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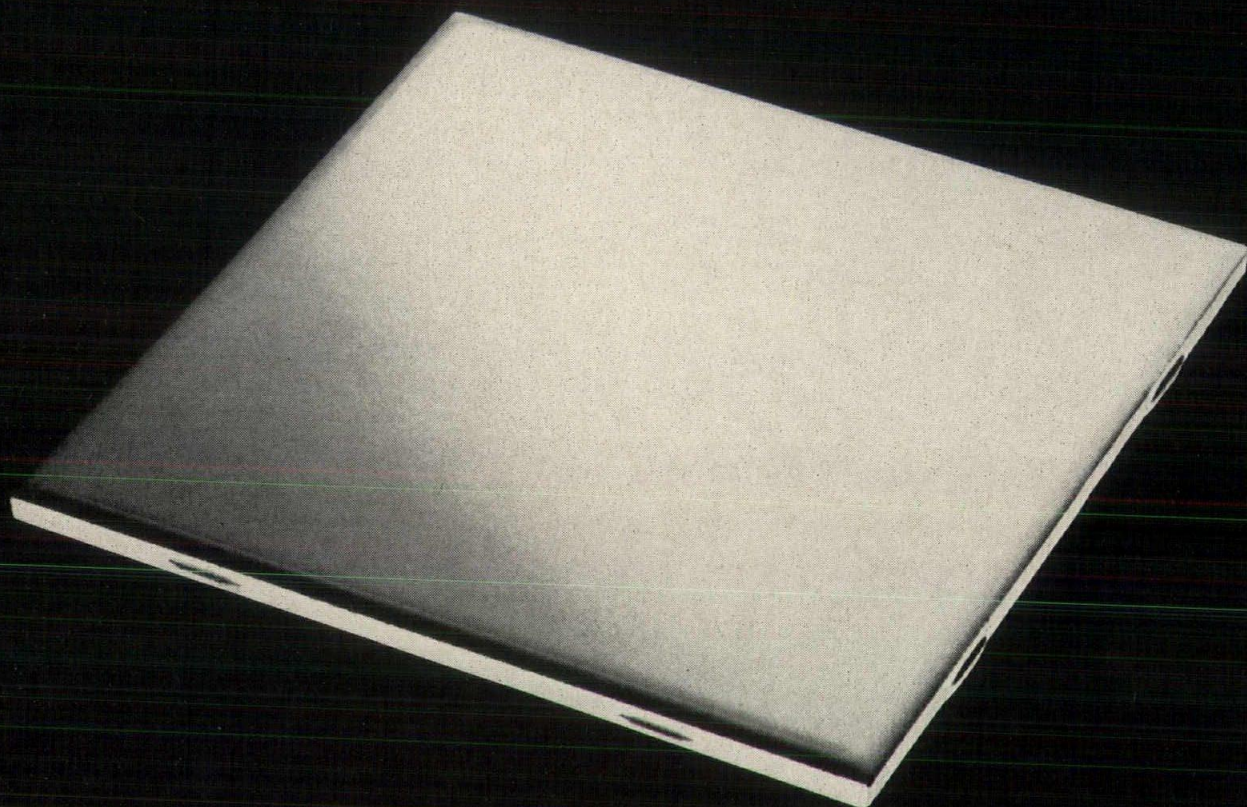
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APRIL 1971

Do Doctors Charge Too Much?

Recently a British doctor, after visiting in the United States, made the observation that America doctors were too money-hungry, too motivated by the chase for the dollar. This off-the-cuff comment expresses the opinion of many Americans and is the subject of conversation among individuals, as well as the subject of public discussions, published articles and recently numerous books. One of these books, *Don't Get Sick in America*, presents a truly frightening picture of how individuals can be overwhelmed by the medical costs of a prolonged, serious illness. But usually all the analyses of the frightful costs of illness in America center make the doctor central in the total medical costs or do not sufficiently separate the doctor from the total medical costs.

While there is no question that the skyrocketing of total medical costs has reached a critical point which has forced the government to study measures for relief, the doctors' fees have not been the major cause of the escalation. Daily service in hospital charges has risen 170% in the past decade, compared with a 30% rise in the consumer price average. Despite these high prices, the lunatic policies of medical insurance companies—which do not cover such items as outpatient X-rays—cause the holders of medical insurance to add further strain to the hospitals by becoming in-patients in order to get coverage for any extensive X-ray surveys. The doctor is no more responsible for these prices and practices than he is for the high cost of prescription drugs.

Since prescription drugs are not covered by Medicare nor by the "65 Extended" policies of insurance companies, this adds enormous costs precisely to the age-bracket which most heavily depends upon medicines simultaneously with the decline of their earnings. Here then is an upward cost spiral in a faulty system, a system which has grievously lagged in meeting the needs of the public, that the rise in doctors' fees—the fee only for the doctor himself—has not been a disproportionate to the general costs of living and, indeed, has been far less than salaries and wages in other occupations.

Around World War I, Ford gained considerable publicity by raising his workers a \$5 a day minimum, and during the Depression the average income of wage-earners was only a little more than that. Now electricians earn \$7 an hour, plumbers something over \$6 an hour (\$7.20 in New York), and laborers are paid anywhere from three plus (\$3.85 in Atlanta) to \$6.52 in Cleveland. For electricians, plumbers and carpenters, this is an income bracket of more than \$10,000 a year. (I know a superintendent of a small painting and papering firm in Richmond with a set salary of \$12,000 a year.) Doctors' fees have certainly not risen on that scale.

The surgeon whose operation saves your life does not approximate the \$10,000 an entertainer receives for a single appearance on television. A successful physician would have to work twenty-five years to earn what a motion-picture star got for a single picture and not in a lifetime could he accumulate the earnings of a pugilist for one prize-fight. And I doubt if many aspire to the \$100,000 plus yearly earnings of professional athletes—and even then the doctor could not fatten that salary with endorsements of himself shaving or spraying under his arms.

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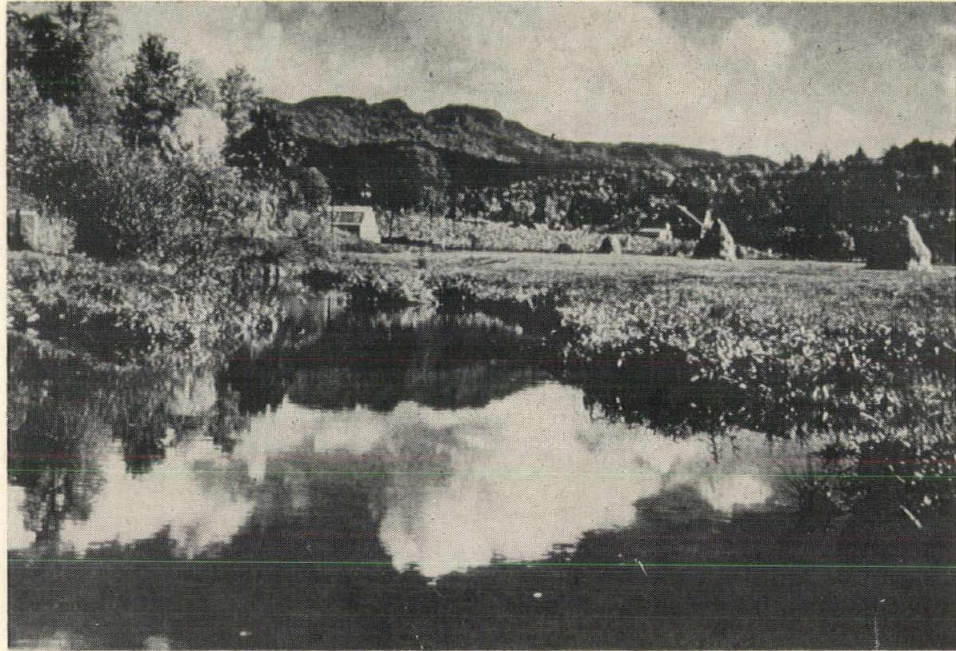
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IMPROVING VIRGINIA'S AGRICULTURAL ENVIRONMENT

By

MAURICE B. ROWE, *Commissioner
Virginia Department of Agriculture
and Commerce*



"A state of harmony between men and land"

WHAT IS the science of ecology, and how does it relate to our environment? In the final analysis, the plethora of big words currently being used to explain man's misuse of the environment can really be boiled down to an old, much more familiar term—conservation. And to get right down to basics, conservation — which can also become a somewhat obtuse term — has been simply defined as a state of harmony between men and land. In other words, the land is actually a complex mechanism whose waters, ranges and forests, acting together, sustain animal and plant life and form an environment suitable for man. This is what ecology is all about.

But, almost too late, twentieth century science has convincingly proved that man cannot tamper with, or misuse, one facet of this integrally related land mechanism without risking an adverse effect on the whole system. The innumerable types of environmental degradation, or pollution, which man

now realizes he has carelessly precipitated upon himself in his continual efforts to achieve more and more industrial growth and scientific progress have created such public concern that our nation is belatedly uniting in an all-out effort to clean up the environment before it is too late.

Agriculture, which has long been the backbone of our economic system, has unquestionably attained much of its present growth and importance through the application of twentieth century science and technology. In addition to being very concerned with the many factors involved in environmental degradation, we in the Virginia Department of Agriculture and Commerce realize that agriculture is caught between many of the issues. We recognize that agriculture is greatly affected by pollution and, at the same time, is also a potential polluter.

Much has been written concerning the various aspects of agriculture-related pollution. However, in an attempt

to simplify this somewhat complicated subject, I believe that agricultural pollution can be said to consist generally of pollution directly resulting from farming operations, and that created by the processing of agricultural commodities by agribusiness firms. Although agriculture and livestock operations generate considerable amounts of solid wastes, this is by no means the chief threat to the pollution of our environment.

As we in the department fully recognize the problem areas confronting agriculture, every effort is being made to curtail agriculture-related pollution in Virginia to help improve the overall quality of the state's environment. We are attempting to restrain our role as a polluter to practices required for the fulfillment of our basic function of supplying clean, healthy and wholesome food for consumers at the least cost. A careful analysis reveals that pollution from agriculture may be produced by pesticides, animal wastes, sediments



The Governor's Council on the Environment meeting in Richmond at one of several open forums held throughout the state to hear public viewpoints on environmental problems. (Photo Courtesy of Richmond Newspapers)

wastes from processing agricultural products, crop residues, and excessive fertilization.

Environmental Planning Committee Formed

Realizing that a systematic and coordinated approach would be required to attack these problems and at the same time provide information and guidance to concerned citizens and businessmen throughout the state, a special environmental planning committee (EPC) was established within VDAC late in 1970. This committee, which consists of five members—one from each of the department's major divisions—has been meeting regularly, and operates under the following basic objectives:

- ... To provide for department-wide environmental planning with representation from each division.
- ... To provide resources for planning, researching, establishing priorities, and making recommendations on a departmental basis.
- ... To recommend innovative modifications for existing programs and the development of new programs where needed.
- ... To provide for coordinating division activities with department-wide planning as it relates to the quality of our environment.

... To provide for assembling environmental information and communicating the department's role and responsibilities.

The first major areas of concern approached by the committee were pesticide disposal and agricultural wastes (animal wastes and wastes from processing agricultural products). Three-phase work plans were developed for both of these areas which sought to determine what the problems are; where they are; and what can be done to help those concerned cope with them.

The pesticide disposal plan covers the use, management, and disposal of pesticides and other hazardous substances. The first phase of this plan is now well underway. VDAC regulatory inspectors recently completed a survey of pesticides offered for sale in wholesale and farm supply establishments, and placed a total of over 100,000 pounds and 8,000 gallons under stop-sale orders, some of which may require disposal. As soon as adequate procedures are developed, a disposal program will be initiated for products requiring disposal, and maintained by means of monitoring and educational efforts.

A work plan has also been formulated for appraising and evaluating the impact of agricultural wastes on the Virginia environment. The first phase of this plan, which is now being implemented, involves a comprehensive

survey of meat plants, food processors, dairy farms, feed lots, and confinement rearing operations to determine waste disposal practices and associated problems. The final phase will include the promotion of industry sponsored educational programs to get known answers disseminated to those having problems.

The committee has also developed a tentative plan for the future control of sediment and/or erosion, and other plans are being contemplated for coping with problems concerning crop residues and excessive fertilization. An important long-range aspect of the EPC's various investigations and studies will be to recommend specific programs to the governor which are within VDAC's capability, provided we are given adequate authority and personnel. The committee members are making every effort to improve their overall knowledge of environmental matters, and have attended various meetings and conferences where helpful information was presented.

The Governor's Council on the Environment

The activities of the EPC are being closely correlated with the priorities established by the Governor's Council on the Environment (GCE). The creation of the GCE, which is comprised of the administrative heads of twelve state agencies whose functions embrace various environmental facets, was one

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of Governor Linwood Holton's first official actions. Its basic purpose is to examine environmental problems for which no existing agencies are presently responsible, and make recommendations to the governor for their handling. Although the GCE is of course investigating a wide range of matters pertaining to the environment and the quality of life in Virginia, this coverage is being limited to those matters concerning VDAC's responsibilities and the state's industry of agriculture.

In keeping with the GCE's policy of assigning task force chairmen to top-priority projects, I was named chairman of the task force charged to investigate the problem of pesticide disposal, with the assistance of representatives from the Health Department, the Institute of Marine Science, Commission of Game and Inland Fisheries, and the Air and Water Control Boards. The EPC also helped form an inter-agency committee on the management, use, and disposal of pesticides and other hazardous substances. This committee has reviewed and made recommendations for revision of the pesticide rules and regulations prior to their adoption, and developed short and long range goals relative to the disposal of pesticides. (Another article in this issue presents a complete coverage of the Virginia pesticide situation.)

Other agriculture-related problems to be investigated by the GCE (but not yet assigned to specific task forces) in-

clude animal wastes, erosion and sedimentation, and the handling of forest debris resulting from clear-cutting operations. In approaching these and other problem areas, the basic philosophy of the GCE is to determine the feasibility of creating new programs within existing agencies rather than the creation of separate agencies charged with these responsibilities. Its general aim is to achieve intelligent balancing of the new technology and the new humanism to bring about the best possible conservation and development of human and natural resources within the state.

Conserving Agriculture's Future

Virginia's conservationists are certainly to be commended for the progress they have already made in protecting our environment during the past few decades. Their efforts have helped to create the present abundance of food and fiber which has made America great. Agriculture is now entering a new decade that can be one of great growth and progress, provided top priority can be given to the prevention of further damages to our environment. We unquestionably possess the scientific capability to correct the ravages our carelessness has caused, but this technology must be applied without further delay.

Although the federal government is paving the way with many expensive environmental programs, there is no magical solution to the problem of pollution. The agricultural industry must set about acquiring the necessary items needed for better control. As this equipment is quite expensive, it will probably be wise not to undertake too much at once. We must evaluate what our commitment will be, and how much we are willing to pay for these improvements. The overall impact on agriculture will be that input products will doubtless cost more.

The Virginia Department of Agriculture and Commerce wishes to help the state's businesses and citizens overcome their environmental problems. We plan to do our part by incorporating new environmental policies into our programs such as meat, food, and dairy inspection so that we can deal more effectively with actual needs, and establish better relationships with the public we serve. However, the responsibility for improving the quality of our environment does not rest on the shoulders of either government, agriculture, or industry. It is the responsibility of our society. A total commitment on the part of all—as well as changes in our life style—will be needed to lick this problem.

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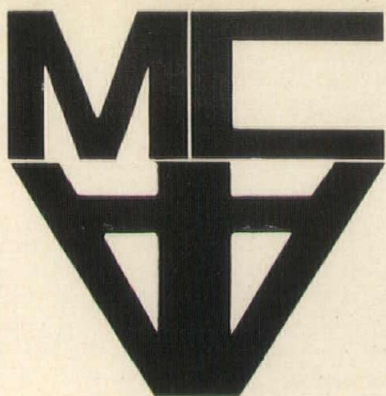
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CONSUMER AFFAIRS:

WHERE IS IT GOING?



Governor Holton looks over a batch of correspondence going out of the new Office of Consumer Affairs. Shown left to right are William Robertson, Special Assistant to the Governor for Consumer and Minority Affairs; Roy L. Farmer, Director of Consumer Affairs; and Maurice B. Rowe, Commissioner of VDAC. (Va. Dept. of Agriculture & Commerce photo)

When Linwood Holton ran for the Office of Governor of Virginia in 1969, he had as a part of his platform consumer protection. He especially espoused the idea of establishing within state government an office to house a "Mr. Protection"—an official to whom the confused consumer could turn for help and direction.

It is history now, but Mr. Holton was elected Governor of Virginia, and the Office of Consumer Affairs was established within the Virginia Department of Agriculture and Commerce as directed by the bill which passed the General Assembly and became law on June 26, 1970.

"Mr. Protection" in actuality became the Director of Consumer Affairs—Roy L. Farmer, formerly a career employee of VDAC's food regulatory program.

