

Virginia RECORD

JUNE 1972

AMERICAN INSTITUTE
OF
ARCHITECTS

JUN 22 1972

LIBRARY



MR. GEO. E. PETTENIILL, LIB.
THE AM. INST. OF ARCH.
1735 NEW YORK AVE., NW
WASHINGTON, DC 20006 R

- THE VIRGINIA DEPARTMENT OF AGRICULTURE AND COMMERCE
- THE VIRGINIA DEPARTMENT OF HIGHWAYS
- THE VIRGINIA BRANCH, AGC



FOR EVERYTHING IN

STEEL

HEAVY EQUIPMENT
&
MACHINERY
HANDLING
&
HAULING

DIAL 625-2542

GLOBE IRON CONSTRUCTION CO. INC.



POST OFFICE BOX 5625
NORFOLK, VA. 23516

Office Located At
1516 E. PRINCESS ANNE RD., NORFOLK, VA.



Bridge Services, Inc.

*Erection & Installation
of
Permanent Metal Bridge
Forms*

Phone (716) 852-6131

Statler Hilton Hotel
Buffalo, New York 14202

Dredging

Filling, Land Reclamation,
Canals and Port Works
River and Harbor Improvements
Deep Waterways and Ship Channels

We are equipped to execute all kinds of
dredging, reclamation and port work

CONTRACTORS to THE FEDERAL GOVERNMENT

*Correspondence invited from
Corporate and Private Interests.*

Longest Experience

Atlantic, Gulf and Pacific Co.

HOUSTON, TEXAS
CITIZEN STATE BANK BLDG.

NEW JERSEY
P. O. BOX #1006, BROOKDALE STATION
BLOOMFIELD, N. J. 07003

Cable Address DREDGING BLOOMFIELDNEWJERSEY

Stanley Construction Co., Inc.

St. Reg. #8574

*Excavating & Grading
Contractors*

Dial 798-8354

P. O. Box 108

Ashland, Va. 23005

WHITING OIL COMPANY

INCORPORATED

DISTRIBUTORS

THROUGH NINE VIRGINIA BRANCHES
FOR OVER FORTY-FIVE YEARS



CITIES SERVICE
PETROLEUM PRODUCTS

Herschel Jones Marketing Service, Inc.

NEW YORK CITY HEADQUARTERS FOR
VIRGINIA APPLES
EXPORT AND DOMESTIC

100 Hudson Street
New York, N. Y. 10013

Telephone
Area (212) 925-5168

STRUCTURAL STEEL

DESIGN - FABRICATION - ERECTION

- LONG SPANS
- STEEL JOISTS
- ROOF DECKS
- JAIL CELLS
- PRISON EQUIPMENT
- ENGINEERING SERVICE

Roanoke Iron and Bridge Works, Inc.

Phone 344-3261

Roanoke, Virginia

Raymond C. Hawkins Construction Company, Inc.

*Highway
Construction*



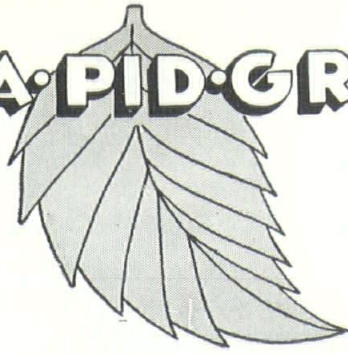
*Grading & Concrete
Structures*

Dial 594-2437 or 591-7371

NOKESVILLE

VIRGINIA 22123

RA-PID-GRO



Sold
Since 1932

The Pioneer
in Foliar
Feeding

The Original Plant Food

We Invite You to Try Ra-Pid-Gro

Just Spray Or Sprinkle It On Everything You Grow!!

If you don't do this, you may be missing the pleasure of seeing your garden the most envied in the Great State of Virginia. When planting trees, roses, flowers or bulbs, soak thoroughly with RA-PID-GRO at the time of planting and then drench the entire plant every ten days for several applications. Use one level teaspoonful RAPID-GRO to each quart of water.

**Get RA-PID-GRO From Your
Nurseryman or Garden
Supply Dealer**

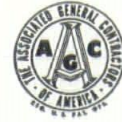
RA-PID-GRO CORPORATION
Dansville, N. Y. 14437

Andrews Large & Whidden Inc

St. Reg. #5433

INDUSTRIAL—COMMERCIAL—INSTITUTIONAL

P. O. Box 527



Phone 392-3119

FARMVILLE, VIRGINIA 23901

Covington Plumbing & Heating Company

Mechanical Contractors

PLUMBING—HEATING—AIR CONDITIONING

Commercial — Industrial

Phone 458-6383

17th & Norfolk Sts.

HOPEWELL, VIRGINIA

PLECKER BROTHERS INC.

Excavating — Grading — Land Clearing

Phone 996-5611

P. O. Box 106

Millboro, Va. 24460

P. E. EUBANK & CO.

Excavating Contractors

CONCRETE CONSTRUCTION • FOUNDATIONS

— *Excavating Work of All Kinds* —

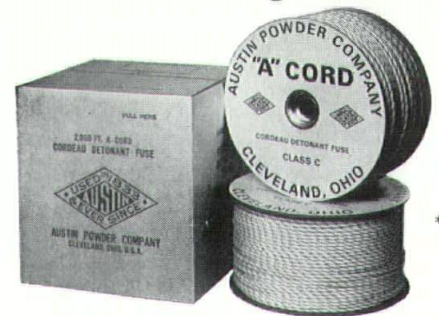
Grading • Clearing • Road Work • Driveways
Parking Lots • Sidewalks • Sewers

1730 Kelly Road

Phone 355-8555

RICHMOND, VA. 23230

AUSTIN "A" CORD *cuts blasting costs*



*Patent
Pending

- ✓ **Economical.** Low cost detonating fuse with reduced grain load.
- ✓ **Stronger.** Tensile strength above 200 lbs.
- ✓ **Dependable.** Same performance features as standard detonating fuse.
- ✓ **X-Ray Inspected** by explosives industry's only electronic quality control system.
- ✓ **Safer.** Non-electric.
- ✓ **Easier to handle and tie.** Use any knot that provides positive contact between downline and trunkline. Won't slip or misfire.
- ✓ **Recommended for downlines and trunklines.**



Write for bulletin AC171

AUSTIN POWDER

AUSTIN POWDER COMPANY
Cleveland, Ohio 44122

A-8362



CLIFFORD DOWDEY, Editor
R. N. ANDERSON, JR., AIA
Architectural Editor

JOE H. YOUNG W. T. MILLIS
Executive Editor Advertising Director
JAMES M. McELROY, Staff Photographer

Published Monthly at the State Capital
By Virginia Publishers Wing, Inc.

EDITORIAL OFFICES: 301 EAST FRANKLIN STREET
Phones: 644-2722 or 644-6717

VIRGINIA RECORD is an independent publication
cooperating with all organizations that have for
their objectives the welfare and development of
Virginia. While this publication carries authori-

Address All Mail to:
VIRGINIA RECORD
P. O. Drawer 2-Y, Richmond, Va. 23205
"Second-class postage paid at Richmond, Va."

tative articles and features on statewide and local
industries, business, governmental and civic or-
ganizations they are in no other respect responsi-
ble for the contents hereof.

IN THIS
ISSUE

THE VIRGINIA DEPARTMENT OF
AGRICULTURE AND COMMERCE

The Environment—Risks vs Values 6
Momentum in International Marketing .. 8
Office of Consumer Affairs 10
Success Requires Surveillance 12
Putting It All Together 14
Challenge of Rural Development 17
Analytical Testing 18

THE VIRGINIA DEPARTMENT
OF HIGHWAYS

Safety . . . Mobility . . . Convenience
for Virginia Motorists 21
Safety—A Wise Investment 28

THE VIRGINIA AGC REVIEW 31

Va. Branch Legislative Luncheon 32
AGC National Convention 37
Management Conference Preview 40
"Run Off at 13, Now the Boss" 41
Editorial by James J. Kilpatrick 43
Remarks by James D. McClary 45

S. LEWIS LIONBERGER CO.
Colonial Hills Office Building 49

ALEXANDER BUILDING
CONSTRUCTION, INC.
Adley Express Company 51
Biograph Theater 54

MILTON L. HAMMOND, INC.
Phase II Addition to Stonewall
Jackson Junior High School 52

Travelers' Guide 39
For The Record 55
Index to Advertisers 70

A New Age of Hate?

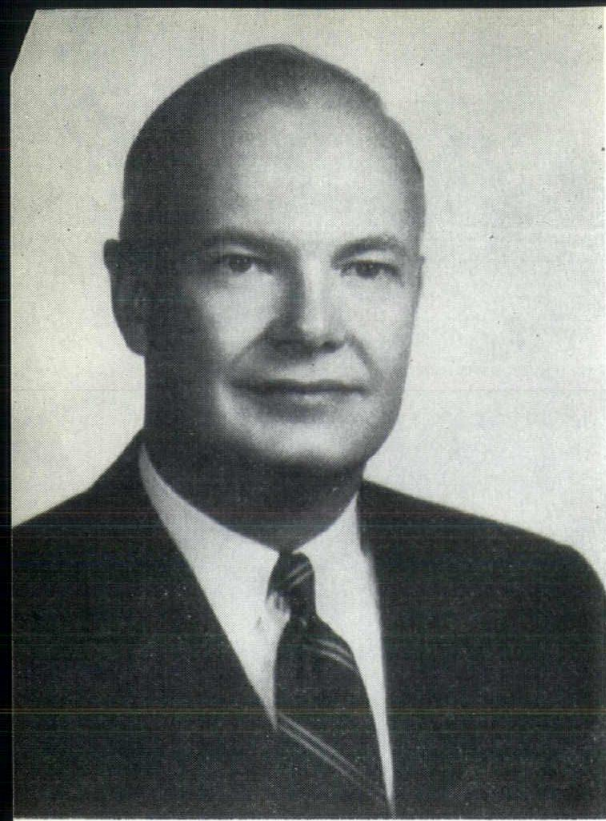
(Second of Two Parts)

THE first part of this article, on the divisiveness in the American society,
concluded with the point of the particular sadness in our region of the
polarity between the young and the old. It should be stressed that "young"
here does not refer by any means to all Virginians under, say, 25. Young here
refers only to those who are conspicuous by their self-awareness of their youth
representative of the New—a New which, without roots in the past, is entirely
their own discovery. These are the young who—with justifiable disillusionment
with the society whose creation they attribute to their elders—feel that progress
of the New depends on repudiation of the past. Typical of idealists not yet bur-
dened by serious engagement with the business of life, they tend to simplify the
complex—particularly the influences of the past, on which they do not feel it
necessary to be well informed.

While the arrogance of all youth of all ages has never required much knowl-
edge of a subject in order to pass infallible judgments on the subject, youth's
present superiority over familiarity with current, transient fashions in attitudes
does contribute to a somewhat abrasive lack of understanding between the young
and the old. Harmful to the old and, at best, of no profit to the young, this lack
of understanding increases the polarities fragmenting the nation and contributes
to the hostilities (amounting in some to hatred) between the segments. In met-
ropolitan areas, where we have the mounting hostility between the city and the
suburbs, youth's attitude (as mentioned in the first part) also plays its perhaps
 unwitting part in eroding the character of communities to the point where in-
dividual identification with the community will become impossible.

A vivid illustration of this youth-age polarity in our region arose over the
recent to-do about the playing of Dixie and displaying the Confederate flag at
public events. The rightness or wrongness of the song or the flag at public events
is not the issue. The issue could be said to be joined over the reasons offered by
the spokesman for youth in support of prohibiting the song and the flag.

As for the act of flag-waving, undeniably the miniature battleflags have been
put to uses unrelated to the original meaning and have thus gained questionable
associations. Dixie, however, is a gallant song, part of a national heritage. Long
ago in New York theatres, when an orchestra occasionally played Dixie, the
southerners in the audience stood up. This was a fine thing, in no way divisive,
allowing respect for regional traditions. In the present acute awareness of di-
visiveness between the races, with understandable assertiveness in the blacks,
the blacks have imputed to Dixie connotations which are not inherent in the
song. Even so, and even if for the wrong reasons, if a song is offensive to an
ethnic minority, their sensibilities should be considered. However, in considering
the blacks have imputed to Dixie connotations which are not inherent in the
song. In fact, it was not only the older generation whose heritage was
negated, although they are affected most deeply, but traditionalists of all ages.
As pointed out, the young spokesmen do not necessarily negate the traditional-
ists' heritage by supporting the prohibition of (Continued on page 66)



THE ENVIRONMENT

~

Risks versus Values

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

ENVIRONMENTAL pollution has unquestionably been with us for a long, long time. It certainly did not suddenly reach crisis proportions overnight, without warning, like the Japanese sneak attack on Pearl Harbor. However, it did creep up rather insidiously, and the general public did not fully realize what was happening until recently, although the warning signs had been up for a long time. Finally, thinking people could no longer ignore the mute evidence of polluted streams and lakes, ruined beaches, foul air and smog in the cities, increasing amounts of wastes, and other signs of degradation. Some sensationalism naturally developed, and the state of the environment rapidly became a heated emotional and political issue.

There is no doubt that the threat of pollution is real, and one of the utmost gravity. Ecologists have made it abundantly clear that further disregard of nature's plight could result in irreparable damage to the many ecosystems which comprise the environmental system. Public concern seems fully justified, and has made us all aware of this serious menace to man's existence, as the environmental system supports all life and human activity.

As might be expected, the final launching of a formal "now or never" campaign against pollution was accompanied by a great public clamor for immediate action, usually without much thought for the consequences. *Although this high degree of public interest is fully understandable, we must put the many problems facing us in their proper perspective, and consider risks versus values.* Otherwise, the apparently simple and direct solutions dictated largely by emotion could easily precipitate an entirely new set of even worse problems.

There is absolutely no wisdom in taking hasty action to drastically curtail the economic and technological progress we have made in so many areas, although this very same progress is admittedly a primary cause of our increasing environmental pollution. The reduction of our economic growth to zero—which some extremists apparently advocate—would no doubt stop a lot of pollution, but it would also create an equally grave situation by progressively lowering the quality of human life. I believe that it would be far better to try to remedy the ecological failures of our new technology by seeking new technological developments, and also by applying old technology to our environmental problems.

Above all, we need to establish priorities, and to seek practical, considered solutions to our environmental problems. Each problem area should be tackled with a persistent, cautious approach which will foster the development of policies that balance environmental goals against economic reality. Last year, Maurice H. Starbuck, then Secretary of Commerce, stated in an address to the National Petroleum Council in Washington, D. C., "If we fix the right priorities—if we integrate our environmental, technological and economic interests—all of them can be served without one dominating the other."

Although some overzealous critics are still claiming that no meaningful results are being achieved, the facts indicate that a good start has been made, although much remains to be done. Industry, which has probably borne the brunt of these unjustified attacks, has responded most favorably to the environmental challenge. American companies are reported to have increased their pollution control spending by a

most 50 percent during 1971 as compared to 1970, and it has been estimated that they will spend some \$18 billion over the next five years to meet the required standards.

Agriculture, which has greatly increased its productivity in recent years is due mainly to technological advances, but also often unjustly termed a major polluter. Although agricultural and livestock operations generate considerable amounts of solid wastes, this is by no means the chief threat to the pollution of our environment. However, the rapidly growing dietary demands for meats and poultry are causing production increases which will generate additional wastes and thus create a potential problem requiring continuous attention.

