchase changes	157,000
ABC Board:	Work force reductions, other changes	1,092,800
Highways:	Operational changes, personnel reductions	13,300,000
Education:	Centralize school bus purchases	218,000
Council of Higher Education:	\$5 semester fee for student autos	200,000
Colleges and Universities:	Reduce custodial forces, other changes	1,282,000
Advisory Council on Educational TV:	Eliminate duplications	723,000
Medical College of Virginia:	Chronic care facility changes	1,000,000
Office Services:	Establish new division of state government	2,100,000

(Note—Treasury item is all new income. Other items are mostly savings estimates, but some include new income, too.)

Fiscal Benefits Recommended

Among fiscal benefits recommended as achievable by the Governor's Management Study were "cost avoidance" reductions in future building plans of state institutions. Major items in "cost avoidance" type of savings follow.

<i>Institution</i>	<i>Explanation</i>	<i>Cost Avoidance</i>
Radford College:	Cancel academic, education buildings	\$2,400,000
Longwood College:	Reduce physical education building plans	1,260,000
Madison College:	Cancel mathematics, science buildings	5,680,000
College of William and Mary:	Cancel chemistry building	2,690,000
Old Dominion University:	Cancel physics, chemistry building phases	3,180,000
Virginia Polytechnic Institute and State University	Reduce physical education building plans	2,850,000

Items for Saving or Income

Among the items of "net one-time savings and income" listed as possibilities by the Governor's Management Study were those listed below.

<i>Department or Agency</i>	<i>Explanation</i>	<i>Estimated Saving or Income</i>
Agriculture and Commerce:	Sell Appomattox, Augusta lime plants	\$ 424,100
Truck and Ornamentals Research Station:	Sell Virginia Beach station	850,000
Marine Resources:	Sell "luxury boat" and airplane	58,000
Mental Hygiene and Hospitals:	Collect old bills, reduce inventory	600,000
Health:	Sell land at Blue Ridge Sanatorium	900,000
ABC Board:	Change equipment, reduce inventories, other changes	7,940,000
Military Affairs:	Sell Camp Pendleton	1,350,000
Richard Bland College:	Sell 475 acres of land	285,000
Virginia State College:	Sell Randolph farm	250,000

missions. And there is evidence of this in a story about a Negro woman he told in his Report to Top Management in New York on Nov. 12: "Minority development is not only a proper goal for state government; it is also economic development for the Commonwealth. For example, we had an elevator operator who was earning about \$1.40 an hour. She was trained to operate a computer and now works in an office near her old elevator. There is one slight difference, however; she is earning \$4 an hour now instead of \$1.40. This is economic development."

There has been an opening of doors to the youth of the state too with appointment of a Youth Advisory Council, another on Drug Abuse (not limited to youth but of major concern to young persons and those who deal with young people).

It's the young people of the nation who have taken the leadership in the ecology movement and so, Governor Holton has named an Environmental Council to pull together the 12 state agencies and institutions with an interest in environment. And prominent among his appointees have been two under-30 members to college boards—Roger Hull, a New York lawyer, to the College of William and Mary's board of visitors and J. Harvie Wilkinson III of Richmond to that of the University of Virginia.

The governor has strived to bring state and local governments closer and to bring the governor's office closer to state agencies. He has appointed a Council on State and Local Government Cooperation and he and members of his staff have begun holding regular briefings with state depart-

Father and Son — Governor Holton and Dwight. (Bea Kopp photo)



Smiling Holtons greet photographers after attending Church Services. (Bea Kopp photo)

ment heads, going out to the departments to learn what they are doing. And while the general policy is for the governor not to react on the spot, he is in a better position to offer the necessary leadership and assistance in the ensuing weeks, for having learned about the departments' operations at first hand.

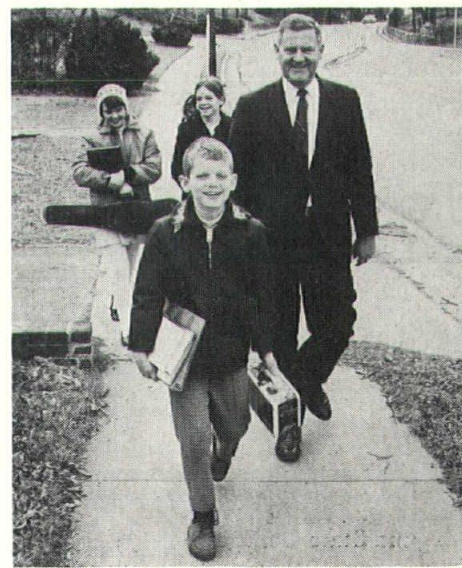
Being a Republican governor with a Democratic General Assembly might indicate that the days following Holton's inauguration last January 17 would be stormy, at the least. But with few exceptions, the governor emerged from his first session with his programs intact. The only legislative beating of any great import was the defeat of the additional tax on cigarettes and that's one that probably will come up for future legislative consideration. As for that proposal to eliminate sales tax on food, "No one really thought that was possible anyway" admitted a man close to the governor. But from that session, meeting in its first days under out-going Democratic Governor Godwin, came legislation to provide for a new constitution, to fight pollution, protect consumers, combat drug abuse, unify ports, expand the community college system, offer more mental health facilities, begin to modernize the state penitentiary, liberalize the state's abortion law, broaden the conflict-of-interest law to include legislators and reform the election laws.

It was a record-setting Assembly that saw a record number of bills introduced and a record budget adopted.

Not all has been pink-lined clouds

for Governor Holton. There have been problems enough for any statesman, including defeat of Republican Senatorial candidate Ray L. Garland, and not the least of the problems is the forced busing of school children in Richmond and the motion of the Richmond School Board to include Chesterfield, Henrico and the State Board of Education as defendants in its court case. So inflamed were some segments of the citizenry that at one mass anti-busing meeting the Rev. John Book, a leader in the movement, called for the impeachment of the governor. Even if he were not governor and concerned with what's hap-

Off to school with Ann, Tayloe and Woody.



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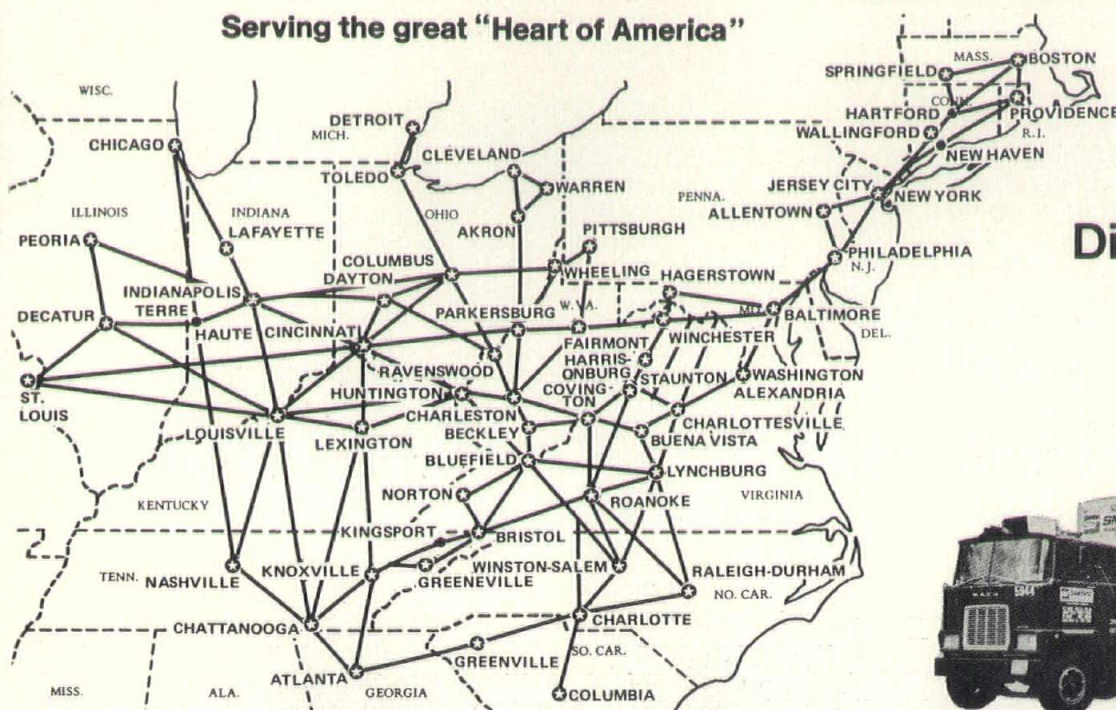
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pening to all of Virginia residents, he would have a very personal interest in the forced busing of children in Richmond—three of his own are now attending predominantly black schools. Tayloe, 14, a student at Westhampton Junior High School, now attends John F. Kennedy High and Ann Bright, 12, and Linwood III, 11, are enrolled in Mosby Junior High. Young Dwight is still in the nursery school age and not affected as yet by the matter.

It was the decision of the Holtons to enroll their children in Richmond's public schools when they moved to the Executive Mansion from their comfortable home in Roanoke last January. Governors' children usually are enrolled in private schools but the Holtons wanted theirs in public schools.

Having four lively young people in the Executive Mansion has brought about a few changes—the little guest house no longer is open to visitors—it's play area for the children. Joyous youthful laughter can be heard from the gardens and a Holton voice, that of Tayloe, can be heard leading the cheers at Kennedy High School. And there are more Holtons to take on some of the ceremonial duties of the First Family. The governor got his first chance to be grand marshal of a parade on April 25 when he became the first Virginia governor to participate actively in the Vinton Dogwood Festival, Vinton being close to Roanoke. And Tayloe and Woody got their chances at Christmas; Tayloe on November 21 at Norfolk's annual Giant Balloon Parade and Woody, December 5, in Ashland.

Sandwiched in with the speeches before prestigious groups such as the Southern Governors' Conference and presiding over such meetings as the newly formed bipartisan State and Local Government Advisory Committee to the Office of Economic Opportunity (a committee comprised

mainly of state governors and mayors of medium-sized and larger cities) there were lighter moments and those of a heart-rending nature. A pretty girl, Miss South Carolina, came to call in February to present him with a medallion in connection with South Carolina's 300th anniversary celebration. And then one morning in early December, another group of attractive women visited the governor's office. These were wives of American prisoners of war in North Vietnam and they had come to deliver some special Christmas cards carrying a reminder of the plight of their husbands.

Somehow business often can be accompanied by pleasure and so it was that on May 13, Governor and Mrs. Holton with a group of three other governors and their wives departed for France. This was a reciprocal trip after a party of French prefects toured the United States in 1969. During the 10-day trip the Holtons represented the United States in a section of France that included its most famed resort areas.

And the honors and recognition came from all sides during this first year with invitations to the White House and praise from the nation's news media for his moderate stand and refusal to withdraw his own children from school in the face of court-ordered mass desegregation and busing. Perhaps one of his most meaningful honors came on June 28 when he was cited by the Sixth Mount Zion Baptist Church for his achievements "in promoting racial equality" in Virginia. For this he received the John Jasper Award for "naming a black special assistant, initiating minority career clinics and promising the state to be a model in race relations." A fitting salute for a governor who made one of his first official acts a "no discrimination" edict to state employees: "I will not tolerate nor will any state official tolerate racial or ethnic preju-

dice in the hiring or promotion of employees in state government."

Abner Linwood Holton Jr. (he dropped the Abner and the Jr. when he became governor) obviously did a pretty good job of selling himself to the people of Virginia in November 1969 and he's spent a portion of 1970 selling Virginia to people of other states. He has touted the glories of the Old Dominion to travel industry leaders and the advantages of locating industrial facilities in the state to American and foreign industrialists—and he's done that successfully too. At least the economy and the employment picture in the state would indicate this. While employment in other states has been slumping, Virginia's has managed to hold up.

William L. Heartwell Jr., Commissioner of the Virginia Employment Commission, cites several reasons for the economy remaining stable with consequent low unemployment—strategic location, diversification, natural resources, fine port facilities and tourist attractions which enable Virginia to attract more money into the state than goes out.

In a statement prepared for *The Virginia Record*, Commissioner Heartwell said:

"Virginia's location geographically is one of the reasons. Because it adjoins the nation's capital, Virginia has a much larger proportion of federal government workers than most states. Currently, federal government employment accounts for about 5 percent of the state's civilian work force. Add in state and local government employment and the percentage comes to 16 percent. There is seldom much unemployment among government workers.

"The excellent diversity of the state's industrial mix is also conducive to a low unemployment rate. Other than government, no one industry either in manufacturing or nonmanufacturing dominates the employment picture.

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But wait 'til you see our encore. When we started out in 1886, we were just a small ship repair yard. We named the company Newport News. Because we were proud to be doing business here.


Today we're the largest shipyard in the world. And we're still proud to call ourselves Newport News Shipbuilding and Dry Dock Company. Because a lot of the people who helped put us where we are today come from right here on the Virginia Peninsula.

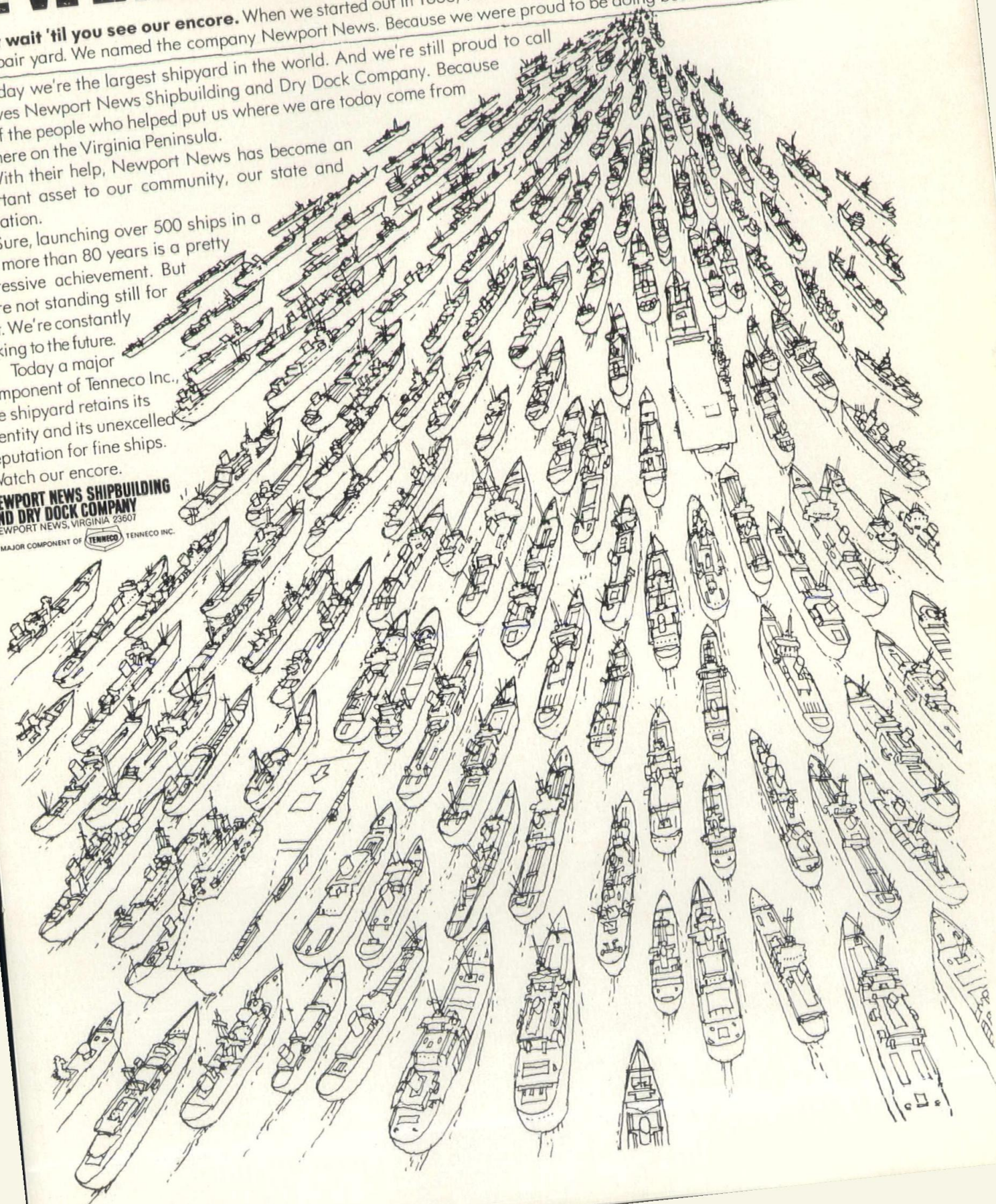
With their help, Newport News has become an important asset to our community, our state and our nation.

Sure, launching over 500 ships in a little more than 80 years is a pretty impressive achievement. But we're not standing still for that. We're constantly looking to the future.

Today a major component of Tenneco Inc., the shipyard retains its identity and its unexcelled reputation for fine ships. Watch our encore.

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BELLS COIN SHOP

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Thus, if slackness appears in any one or two industries, the effect is not widespread and, indeed, may be taken up in other industries.

"Then, too, there is not a great deal of heavy goods manufacturing in Virginia. The majority of the products manufactured are consumer goods for which the demand is fairly constant. This also tends to cut down on layoffs.

"Furthermore, new industry is constantly moving into the state. Many of the new plants are being built by multi-state companies who tend to lay off workers at their older plants in other states before they lay off workers at their new plants in Virginia because their new plants are more efficient and because of the high quality of the Virginia employees.

"The kind of new industry moving into the state also helps keep the unemployment rate down since, in large part, they are growth industries. For example, employment in the state's electronic industry has grown by more than 150 percent since 1960. The Virginia economy cannot help but be affected to a degree by national conditions. Therefore, if the national unemployment rate rises to the predicted 6 to 6.5 percent level in 1971, it is quite likely that the Virginia rate will hover somewhere around 3.7 percent, compared to a seasonally adjusted rate of around 3 percent in late 1970."