For several months, the Office of Consumer Affairs was located in VDAC's administrative office building at 203 Governor Street in Richmond. At the Governor's Conference on the Family Food Dollar, held in Roanoke last December, Governor Holton stated that he wanted the Office of Consumer Affairs relocated to a central, ground-

By HORACE R. HANSHAW
Information Officer, VDAC

floor location so that it would be more accessible to the public.

In keeping with the Governor's wishes, VDAC made the necessary arrangements, and on February 3, the relocated Office of Consumer Affairs had its formal opening in Room 109, Eighth Street Office Building. This office is located on the ground floor of the former Hotel Richmond West, Eighth and Broad Streets, Richmond. The new telephone number is 770-2042.

Among the guests present at the formal opening were Governor Holton and his Special Assistant for Consumer Affairs William B. Robertson, VDAC Commissioner Maurice B. Rowe, Director of Consumer Affairs Roy L. Farmer, and his new assistant, Daniel W. Zipperer (*see profile*).

As he toured the office, Governor Holton said, "I appreciate the cooperation of the Virginia Department of Agriculture and Commerce in getting this very needed facility open to the public. This office has great potential,

and has the stamp of legislative approval, too." The governor said the public has a right to be protected from fraud and deception and needs to know more about the laws which Virginia already has on the books.

Commissioner Rowe thanked the governor and told him, "I appreciate the help that you and the legislature have given us in our consumer affairs program. The department will continue to work through trade and business organizations and other groups to assist with consumer problems."

Roy L. Farmer says about his position, "The Office of Consumer Affairs is established by law to receive complaints from Virginia consumers on alleged illegal, fraudulent, deceptive or dangerous practices. It is then our job to figure out the best way to handle complaints satisfactorily. Sometimes we can process complaints administratively here in the office, but often we must refer them to the proper state or local departments or agencies charged with enforcement of consumer laws. We also work through Better Business Bureaus, Chambers of Commerce, and associations.

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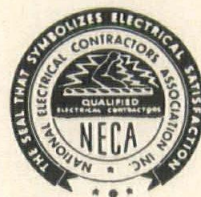
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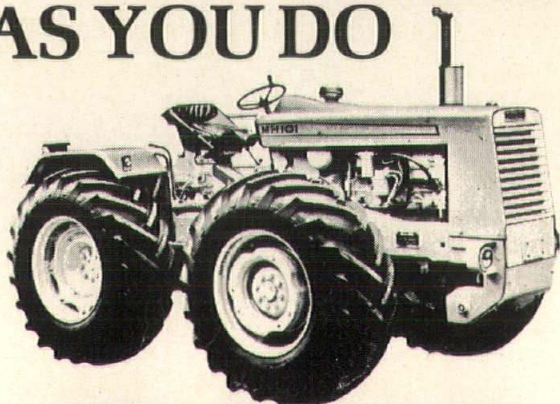


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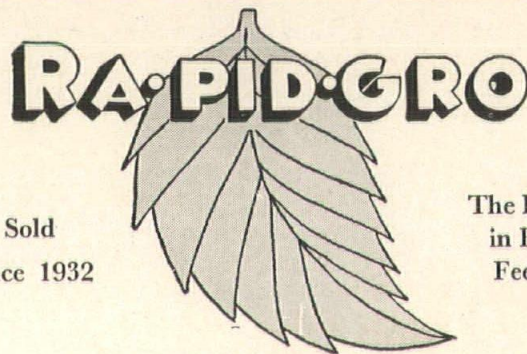


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"The responsibility of my office in these matters is not limited to those areas of peculiar interest to the Virginia Department of Agriculture and Commerce, but those embracing the consumer programs and responsibilities of all of the departments of state government."

Farmer is quick to advise a citizen with a complaint, however, that his first action should be to contact the management of the business or service organization with whom he has had his dealings. "Often by discussing your problem with the right person, you can settle your complaint on the spot. Then you cannot get the satisfaction you want, our office is always ready to assist," Farmer says.

If a citizen does have a complaint for the Office of Consumer Affairs, Farmer refers that the complaint be in writing, dated, and signed. "Make sure that the written complaint contains all important information. Copies of agreements, contracts and other information that are pertinent to the complaint should be enclosed. By sending in all of the pertinent data, the complaint can usually be investigated sooner and more efficiently," Farmer states.

To aid the Office of Consumer Affairs in investigating complaints on the local level, Billy W. Southall, Director of VDAC's Division of Regulatory Services, is working with Farmer to establish regional investigators to gather information on complaints.

Under the plan, the state is divided into six regions, and one inspector—in addition to his regular department duties—will investigate complaints in his vicinity that may be passed on from the Office of Consumer Affairs. The six regions include areas around Northern Virginia, Norfolk, Richmond, Bristol, Harrisonburg, and Roanoke. The program is in the final stages of development now.

The six investigators came to Rich-

Assistant Director of Consumer Affairs Named

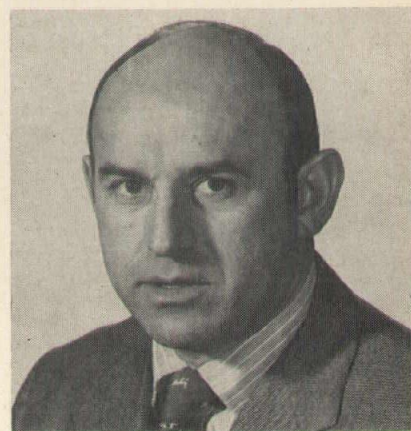
Commissioner of Agriculture and Commerce Maurice B. Rowe announced the appointment of Daniel W. Zipperer to the position of assistant director of consumer affairs on February 5. Zipperer's appointment came on the heels of the official opening of the State Office of Consumer Affairs, which was held on February 3 at the office's new location—Room 109 of the Eighth Street Office Building in Richmond.

Zipperer joined VDAC in 1963 as a food inspector with the division of regulatory services. In June, 1969, he was promoted to field supervisor of the food section, and four months later was named assistant supervisor of the division of markets' commodity distribution section.

Zipperer attended Norfolk public schools and was graduated from the College of William and Mary in Williamsburg.

Prior to joining VDAC, he was employed as a sanitarian with the City of Richmond Health Department and as a salesman in the systems division of Remington Rand, a division of Sperry Rand Corporation.

Roy L. Farmer, director of consumer affairs, had this to say concerning the appointment of his assistant whose new duties began February 16. "Dan Zipperer has an extraordinary way with people, and I feel very fortunate in being able to work with a man of his background and experience in the increasingly important area of consumer protection."



DAN ZIPPERER

mond for a one day training course in February. The VDAC men were given instruction on investigative procedures by William S. Sanger, Jr., Attorney In Charge, Federal Trade Commission.

Establishing the six area investigators is one way in which VDAC's Office of Consumer Affairs is gearing for the future. Plans are also in the offing for setting up area complaint offices where consumers can call or visit and have someone in their local area take down their complaint and start processing it. These local consumer complaint centers would be located within present VDAC facilities around the state and staffed by present employees.

What does the future hold for the Office of Consumer Affairs? Roy Farmer says, "I only know that consumer interest is gaining every day, and we have to do everything in our power to keep up with the demands placed upon this office."

Farmer says that since his office officially came into being in July 1970, he has received over 600 complaints and innumerable telephone calls and requests for information. "I can't see where it will end," says Farmer. "But as long as the citizens of Virginia want this consumer service, we are going to do the best we can to help the people who need and want our assistance."

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Innovations In Agricultural Marketing

By EDWARD ELLETT
Information Officer, VDAC

■ For almost a hundred years, the Virginia Department of Agriculture and Commerce has been actively assisting farm producers with the marketing of Virginia's agricultural products. Marketing has proven a decisive factor in the growth of the state's largest industry, agribusiness. It bridges the gap as a successful liaison between producers and consumers.

Although marketing is as old as mankind, several recently developed techniques are now effectively being put into use by VDAC's Division of Markets to insure the present and future success of Virginia agriculture.

The basic elements of the marketing process remain much the same as they have been for centuries. They involve providing a satisfactory product for marketing, finding suitable marketing outlets, and securing these outlets for the future. VDAC has developed several new methods of utilizing these elements in order to provide the most effective means of marketing Virginia agricultural products.

In providing a satisfactory product for marketing purposes, VDAC has long been aware of the necessity for quality grading. The supplying of standard grades for Virginia commodities insures impartial inspection by trained personnel, thus hastening successful marketing.

Grade standards applied by VDAC

personnel are developed by either VDAC or USDA, and approved by the affected commodity industry. These services have improved Virginia agriculture's ability to market its products, and have also allowed the state's farmers to receive higher returns for better quality merchandise. In developing standards and carrying out the grading process, new markets are often created for buyers who are more apt to purchase graded products.

The department is constantly aware of the needs of the marketer and, to provide better products for him, periodically evaluates and up-dates its grading programs to supply the most desirable products. Such innovation has resulted in increased profits for the producer and has also broadened the marketing scope for Virginia products. Grading changes and new grading techniques are constantly being initiated to procure the most marketing possibilities available. The success of grading for quality control is apparent in view of the fact that VDAC grades nearly 9 billion pounds of commodities each year for distribution among the nation's markets.

One of the most successful marketing innovations at VDAC has been the creation of "Tel-O-Auction," a unique method whereby potential buyers in sister states may purchase livestock via conference telephone from their own

offices. Buyers not only save time and money, they also know the quality of the animals since all have been assembled, weight sorted, and then graded by strict standards of the livestock grading section of the Division of Markets.

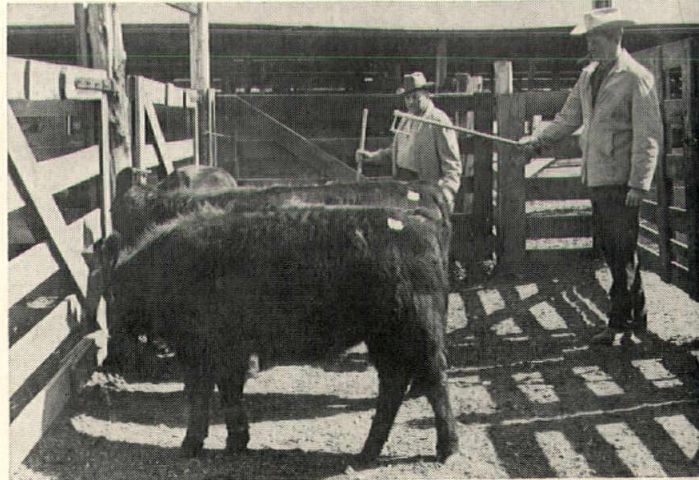
Recently this system has undergone change in slaughter cattle marketing. Live selections of slaughter cattle are made on the farm where the animals remain until picked up by the buyer. Cattle are sold on the basis of "hot" slaughter grade and weight. This system not only protects the buyer and reduces his cost, it also allows the producer to save hauling costs, reduce his weight shrinkage, and be paid on the basis of grade as well.

The "Tel-O-Auction" system is used to market feeder pigs, slaughter hogs and slaughter cattle. This system will be expanded as the need arises and innovations in this type of program will continue to appear.

VDAC has been quite effective in developing a communications network to provide it with continuous information on marketing possibilities within the state. The availability of information on marketing situations and product supplies enable them to quickly inform producers of new areas for marketing developments.

Teletype systems are utilized by the department to collect information on

Highly trained VDAC livestock graders facilitate sales and profit gains for Virginia producers by insuring quality standards for marketing of Virginia livestock.





Virginia swine are loaded, under supervision of VDAC's International Trade and Development office, for exportation to Lima, Peru.

marketing changes and to determine the factors that create these changes. This information enables farmers to handle their sales more effectively. VDAC is continually developing new methods of relating this information to producers. Radio, television, and other types of media are being fully utilized to aid in this endeavor. Newsletters and special bulletins, containing helpful marketing information, are regularly being sent to state producers. The information services of the department are also continuing to experiment with new publications designed to present up-to-date information on marketing situations.

Another information service has also increased the effectiveness of Virginia marketing. This involves a study of transportation factors which enables the department to provide producers with important developments in commodity movement. These factors are critical when cost, time, and depreciation are being considered. Studies such as these make it possible for producers to select the best methods of transportation and the most opportune times to deliver their products to the marketers.

One of the chief means of securing new marketing outlets has been the use of promotional programs created by VDAC. Working closely with the state's various agricultural commodity commissions, VDAC coordinators initiate special promotional techniques to present the different uses of Virginia commodities to key marketing people. The most effective promotional effort of this type has been the use of commodity demonstrations at the State Fair.

At VDAC, a new food preparation center makes it possible for private demonstrations to be shown to food editors, marketing representatives, and

retailers. Trade shows are also used by promotional coordinators to establish product communications with marketing outlets. Produce growers establish these shows with aid from the department. They also assist in coordinating tours for marketing representatives to locations where product processing is done. This promotional aspect, alone, has increased the marketing of Virginia apples and turkeys, two large income products for the farmers of the state.

One of the newest methods of creating public awareness of the different commodities available for marketing has been the use of call-in answer and question periods on radio programs hosted by VDAC personnel. This promotional device created a direct information service to interested marketers in the state who would not be reached otherwise.

The department has also continued its efforts to develop new marketing outlets throughout the entire world. The International Trade and Development office of VDAC has been instrumental in helping to export Virginia products in 73 countries.

Virginia is the only state in the nation that has a full-time agricultural representative overseas. With his office located in Brussels, Belgium, this representative is very effective in locating marketing opportunities on the European continent. Two other state agencies are included in this office complex,

the Virginia State Port Authority and Division of Industrial Development. They work together in achieving new outlets for international trade.

To maximize the efforts for locating new markets, International Trade and Development works closely with international transportation companies, insurance companies, credit organizations, representatives of state colleges, chambers of commerce, and banking firms. Other techniques useful in locating new outlets concern: attending foreign trade shows, conducting market surveys, investigating trade leads furnished by individuals in the marketing field and leads furnished by USDA. They also utilize a newsletter published by the Pork Federation to promote Virginia's high quality swine in 54 different countries.

The International Trade and Development office continues to invite foreign buyers to visit Virginia and tour the production areas of agricultural commodities. The favorable impressions, which usually result, are important in creating new market outlets.

International Trade and Development is currently forming a special program for contacting foreign students enrolled in Virginia's colleges and universities to introduce them to the state's exporting programs. It is believed that this method will create more international awareness of the marketing opportunities offered by Virginia's agricultural products.

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POSITIVE ACTION ON PESTICIDE CONTROL

■ Contrary to the beliefs of many, public clamour regarding the use of pesticides is not being ignored. Improving the quality of the environment is a goal significantly affecting the work of the Virginia Department of Agriculture and Commerce and that of many other organizations, including the Governor's Council on the Environment.

A bill passed by the 1970 session of the General Assembly amended the Virginia Pesticide Law to extend the authority of the Board of Agriculture and Commerce to make regulations prohibiting or restricting the use of certain pesticides, and to prescribe the method of disposal of empty containers and unused quantities of pesticides. The bill further made it an illegal act for any consumer to use a pesticide product for any purpose other than that recommended in the labeling of the product.

On December 10, 1970, 23 new rules and regulations for the enforcement of the Virginia Pesticide Law were adopted by the Board of Agriculture and Commerce. They became effective on January 1, 1971.

Of the new regulations, the first 16 deal primarily with definitions of terms and administrative procedures. They are essentially an updating of rules which had been in effect during recent years but were revised to make them more consistent with model regulations recommended by the American Association of Pesticide Control officials, and those in effect in many states. The remaining seven, however, involve not only a revamping of the old regulations, but several entirely new approaches to pesticide control as well.

Regulation 17 concerns the declaration of pests, including various forms of plant and animal life and viruses. It gives the Commissioner of Agriculture and Commerce the authority to designate as a pest anything in these categories which he believes warrants such a designation. Designation as a "pest" simply makes any pesticide product intended to control the pest subject to all requirements of the law and regulations.

Regulation 18 is an entirely new regulation, and deals with the handling

and storage of pesticides. It is now a violation for any person to handle, transport, store, display or distribute pesticides in such a manner as to endanger man and his environment—or to endanger food, feed or any other product which may be in contact with a pesticide under these circumstances.

Regulation 19 specifies that no person shall be allowed to dispose of any pesticide or pesticide container in such a manner as to endanger humans, vegetation, crops, livestock, wildlife or pollinating insects. It further states that it is a violation to pollute any water supply or waterway. This is a matter of prime consideration to the Governor's Council on the Environment, and the regulation will be expanded in the future to include specific disposal instructions.

Under Regulation 20, it becomes a violation of the Pesticide Law for any person to use or apply a pesticide without the aid of mechanical equipment unless the equipment is in sound condition and is capable of being operated satisfactorily. Any application apparatus must be leakproof and properly equipped to dispense the proper amount of material. It must also be equipped to allow an operator to pass over non-target areas without contaminating them.