The present technology of holding back or diverting these wastes until they can be returned to the land will probably have to be augmented by alternative methods of disposal, such as the recycling of animal wastes for use as livestock feed. New technology and research will be needed to accomplish the desired results, and proper animal waste management should ultimately become a significant pollution abatement practice.

In addition to the problem of animal wastes, agricultural chemicals are also creating considerable public concern. Many uninformed critics believe the use of agricultural chemicals will unbalance nature. However, what they do not wish to admit is that all agricultural operations alter the balance of nature, as do all civilized activities of man. This has been true since the beginning of civilization. If there were no alterations in the balance of nature, there would be no civilization.

The rule of risks versus values must also be applied in determining whether or not the two main agricultural chemical pollutants (pesticides and fertilizers) should be used. We all know that the proper application of fertilizers has helped U.S. farmers to achieve world agricultural leadership. Without fertilizers, the average American farmer could not produce nearly enough food to provide good diets for himself and the 50 others which he now does, at a time when the food needs of the entire world are steadily increasing due to rapid population increases. I seriously doubt that the quantities of inorganic fertilizers that are washed or leached from the soil are causing sufficient ecological damage to justify discontinuing their use and incurring a severe drop in our agricultural productivity.

The same is true of pesticides (in-

cluding insecticides and herbicides), which have created a much greater ecological furor than fertilizers. These chemicals have allowed farmers to control damage from insects which would otherwise have destroyed significant amounts of most crops. It has been estimated that insects would consume over one-half of our crops if pesticides were not used.

On the other hand, it has been proven that some pesticides are capable of killing animal life, and therefore may be potentially harmful to man. The persistent pesticides such as DDT, which do not break down for long periods, allegedly constitute the greatest threat. The future use of DDT and similar products must therefore be decided on a risk-benefit basis. If they are eliminated entirely before effective substitutes are developed, certain insidious insect pests such as the Gypsy Moth may wreak untold damage to the landscape as well as to many crops, and we may find that the cure is worse than the disease.

There are many pros and cons concerning the complex questions posed by the usage of agricultural chemicals, but we must face the facts and adopt a rational approach. Without question, some of their effects are desirable while others are not. Until additional research has established some of the answers, we must use the information presently available to determine the best course to follow.

Farmers—the producers of our food—are also vitally interested in using the safest and most economical methods for the production of food and fiber. However, it must be recognized

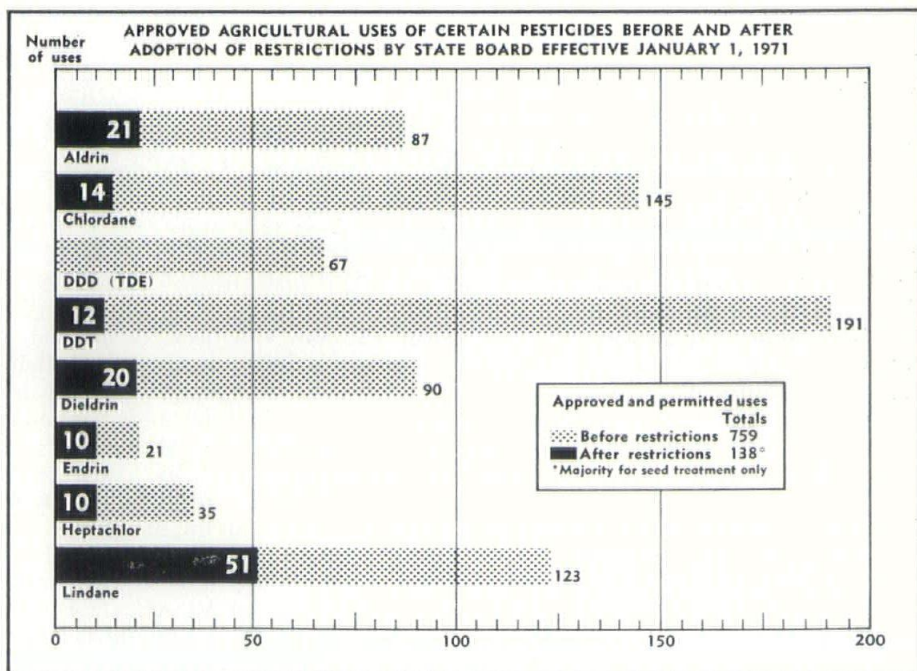
that these two factors (safest and most economical) are not compatible, so it is again necessary to evaluate the facts and place special emphasis on research to make these determinations.

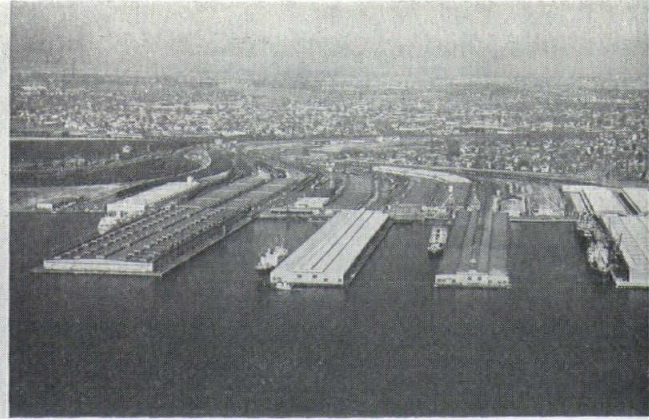
As you know, many uses of the persistent pesticides have already been restricted by the federal government, and we must therefore intensify our search for new and safer chemicals that will accomplish the desired results. *I am convinced that the total elimination of agricultural chemicals would be a grave mistake which could lead to drastic food shortages, and even severe reductions in their use would probably cause food prices to soar and food quality to drop.*

We in the Virginia Department of Agriculture and Commerce have adopted an approach which we think will allow the essential uses of pesticides and agricultural chemicals to continue, while at the same time curtailing the usage of those chemicals considered most hazardous to the environment. Our State Board took action in January 1971 which restricted the use of certain pesticides, even though there is evidence that present levels in man's food and environment are not sufficient to produce a human health hazard. The new rules and regulations adopted for the enforcement of the Virginia Pesticide Law had the effect of prohibiting 621 unessential uses of 8 persistent pesticides; however, 138 essential uses of these pesticides were retained.

We do not believe that the total banning of pesticides is the answer to pesticide management and control.

(Continued on page 63)





This export facility (right) at Virginia's Port of Hampton Roads is only part of this total export complex—a vital necessity in international commerce. A front-loading cargo plane (left) prepares to take on a shipment of Virginia swine for shipment to Peru. This movement of quality breeding stock through the airport facilities at Richmond's Byrd International Airport is a vital factor in Virginia's successful international trade programs.

MOMENTUM IN INTERNATIONAL MARKETING

Since the early 1600s, Virginia's agricultural producers have been engaged in the pursuit of international markets for farm produced commodities to expand sales and provide increased profits. Today, the Virginia Department of Agriculture and Commerce, through its office of International Trade and Development, continues to broaden our range of international commerce by establishing agricultural marketing outlets throughout the world.

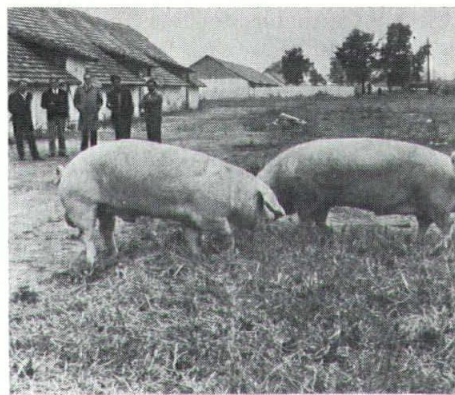
The importance of international trade to our state is multifold. During the past year alone export sales of Virginia products, and products coming from other states but processed in Virginia, generated an income well exceeding \$350 million. The obtaining of these overseas markets also enables Virginia to reduce stock-piling of farm-produced commodities. Such a situation, if left unchecked, could eventually result in the weakening of national and state market competition through over-supply and cause reduced profits in the agricultural market place. As the production rate for Virginia's agricultural commodities continues to increase, additional efforts must be made to retain present international markets and to develop and secure new outlets for commodity movement.

VDAC personnel have been and continue to be quite effective in the development of overseas markets. Over the years, Virginia has been able to secure marketing outlets in more than 80 countries resulting in the export of apples, grain, poultry, tobacco, livestock and vegetables. To maintain these marketing opportunities, Virginia has developed substantial export facilities for its products. For many years, the Port of Hampton Roads has provided un-

By

EDWARD C. ELLETT
Information Officer

limited access to foreign shipments of Virginia's agricultural commodities. This Port functions as one of the largest deep water terminals in the world and, with the cooperation of the Virginia Ports Authority, VDAC has been able to utilize their facilities to provide ample trans-oceanic movement of exports.



The overseas demand for quality breeding stock, such as these swine, has greatly increased livestock movement in Virginia's export programs.

A modern facility for the export of livestock has also been established at Richmond's deep water terminal. Being located near the central part of our state, this terminal demands less movement of livestock as they are transported to port facilities. As a result, animal weight loss remains at a minimum retaining premium quality and transportation costs are significantly reduced. Also, since it is located nearer the main offices of VDAC, state veterinarians are able to provide necessary inspection work as required by inter-

national commerce while livestock are held in retaining facilities. Obviously these export facilities are vital to the continued success of our international trade programs and a relatively new development in international livestock shipments shows promise of increasing these programs significantly.

In February, the first air chartered shipment of livestock by a Virginia company left Richard E. Byrd International Airport (in Richmond) with consignment of cattle for San Jose, Costa Rica. This shipment, made by Richmond International Airlines, signifies a big step in the establishment of Richmond as a home base for air shipments of livestock to Europe and South America. John Ligon, Director of VDAC's office of International Trade and Development indicates that, with the continued success of these shipments, "there is no question that Richmond can be made the headquarters for international exports of livestock for the total eastern part of the United States."

Livestock movement is rapidly gaining impetus in Virginia's export programs. Marketing agents for international trade have discovered a tremendous overseas demand for quality breeding stock. Perhaps Virginia's most successful area of international marketing today exists in the exportation of swine. VDAC's office of International Trade and Development reports that, if all current sales are confirmed, Virginia will be able to export approximately 2,000 head of swine this year. International livestock demand also exists for dairy cattle with sales being made in Europe and Africa. Beef cattle sales are being negotiated in Hungary and Spain, and a small shipment of sheep will soon be made.

to the Dominican Republic for use as reeding stock.

To locate these overseas markets, VDAC International Trade and Development personnel have greatly utilized the opportunities presented by international trade missions and trade shows exhibiting Virginia products. In April, such a mission was made to Japan and Australia. Sponsored jointly by the Division of Industrial Development, the Virginia Ports Authority and the Department of Agriculture and Commerce, this mission was composed of approximately 20 members representing the key executives of industry, port, agriculture, international banking, transportation and labor sectors of Virginia. These representatives were able to provide all the necessary information needed by these countries to establish new import-export programs with our state. Concurrent with this trip was an agricultural trade show, sponsored by the USDA, and held in Japan. VDAC assisted several Virginia producers in the showing of their products at this trade show.

Other than showing our products abroad, the office of International Trade and Development is also engaged in the establishment of programs designed to bring foreign agriculturalists and business leaders to Virginia so that they might examine our commodity production, processing and marketing programs in action. This concept of increasing foreign knowledge of our state agricultural resources has been and continues to be quite successful with visitations from people representing many different countries. This office has also initiated a unique program designed to involve Virginia's foreign agricultural students from local colleges and universities in future programs of international trade. It has been ascertained that few of these students have ever had an opportunity to visit actual farming areas in the state. In an effort to increase their awareness of Virginia's export potential and to provide knowledge of our agricultural endeavors, this office

has provided tours for these students to visit local areas of our agricultural complex. In such a manner, these students can become acquainted with Virginia's facilities for agricultural production, processing and marketing.

As a result of these tours, it is hoped that students will recognize the quality and abundance of Virginia's agricultural products available for overseas exports and, as they return to their own countries, will transmit this information to their agricultural personnel. By doing this, Virginia can expect to increase the scope of its agricultural export programs and, also, retain these students as future marketing liaisons between our country and theirs.

Obviously, it takes a great amount of experience and effort to develop and secure international markets—and VDAC is well qualified and totally committed to this task. As this department continues its programs of international trade and development, Virginia can be assured of unlimited marketing outlets for the future expansion of our agricultural endeavors.

Shenandoah's Pride

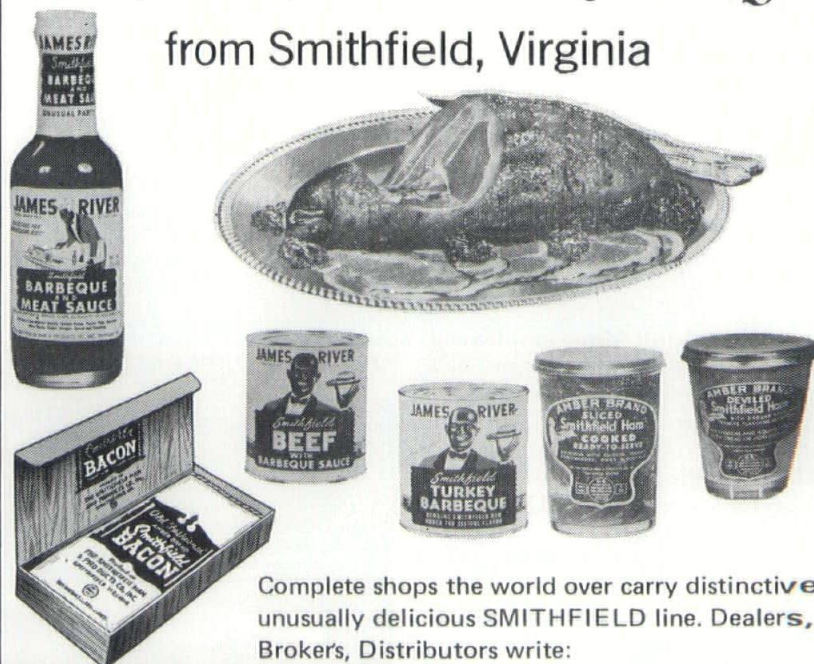
* DAIRY PRODUCTS *

**Valley of Virginia
Milk Producers
Co-operative
Association**

Harrisonburg
Woodstock
Winchester
Front Royal
Luray
Springfield
VIRGINIA

Martinsburg
WEST VIRGINIA

**Distinctive Gourmet
& Convenience Foods with a
300 year reputation for Quality
from Smithfield, Virginia**



Complete shops the world over carry distinctive, unusually delicious SMITHFIELD line. Dealers, Brokers, Distributors write:

The Smithfield Ham & Products Co., Inc.

Smithfield, Virginia 23430

Wetsel Seed Co., Inc.

*Growers, Processors and Cleaners
of All Farm Crops*

ESTABLISHED 1911

HARRISONBURG, VA.
Phone 434-6753

Specializing in
Lawn Grass Mixing



State Office of Consumer Affairs Two Years Later

By

HORACE R. HANSHAW
Information Officer

The State Office of Consumer Affairs is now well into its second year of operation. Created by an act of the General Assembly, the Office became a reality on June 26, 1970, and became a part of the Virginia Department of Agriculture and Commerce.

Roy L. Farmer, a career employee with VDAC, was named Director — becoming the nucleus of the Office which was to grow in the next two years to meet demands placed upon it by both citizen complaints and to fulfill the requirements of the law.