As far as industrial development is concerned, Virginia has out-paced the nation in this area too, according to J. Frank Alsbaugh, Director of the Division of Industrial Development.

The figures for the first 11 months of 1970 were impressive and there was every reason to believe industrial growth would continue. Spurring the growth along during the past year was a series of six Governor's Conferences on Industrial Development held in various sections of the state. More than 1,400 Virginians directly involved in the industrial development process heard an address by the governor and talks by experts in the field.

During the year, 69 new manufacturing facilities to employ 7,400 persons and 76 manufacturing expansions to employ an additional 5,150 persons were announced. This meant a total of 145 expansions with new employment needs of 12,500 were planned. Moreover, approximately 63 percent of the projected jobs will be located outside the metropolitan areas of Virginia, offering more jobs and more impetus to local economy in the non-urban areas of the state.

Some of the new plant announcements were notable, according to Als-

baugh's report to the governor. General Electric Company will build a manufacturing and research facility near Charlottesville to produce numerical control systems. Some 1,700 persons will be employed in a facility in which the investment is to be between \$15 and \$20 million. The Ross Division of Abbott Laboratories will build a plant at Altavista calling for an investment of approximately \$10 million with projected employment of 350. In Blacksburg, Federal Mogul Corporation will build a \$5 million bimetal aluminum engine bearings plant to employ 300. And in Chesterfield County, F. H. Lawson Co., a Cincinnati-based manufacturer of medicine cabinets and litter receptacles will build a plant to cost \$3 million.

Virginia for several years has held the doors open to foreign concerns wishing to build plants here and the efforts continue to pay off. Among those announcements in the multi-million dollar category are Heugatile Corporation, a Dutch firm, which will manufacture carpet tiles in Hampton; Meredith/Burda at Lynchburg, a joint venture between a German firm and a midwestern firm, specializing in roto-gravure printing; and Liebherr-America, a German company, with plans to manufacture construction equipment at Newport News.

Expansion plans for many industries were announced but by far the largest for the year and one which set an all-time Virginia record was the announcement of Philip Morris, Inc., to build in Richmond the world's largest cigarette manufacturing plant, along with research facilities, to cost an estimated \$80 million.

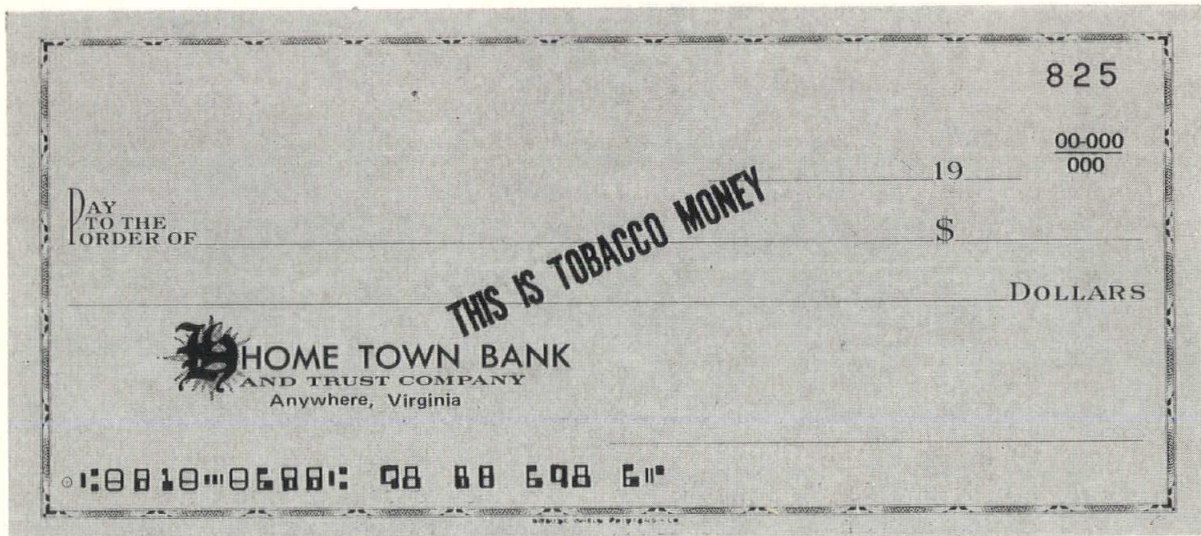
Virginia is not content to just plod along waiting for business to find its way to the state. This is a competitive field and Virginia works hard to keep the industrial growth advancing. The Industrial Development Division maintains an office in Brussels, Belgium, and this year, an assistant European director was employed to work from that office. His work will be concentrated on assisting Virginia manufacturers in the development of markets for their products in Europe. In fact, Governor Holton will lead a specialized electronics and instrumentation trade mission to West Germany the last two weeks of April. Key representatives from the electronics and instrumentation industries in Virginia will accompany the governor on the trip.

The Research Department of the Industrial Development Division also

(Continued on page 60)

TOBACCO MONEY

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For
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AHS facilities planned in eight other Virginia locations



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INDUSTRIAL DEVELOPMENT IN THE OLD DOMINION

PROGRESS! That's what Industrial Development is all about. However, a great deal of work and planning goes into attaining progress that is healthy for a particular area as well as for Virginia as a whole. The needs of the people of the state are a prime consideration.

In the fall of 1970, Governor Linwood Holton announced that a series of Governor's Industrial Development Conferences would be held in six geographical sections of the state. The Conferences were held between Wednesday, September 30, and Wednesday, October 14. Planning for the Conferences was under the direction of the Virginia Division of Industrial Development. Cooperating with the Governor's Office and the Division were utilities, railroads, the Virginia State Chamber of Commerce and area and local Industrial Development organizations.

At each of the Conferences, Governor Holton was the luncheon speaker, following the morning session and preceding the afternoon session. His general theme was the relationship between Industrial Development and the future progress of the Commonwealth on all fronts.

The Conference Schedule was as follows: September 30, Hotel Roanoke, Roanoke; October 1, Meeting: Barter Theatre, Abingdon, Luncheon: Martha Washington Inn; October 6, Williamsburg Lodge, Williamsburg; October 9, Ingleside Fairway Motor Inn, Staunton; October 13, Sheraton Inn, Fredericksburg; and, October 14, John Marshall Hotel, Richmond.

Invited to attend were persons directly involved in the Industrial Development efforts of the six regions; all members of area and local Industrial Development organizations; presidents and executive directors of area Chambers of Commerce and their Industrial committees; mayors of cities and incorporated towns; city and town managers and councils; boards of supervisors and other concerned persons.

The Conferences included a keynote address by a prominent industrialist at the morning session. At most of the Conferences, the keynote speaker was a nationally-known, out-of-state industrialist. The morning session also provided an opportunity for local groups within each area to discuss their organizational structure and to explain approaches utilized to achieve Industrial success.

At each Conference there was a report by J. Frank Alsbaugh, director of the Division of Industrial Development, on the status of Industrial Development in Virginia.

Afternoon sessions included two panel discussions. The first was devoted to What Industry Seeks in a Community. The second highlighted What the Community Needs To Do.

Governor Holton made his address following the luncheon and at each Conference addressed himself specifically to the problems and opportunities unique to the area.

These Conferences represented the first time in Virginia's history that a Governor has gone into all sections of the State to highlight the importance of Industrial Development. The purpose was educational; around 1350 persons attended the conferences and the aim of bringing together Virginians with a need for Industrial Development knowledge and a county, city or area stake in successful Industrial Development was definitely met.

In his remarks at the Fredericksburg Conference, Governor Holton stated: "A proper goal for those of us in state government, it seems to me, should be to make government responsive to the needs of the people of Virginia."

"Our industrial development program is one of the finest examples of this kind of response to the state's needs."

"During the early years of the 1960's, Governor Harrison and other leaders in state government saw the need for industrial development in

Virginia as well as the state's potential.

"The success of this program has been heartening indeed. Now our task is clearly before us. We must maintain and expand our industrial development efforts in order to improve the standard of living for all Virginians."

"A new plant means more than just new jobs for some people. It means an increase in the vital services that state and local governments can provide for all of their citizens because of a greater tax base."

"The industrial development record in the Commonwealth is indeed superb. Between 1960 and 1970, manufacturers spent almost \$3 billion for new plants and equipment in Virginia. These new and expanded facilities—over 1,800 of them—created almost 100,000 new jobs in manufacturing."

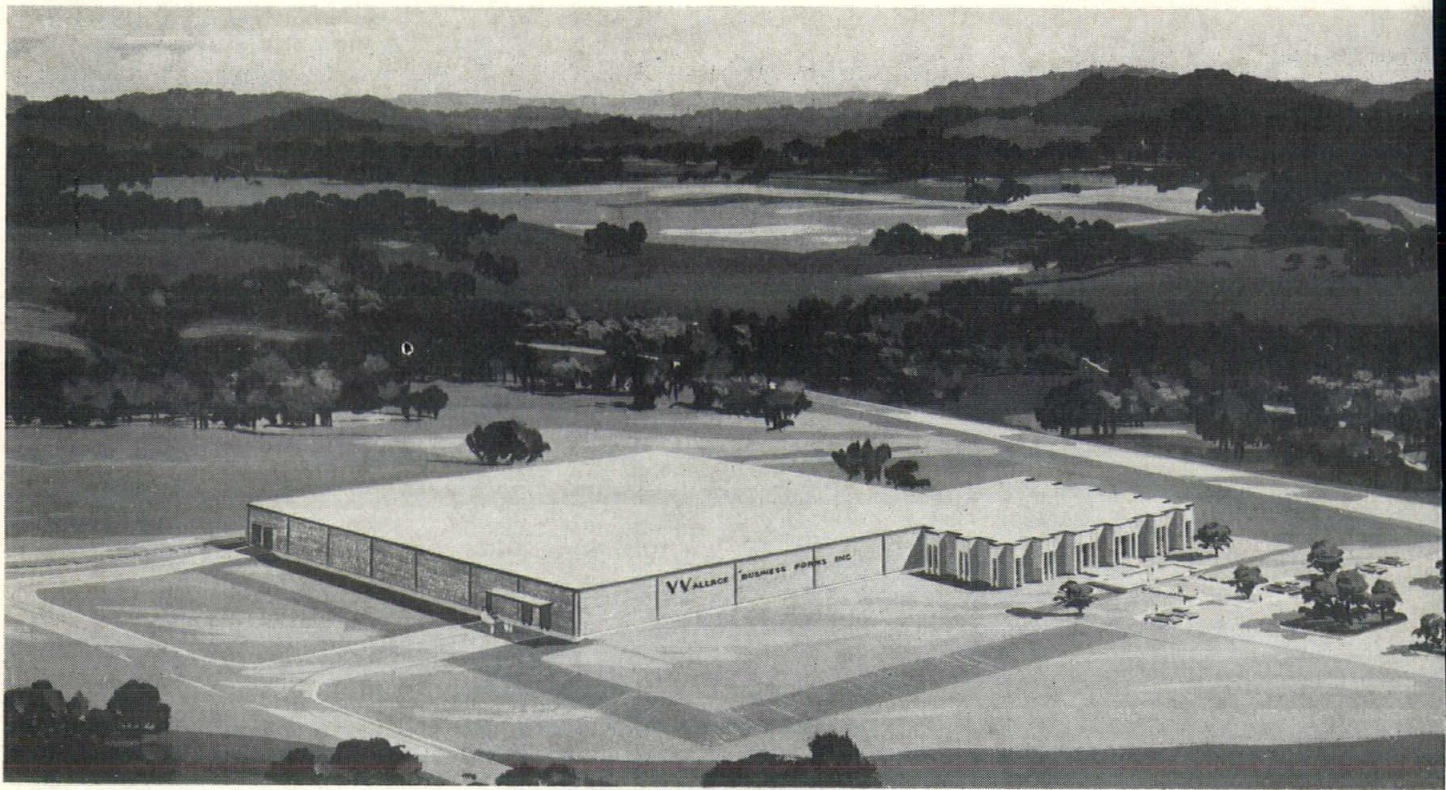
"Approximately half, 900, of these facilities and approximately half, 50,000, of the new jobs created were the result of new firms having been attracted to Virginia."

"When one views the statistics, it becomes clear that the Fredericksburg conference area shared abundantly in the industrial development and expansion boom. In the last 18 months alone, 24 new manufacturing plants have been announced. When they reach full operation, they are expected to employ more than 1,800 people."

"During the same period, 19 plants in this conference area have announced expansions which are expected to add a total of more than 1,400 workers."

"In order to continue this kind of orderly industrial development so beneficial to all Virginians, we must redouble our efforts, both at the local and the state levels. This is the purpose of our conferences. . . ." He concluded by reiterating his feeling that, "The needs of Virginia are great and they are growing. . . ."

Over 160 firms announced plans, in 1970, to locate in Virginia or to expand existing firms. Manufacturing



Wallace Business Forms, Luray

Development reports are issued on a quarterly basis by the Governor's Office—Division of Industrial Development. Excerpts from the reports for the first three quarters of 1970 give an impressive view of the results, including additional employment opportunities, that can be forthcoming when a well planned program is implemented.

FIRST QUARTER — January 1-March 31, 1970:

During the first quarter of 1970, 48 announcements of new plants and expansions were made in Virginia. An estimated 3,560 new jobs are expected when anticipated production levels are

reached. The announcements were for 23 new plants which have located or plan to locate in Virginia, with an approximate employment of 2,135, and for 25 expansions which have added or expect to add 1,425 new jobs.

A comparison between the first quarters of 1969 and 1970 shows that while 5 more announcements were made in 1969, 220 more jobs are expected to arise from the 1970 announcements. In the first quarter of 1969, 53 announcements were made by manufacturing firms to either locate or expand existing facilities with an employment of 3,340.

Virginia's attraction of international firms was given new emphasis by announcements of three additional foreign-related manufacturing operations. Meredith Corp. of Des Moines, Iowa in a joint venture with West Germany printer Burda Druck, GmbH, formed Meredith/Burda which will build a rotogravure plant in Lynchburg. Heugatile Corp., the American affiliate of the Dutch-based van Heugten Group, plans a carpet tile manufacturing plant in Hampton. A stacker crane assembly plant, also in Hampton, is being constructed by Munck-Unarco, a joint venture of Munck International S.A. of Bergen, Norway and Unarco Industries of Chicago.

New plant locations and expansions announced were well distributed geographically in the State. The trend in diversification of industry continued.

Heading the list with an employment gain of 1,460 was the food processing industry, followed by apparel, textiles, and nonelectrical machinery.

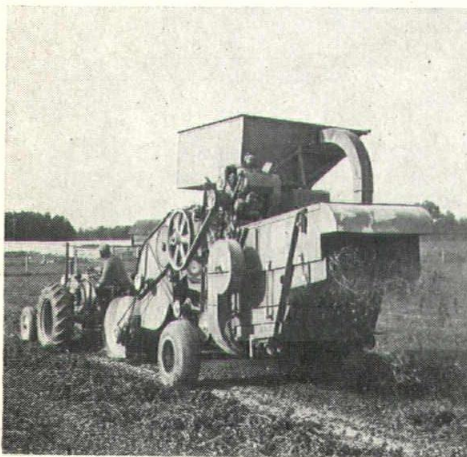
SECOND QUARTER—April 1-June 30, 1970

The largest single manufacturing capital investment made in Virginia to date occurred during this quarter with Philip Morris' announcement of a new \$80.0 million facility to be located in Richmond. This broke the record set last year by Imperial Chemical's \$50.0 million plant.

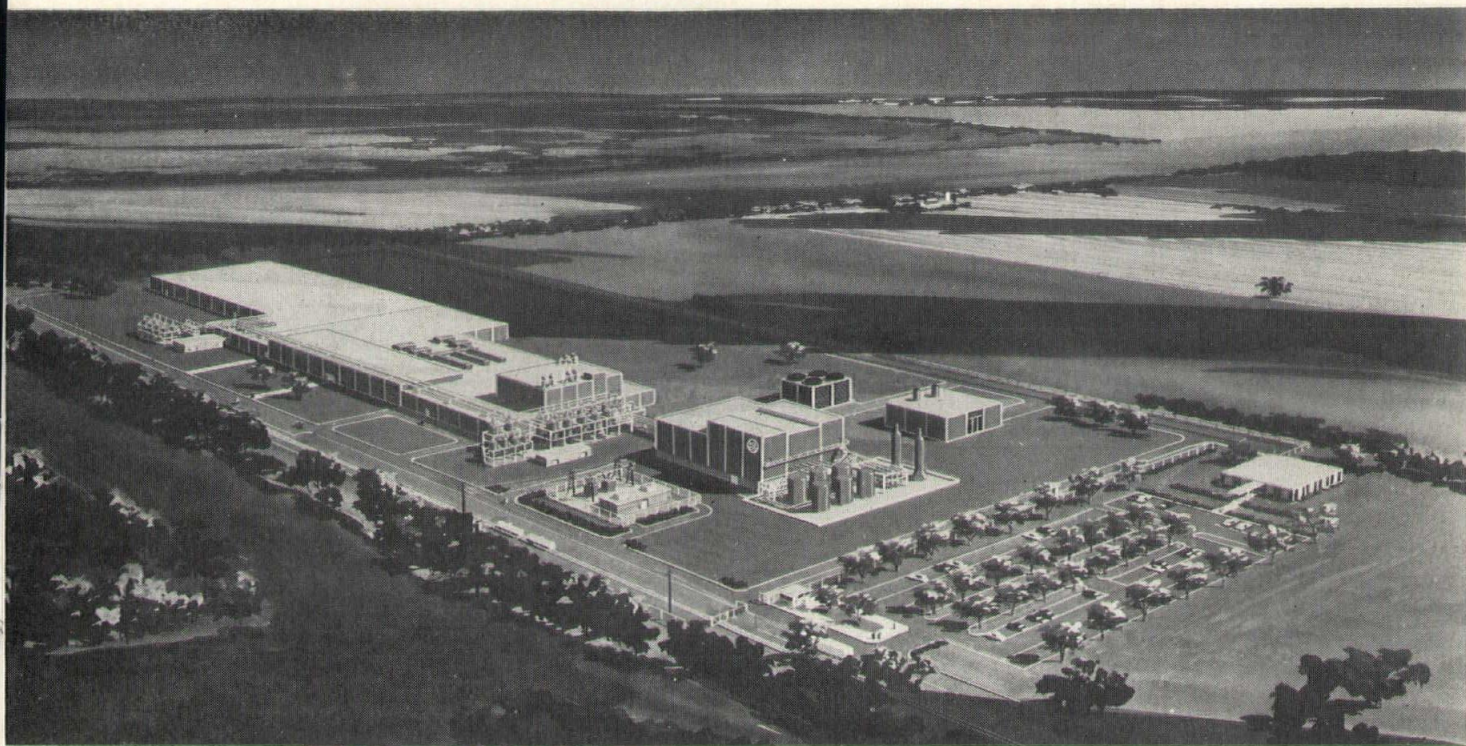
During the second quarter of 1970, 47 announcements of new plants and expansions were made in Virginia. An estimated 3,150 new jobs are expected when anticipated production levels are reached. The announcements were for 25 new plants which have located or plan to locate in Virginia, with an approximate employment of 2,600 and for 22 expansions which have added or expect to add a total of 550 new jobs.