Regulation 21 states that any pesticide which has been suspended or cancelled by the federal government may also be subject to cancellation in Virginia, if the registrant has first been given a hearing by the Commissioner of Agriculture and Commerce. Should an appeal be made on the federal level to reinstate a pesticide, following its cancellation, there would be no effect on any cancellation proceedings which might be underway in Virginia.

In accordance with Regulation 22, a total of 12 pesticides are now restricted and can be used only in cases specified by the regulation. However, quantities of these pesticides in the hands of the ultimate users as of January 1, 1971, may be used in compliance with label instructions for a period of one year, provided such usage does not result in illegal residue. The newly restricted pesticides are as follows and may be used only under the specified circumstances.

(1) **Aldrin** will be permitted only as seed treatment, for use on turf, for soil treatment of ornamentals and for structural pest control in accordance with federal registrations.

(2) **Chlordane** will be permitted only for registered household pest control uses, soil treatment on crops and fruit trees, for application on turf, for treatment of ornamentals and for structural pest control in accordance with federal registrations.

(3) **DDD(TDE)** will be permitted only for use as a mothproofing compound on clothing and carpets and for leaf rollers on ornamentals.

(4) **DDT** will be permitted only as a foliar spray on cotton, sweet corn and soybeans as well as Christmas trees and woody ornamentals in nurseries. It will be permitted in greenhouses and used for bat and mouse control and as a forest tree seedling dip treatment. It will also be allowed for industrial mothproofing in accordance with federal registrations.

(5) **Dieldrin** will be allowed only for control of curculio on fruit trees, as a seed treatment, for application on turf, for soil treatment of nursery stock, for use in greenhouses, for use as a moth-proofing compound in the manufacture of woolen carpets and rugs, and for structural pest control in accordance with federal registration.

(6) **Endrin** will be permitted only for use on cotton, as a pine seed treatment and as a ground cover treatment for mouse control in orchards.

(7) **Heptachlor** will be allowed only as a seed treatment, for application on turf and for structural pest control in accordance with federal registration.

(8) **Lindane** will be permitted only as a seed treatment, for use in tobacco transplant solution, for animal-insect pest control, for household insect pest control, for use on woody ornamentals, for use in greenhouses, for control of borers, weevils and bark beetles on forest, shade or Christmas trees and for wood boring insects on fruit trees.

(9) **Arsenic trioxide** (above 1.5%) and **sodium arsenite** (above 2.0%) will not be allowed for use in or around homes or places where people reside.

(10) **Phosphorous** (white or yellow) will be permitted for use by pest control operators and governmental agencies only and will be used only in commercial and industrial establishments.

(11) **Sodium fluoroacetate** (1080) may be used as a rodenticide by pest control operators and governmental agencies only.

(12) **Thallium sulfate** will be permitted for use as an insecticide and as a rodenticide by governmental agencies only.

Regulation 23 provides the Commissioner of Agriculture and Commerce with the authority to control the distribution, sale and use of any pesticide which he considers hazardous to the environment, to the health and safety of individual users, to non-target species or to a geographic area. Any such action on the part of the Commissioner must have the approval of the Board, and will be initiated through one or more of the following regulatory procedures.

- (a) Registration of sellers and users.
- (b) Records and reports on quantities sold and used.

- (c) Sales and use permits.
- (d) Certification of compliance to approved label precautions.
- (e) Approved supervision of use.

VDAC recognized its responsibility for the protection of public health and safety while carrying out its regulatory functions. The new rules and regulations of the Virginia Pesticide Law are the result of much study and research, and the remaining uses which are permitted include only those applications which are considered essential to industry, agriculture, nurserymen, and homeowners, and for which there are no suitable substitutes at the present time. The regulations are an attempt to represent positive action in the management of pesticides, and are intended to be periodically and systematically revised with the objective of further restricting the so-called "hard" pesticides when suitable substitutes or other means of pest control become available. Also, it will set more stringent requirements for seller and users in cases where the potential dangers of a product to the user or the environment justify such action.

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HIGHWAY SAFETY

• The U. S. Department of Transportation has notified Governor Holton that Virginia stands in a tie with New York in leading all other states in the implementation of the 16 federal highway safety standards, John T. Hanna, Director of the Highway Safety Division, reported last month.

The 1966 U. S. Highway Safety Act established standards to be met by the states in the fields of Motor Vehicle Inspection; Motor Vehicle Registration; Motorcycle Safety; Driver Education; Driver Licensing; Codes and Laws; Traffic Courts; Alcohol and Highway Safety; Identification and Surveillance of Accident Locations; Traffic Records; Emergency Medical Services; Highway Design, Construction and Maintenance; Traffic Control Devices; Pedestrian

Safety; Police Traffic Services; and Debris Hazard Control and Cleanup.

The same act provided federal funds on a 50-50 matching basis for acceptable projects by states and their political subdivisions in implementing these standards. During the past fiscal year, Virginia and its political subdivisions received a total of \$1,468,763.83 in such funds. Projects are submitted to the Governor through the Highway Safety Division and then forwarded to the National Highway Safety Administration for final approval.

Hanna said that progress in the Motorcycle Safety standard was rated as achieving full compliance and on all others, with the exceptions of Traffic Records, Police Traffic Services and Traffic Control Devices, as substantial conformance. Records, Services and Devices were each rated as achieving acceptable performance.

In a letter to 10 heads of State governmental departments, Governor Holton said, "Thanks to the work, interest and devotion of you who head our departments of State Government most concerned with the problem, backed by the loyalty of your staffs and the general support of our citizens, Virginia was off to an excellent start when the standards were promulgated back in 1966."

Hanna was strong in his praise of the work and interest demonstrated by the 135 local highway safety commissions representing cities and counties.

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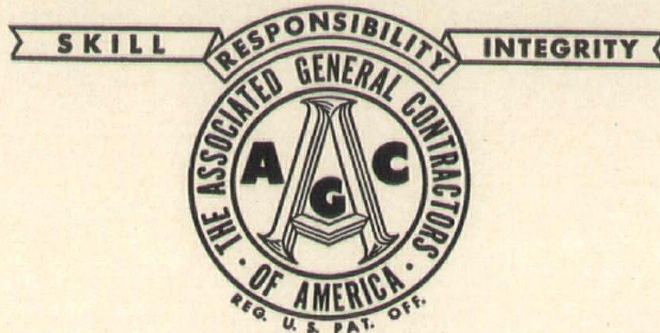
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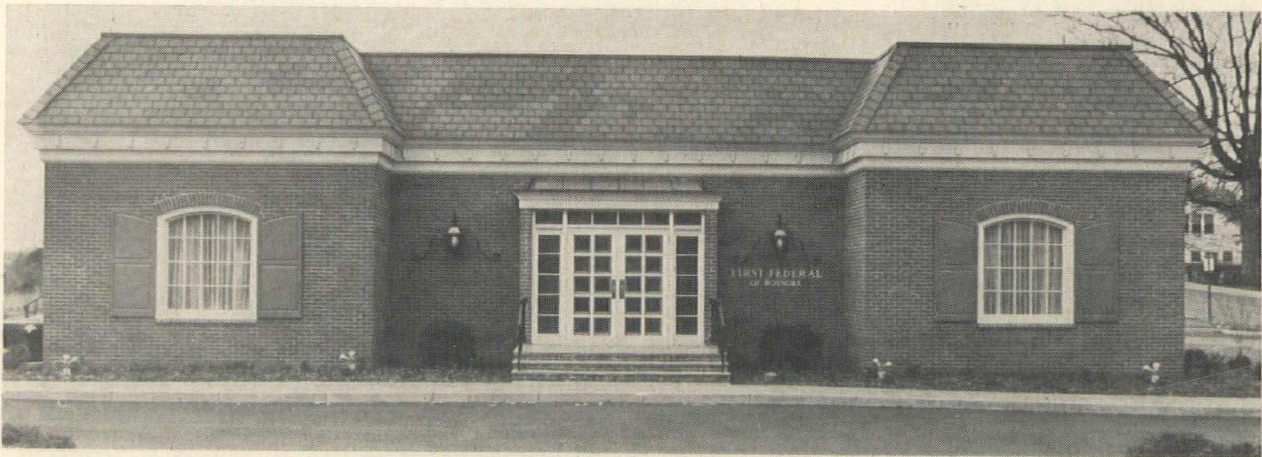
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VIRGINIA A.G.C. REVIEW

OFFICIAL SECTION VIRGINIA BRANCH A.G.C.



Pages 19 through 47



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Executive Director's Report

VIRGINIA BRANCH ACTIVITIES IN 1970

The Virginia Branch has been quite active the past year in many ways and in many different directions. Listed below you will find a few of the many things accomplished during the calendar year 1970. None of these items would have been completed successfully without the full cooperation of many members throughout the state. Any triumphs or failures are the direct results of membership cooperation or lack of cooperation.

SAFETY

A. The following Safety Code Classes were held:

1. RoanokeMar. 24-26	6. WythevilleJune 8-10	11. ArlingtonJuly 27-29
2. HarrisonburgApril 1-3	7. NorfolkJune 15-17	12. CharlottesvilleAug. 3-5
3. WinchesterApril 7-9	8. StauntonJune 29, July 1	13. RichmondAug. 10-12
4. LynchburgApril 14-17	9. AltavistaJuly 13-15	14. RoanokeOct. 20-22
5. DanvilleMay 12-14	10. ManassasJuly 21-23	15. MarionNov. 9-11

B. The Virginia Branch has now held 28 Safety Code Classes the last two years. Over 1,015 men have taken this class.

C. The Virginia Branch in conjunction with the Virginia Safety Association put on a two-day Construction Safety Program in Norfolk, May 7, 8.

D. We have succeeded in having Mr. Bill Bryson (Tidewater Construction Company), former Safety Committee Chairman, appointed to the Virginia Safety Codes Commission.

E. The Weekly Safety Bulletin has been distributed to all members.

F. The Safety Committee has met on several occasions and have discussed such items as Sanitation, Moving Scaffolds, Hearing Protection and have made recommendations to the Virginia Safety Code Commission concerning all items discussed.

MANPOWER DEVELOPMENT

A. A Construction Day Tour was held in the Valley District with over 250 students participating.

B. Inexpensive Virginia Safety Signs were made available to all members.

C. A Construction Day Tour was held in the Tidewater District with over 200 students taking part.

D. Construction Day Tours are being planned now for 1971 by the Piedmont District, Roanoke District and the Southwest District.

E. The Virginia Branch has made two films concerning construction available to all High Schools and Colleges interested. These films to date have been shown in numerous areas of the state and have been booked in many schools for 1971.

F. The Virginia Branch has participated in the following programs concerning recruitment of new manpower for our industry.

- (a) Apprenticeship Conference, Roanoke, Va. Mar. 31-Apr. 2-3
- (b) Manpower Research Symposium, Norfolk, Va. May 8
- (c) Industrial Arts Conference, Hampton, Va. Aug. 17-20
- (d) Vocational Teachers Conference, Roanoke, Va. Aug. 18-21

G. Participated in National Safety Council Management Conference, Chicago, Illinois, September 24-29.

H. The Virginia Branch became the first National member of the Vocational Industrial Clubs of America (VICA.)



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INDUSTRIAL ARTS CURRICULUM PROJECT

- (a) Dr. Don Lux spoke to the Virginia Branch Convention concerning the Industrial Arts Curriculum Project concept and encouraged all members to support it.
- (b) The following Districts held I.A.C.P. Meetings and invited school personnel in their Districts as their guests to view the program presented.
 - (1) Valley District (3) Southside District
 - (2) Roanoke District (4) Tidewater District
 - (5) Northern Va. District

Other Districts are planning to include this function in their 1971 programs.

- (c) The Tidewater District donated Building Materials to the I.A.C.P. Workshop held in Norfolk, August 24-30th to train teachers to teach this new industrial Arts program.
- (d) The Northern Virginia District also furnished materials to the Prince William and Fairfax County School Systems to train teachers in I.A.C.P.
- (e) The Richmond District is supporting the I.A.C.P. Program being developed in the Richmond School System.
- (f) The Virginia Branch has presented Certificates of Completion to all teachers who became qualified in teaching I.A.C.P.

LEGISLATION

- A. The Annual Virginia Branch Congressional Luncheon was held April 29 in Washington, D. C. with the largest attendance in the history of the event.
- B. The Virginia Branch was instrumental in the passage of the following pieces of Legislation:
 - 1. The Contractors Registration Law was strengthened.
 - 2. Contractors participating in Disaster relief duties now receive certain immunities.
 - 3. The Safety Codes Commission was enlarged from 5 to 7 members with the two new members coming from the Construction Industry.
 - 4. A Bill to permit Wrap-up Insurance was defeated.
 - 5. The Bid Bond requirement and certified check requirement on all state work both became 5%.
 - 6. A Bill which would make the Contractor liable for third party claims for the life of a building was defeated.

PUBLIC RELATIONS

- (a) The Construction Days in the various Districts were public relations projects also.
- (b) Members were urged to use the A.G.C. Emblem on all advertisements, stationery and equipment.
- (c) The Construction Man-Of-The-Year Award was presented to Mr. Sam Shrum.
- (d) Job Site Signs and decals were made available to members.
- (e) Numerous articles were written and talks were given by both A.G.C. Staff people and members concerning the virtues of being an A.G.C. member.
- (f) The Virginia Branch published a Weekly Newsletter and made it available not only to members but to state agencies and other interested parties.

MISCELLANEOUS ACTIVITIES

- A. Plans for a Virginia Construction Users Anti-inflationary Roundtable were finalized.
- B. The Virginia Branch held its second Out-Of-Country Management Conference in St. Thomas, Virgin Islands. Madrid, Spain, will be the site for the third conference.
- C. A New Dues Schedule, By-Laws and Policy Manual were adopted.
- D. Copies of the A.G.C.'s Code of Ethical Conduct were sent to all members and they were urged to display it.
- E. President Kessler met with numerous State Officials, Construction Industry Groups and urged them to call in the General Contractor in pre-planning of their jobs. He hoped this would help curb the rejected bid situation and also get across the point that the General Contractor is a professional and the expert when it comes to building. The State Officials visited were:
 - (1) J. Frank Alspaugh, Director, Division of Industrial Development, State of Virginia
 - (2) H. Douglas Hamner, Jr., Director of Engineering & Buildings, State of Virginia
 - (3) William B. Robertson, Special Assistant to the Governor in Consumer and minority affairs.
- F. The Virginia Branch furnished speakers for the following groups:
 - (1) Consulting Engineers Council (J. A. Kessler, Jr.)
 - (2) Lumber Manufacturers Assoc. (J. A. Kessler, Jr.)
 - (3) Virginia Apprenticeship Conf. (Sam Lionberger, Jr.)
 - (4) Virginia Housing Study Comm. (J. A. Kessler, Jr.)

VIRGINIA BRANCH A. G. C. CONVENTION '71

HISTORIC WILLIAMSBURG

By NICKIE ARNOLD

■ Blend unusual beauty and historic significance together and you have the setting for the 1971 Annual Convention of the Virginia Branch, Associated General Contractors. Members of the Virginia Branch met in historic Williamsburg, February 14th through the 17th, with a host of varied and interesting speakers.

The Board of Directors began the convention with a meeting on February 14th from 1:30 P.M. to 4:00 P.M. President J. A. Kessler, Jr. presided and discussed his five point goal for this year and how it had been accomplished. The Associate Division of the Virginia Branch also had a meeting from 4:00 P.M. to 4:30 P.M.

The Virginia Branch was very fortunate to have the pleasure of counting the President of the National Association of General Contractors, L. P. (Pete) Gilvin and his lovely wife among those attending this convention. Mr. and Mrs. Gilvin joined the members of the Virginia Branch at a reception hosted by the Associate Division in the beautiful Virginia Room Sunday night, February 14th from 6:00 P.M. to 7:00 P.M. Two strolling minstrel players entertained the guests with songs, from the Virginia of old, played

on a lute, to music of today played on a banjo. Cecil Houck with his banjo is a familiar sight in Williamsburg as is Bob Huggett with his very old and very beautiful lute.

A slightly different format was used this year for the Get Acquainted Party—it was done with a night club flavor. Members had the opportunity to hear The New Road Singers, a sparkling group of young people from Virginia Wesleyan College. Their music and style is reminiscent of the Young Americans. Their well balanced blend of voices and variety of songs made them a joy to hear. For their dancing and listening pleasure the Virginia Branch members were treated to the Jeep Bennett Group, led by the popular Norman (Jeep) Bennett, who not only played for such bands as Tommy Dorsey and Charlie Spivak, but has arranged for these bands as well. Jeep proved that he was an accomplished musician by demonstrating his skill with a multiplicity of instruments. With this variety of music, the evening was relished by all whether they danced or preferred just to listen.

Monday, February 15th, started on a bright note with the Kickoff Breakfast, featuring Charles M. "Chuck"

Hanna. The topic of his talk was "A Fate Worse Than Debt." This lively and brilliant speaker took the podium and in less than five minutes had 125 people completely in his command. Mr. Hanna combined wit and wisdom in just the right proportions. It was easily understood why he has been rated as being among the ten most stimulating and entertaining speakers in America.