Now, the Office of Consumer Affairs has a full-time staff of six—all stationed in the Richmond central office at Eighth and Broad Streets except for one. The exception is Mrs. Mary Ann Shurtz who was hired in February to fill the newly established post of consumer affairs coordinator for Northern Virginia. This action was taken because of the growing number of complaints originating in the heavily urbanized area of Northern Virginia. Mrs. Shurtz, a graduate of Kansas State College and a former extension agent in home economics, is located in Falls Church at 7309 Arlington Boulevard, Suite 300.

But, those mentioned above do not represent all VDAC personnel working in the area of consumer affairs. They occupy only the *full time* staff positions.

Backing up the full time employees are 21 department regulatory inspectors—stationed in six regions over the state—who were assigned and trained to investigate consumer complaints forwarded through the OCA. Additionally, seven people in VDAC regional offices and laboratories were designated to receive area consumer complaints. All these individuals receive and forward consumer complaints to the Richmond office in addition to their regular duties.

Outside VDAC, other people and organizations assist the Office of Consumer Affairs in the complaint han-

dling process. The State Board of Agriculture and Commerce has a four-member Consumer Affairs Committee, plus there is the 15-member Department Consumer Advisory Committee. All of these individuals live and work in diverse areas of the state, and in addition to advising the OCA, they are always attuned to consumer problems that may arise in their particular area.

Roy Farmer's office also has cooperative agreements with Virginia representatives of Better Business Bureaus, Chambers of Commerce, and Retail Merchants Associations in order to gain the aid of these organizations in handling complaints that do not allege violations of Virginia laws. OCA has made contacts with the Virginia Department of Education in order to promote additional consumer education courses in public schools.

And, of course, the State Office of Consumer Affairs maintains valuable liaisons with other consumer oriented

governmental agencies—Federal, state and local. Private business organizations and associations also lend valuable assistance in the consumer services program. "In fact," says Farmer, "what has been achieved by OCA over the past two years to a great extent has been due to a fine, cooperative effort by all involved."

What are the accomplishments of the State Office of Consumer Affairs?

During the last three months of 1971, the OCA received a total of 44 new complaints from consumers. Of this number, the categories most frequently complained about (the top 10) were as follows:

| | Number complaints |
|----------------------|----------------------|
| 1. Appliances | 59 |
| 2. Automotive | 58 |
| 3. Contractors | 46 |
| 4. Furniture | 27 |
| 5. Department Stores | 18 |
| 6. Food | 18 |



Roy L. Farmer, Director of Consumer Affairs, and Mrs. Mary Ann Shurtz, consumer affairs representative for Northern Virginia, study some of the complaints that have been filed with the Richmond office. (VDAC photo)

VIRGINIA

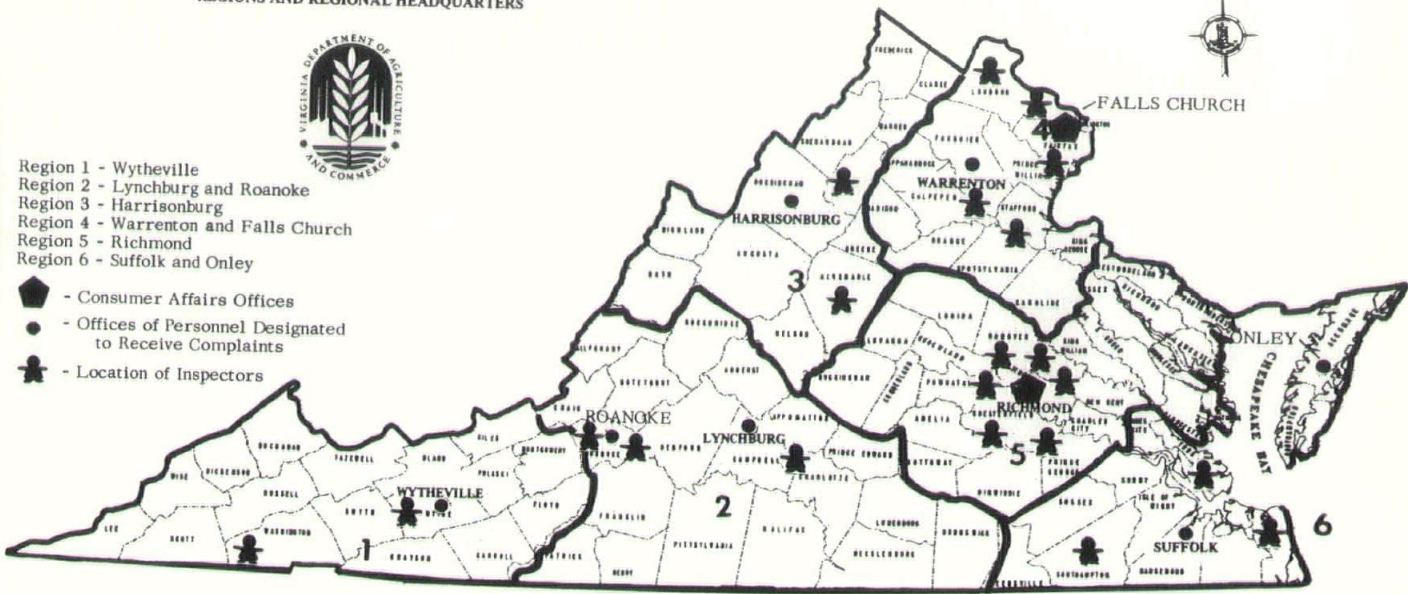
DEPARTMENT OF AGRICULTURE AND COMMERCE

REGIONS AND REGIONAL HEADQUARTERS



- Region 1 - Wytheville
- Region 2 - Lynchburg and Roanoke
- Region 3 - Harrisonburg
- Region 4 - Warrenton and Falls Church
- Region 5 - Richmond
- Region 6 - Suffolk and Onley

- Consumer Affairs Offices
- Offices of Personnel Designated to Receive Complaints
- Location of Inspectors



- 7. Home Solicitations 18
- 8. Insurance 15
- 9. Real Estate 15
- 10. Credit 14

In addition to the 448 complaints received by OCA in the period October-December 1971, the Office also received 175 requests for information.

What happens to the complaints received by OCA? Most are generally settled in one way or another. During the October-December period of 1971, Farmer's office brought to a conclusion and closed 342 complaints. Final disposition of the complaints were varied, but—as an example—in 43 cases the complainants either recovered money, had billings adjusted or contracts cancelled. Refunds and adjusted billings ranged in value from just \$1.95 to \$2,500 for a total of over \$5,900. Contacts which were cancelled for unhappy consumers alone amounted to over \$17,000!

Even though consumer complaints continue to roll in each day, Farmer says that he still firmly believes that most businessmen are honest. "Most businessmen are just as happy as the consumer when my office exposes some shady operation. They want to get this bad apple' out of the barrel just as much as the consumer does," Farmer said.

What does a citizen with a legitimate consumer complaint do?

"First," says Farmer, "contact the management of the business with whom you have your complaint. Quite often, the complaint can be settled on

the spot just by talking to the right person."

Then, if the consumer does not get satisfaction, he can contact either the State Office of Consumer Affairs or one of the local offices. The complaint should be in writing, dated and signed. With the complaint should be copies of *all* important information—agreements, sales slips, contracts, etc. Farmer says that if a consumer sends in a properly executed complaint and all the necessary data the first time, his

office can move forward much quicker on processing the complaint. This will save time and effort on everyone's part.

"But I don't want Virginians to think of my office entirely in the negative sense—as a place just to lodge complaints. I would always welcome comments and constructive criticisms from consumers on the functions of the OCA and suggestions for improvements. We are always looking for new and better ways to serve the consumer," Farmer stated.

PERSONS DESIGNATED TO RECEIVE CONSUMER COMPLAINTS IN VDAC REGIONAL OFFICES

Harrisonburg Office
Mrs. Shirley Earman
116 Reservoir Street
Harrisonburg, Virginia 22801
Phone: 434-2585

Roanoke Office
Mrs. Shirley Wynn
5223 Williamson Road
Roanoke, Virginia 24012
Phone: 362-1606

Lynchburg Office
Mrs. Phyllis McGann
P. O. Box 4191
Lynchburg, Virginia 24502
Phone: 846-8860

Suffolk Office
Jim Worrell
308 Culloden Street
Suffolk, Virginia 23434
Phone: 539-8723

Onley Office
Mrs. W. C. Evans
P. O. Box 26
Onley, Virginia 23418
Phone: 787-3171

Warrenton Office
Mrs. Linda Whitt
234 West Shirley Avenue
Warrenton, Virginia 22186
Phone: 347-3131

Richmond Office
Roy L. Farmer
P. O. Box 1163
Richmond, Virginia 23209
Phone: 770-2042

Wytheville Office
Mrs. Velma Grubb
P. O. Box 436
Wytheville, Virginia 24382
Phone: 228-5501

SUCCESS REQUIRES SURVEILLANCE

By

RAY SCHREINER

Director of Information



Marking Virginia's official recognition as hog-cholera free, VDAC's Dr. C. W. Griffin of Ivor holds USDA's formal award during March 17 ceremonies at the State Capitol. Also present, from left: Dr. George B. Estes, assistant director, Division of Animal Health and Dairies (AH&D), Commissioner Rowe, and Dr. W. L. Bendix, AH&D director.

“When you start bragging about what you have accomplished that's the time when you want to get ready to duck,” said Dr. W. L. Bendix, the State Veterinarian, when asked about some successful efforts in the work of the Animal Health and Dairies Division.

“We are now, as of March, certified as a hog cholera free state, we carried out an extensive operation to vaccinate the equine population of the state against VEE, we've been successful in meeting our meat inspection obligations and we have taken on the inspection of milk for the Washington D.C. market. But each one of these areas require continuing work. In the cases of meat inspection and the D.C. milk inspection, we are still developing our techniques to accomplish our mission.”

In the fall of 1967 a meat inspection act was passed by the Federal government that gave each of the states two years, with a permissive extension of one year, to bring the state's meat inspection service to a point that it would be equal with the Federal. Most programs of this type are a joint venture in the establishment of the program. However, in this case the Federal government took the initiative saying in effect, that the state would meet the standards or the Federal government would move into the state and carry out the program. The strict rules developed caused some concern when they first went into effect. Some marginal operations were not able to meet

these standards and had to cease existing. Some of the large companies consolidated meat processing plants rather than try to refurbish old establishments that would require what was felt were exorbitant costs in meeting the new criteria.

“It has been a shaking out process,” said Dr. Bendix, “which will probably continue for some time to come, but it is working and should continue to develop.”

One of the areas of concern was for the farmer who has been slaughtering his own animals. The law states that the only meat that is exempt from inspection is meat that was slaughtered by a man that he raised himself on his own farm and that he ate and fed to his family or his full time help, or what the law refers to as non-paying guests.

“This has caused some gray areas that have still not been resolved,” said the State Veterinarian, “but we are working this out. We are also working out gray areas in the milk inspection program of Washington, D.C.”

Increased responsibilities in milk inspection were given VDAC when the Congress and Commissioners of the Nation's capitol felt that it was no longer the job of the D.C. Health Department to inspect some 450 dairy farms in Northern and North Central Virginia. Now all of the farms producing milk in Virginia are handled by VDAC regardless of where the milk is sold.

Two programs in cooperation with

the Federal government have been very successful; hog cholera and Venezuelan Equine Encephalomyelitis control.

Ten years ago a national program to eliminate hog cholera was instigated. This is swine disease that as far as known affects only swine. If allowed to run its course, it could kill 50 to 60 percent of the swine herds of the state.

The joint Federal-State effort to bring hog cholera under control was part of a four phase program. Phase I, reporting systems and diagnostic criteria were developed. Phase II was designed to reduce the incidence of hog cholera through increased vaccinations. Use of vaccines was later discontinued. Phase III was developed to stamp out cholera through rigid standards and depopulation of infected premises. Phase IV was a one year period with no outbreaks leading to official free status.

On March 17, 1972, Virginia was certified hog cholera free after going for 12 straight months without a single reported case. The results of this campaign will be of benefit not only to the swine industry of the state, but also to all its citizens.

“The campaign cost us a little more than we thought it would,” Dr. Bendix said when asked to set a monetary value on the work that was accomplished. “Although compared to what it was costing us, it was a bargain. We have spent, over a ten year period

three quarters of a million dollars of state money and an equal amount of Federal, but it was costing us \$2 million a year to live with it. This figure is based on cost of the vaccination, dead hogs and pigs not marketed, feed being wasted, veterinary fees and labor."

Another advantage to the state financially will be the paying of indemnity payments now that Virginia has been certified hog cholera free. Under Phase II of the program, indemnity was paid the farmer on the basis of 50 percent from the state and 50 percent from the Federal government. In Phase IV of the program the state paid 5 percent and the Federal 75. Now 10 percent of the cost will be handled by the Federal government, and if affected swine are brought into the state over which the state has no control, the Federal government will underwrite the entire indemnity payment.

One of the side benefits of the hog cholera campaign was an increased interest in the prevention of garbage feeding of swine. Starting in the early 1960s Virginia had a law that required the boiling of all garbage fed to swine. This turned out to be almost impossible to control. Then on July 1, 1971, the garbage feeding was completely prohibited.

"The policing of a no-garbage feeding law is much easier, much cheaper and much more satisfactory," was the appraisal of Dr. Bendix. "This takes a wide open doorway and closes it to the introduction of not only hog cholera, but other swine diseases. We've had two or three cases brought to court. In one instance the man accused of feeding garbage to his swine was fined \$300 and threatened with jail if the incidence occurred again."

Battles against disease, like hog cholera, that require a long time campaign are one approach, but the Division of Animal Health and Dairies is constantly faced with the brush fire type campaign, when almost unannounced some other disease flares up and threatens the animals of the state.

In the summer of 1971 there was an outbreak of Venezuelan Equine Encephalomyelitis in Texas. Although veterinarians across the country were aware of the potential danger of this disease crossing the border from Mexico, when it did occur it required the immediate mobilization of many peo-

ple in many states to meet the emergency.

In July the first step was limited quarantine to keep horses from Texas or which had been in Texas from entering Virginia. The term "horses" was intended to imply all horse-like animals, embracing all members of the equine species including ponies, asses and burros. In an attempt to control the disease the United States Department of Agriculture secured from the U.S. Department of Defense the rights to a special vaccine that had been developed for military personnel in the South and Central American area. This seemed to bring some control to the situation in Texas where hundreds of horses died. A campaign was launched to make the VEE vaccine available to states surrounding Texas or which might be on the normal lines of commerce from the Lone Star State. Vaccine was made free to horse owners in Louisiana, Arkansas, Oklahoma, New Mexico, Mississippi, Alabama, Georgia, Florida, North Carolina and Virginia. When the final figures were in for Virginia it was shown that 112,946 animals were vaccinated. This was estimated to be 94 percent of the equine population. Quick action by Federal, state and private veterinarians in the Southeast had brought the disease under control and kept it almost entirely in Texas. But like all diseases, there is no assurance that it will not strike again.

"VEE is now said to be endemic to the United States," was the observa-

tion of Dr. Bendix. "This means that it is part of the ecology and will probably be something we have to live with for some time to come. Equines vaccinated in the 1971 vaccinal program need not be revaccinated, but we urge owners to vaccinate all horses that were not vaccinated last year and to revaccinate those that were less than six months of age at the time of last year's vaccination. At this time we don't know yet the duration of immunity, but from all indications it would seem to be considerably more than one year. Research to determine the duration of the immunity is being conducted by USDA.