A comparison between the second quarters of 1969 and 1970 shows 600 more new jobs are expected from 1970 new plant announcements. However, combined employment from new plants and expansions shows 400 fewer jobs this quarter than from the same quarter of last year.

New plant locations and expansions were well distributed geographically in the State. The trend in diversification of industry continued. The modular



Virginia farmers harvest over 104,000 acres of peanuts each year. More of this once expensive harvesting process is done with the use of modern machinery.



ICI America, Inc., Hopewell

homes industry, after being a pace setter for more than a year, continues with a substantial gain in employment with 710 new jobs expected from the new plants announced in this quarter. **THIRD QUARTER**—July 1-September 30, 1970

During the third quarter of 1970, 36 announcements of new plants and expansions were made in Virginia. An estimated 4,800 new jobs are expected when anticipated production levels are reached. The announcements were for 17 new plants which have located or plan to locate in Virginia with an ap-

proximate employment of 2,600 and for 19 expansions which have added or expect to add 1,400 new jobs.

A comparison between the third quarters of 1969 and 1970 shows that announcements for this year's quarter are slightly below those for the same quarter of last year. During the third quarter of 1969, 40 announcements were made with an anticipated employment of 4,800 new jobs.

New plant locations and expansions were well distributed geographically in the State with the Hampton Road's area being the most concentrated area in the State. The trend in diversifica-

tion of industry continued. The electrical machinery realized the most substantial gain with 1,670 new jobs expected.

Each report ends with this paragraph:

"This report is the result of a co-operative system including the Virginia Division of Industrial Development and 21 State agencies, public utilities, and private development groups. The information is gathered on a voluntary basis, and no claim is made that this is a complete list. Several small firms with few employees may have gone into operations in late

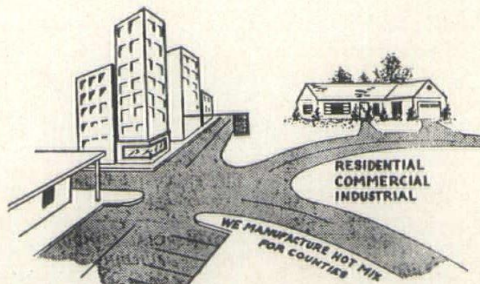


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1969 or the first part of 1970, but were not reported until this quarter."

Good public relations are a vital ingredient in the search for new industry. In this department, our state industrial development commission excels.

In the fall of 1970 the Virginia Division of Industrial Development captured top awards in a 16-state competition.

For the second consecutive year the Virginia Division of Industrial Development was singled out as the outstanding winner of the annual Literature and Promotion Awards Competition of the Southern Industrial Development Council, the nation's oldest regional development council.

At the council's annual meeting held in Baltimore October 26-27, the Division of Industrial Development for Virginia won eight awards and in the 12 categories offered, the Division won three Best of Class awards.

In commenting on Virginia's superior public relations and advertising program, Bill L. Teuton, SIDC second vice president and chairman of the Literature and Promotion Awards, said: "The judges suggested that in future years SIDC should give consideration for an award to that organization that does the best overall job

of public relations and advertising. If we had had such a category this year, Virginia would have easily won it."

The Southern Industrial Development Council is organized to advance the industrial development of 16 Southern states. The SIDC is composed of 500 members and includes private and public sectors active in industrial development, such as public utilities, railroads, governmental agencies, chambers of commerce, banks, realtors and construction companies.

In the three Best of Class Awards, the Division won in the competition on single ads, an ad appearing in *Fortune* and *Journal of Commerce* listing the international firms located in Virginia; under General Purpose, Artistic, "Virginia/Opportunity for R&D" and under the classification of Newsletters, "Virginia Forward," the Division's quarterly publication.

In the Explanation of Services category, a booklet in German and English entitled "Virginia Industrial Mission to Germany" (prepared for the Division's International Department in Brussels) won honorable mention.

In the Industrial Development Studies category, Virginia won an excellent award for a booklet "Comparative Costs of Manufacturing Scientific and Industrial Instruments in Virginia and

in other States," and an honorable mention award for a booklet on "Increased Profitability in the Printing Industry through Plant Location in Virginia."

Under Special Presentations and Packages awards, Virginia won excellent for a reproduction of an antique bottle and honorable mention for a deck of playing cards—both decorated with the Seal of Virginia. The direct mail pieces are designed to complement and strengthen national media advertising. These direct mail pieces are sent on a quarterly basis to the nation's top industrialists who are the Division's prospects for new manufacturing facilities.

The advertising and direct mail pieces were prepared by the Division's advertising agency, Lawler Ballard Little Advertising of Norfolk. The other entries were written, edited and prepared by the staff of the Division as part of its overall promotional campaign.

In the 1970 program, the SIDC expanded its categories to include entries for advertising series. In the past, the competition has been limited to publications and direct mail pieces.

The direct mail pieces, mentioned above, have occasioned numerous favorable comments, according to Harry E. Woodward, Director of Public Relations for the Division. The goal of the Division was to come up with unique remembrances which say "Virginia" and are treasured items, rather than the commonplace key chains and paper weights so often associated with such a program.

In an article which appeared in *Commonwealth Magazine* the mail program was explained this way . . . "Two years ago the Division began, through its agency (Lawler Ballard Little Advertising of Norfolk) a unique direct mail program. Rather than settle for the traditional mementos sent to industry's decision-makers—the paper weights, letter openers and desk calendars—it was decided to send fewer items to these important men but to set standards of artistry unique in the field of direct mail. The first three items, mailed on a quarterly schedule, were a handsome turkey fork, embossed with the seal of the Virginia Company, a pewter mug similarly embossed, and a horse brass in the shape of the seal. Each of these items was made in England as a cost-saving device and each was packed in a specially-designed box. The cost of each was only fractionally greater than

(Story continues on page 29)

Governor's Advisory Board on Industrial Development

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Vice Chairman of the Board
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Richmond, Virginia

J. Frank Alspaugh, Director
Division of Industrial Development
Commonwealth of Virginia
Richmond, Virginia

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Frank L. Wyche, Sr.
Commonwealth's Attorney
Prince George, Virginia

Mr. Lane and Mr. Randall are new to the board.

NEW MANUFACTURING PLANTS THAT HAVE ANNOUNCED LOCATION IN VIRGINIA

January 1-March 31, 1970

Name and Location of Firm	Expected Employment at Full Operation
Appalachian Roundwood Corp., Atkins (Smyth County).....	50
Turnings, table legs and similar components for furniture production	
Automated Business Systems, Inc., Div. of Litton Industries, Bristol....	100
Electronic computers	
Bensoneff Corporation, Westside Seafood Co., Irvington (Lancaster County)	15
Fresh and Frozen oysters	
BMH Products, Inc. (Ball-Hed Marine Products, Inc.), White Stone (Lancaster County)	2
Light weight toilets for pleasure boats	
Browne Engineering Corporation, Staunton.....	10
Manufacture and market micro-soldering equipment for the electronic industry	
Eastern Plastics & Packaging Co., New Market (Shenandoah County)	20
Plastic bags	
Farmstead Industries of Virginia, Inc., Emporia.....	15
Portable hog shelters	
Fibre Container, Inc., Martinsville (Henry County).....	8
Cardboard boxes	
Harper Seafood Company, Kinsale (Westmoreland County).....	30
Oyster packing	
Harrington Corporation, Lynchburg	50
Plastic pipe fittings	
Heugatile Corporation, Hampton	250
Carpet tiles	
Holly Farms Poultry Co., Birds Nest (Northampton County).....	750
Poultry processing	
Krispy Kreme Doughnut Company, Portsmouth.....	15
Doughnuts	
McCready Brothers, Inc., Chincoteague (Accomack County).....	43
Fresh seafood	
Meredith/Burda, Inc., Lynchburg	150
Printing	
Metalcrafters of Richmond, Inc., Richmond	16
Fabricated metal parts	
Modular Space Systems, Inc., Chesapeake.....	100
Housing modules	
Munck-Unarco, Hampton	50
Stacker cranes	
Office Electronics, Inc., Alexandria	13
Business forms	
Orange Wood Products, Inc., Orange (Orange County)	20
Processed wood for furniture manufacturing	
Perdue Poultry Company, Accomac (Accomack County).....	400
Poultry processing	
Richmond Gravure, Richmond	10
Printed folded boxes and cartons	
Valley Manufacturing Co., Goshen (Rockbridge County).....	20
Window shades, draperies, bedspreads	

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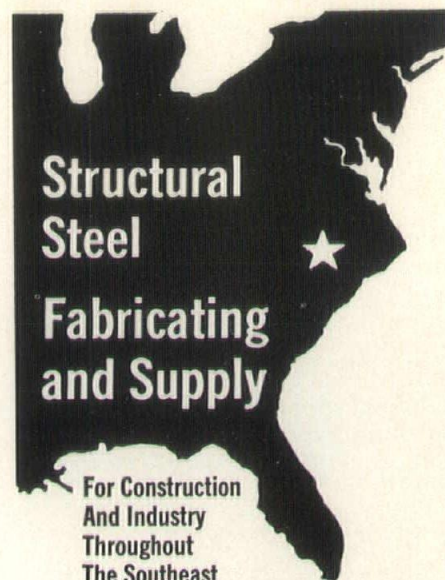
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Norfolk General Hospital

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NORFOLK, VIRGINIA 23507

MANUFACTURING PLANT EXPANSIONS ANNOUNCED IN VIRGINIA

January 1-March 31, 1970

Name and Location of Firm	Employment Expected to Be Added
Aileen, Incorporated, South Hill (Mecklenburg County)	100
Ladies and girls knit sportswear	
Alma Poultry Co. (Rockingham Poultry Marketing Corp., Inc.), Rockingham County	60
Poultry processing	
Brown Products Corporation, Axton (Henry County).....	10
Corrugated carboard	
Coca Cola Bottling Works, Inc., Lynchburg.....	12
Bottled soft drinks	
Daystrom Furniture, South Boston.....	—
Furniture (dinette and case goods)	
Dinner Bell Meat Products, Lynchburg.....	35
Meat processing	
Dixon Lumber Company, Galax.....	20
Chair framing	
H.I.S. (Henry I. Siegel) Company, Bristol.....	300
Sportswear	
Hanover Iron and Steel Co., Ashland (Hanover County).....	12
Fabricated iron and steel products	
Jonbil Manufacturing Co., Chase City (Mecklenburg County).....	100
Western and dress-up jeans	
Kroger Company, Roanoke.....	100
Bakery products	
Lake Sleepwear, Inc., Boydton (Mecklenburg County).....	25
Apparel	
Mar's Machine Works, Inc., Gloucester Point (Gloucester County)....	3
Custom machine works	
Martin Processing Co., Martinsville (Henry County).....	72
Dyeing of myler	
McFadden Tool and Engineering Corp., Roanoke	—
Tool and die work	
McKenney Division of Strasburg Mfg. Co., Edinburg (Shenandoah County)	116
Knit sport shirts	
Monofilaments, Inc., Grottoes (Augusta County).....	3
Synthetic fibers	
Radva Plastics Corp., Radford.....	6
Expanded polystyrene forms for use in packaging	
Rappahannock County Manufacturing Co., (Shenandoah Mfg. Co., Inc.), Flint Hill (Rappahannock County).....	150
Women's ready-to-wear	
Reynolds Metals Company, Richmond.....	—
Reynolds wrap and other aluminum foil products	
S & S Machinery Company, Richlands (Tazewell County).....	95
Mining machinery and equipment	
Shenandoah County Mfg., Inc., (Aileen, Inc.), Orange County.....	70
Cloth for knitted apparel	
Universal Electric Company, Altavista (Campbell County).....	108
Fractional horsepower electric motors	
Wallace Business Forms, Inc., Luray (Page County).....	30
Business forms	
Westinghouse Electric Corp., Verona (Augusta County).....	—
Air conditioning equipment	

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April 1-June 30, 1970

Name and Location of Firm	Expected Employment at Full Operation
Abbott Laboratories, Ross Division, Altavista (Campbell)..... Infant formula	350
Air Tow, Inc., Bluefield (Tazewell)..... Industrial machinery	4
Alexander Metal Products, Div. of Industrial Air Conditioning Co., Falls Church (Fairfax)	25
Stainless steel and other special metal products	
Applications Unlimited, Inc., Springfield (Fairfax).....	100
Manufacturers and designers of EDP hardware systems	
Atlantic Richfield Co., Possum Point (Prince William).....	3
Asphalt processing	
Byrd Business Forms, Inc., Danville.....	30
Business forms	
Camac Corporation, Bristol	170
Nylon bulk filaments for the carpet industry	
Cardinal Homes, Inc., Wylliesburg (Charlotte).....	50
Modular homes	
Continental Can Company, Victoria (Lunenburg).....	60
Wood processing	
Dabar, Inc., Richmond	130
Men's shirts and vests	
Electrolux, Bristol	—
Vacuum cleaners	
Elkton Apparel, Inc., Rockingham County.....	70
Men's, youths' and boys' separate trousers	
Federal-Mogul Corporation, Blacksburg (Montgomery).....	300
Bi-metal aluminum engine bearings	
Fiberoid Polymeric Products, Inc., Newport News.....	10
Fiberglass products	
Freeman Resins, Chatham (Pittsylvania)	10
Produce resin products	
Gainsboro Electrical Manufacturing Co., Inc., Roanoke.....	60
Wire assemblies	
Holland Associates, McLean (Fairfax)	4
Printing	
Homecraft Corporation, South Hill (Mecklenburg).....	125
Panelized and modular homes	
Lynchburg Steel and Specialty Co., Lynchburg.....	20
Steel fabricating	
Paragon Industries, Inc., Lawrenceville (Brunswick).....	75
Dinette and upholstered furniture	
Plasser American Corporation, Chesapeake	50
Assemble machines used to straighten railroad rails	
Service Technology Corporation, Chatham Industrial Park (Pittsylvania)	285
Modular homes	
The Starline Corporation, Danville	15
Mattresses and bedsprings	
United Lithographic Services, Inc., Fairfax County.....	10
Art design and printing	
Urban Systems Development Corp., Subdivision of Westinghouse, Fredericksburg (Spotsylvania)	250
Modular homes	

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MANUFACTURING PLANT EXPANSIONS ANNOUNCED IN VIRGINIA

April 1-June 30, 1970

Name and Location of Firm	Expected Employment at Full Operation
Aileen, Inc., Victoria (Lunenburg)..... Ladies' knitwear	50
Amelia Dress Company, Appomattox (Appomattox)..... Apparel (warehouse space)	0
American Mirrow Co., Inc., Galax..... Glass products (warehouse space)	0
Arkwell Safety Bag Company, Newport News..... Paper and paperboard products	25
Chap Stick Company, Div. of A. H. Robins Company, Lynchburg..... Pharmaceutical products (laboratory)	12
Charest Enterprises, Inc., Norfolk..... Reinforced fiberglass	6
Chesapeake Corporation of Virginia, Keysville (Charlotte)..... Wood chips	1
Dixon Dress Company, Alberta (Brunswick)..... Ladies' and children's dresses	65
Keller Manufacturing Co., Inc., Culpeper (Culpeper)..... Dining furniture	0
Keysville Mills, Danville Industries, Danville..... Yarn and thread mill (warehouse space)	25
Lorillard Tobacco Company, Danville..... Tobacco redrying	50
Metro Pants Company, Inc., Bridgewater (Rockingham)..... Men's and boys' slacks	50
Metro Pants Company, Inc., Harrisonburg..... Men's and boys' slacks	50
Montague-Betts Company, Inc., Lynchburg..... Steel reinforcing	15
Murray Manufacturing Corp., Earlysville (Albemarle)..... Current carrying wiring devices	5
Philip Morris, Inc., Richmond..... Cigarettes	—
Quality Baking Company, Emporia..... Doughnuts and pastries	15
Rockingham Poultry Marketing Cooperative, Broadway (Rockingham)	5
Poultry processing	
Tinker Chemical Corporation, Troutville (Botetourt)..... Agricultural pesticides	3
Union Camp Corporation, Franklin	120
Particle board	
VEGA Precision Laboratories, Inc., Vienna (Fairfax)..... Radar tracking equipment	50
Virginia Crafts, Inc., Keysville (Charlotte)..... Tufted rug manufacturing	—