The members of the Virginia Branch had their first business session February 15th from 9:30 A.M. to 11:00 A.M. National reports were given from 11:00 A.M. to 12:00 Noon. L. P. Gilvin, President of the National A. G. C. and Richard E. Bernot, Assistant Director of Information Division were the speakers along with J. Michael Graney, who is consultant to the Construction Users Anti-Inflation Roundtable.

The Keynote Luncheon, featuring William H. Neal began at 12:30 P.M. Mr. Neal has a background which equipped him with a unique variety of experience and training thus enabling him to speak with understanding and effectiveness. His talk entitled "Construction Industry Looks Ahead" gave all present much in the way of facts and figures to think about.

Monday afternoon afforded two op-

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opportunities of interest. First for the golf enthusiasts, there was a golf clinic and demonstration by Marvin "Vinny" Giles. We understand that several people even played nine holes with Vinny, but they refused to give their scores. Virginia's "golfing redhead" has made quite a name for himself all across America and he certainly won the hearts (and some envy) from the members who watched and played a little golf with him.

A little later that afternoon, a tour of the not quite completed Anheuser-Busch facility was planned. Due to quite a bit of rain the preceding week, the ground was rather wet, but it was most worthwhile and interesting.

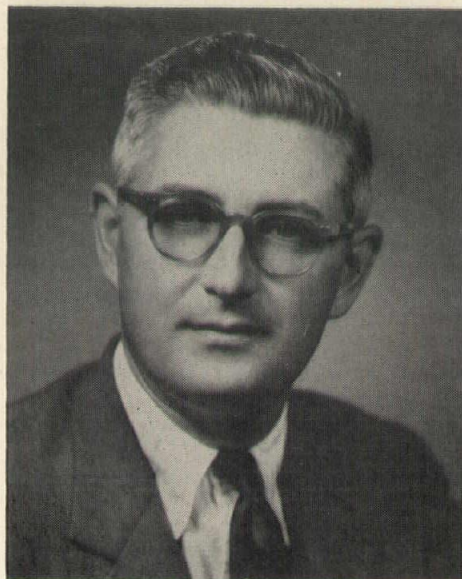
Kate and Buddy Kessler hosted a reception for the Officers, Board of Directors and their wives at the beautiful Williamsburg Inn. Kate wanted something very special for this reception and she certainly achieved her goal. The room was lovely, the food was truly fit for a king and everyone enjoyed the two hours of comradery.

Tuesday, February 16th, began in a lively way with Bloody Marys served in the North Gallery of the Williamsburg Lodge courtesy of McIlhany Equipment Company, Inc. For those who wished a pick-me-up, this was a very nice treat.

A seminar featuring an Everett C. Lindsey presentation on "Human Motivation" was held from 9:00 A.M. to 12:00 Noon. Mr. Lindsey's use of visuals and audience participation kept everyone in the group on his toes and very much alert.

The final evening began with gifts of gorgeous white orchid corsages for the ladies, courtesy of Southern Materials Company, Inc. and Lone Star Cement Corporation, who have provided these lovely flowers three years in a row. Then the members and their wives went to the President's Reception in the North Gallery of the Lodge, where they were greeted by Kate and Buddy Kessler. Although Kate had announced before the Convention that being on time for three days in a row would 'kill her,' she looked amazingly healthy and extremely attractive, and

VIRGINIA BRANCH A. G. C. OFFICERS - 1971



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CONVENTION 1971

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

TOP ROW:

The "Man of the Year" and his clan . . . (l-r) Mrs. H. L. Rosenbaum, Jr., J. L. Rosenbaum (Roanoke Engineering Sales Co., Inc., Richmond), Mrs. J. L. Rosenbaum, H. L. Rosenbaum, Sr., "Man of the Year" (Roanoke Engineering Sales Co., Inc., Roanoke), H. L. Rosenbaum, Jr. (Roanoke Engineering Sales Co., Inc., Charlotte, N. C.), Mrs. H. L. Rosenbaum, Sr., R. F. Rosenbaum (Roanoke Engineering Sales Co., Inc., Arlington), Mrs. Curtis Rosenbaum, Curtis Rosenbaum (Roanoke Engineering Sales Co., Inc., Roanoke), Mrs. R. F. Rosenbaum.

The old and the new . . . (l-r): N. David Kjellstrom, new Va. Branch AGC President (Kjellstrom & Lee, Inc., Richmond) and J. A. (Buddy) Kessler, Jr., retiring Va. Branch President (R. E. Lee & Son, Inc., Charlottesville).

They look interested . . . (l-r) J. A. (Buddy) Kessler, Jr. (R. E. Lee & Son, Inc., Charlottesville), John W. Roberts (Solite Corp., Richmond), Richard E. Bernot (Assistant Director, Information Division, National AGC), J. Michael Graney (Consultant, New York, N. Y.), James F. Duckhardt (Executive Director, Va. Branch AGC, Richmond).

SECOND ROW:

Thanks, Irene . . . (l-r) Mrs. Irene Tiller (Va. Branch AGC Secretary), Mrs. Kate Kessler, J. A. Kessler, Jr.

Welcome, Mr. Hankins . . . (l-r) Mrs. Richard Hankins, Richard Hankins (President, Construction Engineers Council, Richmond), R. E. (Bobby) Lee (R. E. Lee & Son, Inc., Charlottesville), Mrs. R. E. Lee.

THIRD ROW:

Pay Attention, please . . . Everett C. Lindsey presents "Human Motivation" program.

The doors will be there soon . . . (l-r) J. L. Rosenbaum (Roanoke Engineering Sales Co., Inc., Richmond) and B. F. Parrott, Sr. (B. F. Parrott & Co., Inc., Roanoke).

William H. Neal (William H. Neal & Associates, Winston-Salem, N. C.) keynote speaker.

Straight down the middle . . . Vinny Giles Golf Clinic.

FOURTH ROW:

Smile nice, Katie . . . (l-r) Frank S. Cosby (Davenport Insurance Co., Richmond),

Mrs. Frank Cosby, Mrs. Lee Duke, Mrs. J. A. Kessler, Jr., Lee B. Duke (F. A. Duke Co., Inc., Portsmouth).

Charles M. "Chuck" Hanna (Chicago, Illinois), Kick-off Breakfast speaker.

Smile, Aaron . . . (l-r) Mrs. Kyle Jones Kyle Jones (Aaron J. Conner Gen. Contr. Inc., Roanoke), Mrs. Bob Fronk, Bob Fronk (McIlhenny Equipment Co., Inc., Roanoke), Mrs. Aaron J. Conner, Aaron J. Conner (Aaron J. Conner Gen. Contr., Inc., Roanoke), Mrs. Larry Conner, Larry Conner (Aaron J. Conner Gen. Contr., Inc., Roanoke), Mrs. Tom Booker.

BOTTOM ROW:

Ballad Singers are popular entertainers at Colonial Williamsburg . . . (First photo) Cecil Houck, retired newspaper advertising manager. (Second photo) Bob Huggett, ballad singer, he is a Marine Chemist for the Va. Institute of Marine Science at Gloucester Point, five days a week.

Last but not least . . . Widely acclaimed political satirist, Mark Russell who entertained at the Night Club Show and Dance portion of the convention.

she had indeed been on time for every function.

The banquet and program were held in the Virginia Room of the lodge amid glowing candles and gleaming silver. After a delightful dinner the following firms received Safety Awards: Davis & Spiers, Inc., Richmond; John P. Pettyjohn & Co., Lynchburg; Tidewater Construction Corp., Norfolk; Montgomery Construction Co., Inc., Lynchburg; Haycox Construction Co., Inc., Virginia Beach; Lasley Construction Co., Charlottesville; Welch Contracting Corp., Virginia Beach; The Berry Corp., Richmond; C. E. Thompson &

Sons, Edinburg; Jack Bays, Inc., McLean; Salem Contracting, Inc., Salem; and, Lyn Construction Corp., Virginia Beach.

One of the highlights of the evening was the presentation of the Man of the Year Award. This year it was presented to Harry L. Rosenbaum, Sr., Chairman of the Board of Roanoke Engineering Sales Company, Inc. It was very evident that this was a popular decision as Mr. Rosenbaum received a standing ovation when he returned to his table.

President J. A. Kessler, Jr. introduced the new officers for the Virginia Branch, A.G.C.—Incoming President N. David Kjellstrom; First Vice-President A. S. Bass, Jr.; Second Vice-President, J. W. Creech; and Secretary-Treasurer, Alexander Alexander. With a slate of officers such as these the Virginia Branch should go far.

At the conclusion of the President's year, the Virginia Branch normally presents him with a very lovely watch and also a gift to his wife. However, this year, Buddy and Kate Kessler requested that donations be made to their favorite charities in lieu of these gifts. How very like this generous couple. How rewarding it is have the pleasure of knowing people such as Kate and Buddy. The Virginia Branch is richer for their year.

At the end of the program, Bristol Steel and Iron Works, Inc., and Massey Concrete Company provided an excellent Liqueur Party in the North Gallery. This is such a marvelous way to conclude a large meal.

In keeping with the floor show type of entertainment the evening progressed to the music of Jap Curry's Orchestra. It was delightful to listen to the big band sound once again. After hearing their brand of music it was easy to understand why they have played such engagements as The Shoreham, Sheraton Park and Willard Hotels in Washington, D. C.; as well as most clubs and major hotels in Virginia and North Carolina. With Jap was his fine vocalist, Rudy West.

When it was time for the band to take an intermission, Mark Russell, a talented humorist and headliner in the Marque Lounge of the Shoreham Hotel in Washington, D. C., was introduced. It was easy to see why he is billed as a satirist, a singer, a pianist, a loon, a teacher, a preacher, a bit of a charlatan and a very funny man, for indeed he was all of those things. Mark Russell managed to delight everyone despite some unsolicited heckling from the audience.

When the dancing ended at 1:00 A.M. coffee and Danish were served to send everyone home with a sweet taste in his mouth.

Special thanks should be offered to DeJarnette and Paul for the beautiful Menu at the Banquet and Roanoke Engineering Sales Company, Inc. for the papers delivered to the rooms.

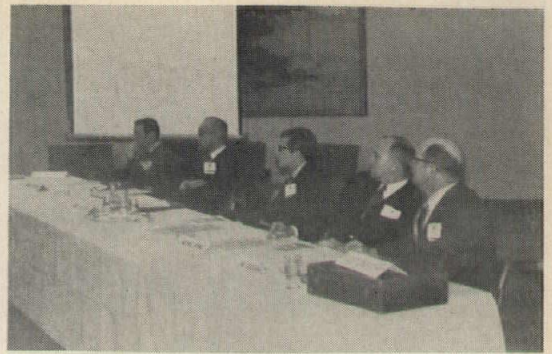
This brought to a close the end of another year of the Virginia Branch, A.G.C.—won't you be with us next year to see the old year out and the new year in???

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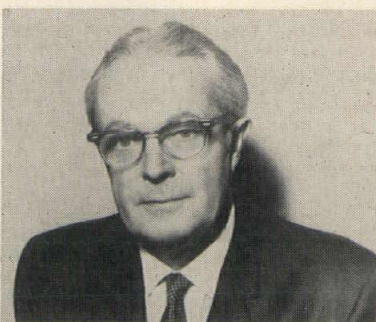
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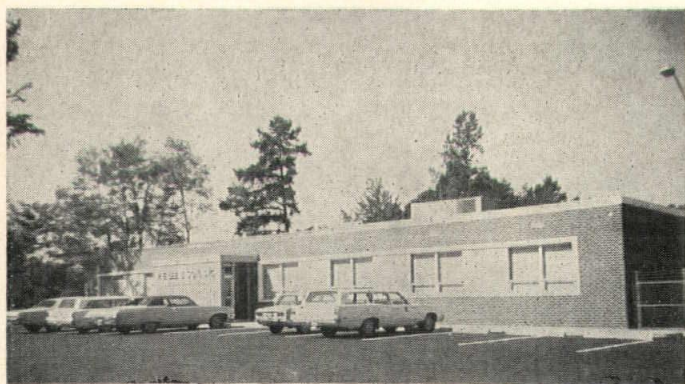
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CRISIS IN THE CONSTRUCTION INDUSTRY

Talk by

J. MICHAEL GRANEY

on

February 15, 1971

at the

Virginia Branch AGC Convention



J. MICHAEL GRANEY

WILLIAMSBURG—General Contractors from across the state were told here that they are in "a sick industry" which has become "a threat to the rest of the economy."

While wages have doubled in four years, productivity has fallen off, the contractors were reminded by J. Michael Graney who is a consultant to the Construction Users Anti-inflation Roundtable.

The Roundtable does not make decisions for contractors in the industry, but is designed to be educational and informational.

Graney, speaking at the annual meeting of the Virginia branch of the Associated General Contractors of America, said rising wages and decreasing productivity is "the definition of a sick industry. You couldn't get any more unhealthy than that."

The gap between wages in construction and other industries is widening rapidly, Graney pointed out. Wage hikes in other industries generally reflect inflation, while wages for construction workers have increased three times the rising cost of living rate.

It is the rapidly increasing wages which post a threat to the rest of the economy, Graney said, and especially to other industries being pressured to follow the lead of the construction field.

Graney criticized contractors with union employees for

abdicating many rights to the union—especially such personnel matters as deciding who will be the foreman.

Graney said that it is not the Roundtable's goal to make decisions for construction companies nor to "bust unions—but we are against some union policies," he said.

To help solve the crisis in the construction industry, Graney said construction users or companies contracting for construction work, are being urged to avoid unrealistic completion dates, use overtime only for genuine emergencies and to organize and support local negotiations.

The Roundtable also suggests users increase efficient use of their manpower by training them to do more of their own construction work—especially maintenance. Finally, users are urged to use contract provisions to a better advantage.

"Overtime," Graney said, "is self-defeating anyway. After three or four weeks, you get less work in a 50-hour week than you were getting in 40 hours."

The National Roundtable is also working to establish state groups and the Virginia Roundtable has set up headquarters in Richmond. It includes representatives from more than 100 corporations including banks, transportation, retailing and wholesaling and utilities.

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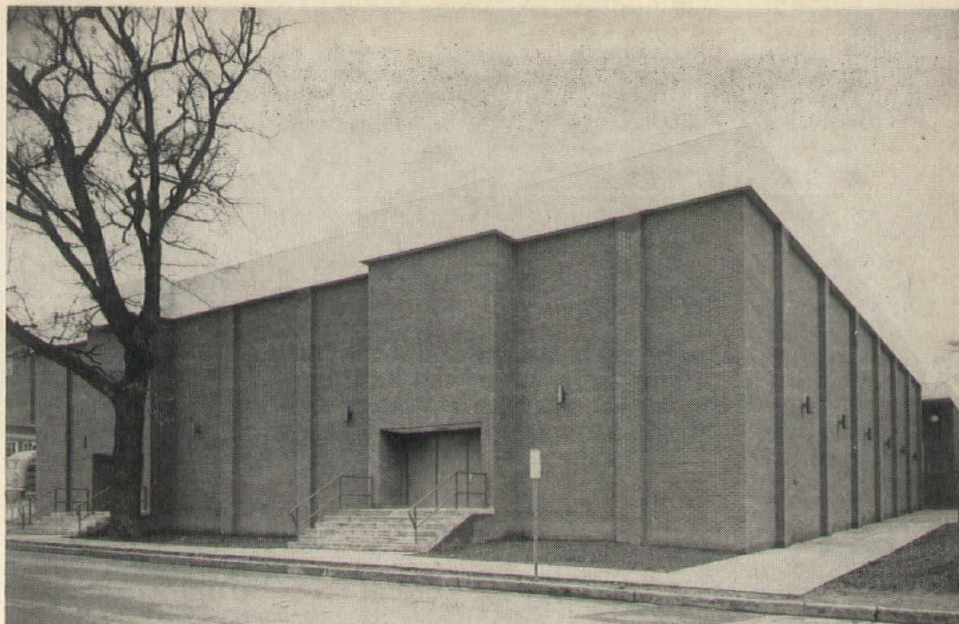


North Carolina State
Registration No. 2924

JEFFERSON Senior High School's "Magicians," State Group 1-A Champions, recently dedicated their new 1,300 seat gymnasium in Roanoke. This beautiful structure features an impressive entrance balcony overlooking the playing court. The theme of the exterior brick architecture has been tastefully carried into the lobby and balcony area.

Due to grade conditions of the site, the building is essentially a "split-level" design with the lower area being the court area and the upper area of the balcony housing the locker rooms. The ceiling height in the gymnasium is approximately 23 feet. In addition to basketball, courts have also been provided for volley ball and shuffleboard. The bleachers are designed to fold up against the wall to give a large floor area for gym classes.