"What we've been talking about today are certainly not all of the areas of concern or anywhere near the complete list of diseases that we must constantly keep under surveillance," concluded Dr. Bendix. "The ones we have mentioned perhaps receive a little more space in the press and perhaps were more in the public's range of concern. The Division of Animal Health and Dairies has many laws and regulations to enforce and control to bring about a healthy animal population in the state and to protect the consumer's interests. We are bringing some things under control as we have done with bovine brucellosis and now hog cholera, but it is only by day to day surveillance and the constant cooperation of all facets of animal industries in the state that we will be able to maintain and strengthen our control over these potential trouble spots."

ORANGE LIVE STOCK MARKET

INCORPORATED

P. O. Box 226

Dial 672-4688

Orange, Va.

"Every Hoof Under Roof"

SALE

Every Wednesday

1:00 P.M.

**T'm at your door
or in your store**

Love,
Woodrow



Curles Neck Dairy

1600 ROSENEATH ROAD, RICHMOND, VA.

**South Roanoke
Lumber Co.**

2329 Franklin Rd., S.W.
ROANOKE, VIRGINIA

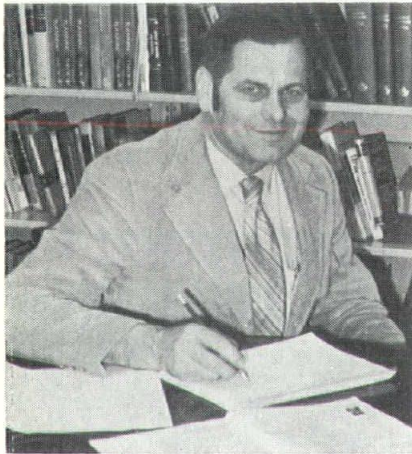
PUTTING IT ALL TOGETHER IN AGRICULTURE

By H. RANDOLPH POWELL, *Information Technician*

“Teamwork is the key to agricultural development.” Cooperative effort and support of the total industry of agriculture is a “must” and vital to increasing the economic, cultural and employment opportunities throughout the Commonwealth.

In commenting on the situation, Maurice B. Rowe, Commissioner of Agriculture and Commerce, stated, “We believe that there are some great opportunities across Virginia in agriculture which have not been fully developed. One of the objectives we have is to get out there to meet with the people who are involved in these areas and try to identify these opportunities; and, hopefully by bringing together the resource people and people from this industry, we are going to see some outstanding results in 1972 and future years.”

The Virginia Agricultural Opportunities Development Program was organized in 1969 to carry out the recommendations of a detailed study started by the Commission of the Industry of Agriculture in 1966 and completed in 1969. The Commission study was conducted through eight task force groups, utilizing the services of more than 300



Robert F. Hutcheson

concerned leaders of Virginia's industry of agriculture and under the direction of Howard H. Gordon, Chairman, S. Mason Carbaugh, Executive Director, and Robert F. Hutcheson, Executive Secretary of the Commission. A report entitled “Opportunities for Virginia Agriculture” was presented to Governor Godwin in 1969, along with detailed study reports by each of the task forces in which more than 400 recommendations were made

on action programs needed to be developed in the 1970's. During the past two years the Agricultural Opportunities Development Program, under the leadership of J. E. Givens, Commission Chairman, Charles W. Wampler, Jr., Program Chairman, and six subcommittees, broad industry work has progressed as follows:

I. *Manpower Development and Training.* This committee, headed by Dr. Claud Scroggs, Southern States Cooperative, Inc., has worked with the Department of Community Colleges in the development of a master plan leading to associate degrees in technical agriculture in the Community College System. A pilot project was implemented and evaluated in the five counties surrounding Wytheville Community College to interest students in the public school system in agriculturally related careers. About fifty-five hundred students participated in the project, of which more than nine hundred later expressed an interest in agricultural careers. Currently, plans are being developed to provide film strips and brochures to all junior high schools, high schools, vocational agricul-

ture teachers, county agriculture extension offices, agricultural associations, and professional people, in an effort to promote agricultural careers throughout the state.

II. *Agricultural Finance.* This committee, headed by E. C. Compton, Senior Vice President, Virginia Agricultural Business Council, has been working with VPI&SU and the Virginia Bankers Association in the development of a series of agricultural enterprise budgets to provide information on capital needs and cash flow in crop and livestock enterprises and general farm operations. Also, work is progressing towards a short course in agricultural finance for credit managers in banks and other lending institutions.

III. *Marketing.* This committee, under the leadership of Dr. Edward Faris, Head, Department of Agricultural Economics, VPI&SU, has completed a base study of Virginia's agricultural marketing system which was published in the latter part of 1971.

IV. *Services and Supply.* This committee, under the leadership of the late William Derr of Rockingham Cooperating Farm Bureau, has recently completed a detailed study of the Virginia Agricultural Service and Supply Industry and the publication was made available in May, 1972.

V. *Assessment and Taxation.* This committee, headed by Howard H. Gordon, has provided leadership and staff work in amending Section 58-769 of the Code of Virginia to provide for special assessment of agricultural, horticultural, forest and open space land. The State Land Evaluation Advisory Committee, consisting of: W. H. First, Commissioner, Department of Taxation; Robert H. Kirby, Director, Division of State Planning and Community Affairs; Marvin M. Sutherland, Director, Department of Conservation and Economic Development; Robert Blackmore, Director, Commission of Outdoor Recreation; Dr. James E. Martin, Dean, College of Agriculture and Life Sciences, VPI&SU; and Maurice B. Rowe, Commissioner, Virginia Department of Agriculture and Commerce, is currently developing methods and procedures to determine use values of agricultural, horticultural, forest and open space land which can be used by localities in implementing use value taxation.

VI. *Soil and Water Resources.* This committee, under the leadership of Edward L. Felton, Chairman, Virginia Soil and Water Conservation Commission, has worked toward a special scholarship program in soil science for students at VPI&SU and a master plan for accelerated soil survey and mapping in the State of Virginia, to be completed by 1990. This recommendation is being implemented by the Virginia Soil and Water Conservation Districts in cooperation with the Commission and other state and federal agencies. Plans are currently being developed for a statewide conference on agricultural waste management for the maintenance and improvement of soil and water resources throughout the Commonwealth.

In 1971, the Commission of the Industry of Agriculture

recommended that its duties and responsibilities be transferred to the Virginia Board of Agriculture and Commerce. Also, the Commission and Commissioner Maurice B. Rowe named T. Graham Copeland, Jr., as Director of the Agricultural Opportunities Development Program, to devote full time to the program. The Commission members and staff personnel prepared an analysis and evaluation of the agricultural industry and recommended that the following ten commodities be given concentrated attention in 1972 in addition to the continuing programs:



T. Graham Copeland, Jr.

1. Slaughter beef industry
 2. Commercial swine industry
 3. Soybean industry
 4. Turfgrass and sod industry
 5. Silage production
 6. Commercial sheep industry
 7. Commercial egg industry
 8. Peanut industry
 9. Dark-Fired and Sun-Cured tobacco industry
 10. Potatoes and other commercial vegetables
- A slaughter beef industry task force is developing an in-

depth feasibility study on large-scale cattle finishing and slaughtering operations in Virginia. The study recommendations will be available in May, 1972 and a committee will be appointed to carry out the recommendations. Also, the industry has requested an evaluation of methods and procedures used in livestock auction markets. A second task force is working with the development and maintenance of custom slaughtering operations in the state.

The turfgrass and sod industry task force is developing a comprehensive survey of the rapidly expanding turfgrass industry throughout the Commonwealth. People have become increasingly aware of the importance of this industry in their daily lives. The increased awareness of the public to the need for environmental improvement, pollution control, and recreation has emphasized the value of turf, soil erosion and sedimentation control, the reduction of water runoff, the reduction of dust and mud, the cooling effect of turf in comparison of asphalt and the beneficial effects of grass to the atmosphere and the recreational needs to the citizens in Virginia.

The Virginia dark-fired and sun-cured tobacco industry is working through a task force to identify and develop opportunities in this industry. Production of this commodity is deficient to the needs of the processing industry. Improved harvesting practices, curing practices, and marketing procedures are being developed to stimulate production in this commodity.

A white potato industry task force has worked diligently to develop opportunities in this industry. These opportunities, such as, amendment of the Virginia Licensing and Bonding Law for produce dealers, revision of brokerage fee standards, model grower-handler agreements, model grower-handler receipts, recommended change of grade stand-

OWEN STEEL COMPANY

OF

NORTH CAROLINA, INC.



TELEPHONE 865-8571
Area Code 704

P. O. BOX 1657, GASTONIA, N. C.-28053

ards, food quality testing program, recommended amendments to the Southeastern Potato Marketing Order, market news revisions, promotion of Virginia markets and Virginia potatoes, evaluation of consumer desires at receiving points, capital and credit needs, transportation needs, labor needs and development of model migrant labor camps, and a strong communication effort throughout the total white potato industry. The task force has established nine subcommittees to carry on a long-range program in development of this industry. This task force will be expanded to include the total Virginia vegetable industry.

Also, agricultural opportunity development programs are being implemented through the Virginia Pork Federation, the Virginia Soybean Association, the Virginia Peanut Growers Association, and the Virginia Sheep Producers Federation.

As recommended, the 1972 General Assembly passed a bill transferring the duties and responsibilities of the Commission of the Industry of Agriculture to the Virginia Board of Agriculture and Commerce. The duties are:

. . . The Board shall also be required to advise the Governor on the state of the agricultural industry and to further advise him on a course of action to include, but be not limited to, one that will promote its development; to encourage persons, agencies, organizations and industries to implement a development program and counsel the same in this development; to work closely with all agencies concerned with rural resources development, and coordinate efforts toward maximum farm and off-farm employment; to examine

marketing procedures and new techniques for selling Virginia's farm products; and to formulate plans for developing new markets for such products; and other such matters as the Governor may request.

T. Graham Copeland, Jr., Director of Agricultural Opportunities Development, Department of Agriculture and Commerce, noted that agriculture continues to be the state's leading industry — \$4 billion; the largest employer — over 15% of the total labor force; and the largest wage payer — over 20% of total wages paid. This industry represents a viable force in Virginia's economy. "Putting it all together in agriculture" means people—people who have committed themselves to the development of this industry—people who are willing to demonstrate how opportunities can be developed. For example, anticipated growth in the industry of agriculture reveals a need for an additional 80,000 trained employees by 1980. Through the efforts of the Agricultural Career Opportunities Program, involving colleges of agriculture, agriculture extension service, Community College, Department of Educational Vocational Agriculture program, and Guidance Counseling program, private industry, Agri-Business Council, Department of Agriculture producer contribution to the Agricultural Foundation, 4-H, FFA and other interested groups, this opportunity will be developed. The growth of the Virginia industry of agriculture will improve the state's economy, provide and promote good land use, improve the quality of life in the urban and rural communities, promote a balanced growth and promote understanding of agriculture contributions to society. Cohesive teamwork and long-range planning are essential.

Norfolk Shipbuilding & Drydock Corporation

NORFOLK, VIRGINIA

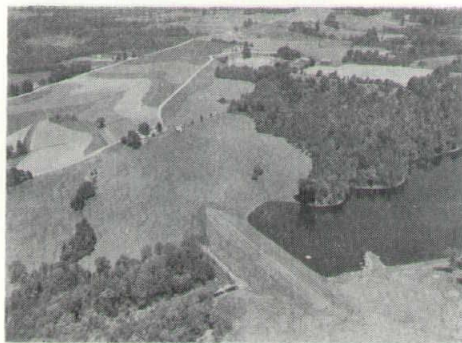
*Three Completely Equipped Yards for Repair and Conversion
Of All Types of Vessels*

Leggett

*Shop the nearest Leggett Store in your community—
where you will find quality merchandise and
friendly, courteous service.*

THE CHALLENGE OF RURAL DEVELOPMENT

By
EDWARD C. ELLETT
Information Officer



Soil and Water Conservation Commission projects, such as this flood retarding structure in Charlotte Co., are important in providing ample water resources for rural industrial development. (Note the contour plowing in the background.)

With the advent of our nation's era of urban industrialization, Virginia (and many other states which were then primarily rural) underwent a significant change in population dispersal. Rapid urbanization, at that time, created a shortage of farm personnel and rural workers and left the rural community somewhat depleted — both socially and economically. Population out-migration from the farms and the farming communities resulted in a partial disruption of the necessary socio-economic balance of rural Virginia.

Today, the rural dweller, in many cases, still find himself in a situation of lowered income and finds it extremely difficult to function financially in today's complex society. Perhaps no organization is more aware of this situation than the Department of Agriculture and Commerce. Over the years VDAC has worked jointly with industry and the federal government to better the situation of the low-income rural dweller and, to a great extent, has enjoyed success in this endeavor — but the problem has not been completely resolved.

Several programs of rural rehabilitation have recently been begun by this department's office of Rural Resource Services — programs designed to assist the low-income farm family. In 1971, the Commissioner of Agriculture and Commerce received funds from the assets of the former Virginia Rural Rehabilitation Corporation, and designated the office of Rural Resource Services to provide for the rehabilitation of needy farm families in Virginia. With approval of the Farmers Home Administration (acting for the Secretary of Agriculture), a portion of these funds are being made available for student loans to Virginia farm youths.

These loans are available to all children from low-income farm families in the state who are at least 16 years old

and, in some cases, to adults also. Loan recipients may use them for educational assistance in approved institutions of higher learning (including universities, branches of universities, colleges, junior colleges and community colleges) and vocational schools (including technical, trade business, nursing or similar schools). By supplementing educational expenditures with these loans, more farm youth will have the opportunity to better themselves academically and increase their chances for success in Virginia's future.

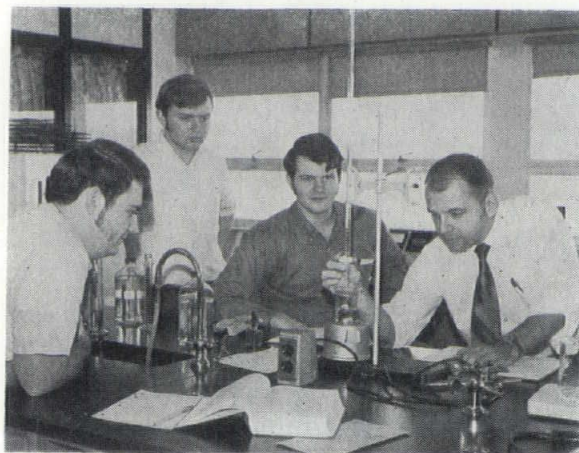
Another portion of these Rural Rehabilitation funds is currently being considered for another vital use in the rural community. Investigations are being made to determine what assistance is wanted and needed by marketing co-ops in low income farming districts. Small farmers, faced with many new and complex problems, remain limited in their crop production and marketing ability. Individually,

they have little to offer the marketplace and, consequently, are oftentimes unable to find desirable markets for their produce. Functioning as a viable cooperative, they will be able to expand their range of marketing and increase their bargaining power in the marketplace.

Although financial aid, such as the Rural Rehabilitation fund, is greatly assisting the problem of rural development, the future of the low income rural Virginian remains dependent upon Virginia's most important natural resources — its land and water. Our state's farming communities cannot progress until they achieve maximum usage of land areas through wise resource management. Rural resource programs, carried out by the Soil and Water Conservation Commission and the Districts specially designated to alleviate soil erosion and sedimentation problems, are significantly aiding farm land management and, in doing so, are directly affecting the financial situation of rural areas.