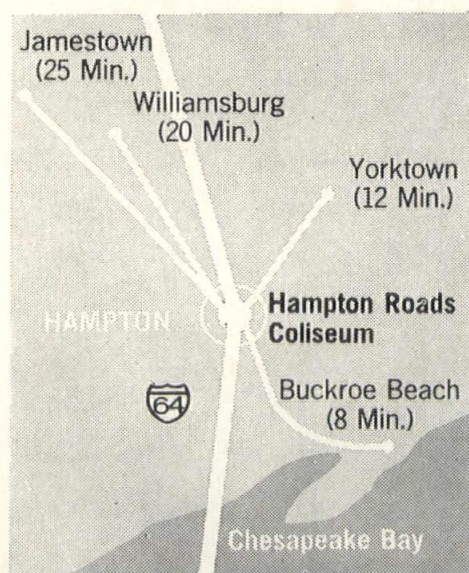
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MANUFACTURING PLANT EXPANSIONS ANNOUNCED IN VIRGINIA

July 1-September 30, 1970

Name and Location of Firm	Employment Expected to Be Added
American Filtrona Corporation, Richmond (Chesterfield County)..... Cigarette filters	100
American Screw Company, Wytheville (Wythe County)..... Screws, warehouse space	0
Blue Bell, Inc., Elkton (Rockingham County)..... Apparel	135
Calhoun Sign Company, Hampton..... Signs	5
Cupp Tool & Machine Works, Blacksburg (Montgomery County)..... Tool and die works	5
Eaton Yale & Towne, Salem..... Industrial trucks	100
Farmers Creamery, Inc., Fredericksburg..... Milk processing; plastic containers for milk	—
Firestone Synthetic Fibers Co., Hopewell..... Textile nylon and tire cord	40
General Foam and Plastics Corp., Norfolk..... Finished foam and plastic products, warehouse space	5
Mr. Casual, Inc., Elk Creek (Grayson County)..... Ladies' apparel	300
Nelson Manufacturing Co., (Wellmade Industries), Lovington (Nelson County)	50
Children's playwear	
Norfolk Shipbuilding & Drydock Corp., Norfolk..... Steel fabricating shop, shipbuilding	250
Reynolds Metals Company, Grottoes (Rockingham County)..... R & D packaging	0
Rochester Button Co., Div. of Duplan Corp., South Boston..... Polyester buttons	20
Seward Luggage Manufacturing Co., Inc., Petersburg..... Women's handbags, golf bags, zipper-type luggage	300
Simplimatic Engineering Company, Lynchburg..... Packaging machinery conveyor manufacturing	30
Southern Packing Corp., Chesapeake..... Meat packing	25
Thomas J. Lipton, Inc., Suffolk..... Bagged & instant tea, warehouse space	0
Virginia Precast Corp., Hanover County..... Concrete products	40

NEW MANUFACTURING PLANTS THAT HAVE ANNOUNCED LOCATION IN VIRGINIA

July 1, September 30, 1970

Name and Location of Firm	Expected Employment at Full Operation
Allegheny Beverage Corp., Newport News..... Bottled soft drinks	180
The American Distilling Co., Colonial Heights..... Bottling plant	80
Automated Business Machines, Inc., Alexandria..... Electronic tape-driven typewriters for automatic letter writing	10
Berkley Shipbuilding & Drydock Corp., Norfolk..... Shipbuilding and repairing	25
Colonial Kitchens & Millwork, Inc., Newport News..... Kitchen cabinets	7
Custom Metal Fabricators, Inc., Chester (Chesterfield County)..... Misc. metal products	6

Claytor Mills, Inc., Bedford (Bedford County).....	18
Knitted dish cloths	
General Electric Co., Ivy (Albemarle County).....	1,300
Automation equipment systems	
Harvey Hubbell, Inc., Christiansburg (Montgomery County).....	300
Outdoor lighting	
Hawkins Publishing Co., Arlington.....	4
Printing and publishing	
Lawda, Inc., Louisa (Louisa County).....	70
Knitted synthetic fabrics for outer wear	
Piedmont Homes, Inc., Danville.....	60
Mobile homes	
Portsmouth Metal Stamping Co., Portsmouth.....	40
Metal parts for electronics firms	
Reynolds Metals Company, Bristol.....	250
Ends for aluminum cans	
Seaway Container Corp. of America, Norfolk.....	200
Overseas cargo containers	
Uniflair Inc., Gloucester (Gloucester County).....	30
Women's uniforms	
Utility Distributors, Inc., Richmond (Henrico County).....	30
Distributors and manufacturers of truck bodies and trailers	

INDUSTRIAL DEVELOPMENT (from page 22)

many of the traditional attention-getters which inundate executive desks.

"Timing, too was important. The turkey fork—a replica of an 18th Century piece—was mailed a week before Thanksgiving in order that the recipient could use it at his own festive table. More than 300 letters from industrialists were received by the Division, all of them assuring the state agency that the beautiful fork would be a valued possession. Subliminally, the turkey fork and mug will continue to pay their cost as these executives, so important to Virginia's future industrial growth, use them at holiday and other seasons."

Among other aids, the Division has printed and made available to communities throughout the state a "Guide for Community Growth Through Industrial Development." The Guide's Forward states—"The State Division of Industrial Development, the regional development organizations, the State Chamber of Commerce, the railroads and public utility companies are annually spending hundreds of thousands of dollars in advertising to attract new industry to Virginia. In addition, the professional industrial development representatives of these organizations are continually contacting top management of business firms all over the country in search of Industrial prospects.

"It can be assumed from past experience that most industrial prospects will be introduced to your community by a professional industrial development representative from one of the above mentioned groups. Localities to be

visited are selected only after a thorough matching with the needs and specifications prescribed by the prospective employer.

"Once a prospect arrives in your community, it will be your responsibility to convince him that yours is the locality in which he should locate his new operation. This guide has been developed to assist you and your community to prepare for that assignment."

The booklet then goes on with detailed chapters on: 1) General Considerations; 2) Information to have Ready; 3) Preparing for the Prospect's Visit; and 4) Meeting with the Prospect. Everything is there, ready for the Community's use in wooing Industrial prospects.

One other award-winning presentation was entitled the "Society of Industrial Realtors Professional Trophy Award Presentation of the Division of Industrial Development — Commonwealth of Virginia." This presentation, fully explaining the workings of the Division, captured third place in a competition which included entries from 50 states and 17 Provinces of Canada. We consider it a privilege to have been given permission to reprint it for our readers. It appears on the pages immediately following this article.

Virginia's needs are great and they are indeed growing, and the fine work of the State Division of Industrial Development has contributed greatly to meeting the needs of the Commonwealth and her people.

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of

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Commonwealth of Virginia

Following, is a reprint of the presentation which captured third place honors in this competition which included entries from 50 states and 17 Provinces of Canada, many of which were much more elaborate and highly budgeted. Placing in this competition was quite an honor, but placing this high shows the quality of the work being done for our state by the Division of Industrial Development. Italicized portions contain current statistical information, not included in or different from the original report, which was added by Harry E. Woodward, Director, Public Relations, Division of Industrial Development.

I. SCOPE AND BALANCE OF THE PROGRAM

A. Integration and Cooperation — It is the philosophy of the Virginia Division of Industrial Development that its responsibilities to a new facility do not cease when the facility has opened its doors. The strongest testimony to Virginia's rich industrial climate is a successful manufacturing facility which expands and grows. For this reason, the Division works closely with new facilities, through its Community Development Department, to insure that these additions to the State's industrial community settle happily and prosperously into their new situations. The Director of Community Development keeps in close touch, through personal calls, with management of a new facility, providing aid and guidance on such factors as labor supply and training, community relations and the like.

The Division works closely with other agencies, local industrial development groups, railroads, utilities, Chambers of Commerce and any groups whose aims have points of references to those of this State agency. Typical of joint efforts was the recent announcement of a new, \$15 million plant to be built in Abingdon, Virginia. This announcement was the culmination of efforts among the local industrial development group, utilities and the staff of the Division of Industrial Development.

Another example of the Division's planned efforts toward dissemination of information to groups with stakes in industrial development are the well-attended Seminars, held every three weeks in the Division's meeting rooms. These Seminars are planned as educational experiences for persons, from all sections of the State, with particular interest in the State's orderly industrial

development. At each, a speaker who is an authority of some phase of industrial development or one of the many aspects of economic growth makes a one-hour presentation and then throws open the meeting to questions from the audience. (*Attended by between 75-80 persons, from all sections of the state—and the attendance is growing.*)

B. Organization — Virginia's Division of Industrial Development, an integral part of the Governor's Office, has a fully-professional staff of 35 persons. Its Director, J. Frank Alsbaugh, has spent 15 years as a professional in industrial development. Five key members of the Research Department are at Master's level or above. Public Relations and Advertising is headed by the former Senior Editor of one of the Nation's leading business magazines. From top to bottom, the staff has been selected from the most qualified persons available, with qualifications to meet the demanding standards designed by the Division itself. As an example of the intense screening which prospective employees must pass for employment, the . . . Assistant Director of the recently-established International Trade and Development Department was selected from 110 applicants for the job.

In addition to the Division's Director and Assistant Director, there are five Department Directors, one each for Research, Community Development, Industrial Development, Public Relations and Advertising, and International Trade and Development. The facilities and personnel of each of these Departments are available to all other Departments, providing rich cross-fertilization. At weekly staff meetings, Department heads and the Division's eight industrial representatives block out future plans and work in concert

to carry forward Virginia's industrial development programs. The Division's industrial development representatives, for example, can call on any or all of the five Departments for data and other assistance as background to preparing presentations to prospects. The Research Department maintains a constantly updated source file on the State's taxes, labor supply, legislation and all pertinent factors affecting industrial development, as well as comparisons on such data with the other States of the Nation.

1. The Virginia Division of Industrial Development is set up as a part of the Governor's office and is directly responsible to the Chief Executive. Basically, the Division is divided into six departments, each reporting directly to the Director. The operations of the six departments are as follows: Industrial Development—This department is concerned with the direct contact of prospects, follow-up to inquiries, and is, in effect, the Division's consultant department. The staff consists of eight industrial development representatives whose job it is to follow through on a prospect from the initial contact on to the final consummation and then beyond that, to remain as the contact for the industry after it has become a part of Virginia's industrial family. Each of these representatives is thoroughly conversant with industrial needs and development factors within the State. Each works closely with the State Tax Commission, Department of Labor, Water Control Board, Department of Community Colleges, Virginia State Ports Authority, Virginia Highway Commission and all the other State departments pertinent to industrial development.

Administration — The administrative department operates as a coordinating



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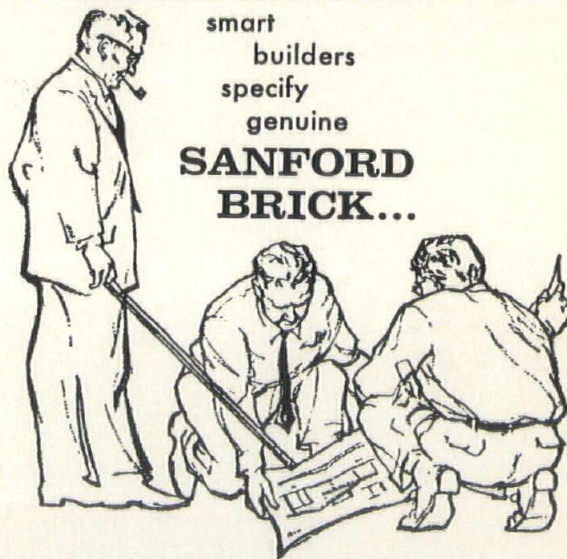
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point for all the internal operations of the Division. Biennial reports and budgets presentations are prepared in this department.

Research — The research department acts as the support group for all the other departments. It is primarily involved in maintaining a current and constant flow of data for the benefit of prospects and existing industry as well as for the use of the Division itself. As a part of this function, the research department also publishes periodical studies on the current status of industrial development factors. The section is, of course, geared to pre-

pare special studies on short notice to support particular needs as they arise. Public Relations and Advertising — The public relations and advertising programs of the Division are generated from this department. It has responsibilities for press releases, speeches, advertising placement and the myriad of projects which fall into these general categories. Specifically, the department edits and publishes the quarterly magazine, *FORWARD*, which covers all the recent industrial developments in the State; supervises the advertising campaign and monitors the work of the advertising agency; acts

as liaison with the public relations counselors and generates the flow of news releases often in close cooperation with both prospects and resident industries. In addition, this department will provide public relations support, counsel and media liaison to incoming and existing industries.

Community Development — this department, as was outlined earlier, is one of the two newest in the Division. Its primary goal is to coordinate the efforts of the many local industrial authorities, regional industrial groups and the State Chamber of Commerce. Since State-wide industrial development in Virginia is less than ten years old, there were a number of the diverse groups already in action when the State's formal program was launched as a part of the Governor's Office. Due to this situation, in the early going, it was pretty much every entity for himself. Now, however, with the maturity of the State program making it the leader in Virginia's industrial development drive, it is paramount that the intramural competition become intramural cooperation. The Community Development Department has this target, as well as the task of acting as liaison for the Division of Industrial Development as it assists local and regional groups to reach their goals.

International Trade and Development — Today Virginia is in the first rank in industrial development among the states of the Nation. Virginia's team of industrial developers at all levels is made up of professionals, capable of handling the complex assignments which are theirs. Virginia's activity along the broad line of industrial development is at an all-time high. Current new prospect plans and current expansion projections of existing industries are, on the whole, of the highest quality. The Commonwealth has had approximately six years of accelerated emphasis and activity in industrial development. There was an excellent base on which to build: geographic location, climate, available manpower, stable and sympathetic government, good worker attitudes, excellent transportation systems, among many other advantages. Legislative progress over the past six years has further bolstered Virginia's industrial development potential: the Division of Industrial Development was taken directly into the Governor's Office; banking laws were changed to permit greater financing capability; programs to provide superior training for workers were enacted, financing mechanisms were provided, taxes were ad-

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justed on an even more equitable basis. These were but a few of the steps forward in the State's industrial development programs.

Where, then, do we go from here?

One related and vital field in which little had been done to take advantage of available potential had been that of international development. In October, 1966, Governor Mills E. Godwin, Jr., seeking to expand the scope of industrial development to include this lucrative international business, asked the executive heads of the Virginia State Ports Authority, the Department of Agriculture and Commerce and the Division of Industrial Development to make specific recommendations for a formal, continuing program in this field. In the Spring of 1967, Governor Godwin personally led a team of 30 selected representatives to four European countries for further evaluation of the opportunities in international development. The three-week trade mission was overwhelmingly successful.

As a result of the findings of the ad hoc committee and the experience of the European trade mission, a proposal for the establishment of an International Trade and Development Department, within the Division of Industrial Development, was made and funds were approved by the 1968 General Assembly to implement the new program.

The resulting International Trade and Development Department of the Division of Industrial Development has the responsibility of working with Virginia manufacturers, to encourage them to export their products. European companies will be contacted with the aim of building plants in Virginia. Licensing agreements between European companies and Virginia manufacturers for manufacture in Virginia will be aggressively sought. The new Department will organize and direct trade and industrial missions similar to the one which went abroad in the Spring of 1967. Participating in international exhibits and trade fairs will be a function of the new Department. Various services related to export trade will be provided to Virginia manufacturers by the new group.

A Director, headquartered in the Richmond office of the Division of Industrial Development, is now at work. Two additional staff persons in Richmond and three in Brussels, Belgium have been hired.

There has been increasing evidence of international activity in Virginia. A number of Virginia banks have announced international departments. Additional manufacturers are begin-

ning to develop export business. European firms are establishing manufacturing facilities in Virginia. Agreements are being made to distribute foreign manufactured products from Virginia-based operations. Many of these steps have been started in a modest way.


2. Size of the Professional Staff—The professional staff of the Division totals 35. The breakdown is: Director, Assistant Director, Deputy Director, seven Industrial Development Representatives, Public Relations Director, Assistant Public Relations Director for Publications, Art Director, Community Development Director, Director and

Assistant Director of International Trade and Development, Director of Research, four Economists and thirteen secretarial and clerical personnel, and a European Director in Belgium for International Trade and Development.

II. DEGREE OF DIFFICULTY

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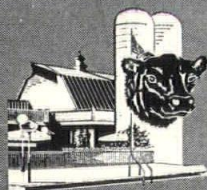
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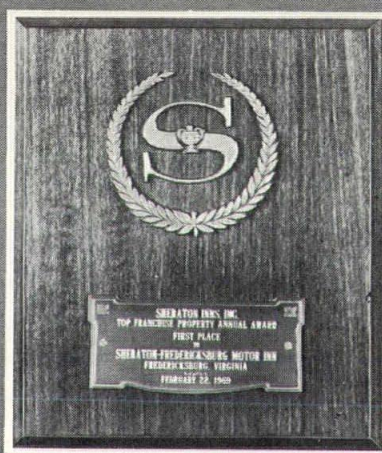
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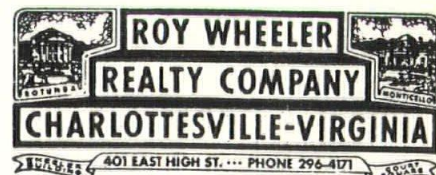
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to isolated mountain vastness. Virginia is ideally located as the southern suburb of the east coast megalopolis with air, rail, highway and sea transport readily and reasonably available. In short, from the standpoint of natural industrial factors, it would appear handling the rush of industrial prospects should be our biggest difficulty. Such is not the case. Competition is stiff, it was, even more so, before legislation permitting local industrial revenue bonds was passed three years ago. We have readily available labor, but, in many instances it is not highly skilled enough for today's industries. This problem is being fought through our Department of Community College's Technical Training program. The tight money market has put the brakes on new construction and expansion of existing industries yet that is a problem shared by all industrial developers. In summation, there are no chronic difficulties facing industrial development in Virginia, however the small, nagging difficulties plus heavy competition for tighter and tighter money make progress a difficult goal to be diligently pursued.