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JEFFERSON HIGH SCHOOL GYMNASIUM ROANOKE

SMITHEY AND BOYNTON
Architects

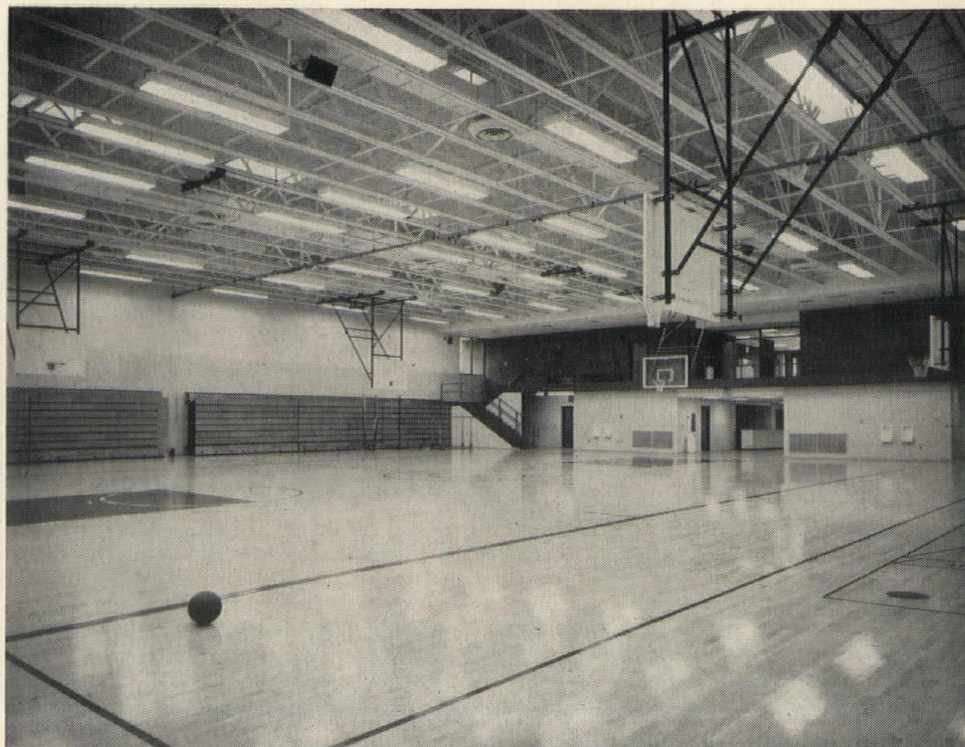
SHUMATE, WILLIAMS, NORFLEET & EDDY
Consulting Engineers, Mechanical & Electrical

and locker room facilities are provided on the upper level for boys and girls. These areas feature marble toilet and shower stalls with ceramic tile floors and walls. The lockers are arranged to give maximum utilization of both the lockers themselves and the space in the room. A locker unit consisting of 6 small lockers and one large locker is used. This layout, in coordination with the class schedule provides each student with a large locker during the class period and a small locker in which to keep his items between classes. Supporters of the "Magicians" have decorated the "Team Room" in a manner worthy of champions.

The gym floor is a Robbins "Perma-Cushion" system which has provided one of the finest courts in the area. The entire floor "floats" on rubber cushions which, in addition to giving excellent resilience for court action, provides for efficient ventilation and expansion of the floor itself.

The lower part of the two-story portion of the building is devoted to stor-

(Continued on page 49)



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ADDITION TO HUSTINGS COURT OF THE CITY OF RICHMOND, PART II

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Architects

ROACHE, MERCER & FAISON

Consulting Engineers, Mechanical & Electrical

THIS third addition to The Hustings Court of the City of Richmond, Part II, which is located at 10th and Hull streets in Richmond, was completed in November 1970. The fact that the air conditioned facility has proved satisfactory is attested to by the following excerpt from an article written by Wm. E. Spain, Senior Judge, Hustings Court, City of Richmond, Part II.

"The Hustings Court of the City of Richmond, Part II is the only court in the City of Richmond having both civil and criminal jurisdiction, and on the civil side, both law and chancery jurisdiction, and its business grew with the years. In 1968 the legislature authorized a second Judge for the Court, and in anticipation of this . . . the City Council authorized the third addition to the courthouse, which was to be an elongation of the original wall on the north line for a distance of 62 feet, thence northwardly along Decatur Street beyond the north wing of the 1942 addition 113 feet; thence westwardly along the north wall of the 1942 addition, the north wing completely enwrapping the same and more than doubling the previous floor space. The architectural work was done by Lee, King and Poole and Barker Construction Company, Incorporated was the contractor. Work commenced November 1, 1969, and was completed shortly after November 1, 1970, at a cost of \$392,992.00, exclusive of furniture and fixtures. The new addition was dedicated on the 8th day of February, 1971, and presented to the Court by the Mayor and the City Manager in the presence of numerous members of the Bar, members of City Council, local, state and federal Judges, and other friends of the Court. Chief Justice, Harold F. Snead, of the Supreme

Court of Appeals of Virginia, presided, and after appropriate remarks by Judge Frank A. S. Wright, the facilities were accepted by Judge Wm. E. Spain. It is one of the most modern and tastefully decorated courtrooms in Virginia and is well suited to the functions of a court of general jurisdiction.

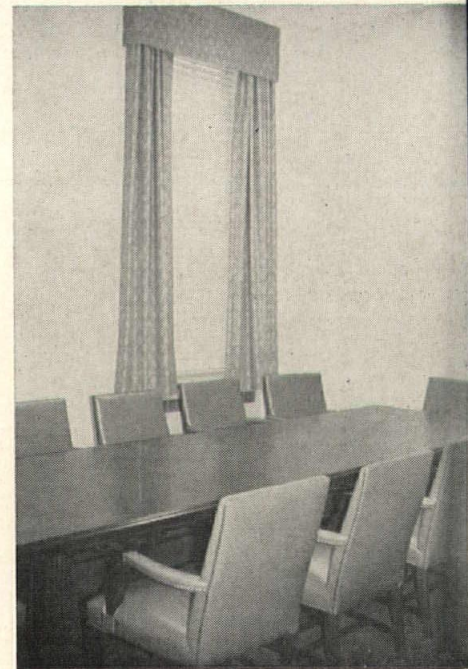
"One of the sources of great pride is that the Police Court, Part II, of the City of Richmond, which has both civil and criminal jurisdiction, was moved from an ancient, dingy police station where it had been located for more than sixty (60) years, and given a room that is in keeping with the dignity of a court in which most citizens get their first and only impression of how and where justice is administered. I do not know who the architects were on the first and second additions, although as a small boy playing in the courthouse square, I was very much interested in watching the addition of 1923. The addition of 1942 came in the early days of World War II and little attention was paid to such mundane things as enlarging a courthouse, but whoever the architects and contractors were, they, together with Lee, King and Poole and Barker Construction Company, are due a debt of gratitude for the manner in which they matched the brickwork as well as the general design to harmonize so beautifully with the original design of 1871."

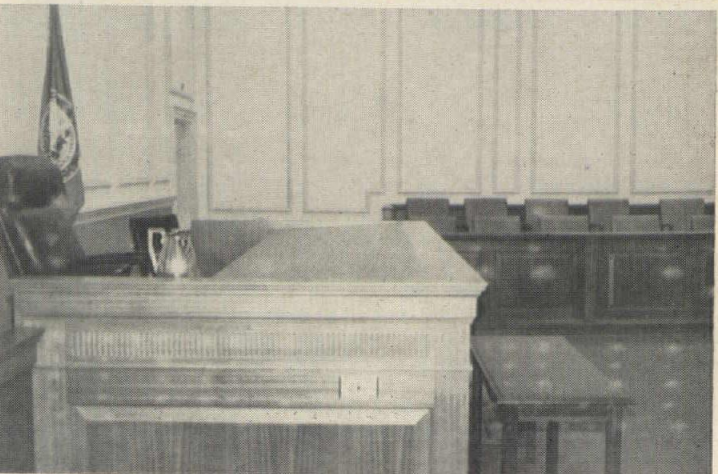
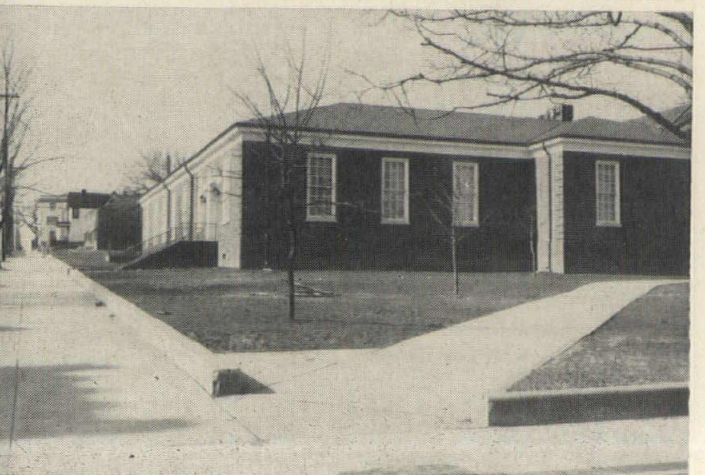
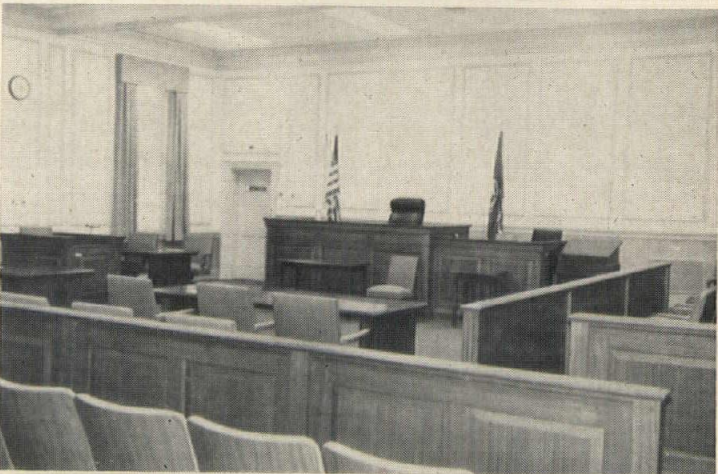
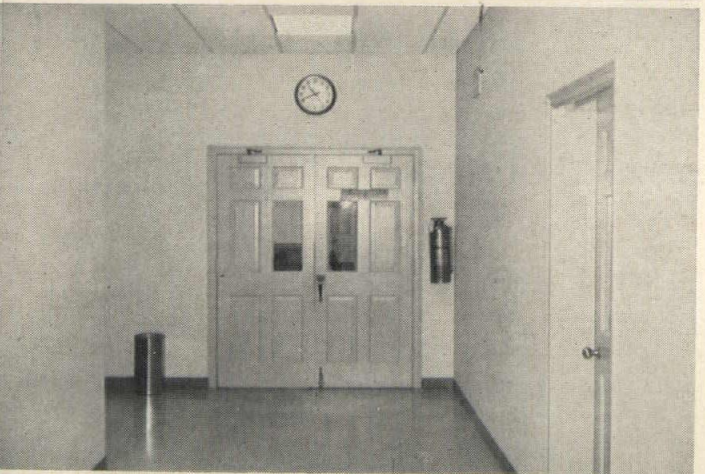
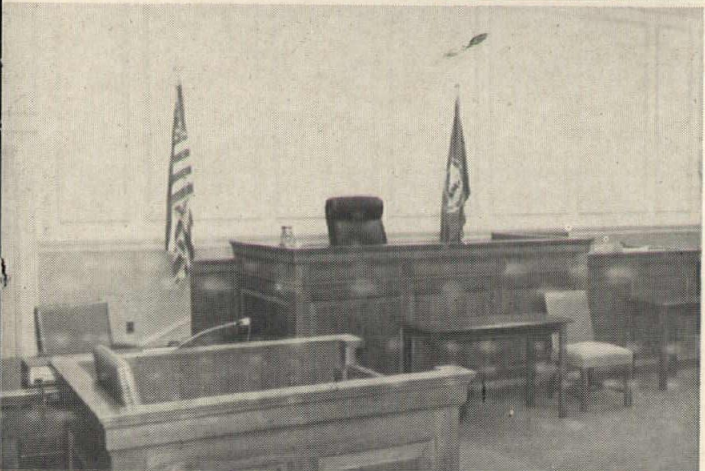
Subcontractors and Suppliers

Barker Construction Co., Inc., general contractor, foundations & carpentry; W. E. Duke & Sons, Inc., excavating; Southern Materials Co., Inc., concrete; C. A. Guard, Inc., masonry; Montague-Betts Co., Inc., Lynchburg,

structural & miscellaneous steel; Concrete Structures, Inc., pre-stressed concrete; N. W. Martin & Bros., Inc., roofing & waterproofing; Economy Cast Stone Co., cast stone; Lane Brothers, Inc., painting; Miller Mfg. Co., Inc., paneling & millwork; Fendley Floor & Ceiling Co., acoustical & resilient tile; A. Bertozzi, Inc., plaster; General Tile & Marble Co., Inc., ceramic tile; Tate & Hill, Inc., lighting fixtures & electrical work; H. C. Gundlach Co., plumbing fixtures, plumbing, air conditioning, heating & ventilating; Architectural Hardware, Inc., hardware supplier; Roanoke Iron & Bridge Works, Inc., Roanoke, cell equipment.

JURY ROOM





Photos By
AUBREY WILEY



MONTGOMERY Construction Co., Inc., which was organized in 1960, made its headquarters at 9506 Timberlake Road in Lynchburg until October of 1970. They now have a new office and warehouse located at 9640 Timberlake Road. The new facilities house the five office employees and serve as operating headquarters for the 55-man field force.

The warehouse is 50' x 75' and is used for storage of equipment.

The office is 40' x 43' and includes a receptionist and bookkeeping office; two private offices; a plan room; lounging and conference room; supply rooms and toilet facilities.

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Others were: American Buildings Co., Eufaula, Ala., steel—pre engineered metal building; PPG Industries, Roanoke, window walls, windows & glazing; and, Cates Building Specialties, Inc., Roanoke, overhead doors.

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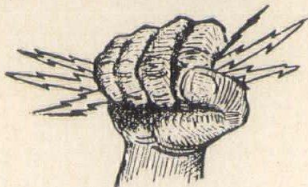
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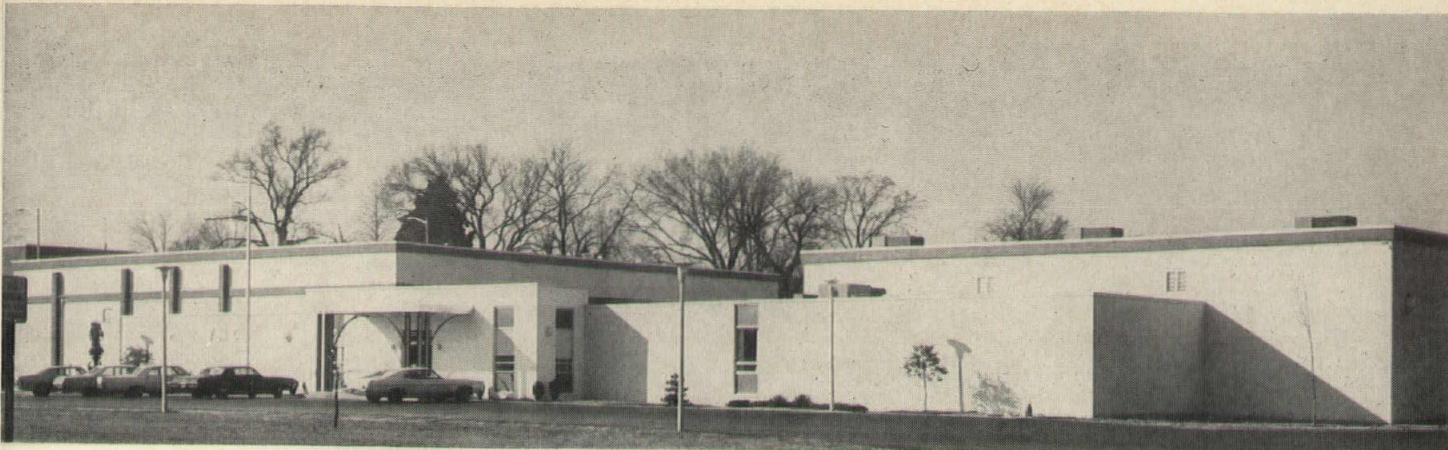
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THE new Tri Cities YMCA has a total of 35,000 sq. ft., divided into four wings. Each of the wings is divided into different sections for group instruction.

The south wing has two handball courts, a regulation gym, a wrestling area, a gymnastic area and a one-tenth mile elevated track for jogging.

The handball courts are built with the latest products available including walls and new type flooring, automatic lighting, automatic ventilation and heating. The wrestling area is located on the mezzanine, between the two handball courts. On the ground floor between the handball courts, an area has been designated for gymnastics.

The gymnasium has also been built with the latest and most modern products and equipment available. Lighting is automatic, using mercury vapor fixtures suspended from the ceiling. Ven-

tilation is all automatic through the use of roof-top fans. Heating, also, is automatic using ceiling-hung gas unit heaters. All interior walls here are finish coated with a glazed epoxy coating.