By constructing flood prevention and water storage dams, such programs provide the vital necessity for industrial development — ample water resources. As Industry relocates in rural areas, low-income families will have the opportunity to supplement their income as part of the rural-industrial work force. Already, this trend has begun in several areas of our state and the results are most promising.

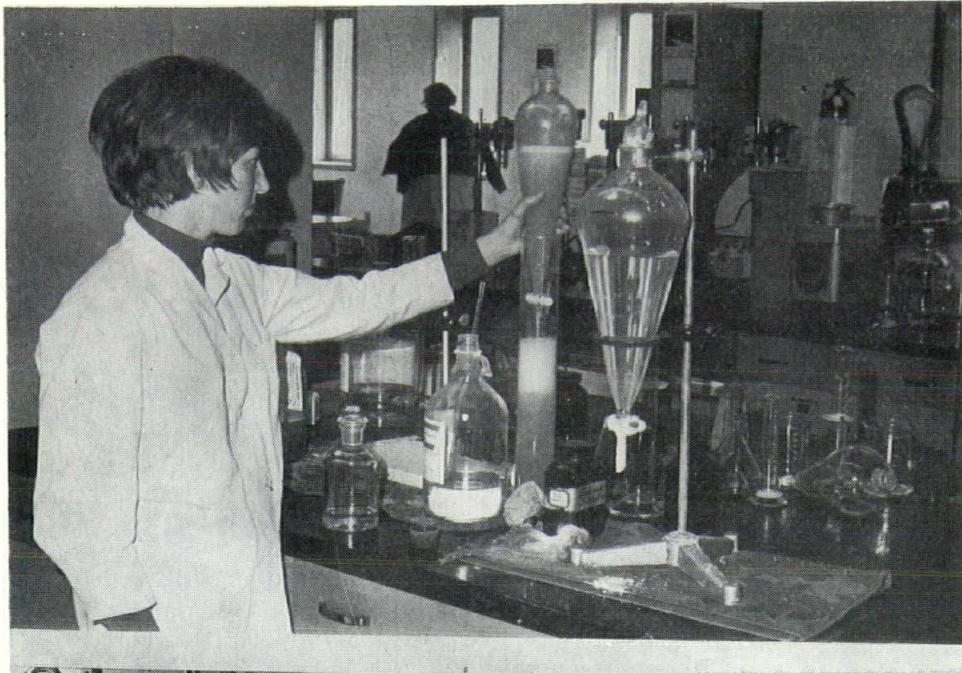
The demand for rural development is a vital concern to this state. Through its office of Rural Resource Services, VDAC is making every possible attempt to help the low income rural Virginian. Although significant accomplishments are being made in this area, the greatest success in rural development cannot be attained until a total effort is exerted by every segment of our society.



VDAC's student loan fund will provide many young Virginians with financial assistance to attend institutions of higher learning.

The students shown in the photo at left, are enrolled at Wytheville Community College.

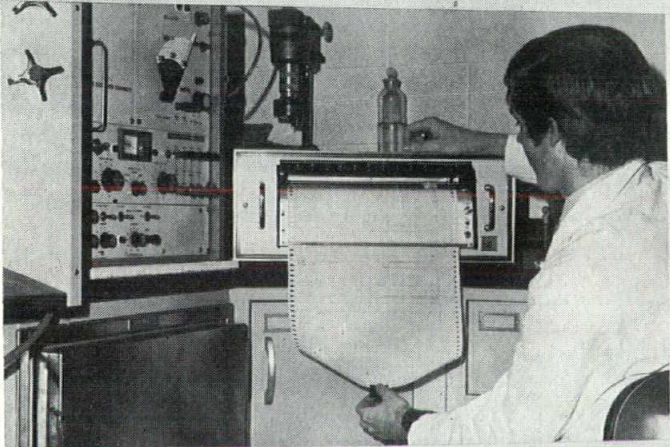
(Greear Studio)



Top photo—this sample of water will be further processed by personnel in the pesticide laboratory to enable final analysis of the type and amount of pesticide present.

Modern instrumentation, such as this gas chromatograph (center), is used by both the drug and pesticide laboratories for identification and content specifics of unknown substances.

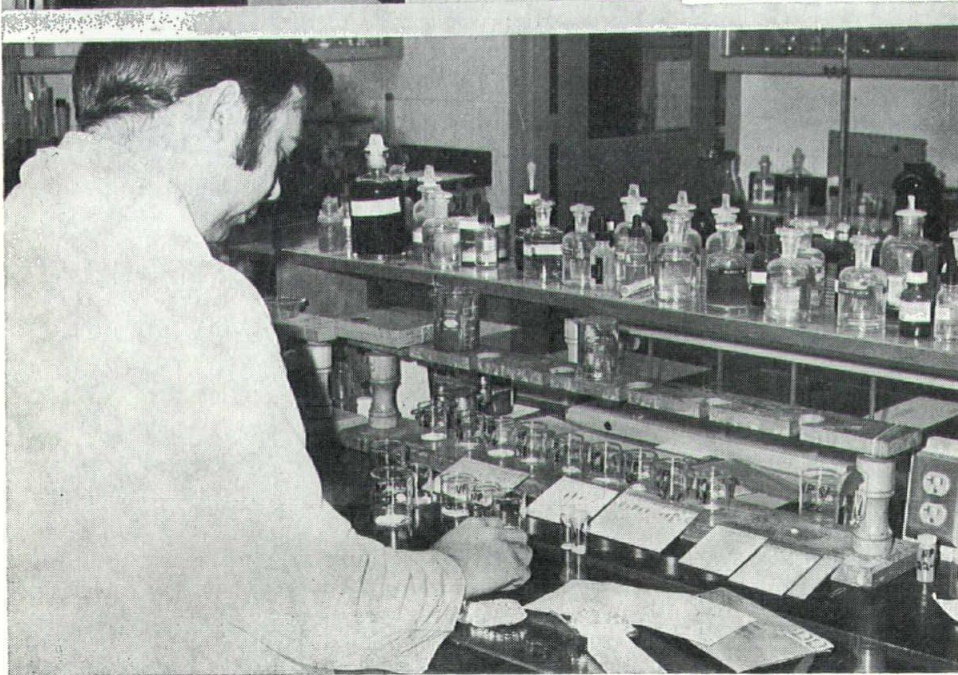
Lower photo—chemist in VDAC's drug laboratory is engaged in the identification of several drug compounds that may prove to be illegal for usage. Assistance, such as this, is an important factor in curbing illegal drug trafficking in Virginia.



Serving Virginia Through Analytical Testing

By

EDWARD C. ELLETT
Information Officer



ices, the five laboratory sections of the Division of Technical Services have been effective in determining product content specifications to aid in consumer protection through commercial regulation. Two of these laboratory sections, the Drug and Pesticide laboratories, have been called upon to supply additional informational statistics to assist the Governor's Council on the Environment and the Council on Narcotics and Drug Abuse Control.

Over the years, the Pesticide Section's formulations laboratory has analyzed official samples of pesticide products submitted by the Division of Regulatory Services to determine if they conform to the percentages of active ingredients declared on the label. This work has been vitally important in the regulation of pesticides restricted for use in Virginia. VDAC also maintains a pesticide residues laboratory in this section to analyze samples for the presence of pesticides and their breakdown products, in the parts per million

(Continued on page 65)

THINK CONCRETELY AND THE DESIGNS WILL COME LIGHTLY

No matter what type structure you are designing, remember that the owners can enjoy lower insurance rates and less maintenance cost with lightweight concrete. Buildings made of concrete containing lightweight aggregate can't burn, rot, sag or rust.

Occupants are safer, buildings are quieter and more secure, and the owners are happy with the results. All of the low cost, readily available forms of modern lightweight concrete—blocks, precast panels, decking, ready mix—benefit when Snowden™ Lightweight

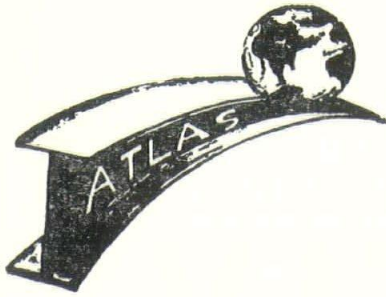
Aggregate is used. Ask your local concrete producer, or try Snowden on your next job and see the difference.

SNOWDEN™ LIGHTWEIGHT AGGREGATE
—another new product from
Hercules Incorporated.

DISTRICT SALES OFFICE: 703-285-1631 • SNOWDEN, VIRGINIA, PLANT: 703-299-4711

SNOWDEN™
LIGHTWEIGHT AGGREGATE





ATLAS MACHINE & IRON WORKS, INC.

7308 WELLINGTON ROAD
GAINESVILLE, VIRGINIA 22065

J. H. LEE & SONS, INC.

Contractors

- Highways
- Excavating
- Sub Division
- Waste Water Control Work
- Ready Mixed Concrete

Phone 653-3561

Courtland, Va. 23837

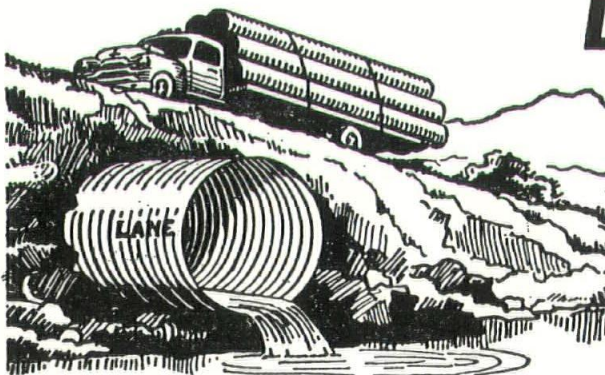
INTERSTATE BRIDGE COMPANY OF MARYLAND, INC.

Highway Bridges & Steel Erection

St. Reg. #9237

Phone (301) 865-5505

P. O. Box 18, New Market, Md. 21774



LANE-PENNCARVA INC.

CORRUGATED METAL
PIPE and PIPE ARCH

BEALETON, VA. 22712 PHONE 439-3201
BRANCH: DUBLIN, VA. 24084 PHONE 674-2741

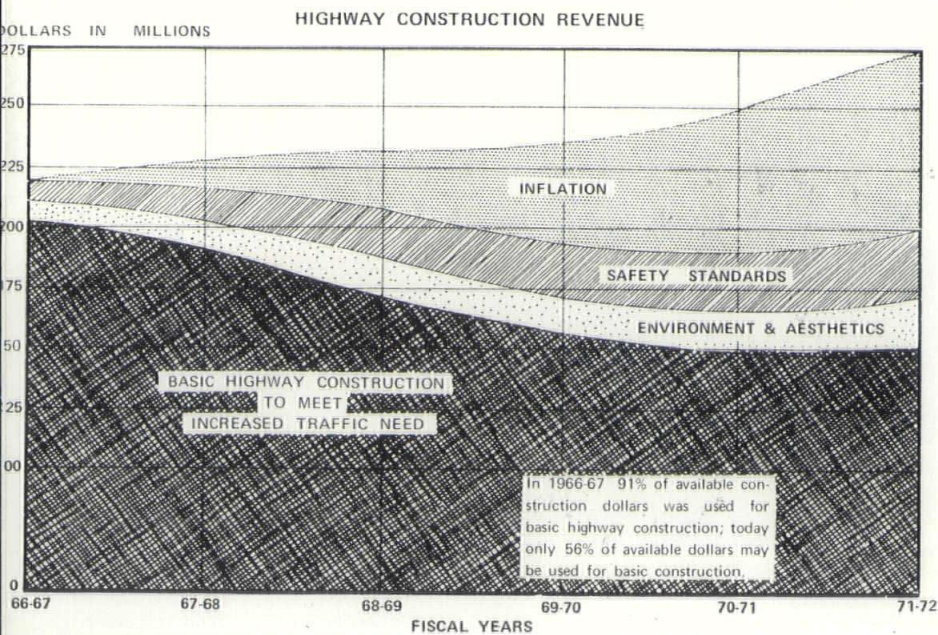


Highway Commissioner Douglas B. Fugate Discusses Revenue Proposals With House Finance Committee

“SAFETY . . . MOBILITY . . . CONVENIENCE” FOR VIRGINIA MOTORISTS

By ALBERT W. COATES, JR.

Public Information Officer Va. Department of Highways



VIRGINIA embarks July 1 on a 10-year road program aimed at completing extensive rural improvements, providing major new funds to cities and towns, and aiding urban mass transit, with additional revenue authorized by the 1972 General Assembly paying a substantial share of the cost.

The program was recommended last December by the State Highway Commission, after months of study, and it drew widespread support. It is intended to meet basic highway transportation requirements in the period 1972 to 1982.

It will mean increased safety, mobility and convenience in motoring, but the program and the new funds also will prevent the state's highway development, confronted with mounting needs and higher costs, from slipping further behind.

In outlining the 10-year, \$5.2 billion program, the Commission pointed out that road needs cannot be considered in a vacuum, isolated from other aspects of Virginia life.

It noted that in the past decade, the state's population rose from 3,954,446 to 4,651,448, with urban regions experiencing particularly heavy growth; the number of registered motor vehicles increased from 1,451,338 to 2,217,081; and travel, up by more than 65 percent, had reached approximately 50 million vehicle miles daily on the state highway system.

But further:

"The Commonwealth has continued her efforts to encourage desirable industrial growth and tourism, and has embarked on such major new programs as those to develop an important system of community colleges and to expand the system of state parks.

"All of these factors are related—people, the places in which they choose to live, their reliance on mobility, and the basic needs for a strong economy and for equally strong educational and recreational opportunities," the Commission said.

The 10-year program was recommended initially to the Virginia Advisory Legislative Council (VALC), which also had been reviewing the state's long-range street and highway needs. And it drew VALC support.

"The new 10-year plan for the decade 1972-82 here proposed has been cut to the bone. The goals set therein are the minimum required if the Commonwealth is to maintain a viable highway system into the 1980s" the VALC said in a report to Governor Holton and the General Assembly. It said the additional funds—\$650 million over the 10 years—were essential.

Later, in his January 12 address to the opening session of the Legislature, the Governor urged approval of the highway improvement program. He called it a "prime priority" matter facing the Assembly.

"It alarms me to hear talk of a compromise on this program. The need is there, and the public demand is felt by all of us in the almost daily letters we receive asking for better highway services. We must provide them," the Governor declared.

And quickly, in quarters beyond state government, came expressions of agreement.

The Virginia State Chamber of Commerce urged approval of the plan "as a reasoned, sensible, and equitable program for accomplishing the improvements needed in Virginia's highway system, which is the lifeblood of

commerce in the Old Dominion and, therefore, in the best interest of all Virginia citizens."