B. Principle long and short-range objective—Virginia's principle long range objectives are to maintain the diversification of industry now in the State and to provide employment for the 50,000 Virginians who join the work force annually. At present, no single industry is a principal employer in Virginia as is the case in many of our neighboring southern states. The chemical industry is the largest single employer with 12.7 percent of the manufacturing work force followed by textiles with 11.7 percent and apparel with 9.9 percent ('69 annual averages). Maintaining this diversification will be one of the most demanding tasks of the Division in the future. But more demanding will be pressure to meet the employment needs of a rapidly expanding work force. There is being accomplished as a part of the job for every department of the Division, as well as through cooperation in the work of the Vocational Training Department of the Department of Community Colleges. Short-range objectives include the effort to coordinate all the various industrial development efforts



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In 1938, when we moved our headquarters here, we had only one facility in Virginia -- our Richmond South Plant. Today, in

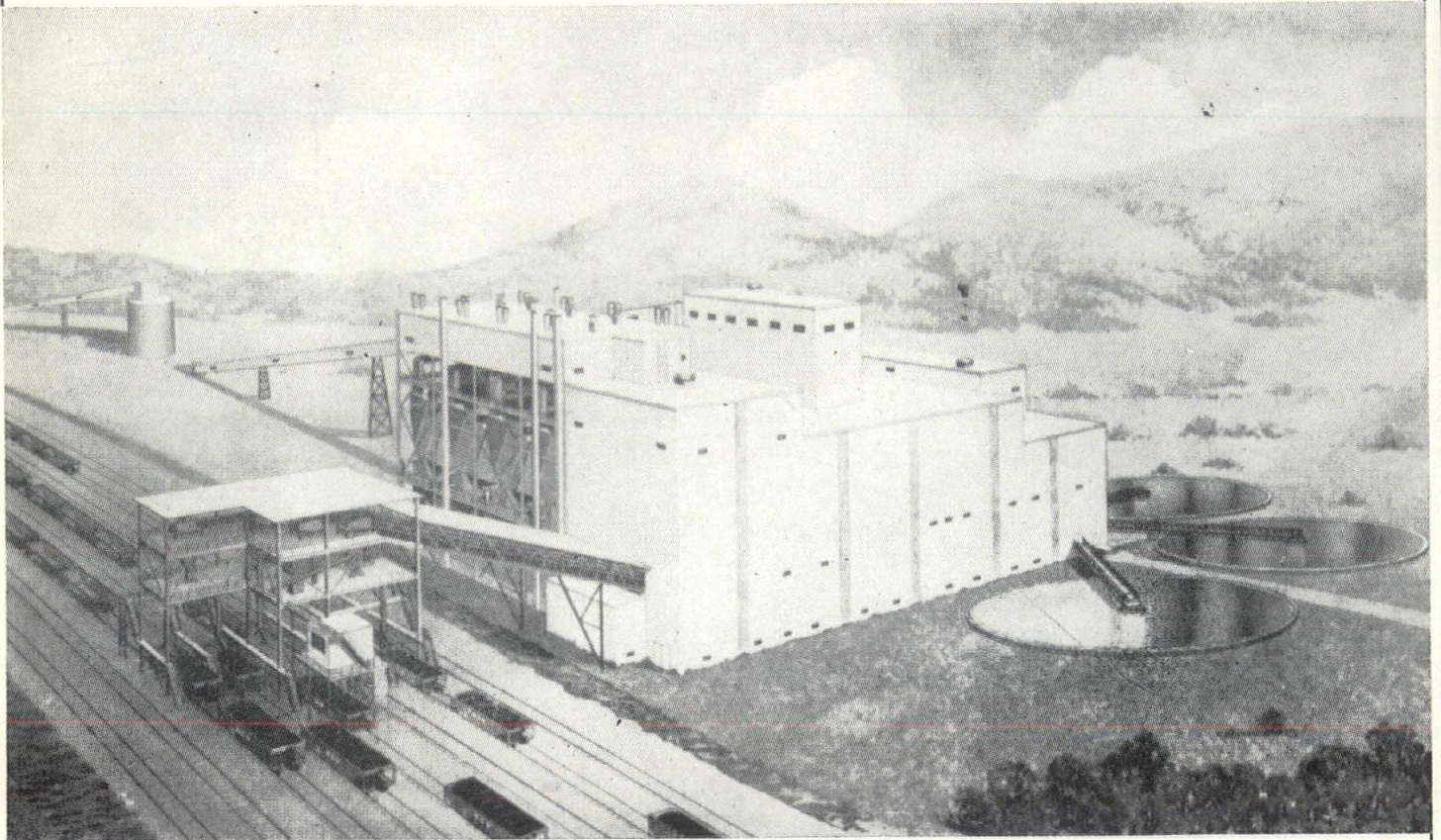
addition, we have our two headquarters buildings in Henrico County, a foil and container plant in Richmond, extrusion, printing and reclamation plants in Chesterfield County, and a plastics plant in Grottoes. Three of our research divisions are headquartered in Richmond, and we have two pilot plants and a packaging machinery workshop at Bellwood.

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in the State and the support of resident industry in an on-call basis. This latter objective falls heavily on the Research and Public Relations Departments.

III. EFFICIENCY OF THE INDUSTRIAL DEVELOPMENT EFFORT IN RELATION TO FINANCIAL RESOURCES

A. The Division currently operates with an annual budget of \$1,006,670 for '70-'71 (fiscal year), all of which is applied to the sole function of industrial development.

B. Virginia has no program of matching or other private funds available to the Division of Industrial Development.

C. From the outset of Virginia's industrial program there have been no inducements, concessions or other devices offered to induce industry to locate here. Rather, the effort has been directed toward fair and equitable taxes, reasonable labor laws and what might be termed, a plain deal. No industry locating in Virginia today need fear that it will be paying through the nose ten years from now to support the inducement programs used to lure new industry. This approach has proven to be a sound basis for getting new industry and has accounted, in great measure, for the expansion of existing industry. As a result, expansions have been one of the biggest factors in Virginia's industrial growth, accounting for much of the employment of the rapidly expanding work force. The only change in this basic approach has been the passage of local industrial revenue bond legislation into which Virginia was forced by its competition. Should such legislations be denied all the states, Virginia would undoubtedly be the first to drop it.

IV. PROGRESS MADE DURING THE CURRENT YEAR AS COMPARED WITH PREVIOUS YEARS

A. Innovations and adaptations undertaken by Division of Industrial Development or in cooperation with other agencies or organizations and their results—As outlined in Section IA, the Division has worked closely with the development of a number of projects aimed at specific areas, and in cooperation with other state and private organizations. Specific programs have included the sponsorship and financing of studies in petrochemicals in cooperation with the State Ports to ascertain the desirability of free trade zones; the tri-weekly seminars outlined in section VIB of this

to tell the Virginia Story

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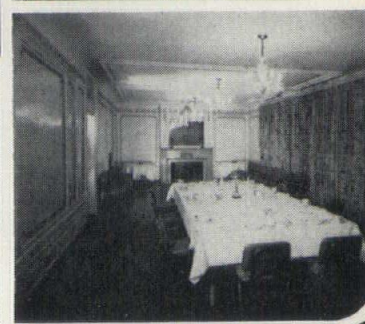
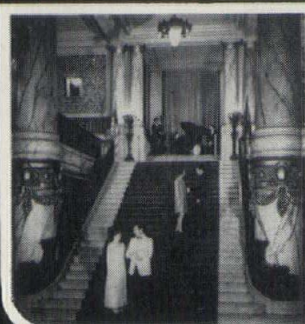
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report; and continued support of and cooperation with the State Chamber of Commerce's Salute to Industry held annually in New York and Chicago. Heaviest emphasis in the area of innovations was the Division's work with the State Chamber of Commerce sponsored trade mission to Europe, the success of which led the Division to request the appropriation of funds for a European office.

B. Number of new plants and expansions for the past three years ('67-'68 '69)—671.

1. Number of new jobs added in the past three years—46,400.

V. THE INDUSTRIAL DEVELOPMENT PROGRAM

A. Relations with and Aid to New Industries—Once the industrial representative has culminated the placement of a new industry the other departments of the Division are totally at the disposal of that industry. Special emphasis has been placed on the Public Relations Department in these matters and the department has provided a full gamut of service from formulating complete plant dedications to simple liaison on the who, what, when and where of news placement. The industrial representative himself continues

to work closely with his former prospect especially in the areas of employment, job training and research.

In addition, under the Community Relations Department, visitation calls are made on existing industries to aid them in their continuing prosperity in Virginia, to stay on top of developing problems at the grass roots level and to assist in plant expansions. The results of this call back effort are reflected, partially, in the fact that there have been an average of over 100 plant expansions in Virginia over the past three years which have accounted for nearly 7,000 new jobs per year during the same three year period.

B. Existing industries, as has been indicated, are serviced with the same zeal as major prospects. As was indicated in the discussion of Virginia's no concession approach, we must be most alert to the needs of existing industry for our dependence on expansions is great. As is the case with industry, the full facilities of the Division are at the disposal of existing industry.

C. Attraction of Industry—1. Promotion Activities—The Division employs not only the facilities of its own Public Relations and Advertising Department, but also the services of an advertising agency and a New York public relations counseling firm. The advertising program has always aimed at presenting Virginia as the State in which the free enterprise system got its start. The current advertising campaign stresses Virginia's plus values to industry in a soft-sell program. The public relations counsel aims directly at presenting industrial success stories in national media as emblematic of today's Virginia. At the same time these two entities are focusing on the media outside the State, the Division's Public Relations and Advertising Department is focusing on the intrastate programs in support of existing industry constant and close relationships with the State's media. As added promotional support, the Research Department is constantly developing new studies which the industrial agents can utilize in establishing rapport with prospects as well versed industrial consultants. 2. Financing—As a result of over four years study and promotion revenue bond legislation was enacted by the last session of the General Assembly and ruled constitutional by the State Supreme Court. This allowed Virginia to offer a complete financing package to meet the demands of both new and existing industry. In addition, new bank holding legislation has resulted in large, state-wide banking

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groups with greatly expanded service and lending capabilities. An active industrial development credit corporation provides financing not covered in the first two areas and local development corporations are active in raising second mortgage money to assure 100% financing.

D. Industrial Development Budget—The Division of Industrial Development budget for the past three years (total and per capita) has been:

Year	Total	Per Capita
1965-66	\$ 761,920	\$0.17
*1966-67	\$ 717,315	\$0.16
1967-68	\$ 732,880	\$0.16
1968-69	\$ 859,430	\$0.19
1969-70	\$ 894,910	\$0.19
1970-71	\$1,006,670	

The Governor has further recognized the vital importance of the Division's activities with a recommended budget of nearly \$1 million for each of the next two years.

E. Methods of cooperation and relations with public utilities, railroads and so on—This, actually, is the recurring theme of this report brought down to another particular instance. The industrial development effort in Virginia in the past year has been one of introspection toward cooperation. As is the case in the other instances pointed out herein, work with the railroads and utilities has resulted in the achievement of a mutual purpose, as evidenced by the South Boston plant of Westinghouse which represents a \$22-million investment in Virginia made as a result of cooperation between the Division and the Virginia Electric and Power Company. Again, in a \$15-million plant announcement by Ingersoll-Rand, Appalachian Power Company played an important part. Above and beyond the spectacular results, the day to day work of the Division's representatives with representatives of major industries in the State are providing site locations and factors studies for mutually industrial prospects. The Vocational Training Section of the Department of Community Colleges was added as a specific plus-value to industry. The Division of Industrial Development works closely with this important section.

VI. THE PROGRAM'S CONTRIBUTION TO THE ETHICAL STATURE AND PRACTICE OF INDUSTRIAL DEVELOPMENT

A. Ethical Standards—The Division of Industrial Development of the Com-

*Reduction due to eliminating of Division of Planning's function.

to tell the Virginia Story

monwealth of Virginia was reorganized and placed in the Governor's Office in 1962. The stated purpose at that time was to provide top quality consultative service to industry through a professionally qualified staff. The new Director is a professional in industrial development and has had 15 years in the field. Over the ensuing years the growth of our staff to a total of 35 has been marked by similar insistence on staffing only with qualified experienced professionals, capable of handling the increased complexities of industrial location.

Further strengthening the Division is an 11 member Advisory Board, the equal of any major corporate board in the U.S. Headed by *John McGurn*, Chairman of the Board *VEPCO* . . . members include such nationally prominent individuals as *Richard Reynolds*, Chairman of *Reynolds Metals*; *Herman Pevler*, President of *Norfolk & Western Railroad*; *Admiral Lewis Strauss*, former head of the *Atomic Energy Commission*; and *Henry Clay Hofheimer*, Chairman of *Southern*

(Continued on page 62)



Barbara Yost Miss Virginia 1967 and Harman Tourmaline Mink Cape

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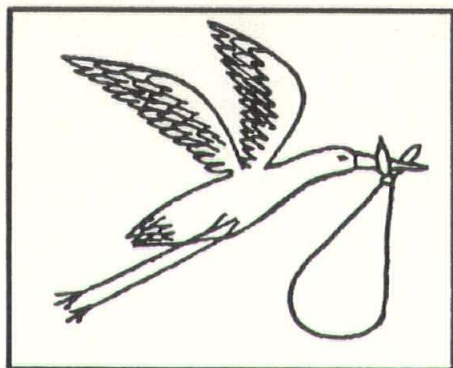
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THE VIRGINIA ECONOMY IN 1970

*Prepared by MARK R. KILDUFF,
Economist, Division of Industrial
Development*

The Virginia economy gave proof of its underlying strength in this year when the United States faced severe economic troubles. It is difficult to assess the State's progress in 1970 since many of the standard indicators of economic activity show mixed results. There is clear evidence, however, that the economy of the Commonwealth continued to advance; and that while the rate of expansion did slow somewhat, its progress was not reduced to the extent of that of the Nation.

The economic situation of the United States cannot help but influence Virginia's economy. Thus, it is essential to view the State's economic developments in relation to the Nation's. Confronted with one of the most persistent inflations in our history, the Federal Government has consciously pursued policies and taken action to reduce the Country's rate of economic expansion. As a result, there has been a rapid increase in unemployment for the nation, manufacturing production has been reduced, housing construction has dropped, and financial conditions have seen great fluctuations. Quite simply, the nation's economy has been dampened, its rate of growth slowed, and as some economists say, the United States was in a recessionary stage during 1970.

Manufacturing and the Federal Government are two of the larger and more influential sectors of the Virginia economy. Manufacturing employment saw a modest decline (but nowhere as great a decline as the nation's) and Federal Government employment remained constant.

Without a push from these sectors, it is surprising that economic activity in the Commonwealth did not fall. We think there is strong evidence, however, that Virginia made significant economic advances in 1970. Of extreme importance (and very encouraging) is the fact that Virginia suffered no great increase in unemployment. During the year, the unemployment rate increased from last year's 2.7 percent to a 3.1 percent rate in November for Virginia; while the United States rate rocketed from 3.5 percent to 5.8 percent. Other favorable signs include: a meaningful gain in per-

sonal income; a good population growth rate; and strong gains in employment in the non-manufacturing sector.

Virginia's civilian work force reached an 11-month average of 1,836,500 persons. This is a 2 percent increase over 1969 and matches the U. S. gain for 1970 of 2.1 percent. The civilian work force represents those employed in agricultural and nonagricultural work, the unemployed and those on strike. Through November of 1970, approximately 92 percent of the Commonwealth's labor force were employed by nonagricultural establishments (this includes the self-employed, domestics, and unpaid family workers). Agricultural workers accounted for 4.6 percent of the work force while unemployment for the period averaged 3.0 percent.

Employment in Virginia's nonagricultural establishments for the first 11 months of 1970 averaged 26,900 above the same period of 1969—an increase of 1.9 percent. On the other hand, the gain nationally for the first ten months in nonagricultural workers was only .5 percent. It is interesting to note this difference since the civilian work force for both Virginia and the United States increased by 2 percent. This apparent inconsistency is explained by the fact that much of the nation's increase in the civilian work force joined the ranks of the unemployed, while most Virginians entering the work force found their way into nonagricultural employment. The large difference in Virginia's and the Nation's unemployment rate tends to substantiate this.

The final count by the United States Census Bureau shows Virginia's population as of April 1970 to be 4,648,494. This represents a 17.6 percent gain from 1960 or an additional 694,065 citizens of the Commonwealth. During the decade, the National increase was 13.3 percent meaning Virginia grew at a rate roughly a third faster than the entire United States. On an annual basis, Virginia grew at a 1.6

percent rate during the sixties, compared to a 1.3 percent rate Nationally. The rate of increase was somewhat slower for both the U. S. and Virginia toward the end of the decade due primarily to a declining birth rate. It is expected that Virginia's growth rate will continue to exceed the nation's averaging about 1.5 percent per year during the decade of the seventies.

Personal income received by Virginians in 1970 is estimated to be in the neighborhood of \$16.8 billion. This is a projection based on data from the U.S. Department of Commerce for the first half of the year. The State's personal income will be about 9 percent above last year which is a substantially faster rate of growth than the Nation's gain of 7 percent. A portion of this increased personal income was, of course offset by inflation. The consumer price index increased 5.6 percent between September 1969 and 1970. Using it as a measure of inflation experienced in 1970, the real gain in personal income for Virginians was approximately 3.0 percent.

Unemployment

In this important measure of economic activity, Virginia has shown real stability while the Nation's unemployment has risen dramatically. For the first 11 months of 1970, the State's average unemployment rate was 3.0 percent, up slightly from last year's 2.7 percent. The U. S. average rate for the first ten months, however, jumped from 3.5 percent to 4.8 percent. For the latest month available, November, Virginia's rate was 3.1 percent or approximately one-half the Nation's 5.8 percent rate.

During the decade of the sixties, U. S. Department of Labor surveys consistently show Virginia to be one of five states with the lowest unemployment rates. There are several reasons for the fine record. First, the economy of the Commonwealth is well balanced—no one sector plays a dominant role. Second, sizeable employment by the Federal Government lends a firmness to the economy during periods of declining business. And third, the manufacturing sector with its good mix of industries, a large portion of

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which are nondurable goods producers, is less susceptible to downturns in the economy.