The gym floor is laid out with two cross basketball courts and one regulation basketball court for tournament use. Playing lines are built into the floor with a new synthetic material. In addition, provision has been made in this area for volleyball courts and high flying gymnastics.

The gymnasium flooring used for the basketball and handball courts is a unique system imported from England. This utilizes wood-composition blocks in solid colors which permanently show the outlines of the courts. The great advantage of Granwood flooring is its high resistance to water damage. During Hurricane "Camille" one school gymnasium in Mississippi was under

four feet of sea water. After drying, cleaning and redressing, the floor was as good as new. Due to its ruggedness and ability to withstand rough treatment, Granwood flooring has been very popular in areas where economy and long life have been a factor.

The elevated jogging track is suspended from the roof structure. It has incorporated curves which are banked for the joggers' benefit. The track surface is covered with "master pave" which provides a non-skid surface when sneakers are worn.

In the center wing, can be found a health club, exercise room, women's section, men's section and boy's section.

The health club is divided into lobby, locker room, sun-lamp room, nap room, massage tables, exercise area, and an automatic steam room, all are equipped

(Continued on page 50)



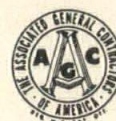


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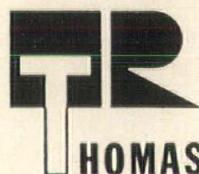
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(Lawrence S. Williams Inc.—Photography)

ROANOKE COLLEGE CHAPEL

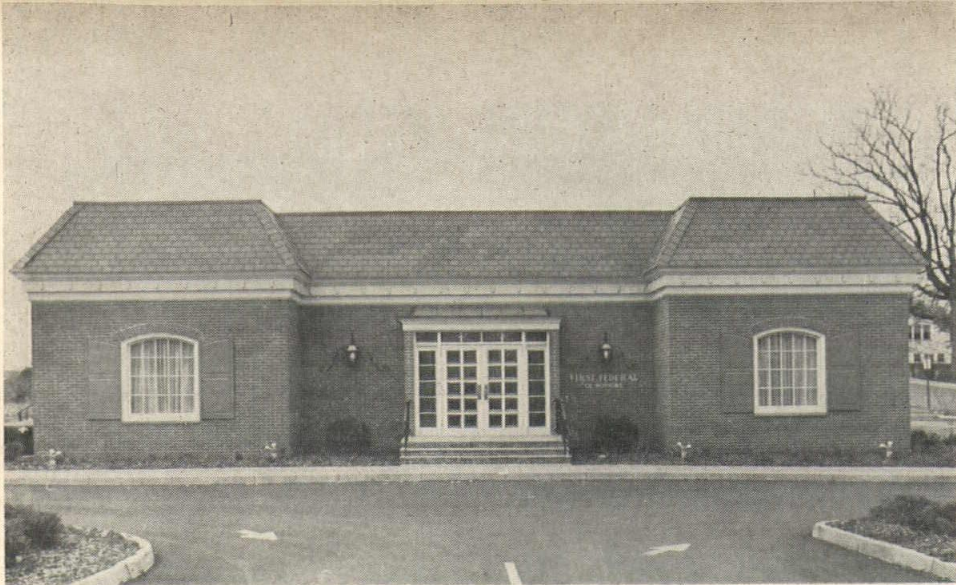
THE recently completed Charles Massie Antrim Memorial Chapel is the first stage of a religious and fine arts center for Roanoke College. When the center is completed, the chapel will become the focal point for the campus and the gateway to the fine arts complex. Built by Watts and Breakell, Inc. and designed by Vincent G. Kling and Associates, the chapel will provide an interdenominational worship space as well as a setting for concerts and recitals. The fine arts center will include classrooms, studios, practice rooms and other facilities for instruction in music, drama and art.

The chapel is simple, yet dynamic, in design. The roof line rises sharply from low walls to a flat crown over one corner of the building. Set into this corner is an open bell tower 76 feet high, topped by a bronze-toned cross. The chapel's brick walls and gray tile roof match the materials of earlier campus buildings.

The focal point of the interior is a free-standing altar in a chancel area in one corner. In the opposite corner is the choir and the organ console; seats face the chancel on two sides. The chancel is 18 inches above the chapel floor, the same height as the ambulatory that provides a foyer under the lowest part of the ceiling. From this point the ceiling rises to reach its full height over the chancel and altar. On each side of the chancel is a tall narrow stained glass window.

The interior has been kept simple,
(Continued on page 51)





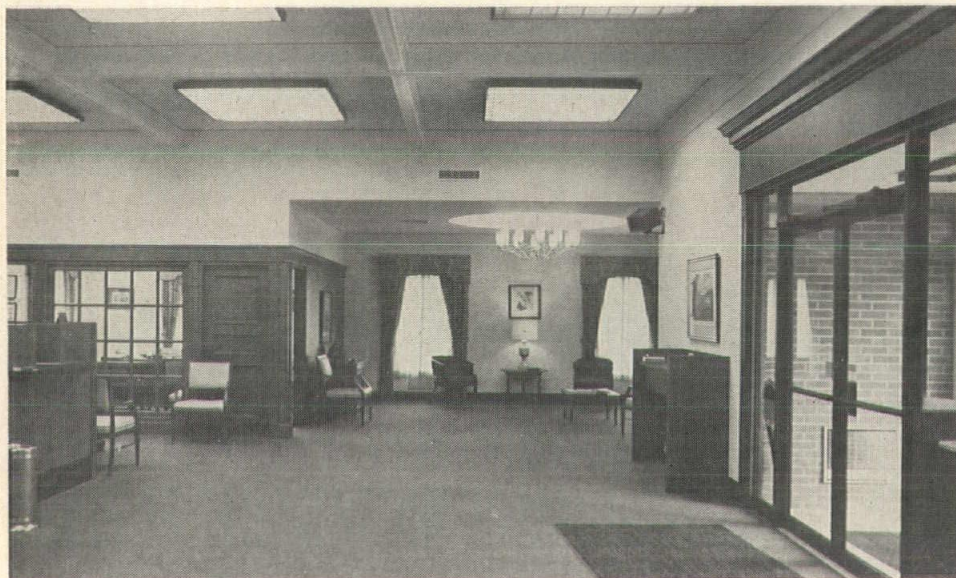
Photos by
OAKIE ASBURY

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ROCKY MOUNT BRANCH of FIRST FEDERAL SAVINGS and LOAN of ROANOKE

T. A. CARTER, JR.
Architect

AMERICAN FURNITURE & FIXTURE CO., INC.
Interior Decorator



THE interior of the new First Federal Savings and Loan Association building is decorated with a traditional or Williamsburg feeling.

Even framed pictures were chosen to carry the feeling from room to room. The pictures, mostly old hunt scenes are a series and are displayed in frames for the First Federal office.

The interior, as well as the exterior is much like that of the branch office located in Blacksburg. First Federal officials said they have found this design and floor plan to be very serviceable and attractive as well. This building is slightly smaller than the Blacksburg office and includes some 2,400 square feet of floor space.

The 18th Century design is seen in the lobby, which best is described as being elegant. A large chandelier graces the room in a recessed portion of the ceiling.

The furniture is mostly walnut with some cherry in tones blended with the natural walnut colors.

Paneling throughout the facility was custom designed and manufactured for this particular building. Complimentary finishes are used on the tellers' counters and desks. Four teller units are provided, and branch manager Bill Ross said two additional tellers may be hired later.

Draperies in the building are fashioned in two-toned damask in red and old gold. The pattern is an old one found in a home built over 200 years ago. It is reproduced in durable material. The class curtains are fiberglass



The traditional atmosphere in the First Federal building seems to achieve its purpose of creating warmth but not hindering the commercial aspect of the facilities. It offers modern day service without stiff formality.

The branch manager's office is furnished attractively with several chairs and occasional tables. A several-paned window allows a good view of the main business area and two doors afford access to both the customer and employee areas.

Also on the first floor is a board room, furnished with a long table and several chairs. This room will be available to groups for board meetings.

An employees' kitchenette is equipped with an efficiency unit and dinette set.

The facility also has a drive-in window at the rear.

The main area is equipped with a camera to record customer's transactions when necessary.

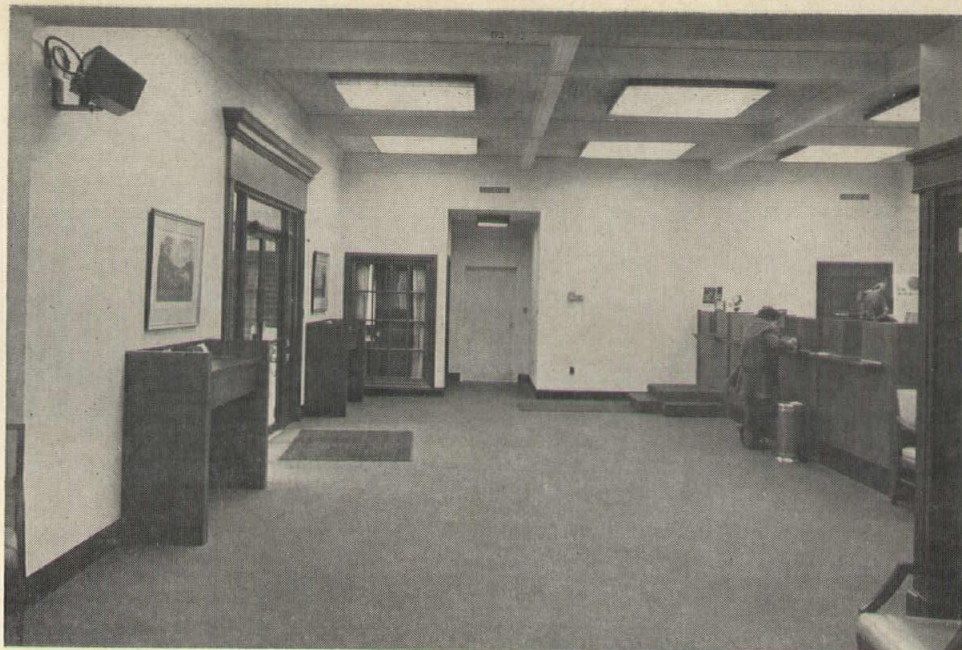
Downstairs are restroom facilities and a large meeting room which also is available to county groups upon request. A kitchen complete with two ovens, a dishwasher, dishes, linens and cooking utensils can be closed off behind folding doors. Folding chairs and tables also are provided, as well as public address equipment.

The First Federal building is located on the old Hotel Rocky Mount property, across from the Post Office on College Street. Off-the-street parking is available in marked spaces on the property.

Subcontractors and Suppliers

(All Roanoke firms unless otherwise noted)

Q. M. Tomlinson, Inc., general contractor & carpentry; W. O. Altice & Sons, Rocky Mount, excavating; Turner's Ready Mix Concrete, Inc., Rocky Mount, concrete; W. D. McGalliard, masonry; Structural Steel Co., Inc., steel; I. N. McNeil Roofing & Sheet Metal Works, roofing; Timber Truss Co., Inc., structural wood; PPG Industries, glazing; Hesse & Hurt, Inc., painting; American Furniture & Fixture Co., Inc., Richmond, paneling; John H. Hampshire, Inc., insulation, acoustical, plaster & resilient tile; Leather Tile Co., ceramic tile; South Roanoke Lumber Co., millwork; Skyline Paint & Hardware, Inc., steel doors & bucks & hardware supplier; Barrett Electric Co., Inc., lighting fixtures & electrical work; Weddle Plumbing & Heating, plumbing fixtures & plumbing; Johnston-Vest Electric Corp., air conditioning, heating & ventilating; Salem Paving Corp., paving; Millaman Nursery, Martinsville, landscaping.



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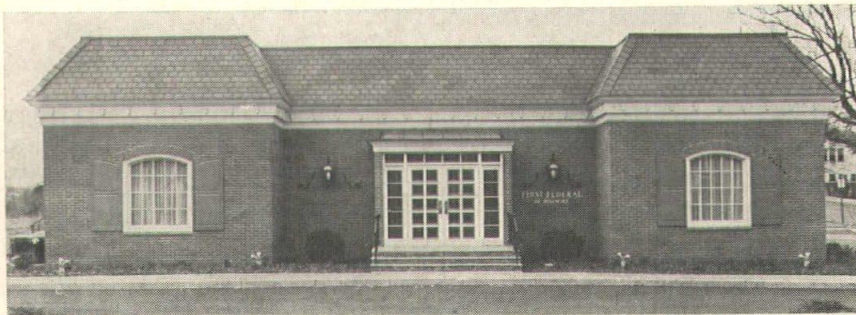
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LYNCHBURG PARKING FACILITY

CLARK, NEXSEN and OWEN
Architects

THIS Lynchburg, mid-downtown parking facility was started in October of 1969 and completed in April 1970. Three intermediate decks were built in between the existing top and bottom decks and equipped with connecting ramps. Montgomery Construction Co., Inc., of Lynchburg, was the general contractor for this facility which was designed by the architectural firm of Clark, Nexsen and Owen, also of Lynchburg.

Approximately 3500 yards of concrete, 390 tons of reinforcing steel and 100,000 sq. ft. of forming were used in the project. One automatic elevator travels top to bottom with intermediate stops, and there are two steel stairways which connect the top and bottom decks.

Parking capacity for the three new decks, which were supported on existing steel columns, is 263 automobiles.



Electrical snow removal equipment has been installed in the top ramp.

The five decks are accessible from either Main Street or Commerce Street by way of the ramps, and a walk-ramp connects the top deck with the adjacent Public Library facilities.

Subcontractors and Suppliers

Montgomery Construction Co., Inc., Lynchburg, general contractor & masonry; Lynchburg Ready Mix Concrete Co., Inc., Lynchburg, concrete; Valley Steel Corp., Roanoke, reinforcing steel;

G. C. Scott & Sons, Lynchburg, painting; Taylor Bros., Inc., Lynchburg, building materials; Cates Building Specialties, Inc., Roanoke, steel doors & bucks; Fabricated Metals Industries, Inc., Roanoke, steel handrails & stairs; Williams Electric Co., Inc., Lynchburg, electrical work & snow removal equipment; Southern Air, Inc., Lynchburg, plumbing; Westbrook Elevator Mfg. Co., Inc., Danville, elevator; Bailey-Spencer Hardware Co., Inc., Lynchburg, hardware supplier; The Ceco Corp., Richmond, forming & shoring.

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WRIGHT, JONES & WILKERSON
Architects

• WILLIAM T. ST. CLAIR
Consulting Engineer, Structural •

• WILLIAM A. BROWN
Consulting Engineer, Mechanical & Electrical •

THIS 87,500 sq. ft. building houses the teacher education program for Virginia State College. It is a steel frame and reinforced concrete structure with a handsome brick and Mo-Sai stone facade.

Prospective teachers are taught "how to do the job" in the building with the aid of a sophisticated laboratory and observation room network. There are also sculpture, music and other rooms for the arts. A TV studio is used extensively for faculty generated programs.

A very active faculty group and an interested student body are making good use of this facility.

Subcontractors and Suppliers

Richmond firms were: J. S. Archer Co., Inc., folding doors and partitions, midget slat closure; A. Bertozzi, Inc., lath & plaster; Bethlehem Steel Corp., reinforcing steel; Brisk Waterproofing Co., Inc., caulking & waterproofing, control joints; E. S. Chappell & Son, Inc., caulking of cast stone & slate; Economy Cast Stone Co., cast stone; John H. Hampshire, Inc., ceramic tile

& marble; Harris Heating & Plumbing Co., Inc., plumbing, heating, ventilating & air conditioning; Interior Steel Equipment, c/o A. D. Whitney, lockers & locker room benches; N. W. Martin & Bros., Inc., roofing & flashing; Modern School Equipment, Inc., chalkboards, display board, projection screens & mirror; Montague-Betts Co., Inc., structural steel, steel joists, metal deck, stairs, ladders, aluminum railings, miscellaneous metals, ornamental metals, roof hatch, access door, bumper & access panels; W. W. Nash & Sons, sprayed fireproofing & insulation; Nelson-Crumley, Inc., Titus grilles; Noland Co., sinks; W. Morton Northen & Co., Inc., acoustic work, resilient floors; Paris Shade Shoppe, Inc., venetian blinds & Cyclorama tracks; Pleasants Hardware, hardware; Rich-Line Mfg. Co., Inc., casework; Roanoke Engineering Sales Co., Inc., aluminum entrances & window walls, metal windows, glass & glazing, fire extinguisher cabinets, "special" display board accessories, & hollow metal; The Staley Co., Inc., Pedigrid gratings, louvres; C. E. Thurston & Sons, metal

stack; Universal Window Cleaning Co., Inc., cleaning of all glass and aluminum inside and out; Virginia Elevator Co., Inc., elevators; Virginia School Equipment Co., Inc., curtain tracks and draperies; Dee Shoring Co., Inc., concrete forming.