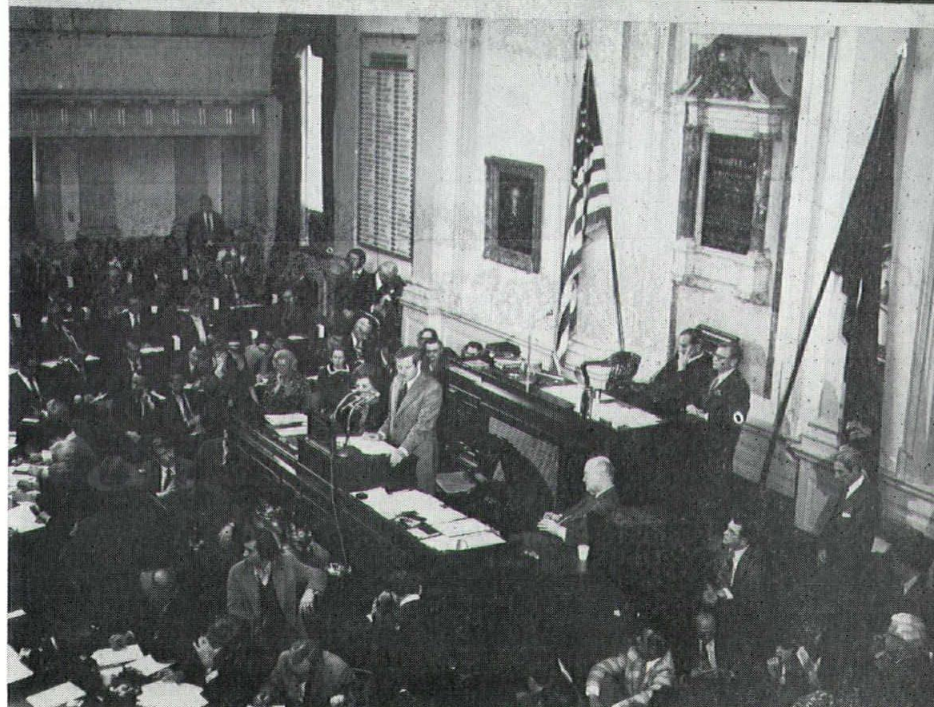
The Great Lakes to Florida Highway Association, an organization of hundreds of businessmen interested in better roads, urged legislative approval of the program, and described additional revenue as imperative "in order to move ahead and provide the very obviously needed highway system in Virginia."

"We have the facts—the proof that the great 'Mountain Empire' section of the Old Dominion is today moving forward to a new era of progress. The key that unlocked the door . . . was

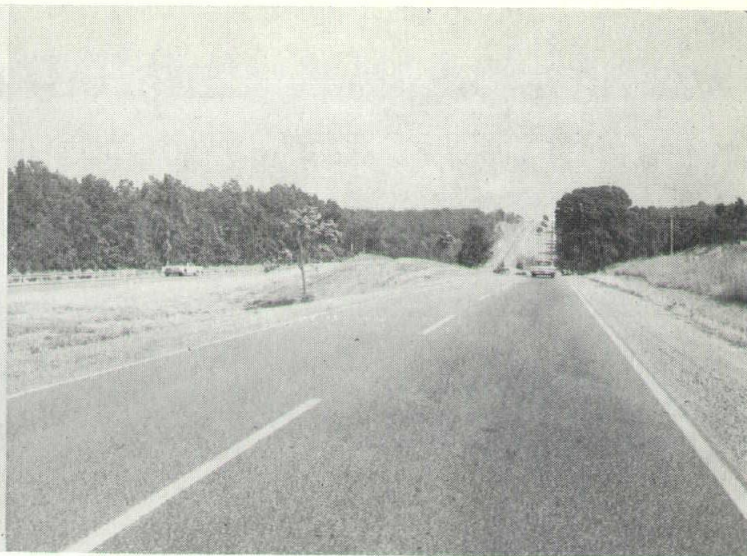
modern highways. But this is only the beginning. Roads are positively the gateway to a greater Virginia, and that applies . . . to the urban areas as well as the rural sections," said the association, whose president, James A. Williams, is a Wytheville newspaper publisher.

In Roanoke, the City Council adopted a resolution saying that "implementation of this program is essential if the Commonwealth and her localities are to provide adequate street and road facilities."

The Lynchburg City Council said that without the additional revenue street and road construction "will b



State Highway Commission approved 10-Year Program and discussed it with the news media at its December meeting (Top photo). And, Governor Holton recommended program in his address to Opening Session of the General Assembly.



Among Program's objectives are completion of Virginia's Interstate and Arterial Highways. Shown are I-81 in Frederick County and Arterial US 460 in Appomattox County.

—All Photos Courtesy of The Va. Department of Highways—

curtailed and further delayed to the detriment of the public."

Shortly before, in a pre-legislative session poll, members of the Greater Lynchburg Chamber of Commerce had said they felt no single item would be as important to the future of Central Virginia as expanded highway construction and the financing of the program with additional funds.

Altogether, endorsement for the program came from a dozen or more local governing bodies, and from the Virginia Municipal League. A number of local chambers of commerce added their approval.

And a citizens committee consisting of prominent Virginia businessmen was formed to urge adoption of the road program by the General Assembly.

Indeed, some observers said they had not witnessed such broad public support for adequate highway financing since the days, decades ago, when the cry was to "get the farmer out of the mud."

In the Legislature, the program and the necessary financing were approved by comfortable margins, although not without opposition. Some members felt 1972 was not a time to raise taxes. Others felt a larger share of road-user tax revenues should be reserved for urban mass transit facilities. Some said the urban areas would receive too little for streets and roads under the Highway Commission's recommendations. And others said the rural counties would receive too little.

Why was the 10-year program proposed anyway? And what will it mean for Virginians?

The problem occurring increasingly in most states, not only in Virginia, had

been to face up to the exceedingly difficult problem of developing and maintaining an adequate highway transportation network in the midst of rapidly mounting demands and substantially higher costs.

That the problem had to be faced seemed apparent, for adequate roads are important to every state and every community. Aside from permitting more convenient mobility, desirable as that may be, modern roads represent one of the most significant steps toward increased levels of traffic safety. That's illustrated by the fact that an average of one life is saved every year for every five miles of the interstate system in use by motorists, and that the accident fatality rate on modern roads such as those in the interstate system is about one-third the rate on older conventional roads. Further, there's mounting evidence that modern highway development encourages economic growth, providing, among other benefits, new jobs and broader tax bases for local governments.

In the mid-1960's, a number of basic objectives had been established for the road system in Virginia. They were directed chiefly at completing highest priority improvements on existing roads while, at the same time, completing the interstate and arterial networks.

Overall, substantial progress had been made toward some of these goals. But in many instances their attainment was far beyond reach as the Highway Commission and Department of Highways' engineers, early in 1971, began an intensive appraisal of the state's road program.

Nationally, completion of the inter-

state system had been deferred well beyond the original target date of 1972, and it didn't seem likely that these superhighways would be finished before 1980, perhaps later.

Besides stretching out the interstate program itself, this meant that federal funds would not be channeled from interstate construction to help meet urgent needs on other road systems in the early '70s, as anticipated.

Inflation, affecting most phases of the economy, had been and remains particularly severe in highway and bridge construction. It led to a 35 percent increase in construction costs between 1966 and the end of 1971.

Engineering research had discovered new methods of building added safety features into highway facilities—through such steps as wider bridges, flatter slopes on the roadside, break-away sign supports, and major refinement in guardrail design.

The new safety features were adding considerably to construction costs, and could amount to as much as \$25 million or more annually, engineers had concluded.

Other circumstances and public desires also were changing in the latter years of the decade of the '60s and the early years of the '70s.

The increasingly urban nature of Virginia underscored the necessity of finding better ways to move large numbers of people during the morning and afternoon peak travel periods. Highway engineers, certainly as well as anyone, recognized the importance of gaining maximum people-carrying capacity from existing and planned urban highways.

The Commission and staff members

Asphalt Roads & Materials Co., Inc.



Box 62423 Lynnhaven Station

Virginia Beach, Va. 23462

Barnhill Contracting Co., Inc.

TARBORO, NORTH CAROLINA



*Highway
Contractors*



B. F. DIAMOND CONSTRUCTION COMPANY, INC.

St. Reg. #5654

**Bridges, Tunnels, Wharfs, Piers,
Dredging & Other Marine
Construction**

Phone 912/236-2451

P. O. Box 727

Savannah, Ga. 31402

in the Department of Highways had pioneered, with federal and local agencies, in this very concept. For since late summer of 1969, lanes of the Shirley Highway (1-95) in Northern Virginia had been reserved for use by buses only, separating the buses from normal rush-hour congestion.

There had been a single objective: to make mass transit attractive and efficient enough to persuade more commuters to leave their cars at home and ride the bus instead. The number of passengers on the buses during rush hours more than doubled, to some 6,000, in slightly over two years. The Northern Virginia Transportation Commission, the agency coordinating actual operation of the buses, reported that as a result of the project the Shirley Highway experienced a decline of almost 33 percent in rush-hour traffic.

The Highway Commission, pleased with those results, turned its attention to other projects which would enhance the mobility and public service of urban buses, recognizing that in most urban areas buses represented the only likely form of mass transit in the foreseeable future. And it concluded that such projects should be included in its planning for the years ahead.

Perhaps the most evident illustration of changing public preferences in the latter years of the '60s was the greater concern focused on protection of man's environment. Few if any disputed the objectives of this worthy movement. The Commission interpreted this new public priority as an expression of public willingness to pay the extra costs of higher levels of environmental protection.

New construction specifications were written and ordered into effect, intended to reduce open burning, provide more stringent controls against erosion and sedimentation, and setting other new quality controls. The standards meant additional expense for

H. R. Fipps & Son, Inc.

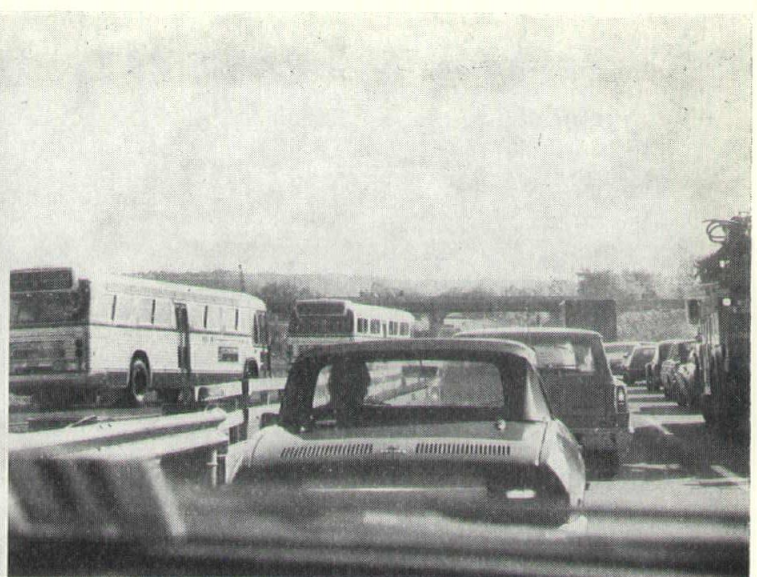
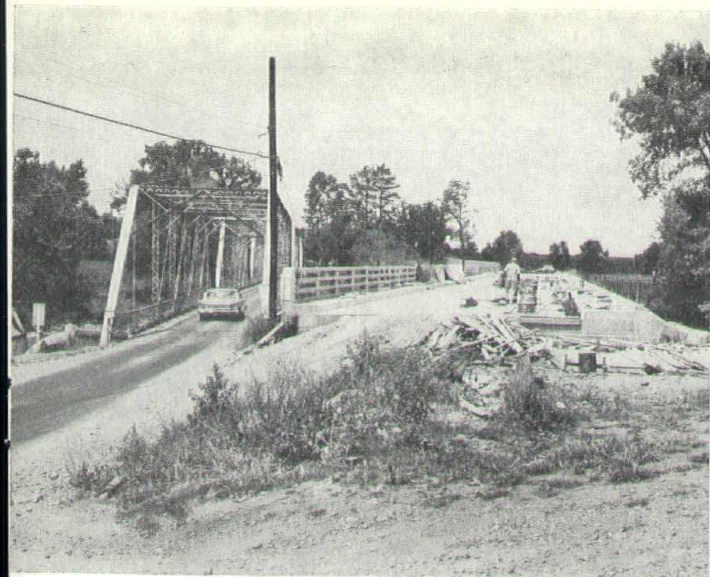
*Highway Landscaping
Contractors*

Dial 615-982-7200

or Write

P. O. Box 362

MARYVILLE, TENNESSEE 37801



Road Program envisions replacement or major improvement for 2,080 obsolete bridges (left photo) on the vast secondary system. The new Program also provides more funds for urban transportation needs, and (at right) allocates funds for aid to mass transit projects similar to Shirley Highway bus lane experiment shown here.

road-building contractors, and this was reflected in higher bid prices and, consequently, in substantially increased overall costs.

The Commission said that in 1966-67, about 91 cents of every dollar available for highway construction was spent for basic construction to meet increased traffic requirements — grading, drainage, surfacing, and bridges. With effects of inflation and the higher standards for safety and environmental protection, this figure dropped to 56 cents in 1971.

All of this reduced the miles of improvements which could be financed with existing revenue. And yet urgent needs remained unmet.

“In every county, city and town, there are substandard facilities. Throughout Virginia, there remain thousands of miles of roads and hundreds of bridges constructed more than 40 years ago. They were satisfactory for the uses they were built to serve; they are far from satisfactory for demands of the 1970s, and for those of the years beyond,” the Commission said.

And it was against this sort of background that the Commission and members of the Department of Highways’ staff worked through much of 1971 assessing the highway program, and reviewing again the needs for improvements left undone. Needs were balanced against anticipated revenue, and from this process the \$650 million, 10-year gap between requirements and prospective funds became evident.

Out of the months-long study, too, came the full 1972-82 improvement program. The Commission described it as “a very minimum development plan,

that is considered absolutely essential to meet basic demands.” It was the difficult process of separating the desirable from the genuinely needed which the VALC had in mind when it said the proposed plan “has been cut to the bone.”

And it was this program that drew broad public support and which, in the end, drew the approval of the General Assembly.

Most of the additional revenue will be provided by a two-cents-a-gallon increase in the motor fuel tax, raising this levy from 7 to 9 cents for automobiles and small trucks and from 9 to 11 cents for large trucks. This will

produce an average of \$63 million annually during the 10 years.

The balance of the new financing will be derived from a \$25 fee for the reinstatement of revoked driver’s licenses. It costs the Division of Motor Vehicles about that much to process each reinstatement, and until now there has been no fee for this service. By levying a charge in the future, the license reinstatements will be on a self-supporting basis, freeing for road improvements the highway-user tax revenue formerly required for that purpose. This fee is expected to produce about \$2 million annually.

Traditionally, the motor fuel tax

Virginia’s Roads and Streets 1972-82

The Objectives

- * The authorized 1,077 miles of interstate highways completed or fully financed and under construction.
- * The supplementary 1,738-mile arterial network completed or remaining gaps under construction.
- * Highest priority primary system projects, totaling 1,990 miles, completed or under way.
- * Improvements to 9,800 miles of roadway and replacement or improvement for 2,080 obsolete bridges on the secondary road system.
- * Substantially increased state assistance to municipalities through additional construction funds and adjustments in street maintenance payments.
- * Greater emphasis on highway-related mass transit projects, such as reserved bus lanes, parking lots and passenger shelters.
- * Additional funds for the state’s highly successful industrial access road program.

Virginia Department of Highways TESTED, APPROVED and STAMPED

Neoprene Bridge Pads, Epoxies, Curing Compounds

Saunders Oil Company, Inc.

CONSTRUCTION MATERIALS DIVISION

Phone 649-9247

1301 School St.

RICHMOND, VA. 23261

P. O. Box 27586

ALL CONTRACTING CO., INC.

Highway Contractor

State Reg. #8998

Phone 466-3511

Bristol, Va. 24201

LEWHITE CONSTRUCTION COMPANY, INC.

Sign Erection

Phone 272-5226

P. O. Box 3188

Richmond, Va.

ZACK V. TAFT & CO., INC.