The Virginia Employment Commission reports unemployment for 17 major labor market areas. All but one of these areas, as the following tabulation shows, had a significantly lower rate than the Nation's. In fact, in most areas of the State those unemployed still consist of people moving from one job to another, a segment of youth, and hard core unemployables who cannot qualify for job openings.

UNEMPLOYMENT RATES MAJOR LABOR MARKETS

Labor Market	Rate	Most Recent Month Available
Northern Virginia	2.1	September
Bristol	6.1	October
Charlottesville	2.4	September
Danville-Reidsville-Spray	3.2	September
Fredericksburg	2.4	October
Harrisonburg	2.0	September
Lynchburg	2.9	September
Martinsville	2.9	October
Newport News-Hampton	3.5	October
Norfolk-Portsmouth	3.2	October
Petersburg	2.8	October
Pulaski	2.9	September
Radford	3.0	September
Richmond	1.7	October
Roanoke	2.3	October
Staunton-Waynesboro	2.4	September
Winchester	2.1	October

Source: Virginia Employment Commission.

Even with its excellent unemployment record, Virginia has problem pockets of unemployment or underdevelopment. Certain areas of Southwest Virginia continue to have high unemployment rates, and seasonal unemployment troubles the Northern Neck and Eastern Shore areas.

Manufacturing

The annual estimate of new manufacturing jobs made by the Division of Industrial Development based on announcements of new plants and expansions is an important index of the State's manufacturing activity. The Division reports that during 1970 announcements were made to locate 83 new plants in Virginia which at full operation will employ 8,600 people. Expansions were announced for 81 existing plants with an expected employment increase of 5,350.

The total anticipated employment, 13,950, for 1970 is 750 or 5 percent below last year's announced employment of 14,700. This performance, however, is considered quite good since nationally new manufacturing activity and capital investment have slowed considerably. It is thought that the 1970 record is a sign of strength of Virginia's economy and an expression of confidence at a time when the economic situation of the United States is unsettled.

This year saw the largest single announced manufacturing capital investment ever made in Virginia—Philip Morris' new \$86 million facility in Richmond. A few of the other multimillion dollar plants are: General Electric Co., \$15 million, at Ivy; Abbott Laboratories, \$10 million, at Altavista; Reynolds Metals, \$10 million, at Bristol; Perdue Poultry, \$5 million, at Accomac; and Westinghouse Electric Corporation, \$4.5 million, at Culpeper.

The diversification trend continued with some new jobs created in almost every major industrial classification. Industries which anticipate gains of

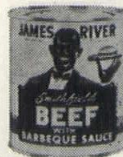
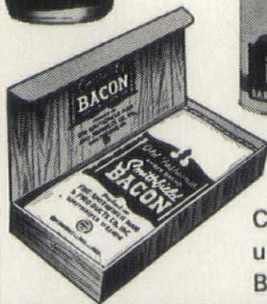
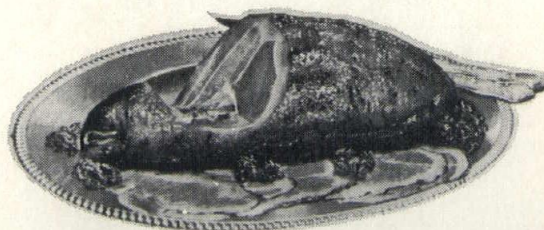
1,000 or more employees include: electrical machinery; non-electrical machinery; apparel; food processing; and modular home building.

The new plants are well distributed geographically. It is particularly noteworthy that 62 percent of the expected employment is in the non-Standard Metropolitan Statistical Areas of the State.

Virginia's effort to attract international firms continued to be successful in 1970. New foreign-related manufacturing firms which announced plants in Virginia during the year include: Meredith/Burda Company, Lynchburg; Siegwark, Inc., Lynchburg; Heugatile Corp., Hampton; Munck-Unarco, Hampton; and Liebherr-America, Inc., Newport News.

Another indicator of the State's manufacturing activity is the manufacturing employment estimates of the Virginia Department of Labor and Industry. These estimates are based on the change in employment in 1970 and represent the number of net new jobs that were created in this year. It is important to note the difference

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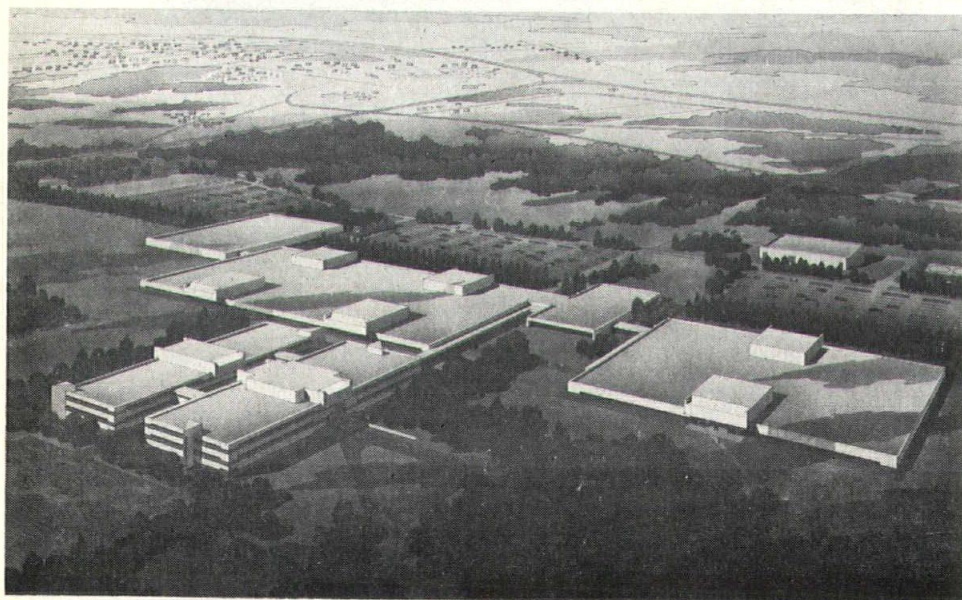
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Top photo: Overall view of packaging display area in Reynolds Metals Co. packaging workshop, Richmond; Center—Final Test for gas leakage at Westinghouse in Staunton; and, Bottom—IBM—Manassas, Main site under construction Jan. 1970.



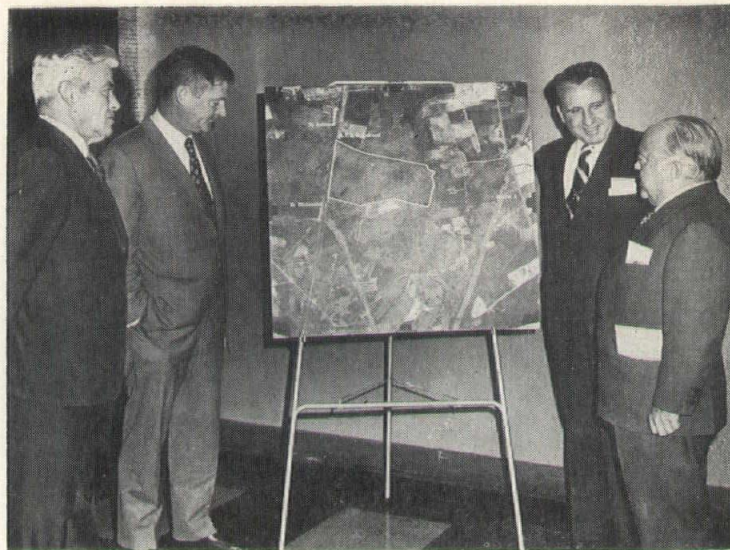
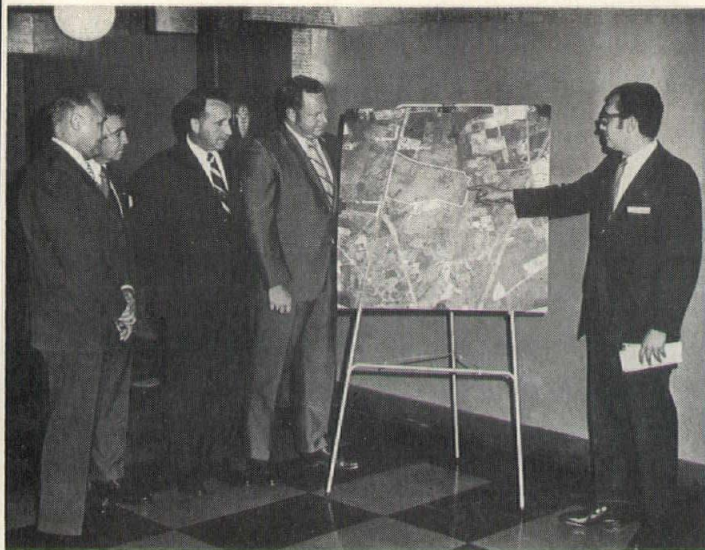
between the basis for this estimate and the estimate of new manufacturing jobs prepared by the Division of Industrial Development. As was pointed out above, the Division bases its estimate on announced new plants and expansions. In most cases, these announced facilities will not enter operation until after 1970, consequently, the employment estimates based on these announcements will represent new jobs which will come into being in the next several years. Over a period of years the total of both estimates will come close to each other, but the two estimates are often not comparable on a yearly basis.

The Virginia Department of Labor and Industry estimates the State's manufacturing employment declined 1.6 percent during the first 11 months of 1970, which represents a decrease of 5,900 jobs. At first glance, this may seem to indicate a bad year for Virginia's manufacturing sector, but in fact this is not a completely accurate assessment. In comparison with the Nation, Virginia's manufacturing industries have done fairly well in a year of reduced economic activity. For the first ten months of 1970, manufacturing employment has fallen 3.2 percent in the United States—double Virginia's rate.

Clearly the reduction of the manufacturing work force in both the Nation and Virginia is a reflection of uncertain economic and financial conditions experienced in the entire United States. The fight against inflation, reduction of defense and aero-space spending and a more general awareness and concern for social/environmental problems are some of the reasons for this confusing economic situation. As a result of these perplexing problems, many manufacturers have developed a "wait-and-see" attitude concerning capital investment and expansion.

Virginia's 1970 record appears even better when it is realized that over half of the decrease in manufacturing jobs is a result of the reduced production at the Army's Ammunition Plant at Radford. This is a direct effect of declining defense spending and the withdrawal of U.S. troops from Viet Nam.

For the most part Virginia's manufacturers "held their own" during this



Shown in photo at left, Ron Zachary, Director of Public Relations, Safeway, Washington, D. C. Div., points to location of new Distribution Center as (l-r) J. Frank Alspaugh, Director of the Division of Industrial Development; Sam Flint, Vice President of Quaker Oats Co., Chicago, Ill.; Basil M. Winstead, Vice President & Manager of Safeway Washington, D. C. Div.; and, Len Corsentino, Real Estate Negotiator, look on. And, at right, proudly examining the same map are: (l-r) John M. McGurn, Chairman of the Governor's Advisory Board on Industrial Development and Vice Chairman of the Board, VEPCO; Governor Linwood Holton; Mr. Winstead; and, Richard S. Reynolds, Jr., Chairman of the Board, Reynolds Metals Co., and member of Governor's Advisory Board on Industrial Development.

sluggish period of 1970. Textile mills are Virginia's leading employer with an average employment of about 44,000—no change from 1969. Chemicals, 1969's leading employer, fell to second spot with an average employment of 42,700. This decline is mostly accounted for by the reduction of the work force at the Ammunition Plant (technically classified as chemicals) mentioned above. The apparel industry maintained its third ranking position with a 3.5 percent increase to a total employment of 38,200. A total of approximately 36,000 people are employed by the food processing industry making it the State's fourth largest manufacturing employer — again no change from 1969. The remaining manufacturing categories showed modest fluctuations with no significant changes.

Nonmanufacturing

The nonmanufacturing sector has been a prominent factor in stabilizing Virginia's economy and maintaining its remarkable strength during 1970. This sector includes such important operations as transportation, public utilities, finance, insurance, wholesale and retail trade, services and government. Substantial growth has occurred in the nonmanufacturing sector over the past several years and in Virginia this trend continued in 1970. A total of 1,097,200 nonmanufacturing jobs were recorded for the first 11 months of 1970—an increase of 32,800 or 3.1 percent over 1969. This is a slightly slower rate of growth than Virginia experienced last year, but still meaningfully higher than

the nation's 1.9 percent increase for 1970.

Transportation and public utility employment in Virginia increased by 2,100 jobs in 1970 to a total of 97,400. This is a 2.2 percent gain for the year, up from last year's increase of 1.5 percent. Retail and wholesale trade made an impressive showing gaining 9,400 jobs or an increase of 3.2 percent to a total employment of 302,000. This is significantly faster than the Nation's increase of 1.4 percent.

The State and local governments of

Virginia employ about 209,000 people. This includes 1970's gain of 5.1 percent, a slightly slower rate of growth than last year's increase of 5.5 percent. Nationally, state and local governments for the first ten months of 1970 have averaged increases of 4 percent.

The finance and service sectors have both grown at a 4 percent rate or better. The 11-month average service employment in Virginia was almost 220,000, up 9,300 over 1969. Finance, insurance and real estate operations in-

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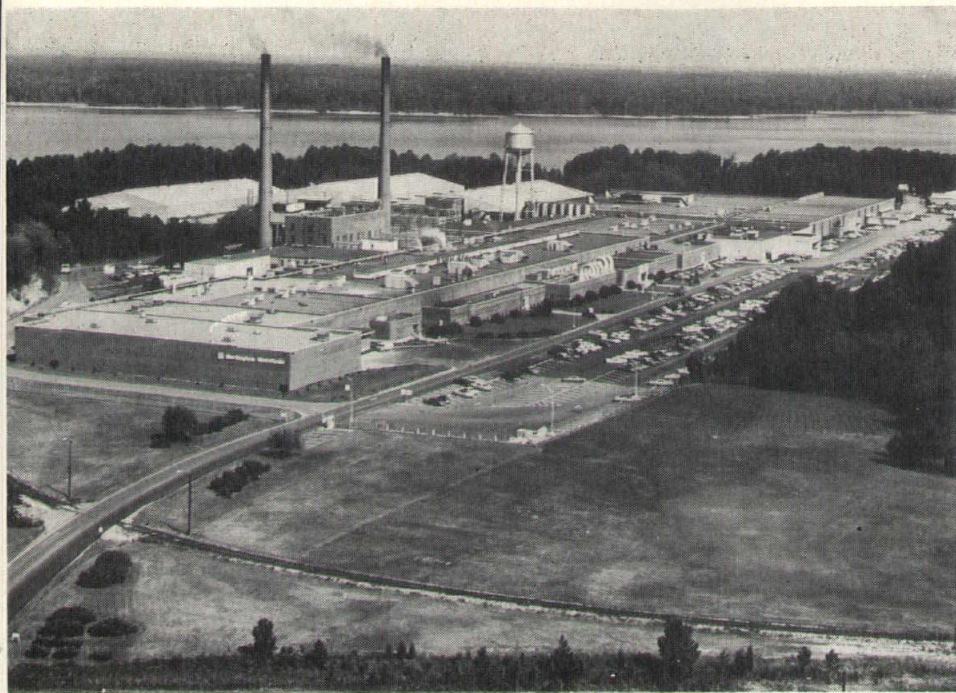
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creased employment by 2,600 persons in 1970 to a total of 67,700. Both sectors are growing at a rate about one-third faster than the National finance and service sectors.

Federal Government

The Federal Government is a highly influential part of Virginia's economy. Counting both civilian and military operations, it has a greater impact on Virginia relative to its size than on any other state with the exception of Alaska. During most of the sixties, the Federal Government contributed greatly to the overall expansion of the State's economy. For the year 1970, it appears that Federal employment has not increased significantly. Federal pay raises, however, have given a boost to Virginia's personal income.

It is estimated that there are approximately 180,000 Federal civilian employees living in Virginia with an additional 178,000 military stationed here. Of the 180,000 Federally employed, about 90,500 work outside of the Northern Virginia area, an estimated 53,000 are employed in Northern Virginia and approximately 35,000 to 40,000 live in Virginia and work in Washington. Outside the Northern Virginia area, Federal employment in the Commonwealth declined about 3 percent; but this was offset by increases in Northern Virginia due primarily to the transfer of personnel from the District of Columbia to offices in the Virginia portion of the Washington area. Thus, Federal civilian employment remained about the

same in Virginia during 1970; military personnel stationed here declined by 5,000.

The latest complete figures (1969) indicate that the civilian part of the Federal Government continues to account for about 12 percent of the personal income received by Virginians. This compares to the manufacturing sector which produces 15.2 percent of

Virginia's personal income. The military segment contributes 7.6 percent of the State's total personal income.

Virginia Port Activity

Virginia's maritime industry continued to accelerate in 1970. During the first nine months of the year, total foreign trade tonnage increased by a substantial 26.6 percent over the same period of 1969. The volume gain was from 32.6 million tons to 41.8 million tons. All trade categories, exports, imports, general cargo and bulk cargo, were up.