J. W. Enoch, Inc., Hopewell, general contractor; E. M. Biggs Co., Harrisburg, Pa., cigarette urns; Builders Supply Co. of Petersburg, Inc., millwork; E. Caligari & Son, Inc., Newport News, painting, vinyl fabric wall covering; Delta Graphic, Inc., Chester, seating; R. D. Holderfield Construction Co., Colonial Heights, excavating & grading; Pompei Tile Co., Inc., Newport News, Neoprene surfacing; Steve R. T/A Craft Brick Co., Hopewell, masonry; E. H. Saunders & Sons, Inc., Hopewell, electrical; IKG Industrial Div. of Harsco Corp., Harrisburg, Pa., aluminum gratings; Acme-National Refrigeration Co., Inc., c/o E. M. Biggs Co., Harrisburg, Pa., kitchenette units; Home Equipment Co., Inc., Chester, GE appliances; St. Charles Mfg. Co., St. Charles, Illinois, cabinets; Masteller Corp., Roanoke, Neoprene surfacing.



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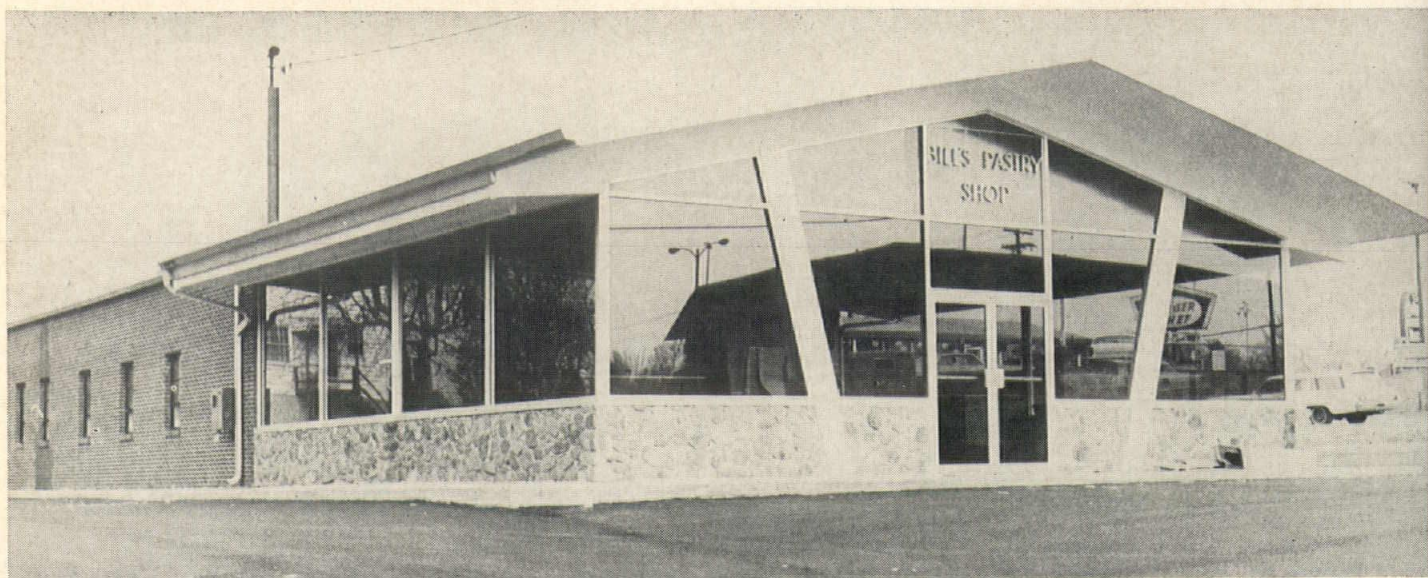
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(Photo by Aubrey Wiley)

BILL'S PASTRY SHOP

BILL'S Pastry Shop was built by Montgomery Construction Co., Inc. using private plans by Mr. and Mrs. Wells, the owners.

Features include a sales area, 33' x 33', with grey glass and aluminum storefront walls, terrazzo floor and acoustical ceilings. The bake area is 33' x 54' with glazed C.M.U. walls, quarry tile floors, and an asbestos ceiling for easy cleaning.

Located in the basement area are: a walk-in freezer box; toilet and dressing facilities; and, storage areas. Materials are transported to the bake area by an automatic conveyor.

Heating and cooling are provided by

gas-fired equipment. Parking facilities for 30 automobiles are also included.

Subcontractors and Suppliers

From Lynchburg were: Montgomery Construction Co., Inc., general contractor, foundations & carpentry; Falwell Excavating, excavating; Lynchburg Ready Mix Concrete Co., Inc., concrete; Bat Masonry Co., Inc., masonry & structural tile; Construction Products Co., Inc., steel, steel roof deck, windows, steel doors & bucks, handrails & steel stairs; Woodall & Lang, Inc., roofing & waterproofing; G. C. Scott & Sons, painting; Hamil-

ton's Floor Fashions & Tile, Inc., ceramic tile; Taylor Bros., Inc., masonry work; Williams Electric Co., Inc., electrical work; Southern Air, Inc., plumbing fixtures, plumbing, air conditioning, heating & ventilating; Industrial Supply Corp., conveyor; Contract Hardware, hardware supplies; Trevey's Asphalt Paving Co., paving.

Others were: Stone & Marble Center, Monroe, stone work; PPG Industries, Roanoke, window walls & glazing; G. S. Duval, Jr., Roseland, insulation; Manson & Utley, Inc., Charlottesville, acoustical; Byrd's Terrazzo & Tile Co., Inc., Roanoke, terrazzo quarry tile.

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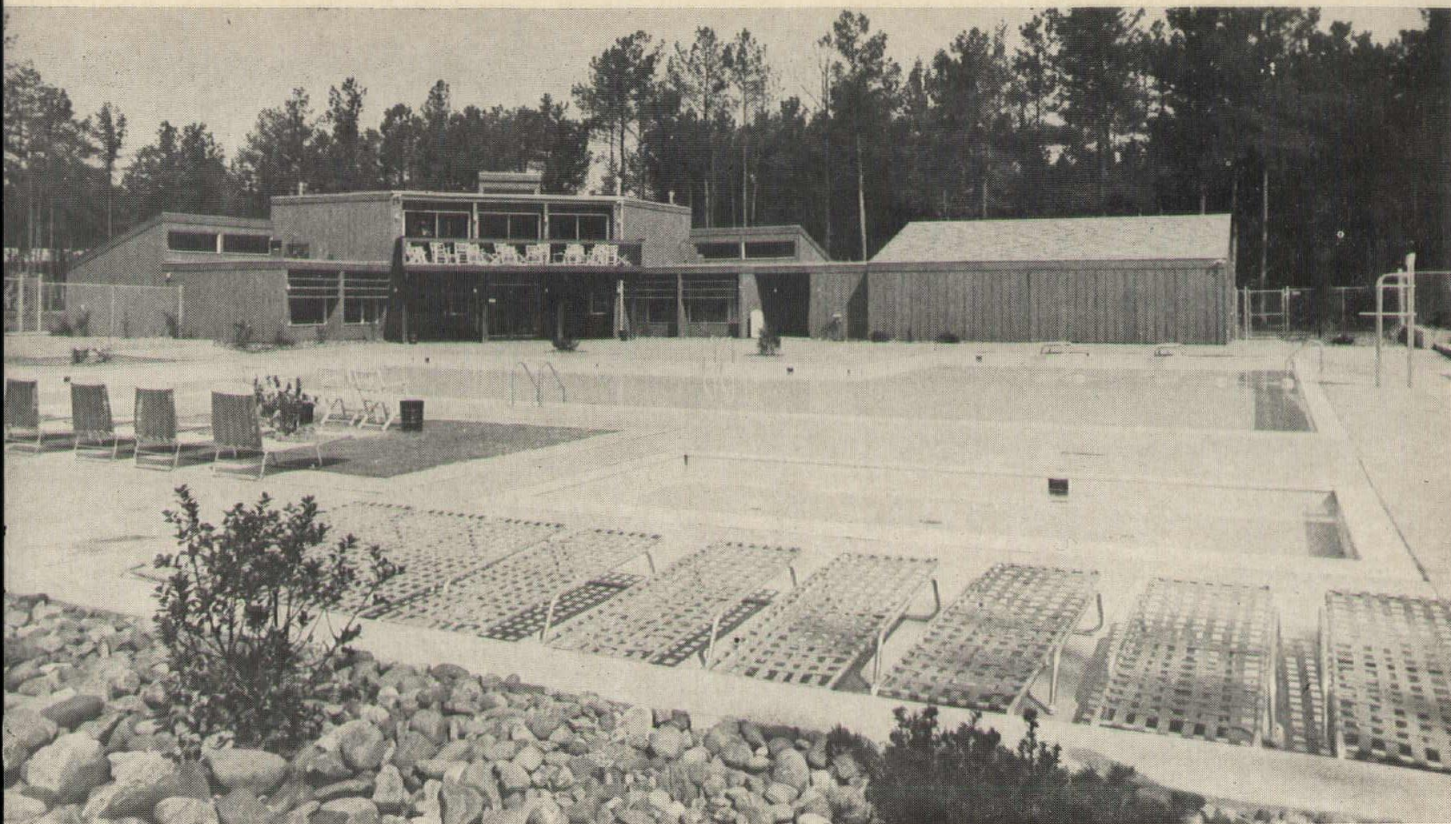
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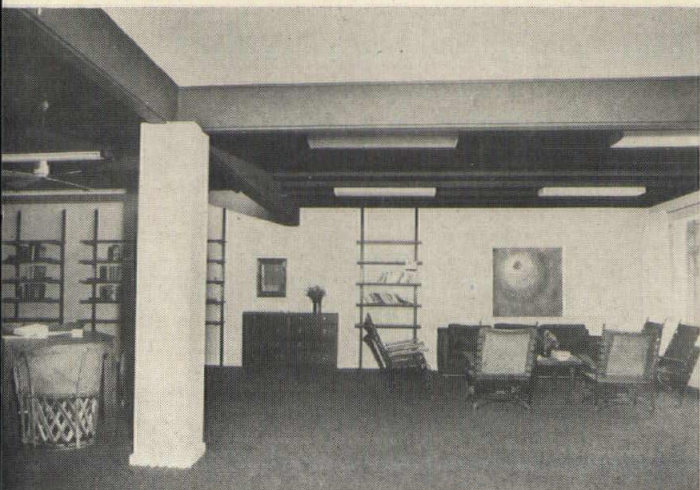
ST. JOHN'S WOOD is another successful development of developer Andrew Asch of Richmond. The large

apartment complex is divided into various groupings for the singles, young marrieds and older adults.

This community center is a focal point providing a center for all types of community activities. Tenants have made extensive use of the center's facilities. Contained in the center are a library, pool room, lounge and other areas. It also contains the management office facilities.

Subcontractors and Suppliers
(All Richmond firms)

Century Construction Co., Inc., general contractor, excavating, foundations, concrete & carpentry; Southern Brick Contractors, Inc., masonry; R. Willison Roofing Co., roofing; Binswanger Glass Co., glazing; Glidewell Bros., Inc., painting; Manson & Utley, Inc., weatherstripping; W. K. Hawkins Engineering Co., insulation; Fendley Floor & Ceiling, acoustical & resilient tile; A. Bertozzi, Inc., plaster; General Tile & Marble Co., Inc., ceramic tile; Miller Mfg. Co., Inc., millwork; Ornamental Iron Products Inc., handrails; Guy Smith Hardware, Inc., hardware supplier.



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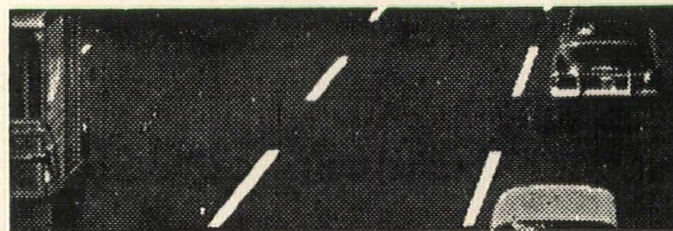
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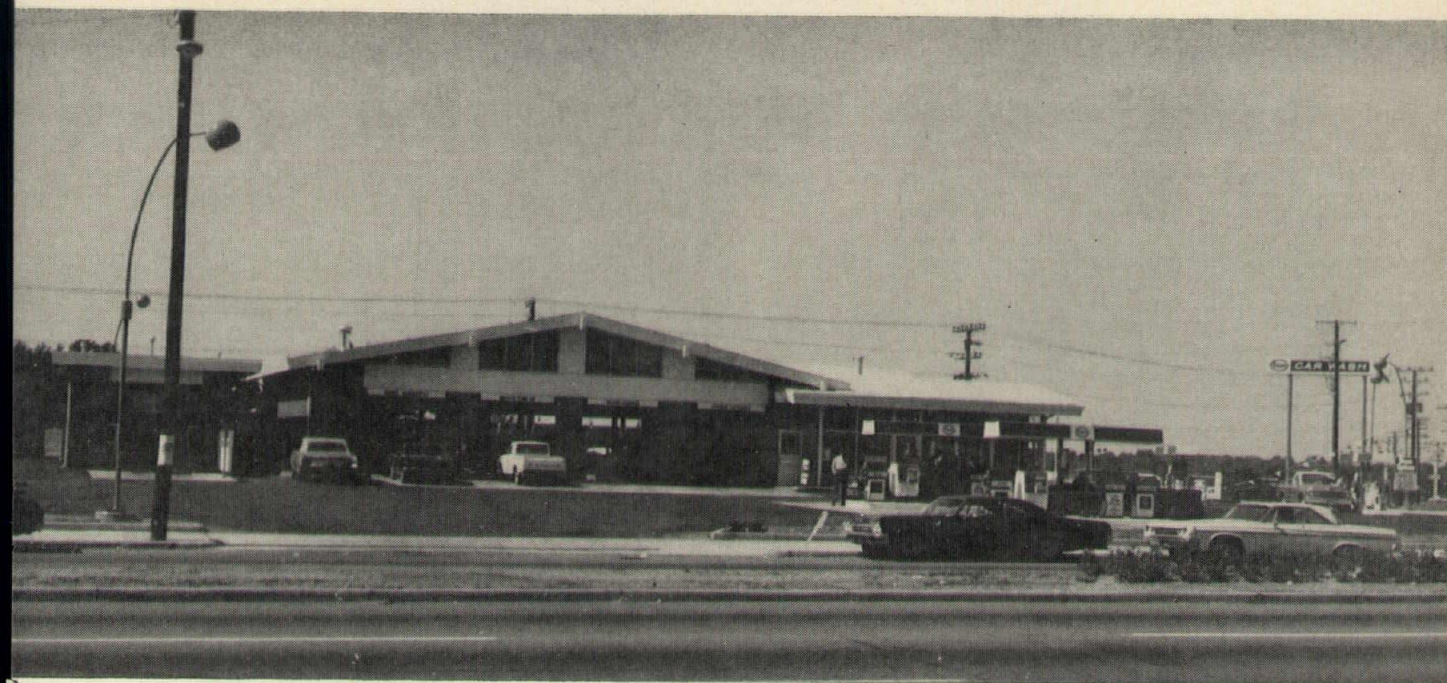
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Structural details of the air conditioned, 115' x 56' building include: exterior walls of brick; block interior walls; asphalt shingle roof; aluminum windows; and, concrete and tile floors.

Subcontractors and Suppliers

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JEFFERSON H.S. GYM

(Continued from page 29)

age of gym equipment and a wrestling practice room. A convenient refreshment area is also located in this area.

The exterior of the building features precast concrete, exposed aggregate panels forming a belt around the top of the structure with brick facing materials below. Structural pilasters have been incorporated into the exterior design to highlight the large wall areas of the gym portion. Effective location of exterior lighting fixtures is the crowning touch to this impressive gymnasium.

Jefferson Senior High School, long known for its excellence in athletics as well as scholastics can be justly proud of this beautiful new addition to its school plant. It is hoped it will be the scene of many exciting and successful athletic events in the years to come.

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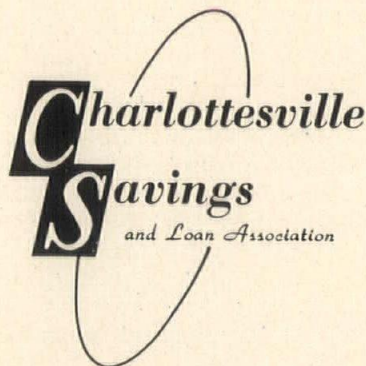
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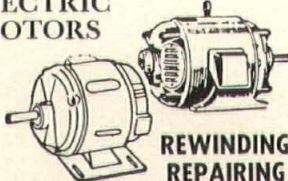
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TRI-CITIES YMCA (Continued from page 35)

with the latest and most modern equipment and include fully automatic heating and ventilation through the use of roof-top units.

Located in the women's area are, a dressing room, shower room, automatic steam room, and exercise room. The shower room and dressing room are divided into individual stalls and an area adjacent to the shower room has been equipped with hair dryers.

The men's and boy's sections have been divided into lockers, drying rooms and shower rooms.