Paving Contractors

RESIDENTIAL—COMMERCIAL—INDUSTRIAL

Driveways—Parking Areas—Curbs—Grading

185 Mac Street

VIRGINIA BEACH, VA.

Phone 499-0941

Modern Concrete Products, Inc.

Manufacturers of Underdrain Pipe

UD 1 and UD 2

POROUS CONCRETE & FUL-FLO METAL UD PIPE

Phone—Area 717-933-4141

BETHEL, PENNSYLVANIA 19507

has been the principal source of revenue for Virginia's state highway program. But it has been increased only rarely over the years.

First imposed at 4½ cents a gallon in 1926, the tax was raised to 5 cents in 1928, 6 cents in 1946, and 7 cents in 1960. It remained at that level until this year.

Meanwhile, however, a number of other states had found it necessary to impose higher gasoline taxes. When the General Assembly acted to increase the Virginia tax this year, 22 other states already had set levies higher than Virginia's 7 cents and one state, Connecticut, had imposed a tax of 10 cents a gallon. However, the Old Dominion's state highway system exceeds all but one of the 22 other state systems in length.

In all states, of course, there is a 4-cent federal tax on motor fuels, in addition to the state levy. Proceeds from the federal tax also have been earmarked for road purposes, and are distributed to the states through the Highway Trust Fund. Within days after Virginia's General Assembly adjourned in March, the national administration proposed to Congress that a substantial portion of Trust Fund revenues be diverted from roads and streets to provide further aid for urban transit operations, and the Highway Commission pointed out that this proposal, if accepted by Congress, would sidetrack Virginia's 10-year road program almost before it began since the program was based in part on full use of normal federal funds. There is at present no assurance that Congress will, in fact, approve the administration proposal.

Under the state's new road program some of the objectives remain those of long-standing — interstate and arterial completion, basic upgrading on the regular primary, urban and secondary systems. On the 42,300-mile secondary system alone, the program provides for replacement or major improvement for 2,080 obsolete bridges.

The total secondary system, consisting of the "road in front of my house" for many thousands of rural and suburban Virginians, will receive substantially more funds. In the first year of the 1972-82 program, for example, secondly allocations will increase 20 percent to \$95 million. And this will increase gradually each year, averaging an estimated \$117.5 million per year and totaling almost \$1.2 billion over the 10-year period.

In developing the program, the Highway Commission sought also to meet the basic needs in the cities and

towns. Aside from the additional construction funds, which will benefit all road systems, the 10-year plan includes two principal means of providing such aid.

One is in the form of increased annual state payments for local street maintenance. In Virginia, cities and towns of over 3,500 population maintain their own streets, with financial assistance from state highway user tax funds. In the past, the localities have been paid \$10,000 a mile for streets which are extensions of primary routes and \$1,100 a mile for other streets meeting surface and width requirements.

The payments formerly were made on a lineal-mile basis, without regard to the number of lanes on a street. Thus, a city received \$10,000 a mile for any primary extension, regardless of whether it was two lanes or six lanes wide.

The 10-year program recognizes the obviously differing maintenance costs, and provides for the payments to be made in the future on a lane-mile basis. Payments will be \$2,500 a lane-mile for the primary extensions and \$1,500 a lane-mile for the other streets.

This change will give approximately \$10 million more annually to the cities and towns.

The largest urban areas also will benefit from mass transit aid under the new road and street improvement program, with \$91 million earmarked over the 10-year period for this purpose.

Specifically, the Commission has in mind projects to improve the mobility of urban buses, and to provide better access to transit lines. The experience and results of the Shirley Highway demonstration project in Northern Virginia will serve as a guide for tackling the problem elsewhere.

Such projects as bus lanes, fringe parking lots in suburban communities, off-street parking lots downtown to free street space for bus movement, passenger shelters, and access roads to transit facilities will be studied for financing with the mass transit funds.

The mass transit allocations are provided for the Richmond, Hampton Roads, Roanoke and Northern Virginia regions. In Northern Virginia, plans are being made to utilize a portion of the funds for construction of parking lots needed in connection with the area's commuter rail system.

The General Assembly session which approved the 1972-82 road and street program, and provided the additional financing, adjourned in the early morning hours of Sunday, March 12, its

to tell the Virginia Story

members justifiably weary after 60 gruelling days at the Capitol.

At 8:30 a.m. on the morning of Monday, March 13, Highway Commissioner Douglas B. Fugate gathered his staff together in a conference room. He told them the just-concluded session of the Legislature would be remembered as one which made important contributions to safer and more modern highways.

Then he directed staff members to begin immediately to complete plans and make other necessary preparations for the individual improvement projects to be financed with the additional funds.

This was essential, he said, "so that the people of Virginia may begin realizing benefits from this further investment in the highway system at the earliest possible time. There must be no delays in converting these funds into urgently needed improvements."

McDowall & Wood INC.

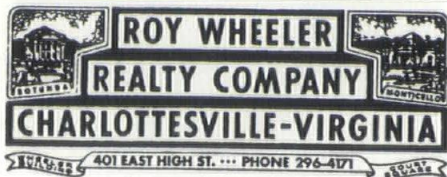
HIGHWAY
CONTRACTORS

SALEM, VA. 24153
1308 W. Main Street 389-5504

CARDINAL CONSTRUCTION CO.

SPECIAL CONSTRUCTION
LAND CLEARING
CRUSHED STONE
CONTRACT DRILLING

P.O. Box 1387
ROANOKE, VIRGINIA 24007



401 EAST HIGH ST. ... PHONE 296-4171
Zip Code 22901 — Area Code 703
WRITE General Material & Brochures

JUNE 1972

Roy N. Ford Co., Inc.

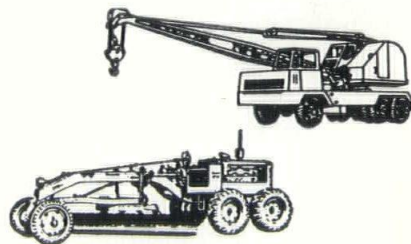
HIGHWAY & PUBLIC UTILITIES
WATER & SEWER LINES

Dial 792-4561
BLAIRS VIRGINIA 24527

Grafton Garage

DODGE
DODGE DART
Sales & Service
Grafton, Virginia

CONTRACTORS



SPECIALIZING
In All Types of Concrete Work
EQUIPMENT RENTALS

FREE ESTIMATES

DIAL 562-4885

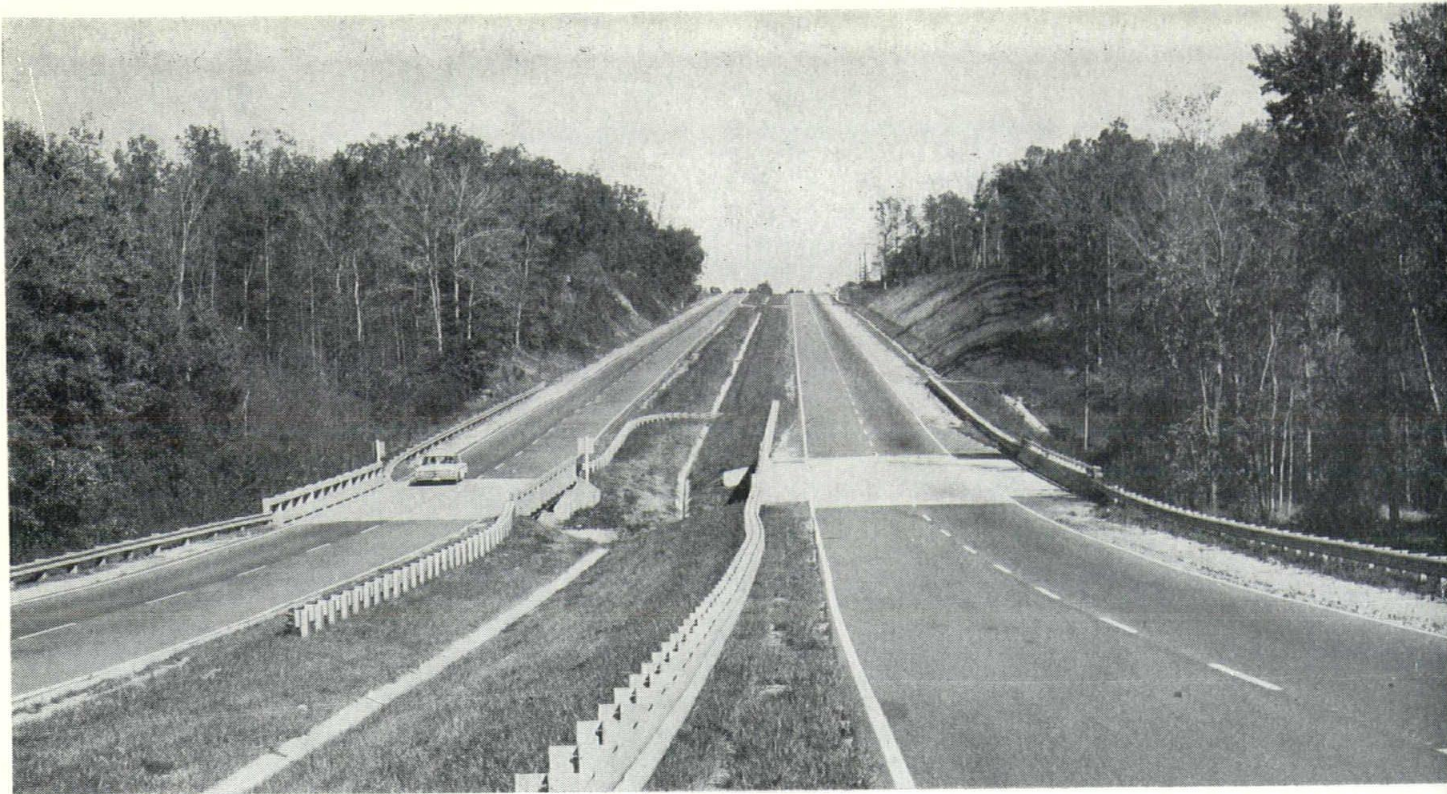
Res. Dial 562-3160

Franklin Contractors, Inc.

V. R. SCOTT, President

520 N. Franklin St.
FRANKLIN, VA. 23851

PAGE TWENTY-SEVEN



This view of US 360 east of Richmond, four-laned under the arterial network program, demonstrates several new safety features. Bridge at left was built in 1956, and approach roadways were left largely unchanged. Bridge and roadway at right were constructed in 1970. In the newer facility, both the bridge and road shoulders are substantially wider and, in the background, the slope is flatter.

SAFETY



A

Wise

Investment

■ ■ Highway engineers have undertaken a two-pronged campaign to provide increased safety along Virginia's roads.

They are (1) including newly found safety features in the design and construction of new highway facilities and (2) waging a continuing attack on hazards which have developed over the years on older roads.

The new safety improvements represent a major financial investment, increasing the cost of highway construction substantially. But the State High-

way Commission has concluded that it's a wise investment.

And the added cost of providing greater levels of safety in highway engineering was one of the major considerations before the 1972 General Assembly when it approved an increase in motor fuel taxes.

The additional safety being built into new highway facilities is evident in such things as wider bridges and shoulders, flatter slopes, breakaway sign supports, and major changes in guardrail design.

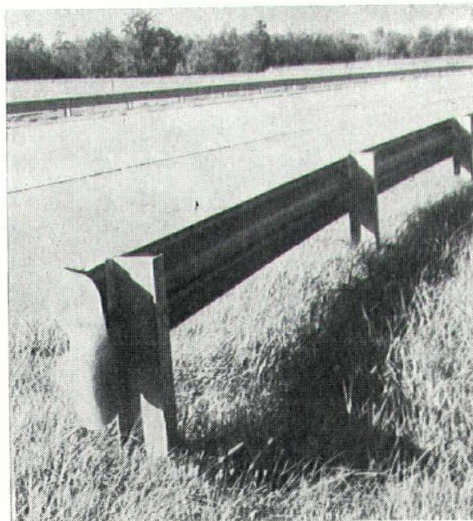
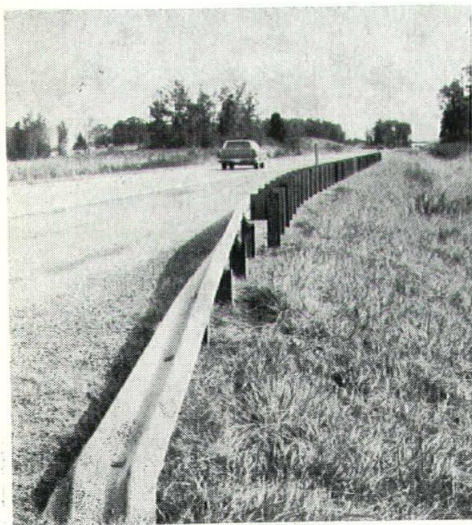
They are aimed at eliminating roadside objects that sometimes contribute to severity of accidents for vehicles inadvertently leaving the roadway.

They also are seen by highway engineers as an added aid to help drivers bring out-of-control vehicles safely to a halt and, frequently, to return the vehicles safely to the road.

Cost of such improvements in new highway facilities will amount to an estimated \$25 million or more annually.

Under the Commission's new safety standards, for example, shoulder areas are to be as wide on bridges as on the rest of the roadway, adding 25 to 30 percent to bridge construction costs. Former standards permitted much more narrow shoulders on bridges.

The new standards also provide f



New Guardrail (left) Has Ends Slated to Ground, More Supporting Posts

flatter slopes, requiring additional right-of-way and increasing grading costs by approximately 20 percent.

Sign supports, formerly bolted firmly in concrete, now are designed in many instances to break loose easily if struck by an out-of-control vehicle, virtually eliminating the danger of injury to occupants and of heavy damage to vehicles from such impacts.

Several modifications have been made in the design of guardrail, and guardrail itself is being installed far more extensively than in the past.

The ends of the rail now are being slanted toward the ground, to avoid the risk of an abrupt impact or "spearing" effect. In addition, more frequent supporting posts provide greater strength for the guardrail, and small blocks placed between posts and rails give a cushioning effect and aid in guiding vehicles back into the proper direction of travel.

New design provides, in addition, for guardrail to connect directly with bridge walls, so that no gap remains between the guardrail and wall. This helps to shield the end of the wall and prevent it from becoming a point of impact. The tie-in between guardrail and bridge wall, along with modifications in the design of the wall itself, also helps to return out-of-control vehicles safely to the roadway.

Meanwhile, highway engineers are continuing a concentrated program to rid older roads of safety hazards. Generally, these roads were built years ago and were adequate for the traffic they were designed to serve. Increased traffic volumes and speeds have led to inadequacies.

This program ranges from such comparatively small steps as installation of guardrail and eliminating or moving median crossovers on four-lane divided highways to larger projects providing for replacement of substandard bridges, roadway widening, elimination of curves, and construction of turning lanes at intersections.

J. P. Mills, Jr., the department's traffic and safety engineer, reported recently on accident experience at 382 locations where such improvements had been made along older roads. Mills' study dealt with improvements completed in 1968, and compared ac-

cident experience two years before and two years after the work was done.

Altogether, 1,590 accidents occurred before the improvements were made, with 19 resulting in fatalities and 435 resulting in injuries. Of the total, 1,136 of the accidents caused property damage estimated at a combined \$882,940.

In the two years following completion of the projects, 1,041 accidents occurred, one resulting in a fatality and 256 resulting in injuries. The later total included 784 accidents in which property damage amounting to an estimated \$495,532 was involved.