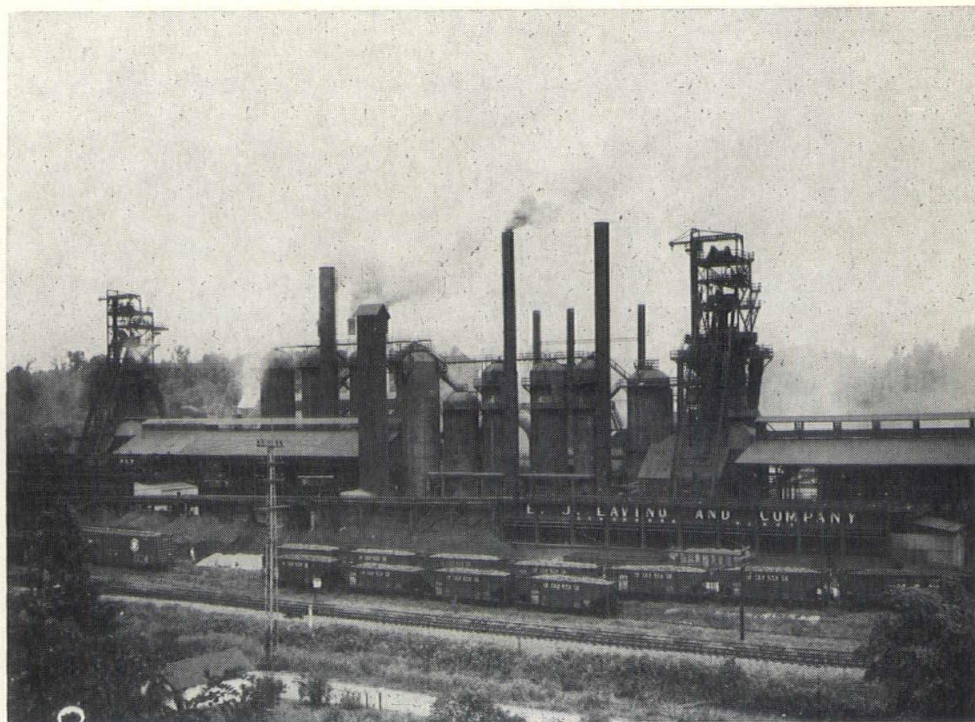
Total exports handled by Virginia ports for nine months amounted to 37.0 million tons (up 29.0 percent) while total imports accounted for 6.8 million tons (up 14.9 percent).

Coal is the principal commodity on the export side shipped through Virginia ports, accounting for 93 percent of total export tonnage. On the import side, residual fuel oils and petroleum products accounted for 75 percent of total imports.

General cargo handlings reached 2 million tons during the first nine months of 1970. Especially notable was the increase in the share of general cargo containerized this year, 30 percent compared to 15 percent last year. Total containers handled increased from 28,500 to 62,049, more than double.

Port development continues in full swing at Virginia ports. A second container berth and crane were completed

E. J. Lavino Company's Lynchburg Plant



and dedicated at Norfolk International Terminals in May. The new livestock loading facility located at Deepwater Terminal in Richmond, was officially opened in April with the shipment of over 300 head of cattle to Africa. The Aluminum Company of America began construction of a bulk terminal in Chesapeake. At Portsmouth Marine Terminal a second container crane is being assembled and should be in operation by February, 1971. Bids for the principal part of the work on the proposed Pier "C" at Newport News were received in May. Pier "C" is to be a \$15 million combination breakbulk and container handling facility. A \$500,000 sulphur terminal was constructed at Elizabeth River Terminals and will store 15,000 tons of molten sulphur.

Steamship lines continued to expand service to and from Hampton Roads in 1970. For example Mitsui-O.S.K. Lines inaugurated a new container service to Yokohama, Japan; and Finnlines announced that it will put three new superliners into its weekly transatlantic service from Hampton Roads to North Europe in early 1971.

Coal Mining

All indicators point to an excellent year for the Virginia coal industry. Production should reach approximately 38 to 39 million tons for a 10 percent gain over 1969. National coal production will probably register a 5 percent increase, and thus, in comparison with

the Nation, Virginia's coal industry has performed quite well.

Another very encouraging sign is that employment will increase by approximately 1,200 persons or a gain of 11 percent. This is counter to the established trend of either steady or declining mine employment caused by mechanization. Total coal mine employment for 1970 should average 12,100 making it the largest segment (79 percent) of Virginia's mining industry.

The demand for coal continues very strong. The shortage of natural gas and fuel oil, and the slowness of bringing nuclear power plants into operation has caused electric utilities to increase their usage of coal. Foreign consumers have similarly needed more coal as evidenced by sizeable gains in coal shipments through Hampton Roads. Because of the great demand for coal and the particular high quality of Virginia coal, the future appears good for the Commonwealth's mining industry.

The coal industry has had some problems during 1970. The enforcement of the new Federal Mine Safety Standards caused the closing of many mines. In Virginia alone 177 underground mines were forced to cease operations. Work stoppages also occurred as the result of labor disputes and internal union politics. These difficulties did affect some Virginia mines but to a lesser extent than they did other coal mining areas. The produc-

tion record is evidence that coal-labor problems were not as troublesome in Virginia as in the entire Nation.

Important coal mining developments in 1970 include: the beginning of full production of Virginia Pocahontas No. 3 Mine; the addition of a second shift at Westmoreland Coal Company's large Bullet Mine; and the addition of a second shift at Clinchfield Coal Company's Carbo Mine.

Tourism

The Virginia State Chamber of Commerce's "Monthly Travel Barometer" — reports from tourist attractions located across the State—registered an average increase of 4.5 percent for the first 11 months of 1970. Last year showed a 6 percent gain for the same period.

Tourist activity was particularly high in the beach and valley areas of the Commonwealth. Food, lodging and admission receipts at Virginia Beach gained 14.7 percent during the year. Camping continued its rapid growth giving a big boost to the tourist trade especially in the Shenandoah Valley and Blue Ridge Mountains. Assateague Island remained a popular attraction with a 21 percent gain in visitations; Colonial Williamsburg, had approximately 6,850,000 visitors for the first nine months of 1970 for a 3.3 percent increase; and Petersburg National Battlefield boasted a hefty 39

(Continued on page 63)

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FOR THE RECORD

Keep Virginia Beautiful, Inc. Wins Again!



● Virginia has won the coveted "State Award" given annually by Keep America Beautiful, Inc. for the "most outstanding litter prevention program in the nation during the past year." The presentation was made at the opening session of the national organization's 17th annual meeting in New York City, November 5.

Governor Linwood Holton flew to New York to accept the award, an engraved sterling silver bowl, "on behalf of all the citizens of the Commonwealth." Virginia also won a similar award in 1965 and thus has the distinction of being "the only state to have won two KAB Awards."

"This award is a tribute to the teamwork of our state-wide program," said Dr. Paul D. Sanders, executive director of Keep Virginia Beautiful. "Credit should go to every organization, industry, individual and municipality that has participated in the litter-prevention movement in Virginia—from the tiniest tot who picked up a candy wrapper and put it in a trash can to the trade associations in Virginia that have conducted vigorous and continuing crusades against the litter menace, and whose strong financial support has made the Keep Virginia Beautiful program possible. The tremendous educational contribution of the mass media (press, TV and radio) and the public school system at all levels deserves the plaudits of all Virginians. This national recognition will be a big boom to the state's efforts to attract tourism and industry."

Keep America Beautiful's president, James C. Bowling cited the work of Virginia's non-profit, non-political citizen's organization, Keep Virginia

to tell the Virginia Story

Beautiful, Inc. in announcing the award.

"Practically every community and county in the state has been conducting some sort of litter-control program—and, at this point, there aren't many residents or visitors that haven't gotten the message to help 'Keep Virginia Beautiful,'" said Mr. Bowling.

The KAB president noted that Virginia has been conducting an organized litter-prevention campaign since the early 1950's. He also commented on the broad range of projects undertaken by Keep Virginia Beautiful, Inc.—running the gamut from publishing a newsletter to sponsoring anti-litter awards programs in the state's elementary schools and coordinating the litter-prevention activities of some 200 organizations, industries and business firms all over Virginia.

The Keep Virginia Beautiful program is intended to make people more "litter conscious" by acquainting them with the evils of litter; to encourage the greater use of litter-control aids such as litter-bags and trash receptacles; and to promote the passage and effective enforcement of adequate anti-litter laws.

The Keep America Beautiful Awards Luncheon was the first event of KAB's two-day annual meeting. The second day, November 6, delegates heard a report on the Commonwealth's varied litter-prevention program delivered by Dr. Sanders.

Virginia was the only state to win a KAB anti-litter award this year. Two cities and one county were named as winners in their categories—East Orange, New Jersey, Tucson, Arizona and Harris County, Texas.

Keep America Beautiful, Inc., the national, non-profit, non-partisan, public service organization for the prevention of litter, was formed in 1953. KAB conducts a continuous program of public education to stimulate individual responsibility and pride in clean, safe, healthful and attractive surroundings. It provides assistance to thousands of groups and communities throughout the 50 states—and advocates litter-prevention as a first step in environmental quality control.

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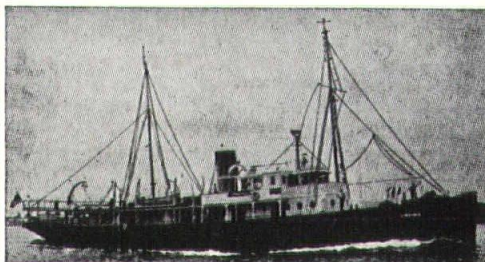
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Brooks Joins VVKR

● R. Gene Brooks has joined the firm of Vosbeck Vosbeck Kendrick Redinger, architects, engineers, planners of Alexandria as Director of Planning and will be in charge of planning in both the Virginia and Maryland offices.

Mr. Brooks received his Bachelor of Science Degree in Architecture from the University of Houston and his Master's Degree in Community and Regional Planning from the University of Texas where he was a member of the Department of Architecture faculty.

In 1967, he received an Award of Merit from the Dallas Chapter AIA for initiating a Design Awards Program and coordinating an Urban Design Study for Dallas, Texas. He is a member of the American Institute of Architects, American Institute of Planners, and holds National Council of Architectural Registration Boards registration.

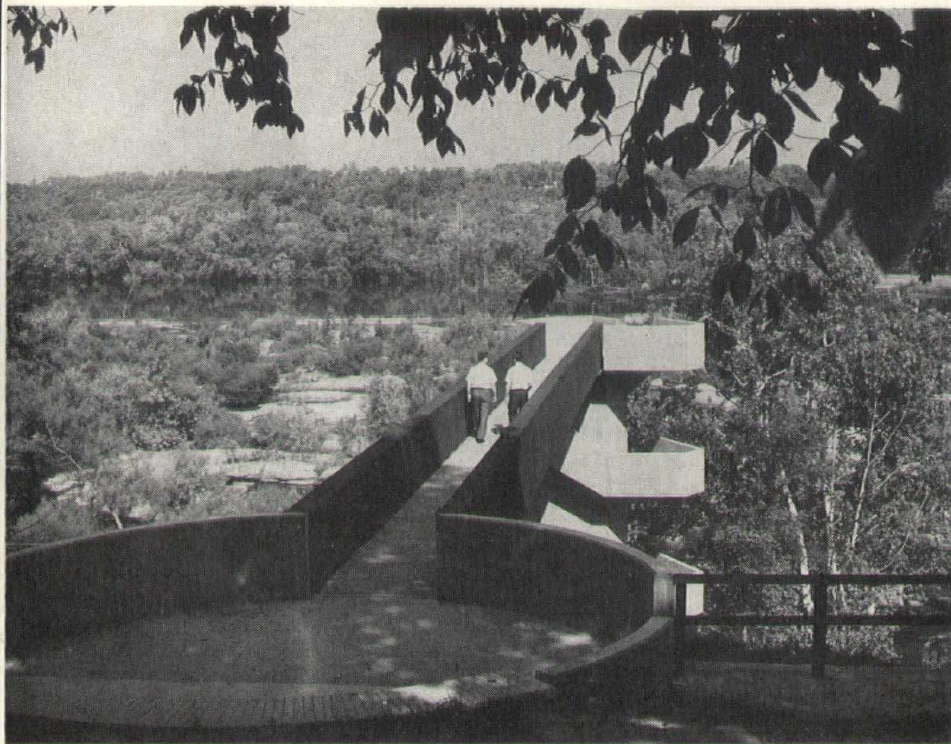
Mr. Brooks has had extensive architectural and planning experience. Prior to his position with VVKR, he was employed by the Maryland National Capitol Planning Commission as chairman of the Urban Design Division for the Montgomery County sector.

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• The Buttermilk Springs bridge, the first of two pedestrian bridges in the James River Park, Richmond, spans the Southern Railway Co. tracks near the Robert E. Lee bridge. Bethlehem Steel Corporation's Mayari R weathering steel was used for the box girders on both bridges. They provide access to the riverside park, which is operated by the city's Department of Parks and Recreation. Architect for the bridges is Carlton S. Abbott of Williamsburg, Va., and structural engineer is Torrence, Dreelin, Farthing & Buford of Richmond. Steel fabricator was Bristol Steel & Iron Works, Inc., Bristol, Va., and general contractor and erector was J. A. Walder Incorporated of Richmond.

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VIRGINIA ASSOCIATION OF TRAFFIC ENGINEERS

• Robert J. Humphrey (standing center), of the firm of Hayes, Seay, Mattern and Mattern of Roanoke, is the newly elected president of the Virginia Association of Traffic Engineers. Others standing are William C. Nelson, Jr., (left), Virginia Department of Highways in Richmond, vice-president, and Richard C. Brown, Jr., Wilbur Smith and Associates, Richmond, secretary-treasurer. Seated, from left, are C. Richard Keller, Allan M. Vorhees and Associates, McLean, immediate past president; Robert G. Corder, Virginia Department of Highways, Richmond, director; Charles H. Barnes, Jr., City of Petersburg, director; and William C. Scruggs, Arlington County, director. Another director, James D. Sink, City of Roanoke, was not present for the photo.

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Each fall, more and more adults— young and old—are going back to college. Some enroll in credit courses to earn points towards a degree or higher job qualifications. Others go just for the fun of it.

Whatever your motives, you'll probably find what you are looking for in a community college, that American invention that is bringing higher education within the reach of countless persons who might not otherwise have an opportunity to pursue their goals.

Last year, more than 30,000 Virginians benefited by the state-supported two-year colleges. Commuting for day or evening classes, they took a wide range of occupational-technical and college transfer courses, both credit and non-credit.

Sixteen colleges opened their doors across the Commonwealth this fall. Three of them are open for the first time—Germanna near Fredericksburg, Lord Fairfax at Middletown and Southside Virginia at Cochran in Brunswick County.

New River at Dublin and Virginia Highlands at Abingdon expand their offerings to include the comprehensive community college fare. Already serving their regions are Northern Virginia Community College with campuses at Annandale and Bailey's

Crossroads, Blue Ridge at Weyers Cave, Central Virginia at Lynchburg, Dabney S. Lancaster at Clifton Forge, Danville Community College, John Tyler at Chester, Southwest Virginia at Richlands, Thomas Nelson at Hampton, Tidewater at Portsmouth, Virginia Western at Roanoke, and Wytheville Community College.

Paul D. Camp at Franklin, Rappahannock at Glenss, and the Lee-Scott-Wise Community College at Big Stone Gap are scheduled to open in the Fall of 1971, along with a second campus for Southside Virginia at Keyville.

The first Richmond area campus, a second Rappahannock campus at Warsaw, and a Charlottesville area college are to open in 1972.

Community colleges have low tuition (\$60 a quarter or \$5 an hour). They are open to all persons 18 or older, whether or not they have a high school diploma.

To learn how you can continue your education—or just have fun with conversational Spanish, interior decorating or maybe even yoga — call the community college near you. A free brochure showing the location of the colleges is available from the Virginia Department of Community Colleges. To request a copy, write Box 1558, Richmond, Va. 23212.

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Whelahan Appointed District Sales Manager For Lone Star Cement Corp.

● Lone Star Cement Corporation has announced the appointment of Ray Whelahan as District Sales Manager, Norfolk. His new position brings him back to the Old Dominion after a five year tour of service at Lone Star's corporate headquarters in New York City and Greenwich, Connecticut. He is replacing E. B. (Sal) Durham, who is taking a well-earned retirement after more than 44 years of serving Lone Star customers in the Tidewater area. Whelahan, incidentally, received some

of his early Lone Star sales training under Sal Durham.

He started with Lone Star as a salesman in northern Virginia in 1961, and three years later became a sales representative in Norfolk. In 1965 he was called to corporate headquarters as market research analyst, and since January, 1969, has been assistant to the vice president-sales. A graduate of the University of Notre Dame, he received his B.S. degree in marketing in 1959. In military service from 1959

to 1961, Whelahan served as a writer and announcer for the Armed Force Radio and Television Service. He has been active in community affairs, both in Virginia and in Darien, Connecticut, where he made his home while at corporate headquarters. He was named "Outstanding Young Man of the Year" by the Annandale Jaycees served with the United Fund in Darien, and worked with church youth groups. Mr. Whelahan, his charming wife Khaki, and their three children Katie, 8, Carl, 6 and Molly who is not quite a year old, have just moved into their new home in Virginia Beach.

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NEWPORT NEWS, VIRGINIA 23601

AGC Environmental Committee

● Before his term as president ended, Associated General Contractor Immediate Past-President L. P. Gilvin called for an all-out campaign to reduce air and water pollution in the construction industry and appointed an 18-man national environmental committee to deal directly with the problem.

Mr. Gilvin said the newly created Environmental Committee would work closely with all levels of government to ensure that environmental laws and regulations affecting the construction industry could be realistically carried out. He said one of the first duties of the committee would be to develop a set of environmental guide specifications for recommended use by all awarding bodies.

In appointing highway contractor John Palazzi, of Hooksett, New Hampshire to head up the committee, Mr. Gilvin said the construction industry "is in a strong position to provide leadership in preventing and controlling pollution . . . We have the capacity to build facilities to control water and air pollution and we will see to it that our workers do not contribute to the pollution of streams and to the air we breathe."

Mr. Gilvin, a member of the Texas Park and Wildlife Commission, urged contractors to lead not follow in helping to rid the country of pollution. "If we lead instead of follow, we will be in a position to create the kind of workable construction programs that will enhance our national environment instead of wasting our time in opposing unrealistic pie-in-the-sky schemes that will never get off the ground."