All interior walls in the center wing have been coated with a glazed epoxy finish. Each section is equipped with modern plumbing fixtures and steam rooms have ceramic walls and floors and ceramic covered seating.

Located in the north wing is an AAV swimming pool, 25 meters long and six racing lanes wide. The pool is equipped with a 16' diving board, six underwater lights and the pool and pool area are heated year round to a temperature of 72°. Equipment includes white precast concrete coping around the perimeter of the pool deck. This pool has been designed to hold AAV swim competition meets all year. For increased efficiency in racing, the walls and bottom of the pool have a white marble-crete finish with black tile racing markers. There is a bleacher type seating arrangement for spectators along the south wall, while the north wall is equipped with the latest in exercising equipment. Perimeter drainage is installed in the pool deck to remove excess water. Lighting in the room has been installed on the interior wall with diffusers to eliminate all glare from overhead lights.

The front wing of the facility consists of gym office, gym storage, weightlifting room, basket room and equipment and storage rooms. Also located here are a staff meeting room, lobby, receptionist's office, director's office, secretary's office and a 2400 sq. ft. meeting room for civic organizations, which are all finished with acoustical

tile ceilings, indirect lighting and air conditioning. The meeting room has a kitchen area for catered luncheon meetings. Installed in the staff meeting room, lobby, receptionist's office, director's office and secretary's office is a modern "Traveltime" vinyl floor, and modern steel and vinyl furniture will be used in these areas.

The entire YMCA building is serviced with a complete intercom system paging and telephone service. The facility was completed using all non-combustible materials, and utilizing fire-exits, etc. for safety purposes.

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ROANOKE CHAPEL

(Continued from page 37)

warm and intimate with brick walls and laminated wood beams and decking. Chairs, rather than pews, are provided for seating; capacity ranges from 175 to 230. Floors are carpeted.

When the religion and fine arts center is completed, it will surround an open courtyard, which will serve the complex as an entrance foyer and center hall. Future expansion of the fine arts facilities will be outward, leaving the courtyard as the center of the complex, with the chapel at its entrance.

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(Roanoke firms unless noted)

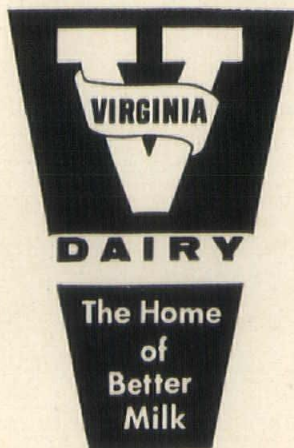
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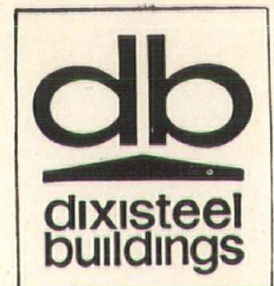
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DO DOCTORS CHARGE TOO MUCH?

(Continued from page 5)

In the "good old days" when doctors charged \$2 for an office visit and \$3 for housecall, their cars cost a few hundred dollars. Popular brands of automobiles now run from \$4,000 to \$7,000, and the cars priced around \$10,000 do not go begging. Trolley rides were five cents (six tickets for a quarter) and a dime would get you into afternoon movies. The biggest selling magazine, the *Saturday Evening Post*, was five cents, as against fifty cents today for a *Time* Magazine. The Sunday New York *Times*, then ten cents, is now 75 cents. On these comparative scales, it does not seem that doctors as a whole can be fairly charged with being money-ungrateful.

If an individual is primarily motivated by the amount of money he can earn, a survey of the most lucrative professions would scarcely lead anywhere. Intelligent, energetic, highly motivated competitors enter the medical profession. While it is true that "nobody has ever been a poor doctor," at the same time, no one has ever seen a doctor listed among the very rich. Among the highly successful doctors of my acquaintance, I have never known one who—in addition to his local residence—maintained a house in Palm Beach, an apartment in New York, a flat in London, or even rode in a chauffeur-driven Rolls. They like, within varying degrees to do well for their families, but none could hope to underwrite a presidential campaign for their sons nor purchase a foreign title for their daughters. Nor, as do industrialists with comparable standings, do they leave millions for their heirs.

However, the complaints about the

high charges of doctors are not founded upon their comparative earnings with other occupations or professions. In the first place, there are certain professions which the American mind does not associate with money-earning. In teaching, for instance, communities pay as little as possible to those to whom they entrust their children's education and are outraged when teachers make a unified stand demanding marginal subsistence pay. It was only recently that top professors in quality universities went to \$18,000 to \$25,000 a year salaries—what used to be the bracket of junior executives. Librarians are notoriously illy paid and workers in the creative arts for the most part follow lives of economic hazard. While doctors are not expected to make do on as little as is paid teachers and librarians and practitioners of arts and letters, they fall loosely in the category of the professions which Americans do not regard as worthy of receiving great financial rewards—such as go to comedians and thugs and stock-market operators.

Also, the doctors belong to—what, at least, ideally is—a "healing" profession. This is the basis both of their prestige and of their trouble. Healing implies some solicitude for the general well-being of the patient, and when a sick person—especially those sufficiently ill to suffer loss of income—is harassed by medical bills which overtax his resources, he naturally feels that the "healing" process is not only incomplete but at a cost to his total well-being. Although the doctors' fees might be a modest part of the whole expense, it is the doctor with whom the ill per-

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on has his primary contact, and human beings need to personalize their troubles, rather than to attribute them to an obsolete health system in which the doctor is also caught.

Along with the solicitude implied by a healing impression, there is, especially among older people, the idealized image of "the good, gray doctor" of the legends which attributes a certain aura to those practicing (ideally) a healing profession. This image was undoubtedly strengthened by the numerous medical serials on television, where the problem of a single patient not only occupies the full attention of the crusading young doctor and the venerable gray-head for a whole hour but involves much of the hospital staff—with devil a fee ever mentioned. This is bound to promote the illusion of doctors dedicated entirely to solving the most esoteric health problems of the most difficult people with an undivided personalized attention such as the bygone horse-and-buggy doctors of legends supposedly provided.

Then, in addition to the associations of the whole profession, doctors today suffer from the current tendency toward mass generalities. Like "The South" and "The Negro," there is "The Doctor." Of course, doctors are no more all alike than are all Southerners or all Negroes. Thus, while no highly gifted man would choose medicine as a means to a fortune, there are some doctors who, in doing well for their families, will charge all the traffic will bear without consideration to the financial circumstances of a family under heavy expenses through the critical, prolonged illness of a member of the family, as well as under dislocating emotional stress from the illness of the family member. This is so much the antithesis of the solicitude implied in a healing profession as actually to render harm and to create harmful resentments. But these resentments cannot justly be attributed to the whole profession, because there are other doctors who are extremely considerate of the straitened circumstances caused by prolonged illness and are very solicitous of a family suffering the consequent grief and dislocation.

Also, while the highly gifted individ-

uals who choose medicine could, in many cases, earn considerably more by comparable success in other fields—such as industry—there are less gifted individuals who could probably not do as well in any other field, and some of these have been known to bear down pretty hard on well-to-do patients when accomplishing little or nothing toward the improvement of that patient's health.

Then, too, doctor friends of mine, who do some teaching, also lament the appearance of a new breed in the profession. Most doctors of the older generation—say, above forty—came of backgrounds sufficiently substantial to support their education through college, medical college, and post-internship years of studying a specialty. To these individuals of comfortable backgrounds, the potential earnings in the medical profession (especially to doctors who did not perform operations) could not be a controlling factor; expecting to live comfortably by working very hard and at all hours, the controlling factor in their choice of profession would be a desire to practice medicine. In the need breed, however, some have not come of substantial backgrounds and the earnings possible in the medical profession loom to them as desirable ends. To paraphrase medical teachers

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who regard them with contempt, they want to get through medical school as quickly as possible, with indifference to a broad background of knowledge on the human being, and are in a hurry "to make a quick buck."

I have met, as interns, some of the young men of this new breed, and they are chiefly characterized by cultural ignorance and a lack of humanity. Of course, all doctors do not possess that intangible of humanity, which distinguishes the great from the competent.

But most of the older doctors have learned at least to act with a show of humanity. With some it is clearly a facade which cracks under pressure, exposing rudeness or coldness of even hostility. With others the practice of humanity has made it virtually a reality; and, while not natural, it can be about as effective as the real thing except in prolonged crises.

Fundamentally, doctors vary as much as other people. Their very personalities affect patients and, indirectly, influence the patient's feelings about the fees he is being charged. If a doctor makes you feel good in his presence, and you leave his office with cheered spirits, I don't think you're aware of the fee. If a doctor does not make you feel good in his presence, and you leave his office with agitation, you are inclined to scrutinize his bill rather gloomily. In the same way, nothing seems too high a charge for the doctor who saves your life or performs an invaluable medical service to the physical well-being of your children, but anything seems too much to pay the doctor who has wasted hours of your time while your condition deteriorated and finally you must start all over with another in order to have your condition corrected.

As the system is set up, the doctor is usually paid for his time and not for the results he achieves. (There are notable exceptions to this, especially in cases involving surgery, where a doctor shows no regard for his own time and his single-minded concern about

the patient exceeds that of even the television paragons.) On the whole, this system would seem to be generally equitable—allowing for the incompetents in the field and the fallibilities of the human race. It is certainly far from a perfect system. However, as one who has experienced considerable illness in his own life and in members of his family, I think this fee-system would not come under attack if the other expense attendant to illness were brought under some government health-care program. Laboratory work, for instance, far exceeds the doctor's fees and X-ray costs are fantastic.

In summary, the whole health-care system is urgently in need of government supervision and support, but singling out the doctors' fees is barking up the wrong tree. In the four-year terminal illness of a member of my family we felt that only one doctor gouged us and this was more than compensated for by the generosity of another, and more important, doctor. During this ordeal, I was subject to callous treatment on a few occasions but I was also supported by acts of deep humanity. It would be as wrong to say that "doctors charge too much" because we felt gouged by one, as it would be to say "doctors have no humanity" because we encountered a couple of feists. However, I do think the public tends to point out unpleasant and/or unsatisfactory relationships with individual doctors rather than to stress the innumerable satisfactory, harmonious relationships between doctors and patients.

One burden that members of the medical profession must bear is that many patients expect too much from the doctor. In their disappointment when he proves to be not a miracle worker, in a period when the air is filled with complaints of prohibitive health-care costs and a generalized disillusionment with our old authority-figures and institutions, patients worry about the high costs of everything focusing some of their frustration on the doctors' bills. With the image of the good, gray G.P. coloring their judgment, they are really giving a protesting cry of "Et tu Doctor!" Yes, Doctor is caught too in the rat-race of paying his bills and his taxes. Somehow, it doesn't fit the glorified image of the legends, but it does fit the realities of today in a most imperfect system of health-care.

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Buhrman & Sons, Inc.	10
J. Carrington Burgess, Masonry Contractors, Inc.	43
H. Phil Burks	23

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The Carolinian	18
Central Glass Co. of Va., Inc.	43
Charlottesville Savings & Loan Ass'n.	49
Citizens National Bank	52
Clarke County Locker Plant	10
John D. Clayborne, Inc.	48
Cofer Construction Co., Inc.	43
Luther Compton & Sons	27
Covington Plumbing & Heating Co.	48
Curles Neck Dairy	8

- D -

D & M Concrete Specialties, Inc.	57
G. C. Dawson, Realtor	15
Joe M. DeShazo Roofing Co.	28
R. L. Dresser, Inc.	58
Dry Fork Milling Co.	52
Dulany Foods	10
Dunnington-Beach Tobacco Co., Inc.	56
Robert M. Dunville & Brothers, Inc.	49

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Elkton Milling Co.	22
J. W. Enochs, Inc.	53
P. E. Eubank & Co.	43

- F -

Bill Fabry Reproduction & Supply Corp.	10
Farmers Bank of Mathews	50
Farmers Co-op Fertilizer Purchasers, Inc.	49
Farmville Creamery, Inc.	10
Farnsworth Heating & Supply Co., Inc.	33
Feather Tile Co.	52
First Federal Savings & Loan Ass'n.	19
Fitzgerald Plumbing & Heating, Inc.	48

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General Shale Products Corp.	47
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Glidewell Brothers	55
Good's Transfer Co., Inc.	49
Gray Lumber Co.	54
Green Hill, Inc.	8
Green Hill Jersey Farm	10

- H -

H. M. S. Electric Corp.	28
Hale-Robertson	27
Hanover Fabricators	44
Harman Mining Corp.	34
Harrisonburg Motor Express	55
J. T. Hirst & Co., Inc.	46
Home Equipment Co., Inc.	41
Hotel-Motel Wachapreague	18

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Industrial Analysis Corp.	57
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- J -

Jarrett Electric Co., Inc.	27
Jarvis Co., Inc.	40
Johnston-Vest Electric Corp.	22
Jones Electric Repair Co., Inc.	50
Herschel Jones Marketing Service, Inc.	9
Jo-Pa Pools	54

- K -

Kimnach Ford, Inc.	34
Roy C. Kinsey Sign Co., Inc.	50
Knight & Brinkley Farm Supplies	53

- L -

Lane Brothers, Inc.	43
Lee Farmers Cooperative	41
R. E. Lee & Son, Inc.	26
S. Lewis Lionberger Co.	34
Livestock Breeder Journal	39
Lullwater Farms Nursery & Garden Center	16

- M -

Howard E. Marquart & Co.	51
Marshall National Bank & Trust Co.	44
Martin Tile & Marble Co., Inc.	40
R. G. Martz Construction Corp.	52
Marymount College of Va.	9
Massaponax Sand & Gravel Corp.	26
Stuart McGuire Co., Inc.	36
Mid-State Tile Co.	2
Montague, Miller & Co.	53
Montgomery Construction Co., Inc.	36
Moore, Kelly & Reddish	55

- N -

W. W. Nash & Sons, Inc.	53
Nationwide Homes, Inc.	54
Natkin & Co.	28
Norfolk General Hospital	34
Nor-Well Co., Inc.	41

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Oakes Implement Co.	53
The Old Point National Bank of Phoebus	57
Orange Live Stock Market, Inc.	52
Oregon Inlet Fishing Center	18

- P -

Payne Construction Co.	54
Peden Steel Co.	33

Perry Electric Co., Inc.	1
Petroleum Marketers, Inc.	2
Powers Fence Co. of Roanoke, Inc.	1
Progressive Products Corp.	3
Prospect Industries, Inc.	4
Pulaski Livestock Market	1

- R -

Rapidan Milling Co., Inc.	5
Ra-Pid-Gro Corp.	1
Ray's Plastering Contractor	5
Rich-Line Mfg. Co., Inc.	5
Richmond Livestock Co., Inc.	5
Richmond Plumbing & Heating Supplies, Inc.	5
Roanoke Concrete Products Co., Inc.	5
Roanoke Memorial Hospitals	3
Thomas Rutherford Bonding & Insurance	3

- S -

Sales & White	2
E. H. Saunders & Sons, Inc.	5
A. M. Savedge Co.	3
Sawyer Construction Co.	4
Howard Shockley & Sons, Inc.	3
L. E. Simmons Monument Co.	1
The Smithfield Ham & Products Co., Inc.	1
South Roanoke Lumber Co.	4
Southern Air, Inc.	4
Southern States Coop.	5
Southern Welding & Machine Co.	5
T. E. Starke & Son	4
Stanton Paint & Wallpaper Co.	5
Sullivan Mechanical Contractors, Inc.	4

- T -

Talley Neon & Advertising Co.	2
The Tan-A-Rama	7
Tate & Hill, Inc.	1
Taylor Bros., Inc.	4
S. P. Terry	4
Eugene Thomas Construction Co.	5
Thompson-Arthur Paving Co.	4
Thompson Masonry Contractor	5
E. M. Todd Co.	5
Q. M. Tomlinson, Inc.	4
Triplet Milling Co.	1
Tune & Toler, Inc.	5

- U -

U. S. Tile & Marble Co., Inc.	4
Universal Tractor-Equipment Corp.	1
Universal Window Cleaning Co., Inc.	5

- V -

Vaden's Farm Service, Inc.	5
Valley of Va. Milk Producers Co-op Ass'n.	5
Va. Asphalt Ass'n., Inc.	6
Va. Dairy Co., Inc.	5
Va. Lawn & Garden Center, Inc.	4
Va. Packing Co., Inc.	1

- W -

Watts & Breakell, Inc.	3
Weddle Plumbing & Heating	5
Wetzel Seed Co., Inc.	1
Roy Wheeler Realty Co.	5
Whitehead-Leach Construction Co.	1
Williams Electric Co., Inc.	5
Windsor Granary	4
Windsor Supply Corp.	4
J. B. Wine & Son, Inc.	4
Worley Lumber Co.	5
C. W. Wright Construction Co., Inc.	5

- Y -

Yowell Hardware Co., Inc.	1
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- Z -

Zonolite Div., W. R. Grace & Co.	4
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