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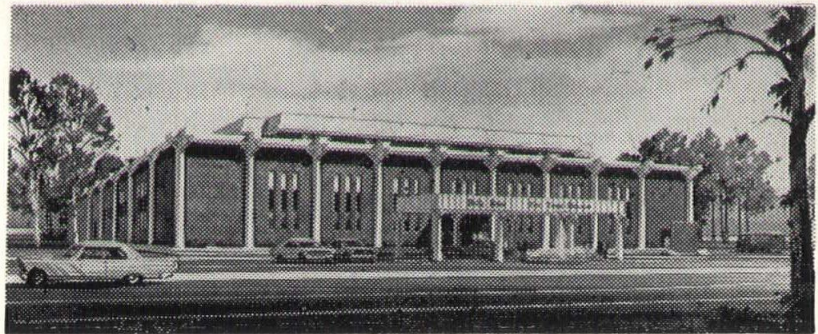
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Three Promoted at Natkin and Company

The Board of Directors of Natkin and Company has announced the promotion of three men to key offices in the firm.

John W. Snow has been promoted to Executive Vice President in charge of Operations. Starting out with Natkin & Company as a draftsman in May of 1946, Mr. Snow advanced to managerial responsibilities in several Natkin offices. He has been manager of the Lincoln office, manager of the Omaha district, manager of the Denver district, Northwest Division Manager and Western Division Manager. He became Vice President and then Executive Vice President. A Bachelor of Science degree in Architectural Engineering from the University of Nebraska started Snow on his career. He has been an outstanding member of various trade associations, and is a past president of both the Omaha Plumbing & Heating Contractors Association and the Denver Mechanical Contractors Association. He has also served on several committees for the National MCAA.

Roy E. Galley is now Executive Vice President, Finance. Mr. Galley began his career with Natkin & Com-

pany in 1949. During his years with the company, he has been Assistant to the President, Controller, Treasurer and Vice President, Finance, and Treasurer. Graduating from the University of Nebraska in 1930 with a Bachelor of Science Business Administration degree, his pre-Natkin experience included a year with Haskins & Sells, Public Accountants, and 18 years with the Lincoln Telephone & Telegraph Company, four of which were as a revenue accountant.

And, Kenneth E. Caldwell is Natkin's new Vice President, Controller and Treasurer. Except for a nine-month period when he was called to active duty with the Navy during the Korean War, K. E. Caldwell's employment with Natkin & Company has been continuous since June, 1950. During that time he has held the office of Controller since September, 1961, and has been a Vice President since January, 1968. As an active member of the Financial Executives Institute, Caldwell has served on the Board of Directors of the Kansas City chapter for several years, as well as being Treasurer. He was recently elected Secretary of the Kansas City chapter. He has also been a member of the National Accountants Association for several years and has served on the board of directors of its Kansas City chapter.

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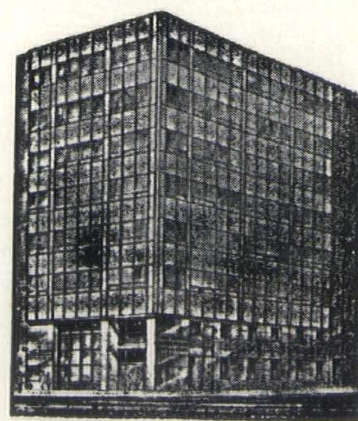
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A Year of Beginnings

(Continued from page 16)

has accelerated its studies of special industries which offer outstanding potential for location in Virginia. During 1970, individual studies were completed in instrument manufacturing, electronic component production, aircraft components assembly and printing. An effort is continually being made to increase Virginia's per capita income.

And while industry was recognizing the benefits of locating in Virginia or of doing business with Virginia plants, the Division's advertising and public relations program was coming in for its share of recognition from national and regional professional groups. "Facts and Figures," the Division's publication, was judged to be the best "general statistical" publication of any industrial development group in the United States and Canada at the American Industrial Development Council meeting in Kansas City. And in competition with states and others having industrial development programs in a 16-state area comprising the Southern Industrial Development Council, the Division took three first place awards out of a possible 12 categories of literature advertising and direct mail.

A generally optimistic prediction for 1971 and the years ahead was given Governor Holton by Alsbaugh in his report:

"The industrial development effort in Virginia is proceeding at a high level and continues to provide greater diversification in manufacturing, a strong movement toward a higher per capita income, and employment opportunities in rural areas. A general improvement anticipated for the national economy, the greater flow of money at lower interest rates, and a

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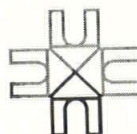
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volume of good industrial prospects currently negotiating for locations in Virginia are indications of a favorable economic development climate in Virginia over the years immediately ahead."

That he is a hard-working and happy governor, there can be no doubt. He was making his Report to Top Management, his appearance before some of the nation's and the state's industrial and financial leaders, in New York on November 12 when he summarized his feelings about his lot and that of Virginia. He had outlined the state's growth in the past few months in the areas of racial relations, industrial development, a new constitution, the new Virginia Port Authority and port unification and the growth in the schools and colleges of the Old Dominion. Then he said:

"Being Governor, when so much is happening, is a truly memorable experience. Indeed, I have said many times that being Governor is the happiest experience of my life.

"I am happy about the giant strides my state is taking toward the future. Perhaps we have been best known for our heritage—and we are proud of it, make no mistake.

"That, however, was the Old Dominion.

"Now we are building in Virginia a New Dominion—a new Dominion that will cause future generations to have that same sense of pride in us that we have in generations of Virginians who have gone before."

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(Continued from page 39)

Materials and a member of the board of Lone Star Cement Corporation.
 B. Indoctrination of Own and Other Personnel—A continuing series of Industrial Development Seminars, designed to aid local areas in realizing their industrial potential, is being conducted on a tri-weekly basis. The Seminars are held in the meeting rooms of the Division. An authority—either an individual or a group—on some phases of industrial development is featured at each of the Seminars. The series began May 1, 1967, and will be carried forward on a continuing basis. In attendance at the Seminars are the Division's Industrial Development Representatives, staffs of the Research Department, the Community Development Director, representatives from the State Department of Community Colleges, Utilities, Railroads and industrial development personnel from State and local Chambers of Commerce as well as representatives from other major Industrial Development organizations throughout the State. The primary objective of the sessions is to provide a forum for the exchange of information among those persons most actively engaged in Virginia's change from the predominately agrarian economy that existed for 300 years to an industrial economy. After the scheduled hour sessions, out-of-town participants confer with the Director and State Industrial Development Representatives on joint projects. Revised industrial site data and information are disseminated.

As to the indoctrination of its own personnel, the Division schedules on a continuing basis the schooling of its field personnel at the A.I.D.C.—sponsored program of the University of Oklahoma. Through this continuing education program, at least two staff people are in attendance each year.

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The Virginia Economy In 1970

(Continued from page 48)

percent growth assuring it of over 2.25 million tourists for the year.

A good measure of the tourist industry is found in motel and hotel employment. During 1970, employment in these establishments increased 7.2 percent to a total for the year of 17,700. Another indicator of the travel trade is the amount of construction of tourist facilities. It is estimated that approximately \$45.6 million was spent on the construction of tourist facilities in 1970. This is about a 10 percent gain for the year.

Agriculture

Virginia's 1970 gross farm income reached a new record of almost \$600 million—nearly 2 percent higher than last year. The inclusion of the annual timber harvest, which is valued at well over \$100 million, raised the total value of the State's raw agricultural commodities to a new high of over \$700 million. Income from both crops and livestock slightly exceeded 1969 levels, but these gains were more than offset by increased farm production expenses.

A record-breaking peanut crop, plus higher prices for grain, made up for reductions in tobacco income, which declined 7 percent from 1969 due to a 6 percent drop in production combined with lower prices. Production for each type of tobacco was lower, and average prices decreased for all types except burley. Income from peanuts, the State's number two cash crop, rose to over \$40 million—a record high. An exceptionally high yield of 3,000 pounds per acre boosted peanut production 29 percent above 1969, and higher prices caused gross income to rise 34 percent. Soybeans suffered from the late summer drought, especially in the Northern Neck, and production dropped 29 percent; but higher prices caused income to decline by only 15 percent. Corn production was 6 percent lower, but crop value increased 7 percent due to higher prices. Yields from early hay were unusually good, with total hay production up 2 percent, and value up 5 percent. Wheat set a new high yield per acre of 44 bushels, with production and crop value up 8 and 17 percent, respectively. Barley production increased 1 percent, and crop value showed a gain of 2 percent.

This year's apple crop was 5 per-

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cent below 1969, but slightly higher prices kept its value from declining more than 2 percent. Peach production increased 1 percent, but higher prices boosted crop value by 11 percent. Potato production was 2 percent higher, and price gains raised crop value by 31 percent. Sweetpotato production declined 31 percent due to acreage and yield reductions, and crop value dropped 15 percent.

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realized 2 percent higher income this year, although individual commodities varied considerably. Egg production and prices both declined slightly, causing a 5 percent income drop. Broiler production increased 9 percent, rising for the seventh consecutive year, and established a new record; however, lower prices limited income gains to only 2 percent. Turkey production rose about 6 percent, but income increased by only 4 percent due to lower prices. Cattle prices were more favorable, but producers held back on sales, and income increased by an estimated 5 percent. Hog production gained substantially, but sharply reduced prices resulted in little change in gross receipts. Milk production remained constant in spite of fewer cows milked, but slightly higher prices raised income from milk sales by 1 percent.

Although its recent output has showed little change, rising economic trends are causing the Virginia forest industry to prepare for expanded production needed to meet the anticipated housing boom. End products, including lumber, pulp and paper, and furniture manufactured from forest products now have an estimated value of approximately \$900 million. During the past season, over 58 million seedlings were planted—the largest amount of record—and the 80,500 acres seeded also established a new high.

The 1970 growing season was only moderately favorable. Although spring rainfall was ample, dry May and June weather caused a serious soil moisture shortage in Southwest and Southside Virginia and parts of the Tidewater. Generous July rains greatly improved crop prospects everywhere except the Southwest; however, later July rains in this area also benefitted crops and pastures. August rainfall was adequate except in some Central and Southside counties and the upper Coastal Plain, with the Northern Neck hit hardest, seriously reducing soybean prospects. Crop prospects were curtailed by one of the hottest and driest Septembers of record. Although this weather hurt late corn and soybeans, it was favorable for early fall harvest operations, and continued so into the first half of October; but rains received later in the month slowed activity. The majority of the corn and peanut harvest was completed by November 1, but unfavorable weather conditions throughout November caused the soybean harvest to fall about 2 weeks behind schedule. The harvesting of both corn and soybeans was over 95 percent complete by mid-December.

You Never Can Tell

(Continued from page 5)

read about. I recalled newspaper accounts and magazine articles of labor forces resisting automation—as most publicized in railroads—which would make for cheaper and more efficient operations, and of the construction industry resisting methods which would make for cheaper and quicker housing. I mentioned these examples to the superintendent and said that probably they could be multiplied. He replied that he could cite another dozen examples offhand.

Then, changing his tone and becoming gravely philosophical, he said, "We read all the time that we're in the middle of a technological revolution, and here we're talking about deliberate blockages to technological progress. We're trying to hold back the full change implicit in the technological revolution. There's no way our present system can control unemployment. We've got a growing population and we've got technological methods with which fewer employees can do more work. Some of the fellows coming out of the army now are having a hard time getting work, and if we stop the war in Vietnam, more than 2,000,000 people will be out of work. And all the government can come up with is Nixon's Family Assistance Plan, which is just another version of welfare that will cost about 5 billion dollars more and will be just as ineffective."

"Yes," I said, "it's treating the symptom and not the disease."

"Right. This country has propped up its economic health by war production or defense spending for thirty years. All of Roosevelt's experiments during the 'thirties never broke the Depression. The Depression ended when we went into massive war production. Then, when we cut back on defense spending, we immediately had a recession. The scare of Russia having the nuclear bomb started defense spending again about 1950, and the Korean War put us back into war production. Under Eisenhower we had another recession, in spite of what he himself called the military-industrial complex, and then the Vietnam War and defense spending against Russia has given us another booster shot. But, you're absolutely right: we're not treating the disease."

"How would you go about that?"

"Well, first, I would recognize that we're propping up a political-economic system that should have died with the depression. It's sick to make Family

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Assistance Plans that are based on the proposition that millions of people in a rich country can't earn enough to support their families. It's sick to have prices keep rising and the government can't halt inflation because it throws more people out of work. If industry bore down on installing all the automated devices it can come to discover you increase slightly the demand for skilled workers while drastically decreasing the demand for the unskilled. What I'd do is face the fact that we need whole new areas for the unskilled, for women and older men—forget simply the excess of employable people—there will be over the jobs available in our present profit-geared economy."

"You mean you'd divert the money that goes into the war and some of the money that goes into welfare into non-profit making government enterprises?"

"Something like that. Instead of talking about pollution control and now this 'ecology,' money could be spent and people employed in doing something about it. Automobiles and highways are proving to be a very costly, inefficient method for handling urban mass transportation, and in the near future they will be a mess that is more destructive of the environment than anything else is. We need money and scientific brains to devise new systems. Then, instead of blighting more of the countryside and demolishing more city buildings, we'd have parks and restful oases and pleasant vistas, where the older and unskilled could work as caretakers and learn gardening. Then we hear a lot about 'law and order.' Local law enforcement agencies could use—they've got a crying need for—the money we're spending to kill Asians while we're afraid to go out on our own city streets after dark. There're a lot of jobs women, unskilled workers and older people could do in a police department, to free all able-bodied policemen for work on the streets — and pay them enough to attract more able-bodied young men to police forces. I could go on indefinitely, but I guess I sound a little Utopian."

"I don't think your plans should be Utopian, but under the present American concepts any interference with the profit-system is Utopian."

"'Concepts,' that's the word. Our politicians have a concept of a country that doesn't even exist. These young people, the dissidents—though a lot of them seem like freaks to me—they know the country the politicians are talking about was all yesterday."

their ideas for remedies are of course, no help at all; they're too young; but they *smell* the waste in the system—waste of money, of human potential, of human lives of those people for whom society has no place, no use. The kids talk nonsense about the Vietnam war being 'immoral.' What is a 'moral' war? But it certainly is not moral to waste the human resources of our people, of what we used to think of as a young nation, by politics as usual."

He had grown quite intense, and he broke off suddenly, giving me a look almost of apology. "I suppose all this sounds funny coming from the superintendent of a big industrial complex."

"No, I'm beginning to think it's from people in positions like yours that we'll get the new concepts we need."

"I don't know. I'm going to be retired in a couple of years, mandatory, and approaching that retirement I've done a lot of thinking about people and work. I worked my way through engineering school during the depression and all on earth I wanted was a job. Somehow that isn't enough for people any more. They take a job for granted, or pay for not working. We can't change that now. We can't go back. What I think we should do would make me sound like a revolutionary."

I waited.

He said, "You remember you said when you worked in that paper-mill the workers put in a fifty-two hour week and hoped to work as long as they could stand up?"

I nodded.

"Now they work about a 35 hour week and want to be guaranteed retirement at 55. Well, I think we should go all the way and have about a 20 hour week. That would take up unemployment. Management would have less profits, but they would pay less corporate taxes and the government would need less for welfare. Then, as I said earlier, we should pour money into non-profit making enterprises to keep people occupied and help solve the communities' problems. Maybe our taxes would be higher but, like in Sweden, we'd be getting something for them. Our localities would be physically saved and our streets would be safe."

At this point a gentle, friendly looking man came into the office. The superintendent introduced me to his head chemist, and said to me, "Now he knows a lot about your state. He's taken three vacations in Virginia."

In those few words the superintendent reverted completely to the man I

had first met—an amiable, business-like, capable-looking industrialist, the last person from whom I would have expected a critical analysis of the American system.

Clifford Dawley

P.S. Since this conversation, President Nixon has vetoed the Manpower Act of public service employment, which, originating in the Senate, was designed to achieve many of the goals advocated by the plant superintendent. Senator Gaylord Nelson, of Wisconsin, the bill's chief supporter, worked hard to get allocation of "money to pay people to do things." As Hickel said, Nixon does not have the heart with antennae out to feel the beat of the people's deepest needs, but hopefully some senators do.

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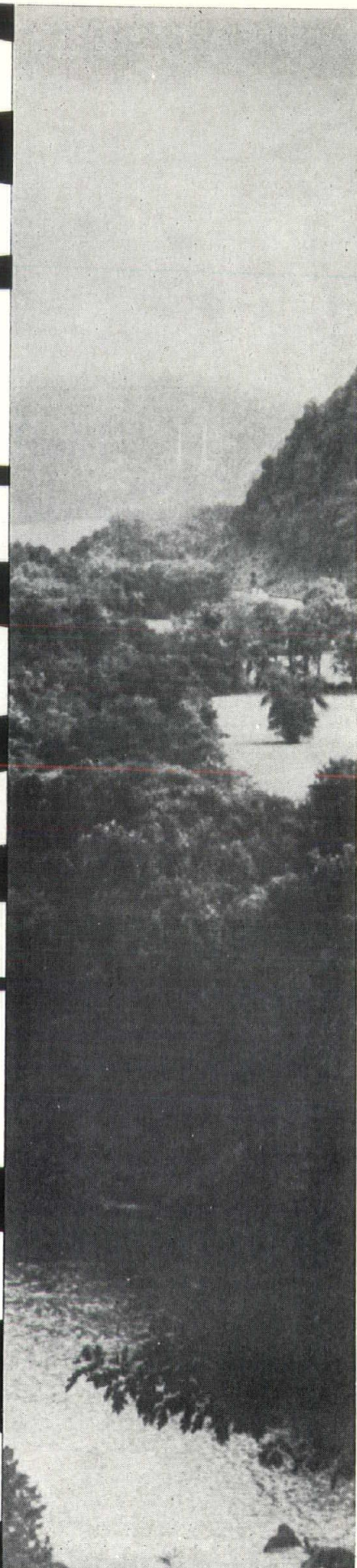


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