This meant reductions of 35 percent in total accidents, 95 percent in fatal accidents, 41 percent in injury accidents, 31 percent in property damage accidents, and 44 percent in damage losses.

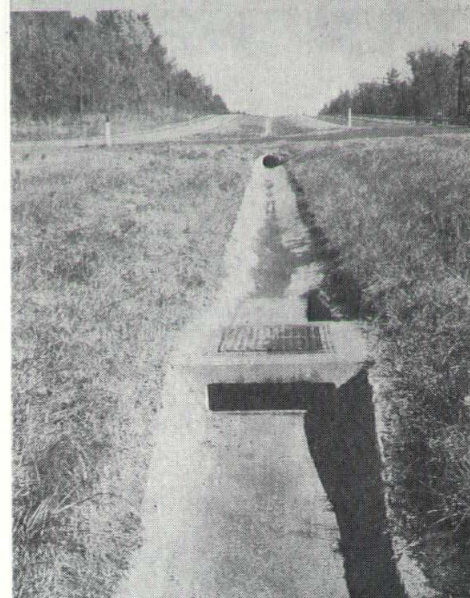
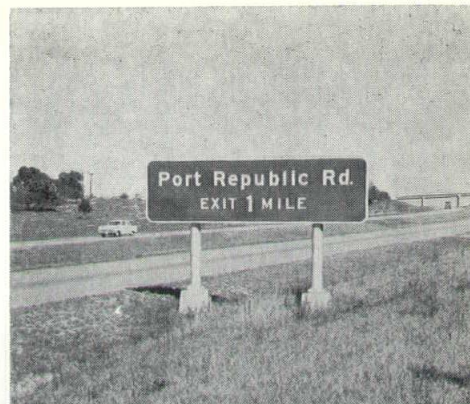
Mills pointed out that one major expenditure under the safety improvement program, \$5,032,606, went to eliminate 131 obsolete bridges, most of them on the 42,300-mile secondary system. These were replaced with new bridges or, in many instances, with modern culverts. The number of accidents at these locations dropped 80 percent, and the number of injury accidents was down 89 percent.

Altogether, the improvements at the 382 locations cost \$29,835,616. Similar projects are being undertaken on a continuing basis as funds become available.

"Projects such as these have become a major and an integral part of our efforts to provide the highest possible levels of roadway safety, and it seems apparent that they contribute significantly to the success of these efforts," Mills says.

Sign supports (top photo), formerly bolted firmly in concrete, now are being designed to break away easily if struck by an out-of-control vehicle, virtually eliminating the danger of heavy damage to vehicles and injury to occupants. Additional sign cost: approximately 35 percent.

Drop inlets for drainage formerly were installed as raised structures (center), but making them flush with the ground (bottom) contributes to increased safety in the median for vehicles which may inadvertently leave the roadway. This new design costs approximately 15 percent more.



MEGA CONTRACTORS, INC.

ROAD CONTRACTORS • GRADING • SOIL CEMENT • COMPLETE SITE WORK

P. O. BOX 26847
RICHMOND, VIRGINIA 23261
PHONE 703-798-8304

**HERON TODD STEEL
CONSTRUCTION COMPANY,
INC.**

*Erection Service Since 1920 of Structural,
Miscellaneous, Ornamental, Sash & Curtain Wall Steel.
Precast Concrete*



Phone 684-9342

2900 Jefferson Davis Highway, Arlington, Va.

Celebrating Our 52nd Anniversary

**MASSAPONAX
Sand & Gravel Corp.**

READY-MIXED CONCRETE
WASHED SAND AND GRAVEL

Main Office & Plant
Fredericksburg, Virginia
Phone 373-3841

Distribution Terminal
TRIANGLE, VIRGINIA
Phone 875-5645

Superior Ready Mixed Corp.

Dial 962-2166
COVINGTON, VIRGINIA 24426

&

Dial 839-2569
HOT SPRINGS, VIRGINIA 24445

**HALE ELECTRIC
COMPANY, INC.**

Electrical Contractors



1919 - 1972

INDUSTRIAL AND COMMERCIAL

Phone Staunton, 886-0236
P. O. Box 500
VERONA, VA.

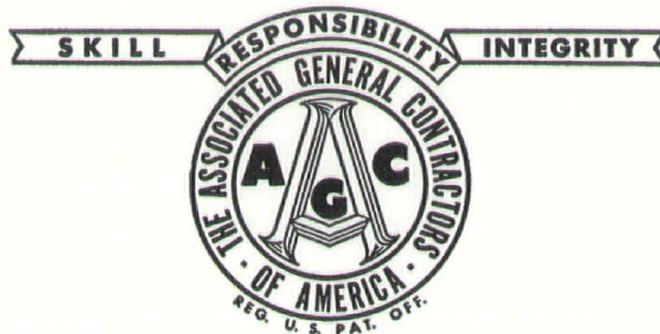
**CAMPBELL-PAYNE,
INC.**

Complete line of
BUILDING MATERIALS
MILLWORK — LUMBER — SIDING
INSULATION MATERIALS

Dial 847-8803
13th and Stephenson
LYNCHBURG, VA.

VIRGINIA A.G.C. REVIEW

OFFICIAL SECTION VIRGINIA BRANCH A.G.C.



FEATURING NEWS FROM VIRGINIA BRANCH A. G. C.

VIRGINIA BRANCH LEGISLATIVE LUNCHEON

AGC NATIONAL CONVENTION

MANAGEMENT CONFERENCE PREVIEW

"RUN OFF AT 13, NOW THE BOSS"

EDITORIAL BY JAMES J. KILPATRICK

REMARKS BY JAMES D. McCLARY

ALSO PRESENTING PROJECTS OF NOTE

S. LEWIS LIONBERGER CO.

Colonial Hills Office Building

ALEXANDER BUILDING CONSTRUCTION, INC.

Adley Express Company

Biograph Theater

MILTON L. HAMMOND, INC.

Phase II Addition to Stonewall Jackson Jr. H. S.



Part of the group of over 70 attending the Virginia Branch Legislative Luncheon. There was a table for each Representative and he was able to have lunch with his constituents. Representative W. C. Daniel (District 5) table in foreground.

VIRGINIA BRANCH AGC 8th Annual Legislative Luncheon

■ ■ The Virginia Branch AGC held its annual Legislative Luncheon on April 20, 1972 at the Rayburn Office Building in Washington, D.C. Approximately 70 Virginia Branch Members entertained the Virginia Congressional Delegation and had the opportunity to talk with them face to face.

The Virginia Branch Legislative Chairman, Robert Dunville of Robert M. Dunville & Bros., Inc., Richmond,

presided. He introduced each of the Legislators and their Administrative Assistants.

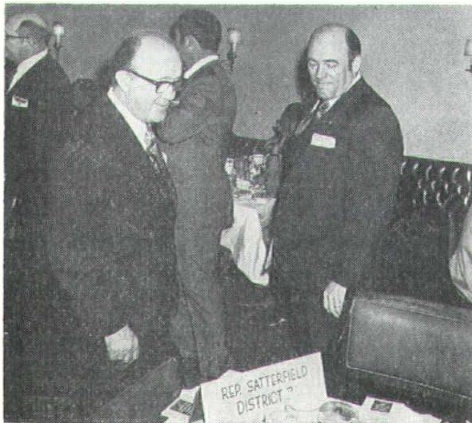
He also introduced two special guests, Don Giampaoli, Director of Legislative Services for the National AGC, and James Davis, Jr., Associate Editor of Constructor Magazine.

President Aubrey S. Bass, Jr. of Bass Construction Company, Richmond, spoke for the Association. His remarks were brief but to the point and out-

lined many of the concerns of the construction industry.

The following is the text of President Bass' remarks . . .

"On behalf of the Virginia Branch AGC I would like to welcome our Honorable Senators, Representatives, guests, fellow contractors and AGC staff to the Virginia Branch 8th Congressional Luncheon. This is certainly the highlight of the Virginia Branch's activities for the year. I cannot begin



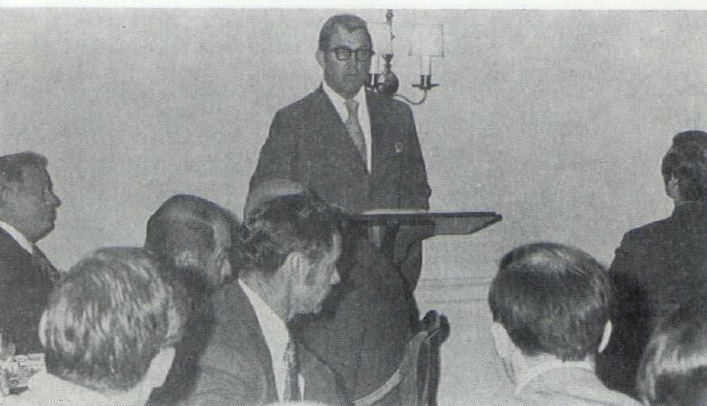
Legislative Chairman Robert M. Dunville of Robert M. Dunville & Bros., Inc., Richmond, discusses seating arrangements with Representative David E. Satterfield, III, who served as host for the Congressional Delegation. In the background are James F. Duckhardt, Executive Director, Virginia Branch AGC and Aubrey S. Bass, Jr. of Bass Construction Company, Richmond.

Shown on the facing page (left to right) are: Top row—Representative David E. Satterfield, III; Roger Willis, The Travelers Indemnity Company, Annandale; R. F. Wingo, Jr., Massey Concrete Company, Richmond. Back to camera, Gordon Maynard, Jr., Chairman of Associate Division of Virginia Branch AGC, Massey Concrete Company, Richmond. And, John O. Gregory, Gregory Construction Co., Inc., Manassas; Milton L. Hammond, Milton L. Hammond, Inc., Tappahannock; Frank Hundley, Milton L. Hammond, Inc., Tappahannock; Representative William L. Scott; and Carroll Barton, Milton L. Hammond, Inc., Tappahannock, William Ball (partially hidden) Milton L. Hammond, Inc., Tappahannock.

2nd row—R. E. Lee, R. E. Lee & Son, Inc., Charlottesville (back to camera); R. E. Lee, Jr., R. E. Lee & Son, Inc., Charlottesville; and Representative I. Kenneth Robinson. And, J. R. Dobyms, Dobyms, Incorporated, Dublin; Donald Giampaoli, Legislative Director for the National AGC, Washington, D. C.; Robert M. Dunville, Robert M. Dunville & Bros., Inc. Richmond; William King, Jr., Virginia Branch AGC Legal Counsel, McGuire, Woods & Battle, Richmond; and Representative William C. Wampler.

3rd row—Representative W. C. Daniel; Bobby M. Barnes, Steel of Virginia, Inc., Martinsville; and Barry Bowles, Stanley W. Bowles Corp., Martinsville. And, Aaron J. Connor, Aaron J. Conner General Contractor, Inc., Roanoke; S. L. Lionberger, Jr., S. Lewis Lionberger Company, Roanoke; Sam R. Graves, Graves Construction Co., Inc., Blacksburg; and Representative Richard H. Poff.

And, bottom row—Virginia Branch AGC President Aubrey S. Bass, Jr., Bass Construction Company, Richmond, outlines the Association's position on various national issues. (Copy of President Bass' remarks is featured in this issue). And, Robert M. Dunville of Robert M. Dunville & Bros., Inc., Richmond, welcomes Virginia Congressional Delegates and Virginia Branch members to the annual Virginia Branch AGC Legislative Luncheon. Seated in foreground are Donald Giampaoli, Legislative Director for the National AGC, and J. R. Dobyms of Dobyms, Incorporated, Dublin, and to the right, Representative William C. Wampler.



WILLIAM E. BOOKHULTZ & SON, INC.

St. Reg. #2872
OVER 50 YEARS OF SERVICE

Plumbing — Heating — Air Conditioning — Ventilating
31 Grant Circle NW Phone (202) 726-6287
WASHINGTON, D. C.

ALDO CONSTRUCTION CORP.

Concrete Contractors

RESIDENTIAL — COMMERCIAL — INDUSTRIAL

Phone 487-2556
3213 S. Military Hwy., Chesapeake, Va.

BOXLEY QUARRIES

CRUSHED LIMESTONE and CRUSHED GRANITE

for

ROAD BUILDING • CONCRETE • RAILROAD BALLAST • FURNACE FLUX
FILTER STONE • AGSTONE • LIMESTONE SAND



W. W. BOXLEY & COMPANY

711 Boxley Building
ROANOKE, VIRGINIA 24010
Six Plants Located on N. & W., S. C. L.

Golf Course Development & General Contractors

Golf Course Construction

St. Reg. #9672

Phone
361-8909 or 361-8910

9257 Lee Avenue

Manassas, Va.

to express our true feelings of appreciation for the time which you Senators and Representatives have taken from your overwhelming schedules to be with us. On behalf of the National, as well as the Virginia Branch, AGC, I want to thank you for recognizing our organization as the representative of the construction industry.

"I would like to discuss with you a few of the problems which we are experiencing in our industry. I sincerely feel that it is not an overstatement to say that, if certain trends continue, the construction industry may soon reach the point where it will be impossible for the normal size contractor to continue effective operation. Specifically, the Occupational Safety and Health Act passed by Congress in 1970, when implemented to its fullest extent, will in all probability deal a fatal blow to a large number of our contractors. Only the large and fully financed will be able to survive. Although in Virginia our State Safety Code is bridging the gap for the time being, it will have to meet the requirements of the O.S.H.A. Code in a very short time. If properly enforced, the harshness with which O.S.H.A. will operate will work an immediate and severe hardship. For example, isn't there some way fines issued by the O.S.H.A. can be preceded by a warning or a contractor be given at least one courtesy inspection? There also should be some service available for interpretation of the law before fines are set. We would certainly hope that you, our representatives from Virginia, would help us secure in the law a permanent arrangement for our revised State Code, with state inspections, to be the controlling and enforcing body.

"Further, some arrangements need to be made so that a special variance can be permitted within a reasonable length of time. Present estimates on time required for variance approval is approximately nine (9) months. This would be totally unworkable, since most customers expect their job finished in twelve (12) months or less.

"The National AGC is having some of the Nation's top contractors prepare a detailed cost study on job cost,

Southern Tractor & Equipment, Inc.

JOHN DEERE FARM IMPLEMENTS

Tractors and Equipment

A Complete Repair Shop

GENUINE JOHN DEER PARTS

"Sales and Service"

Highway 360 Phone 561-2980
AMELIA, VIRGINIA

based on the new O.S.H.A. requirement. It is a recognized fact that this job cost increase will be well above 10%. With our past inflationary trends and present wage increases, we certainly need to keep this to a minimum. We are fast pricing our services out of the market.

"Another great concern to the Virginia Branch membership is the administration of Phase II in Construction. Prices on materials are somewhat of a problem, but our real dilemma is in wages. With the Pay Board dictating a maximum increase of 5.5% on wages for the open-shop contractors and the Construction Industry Stabilization Committee operating on their own higher set of standards, the wage differential between open shop and union employees is ever increasing. This places the union oriented contractor at a bidding disadvantage and the open shop contractor at a labor disadvantage. Now, don't get me wrong, we would like to see the C.I.S.C. remain in their present responsibility, but just adhere to the 5.5% including fringe benefits.

"Although ecology laws are increasing construction cost, we recognize the need. There are still a lot of standards to be set by proposed laws and it is my concern that these standards be set at a realistic level. The Water Pollution Control bills are under consideration. Senate and House Bill S-2770 is one of these. We would hope that a two (2) year study by the National Academy of Science be made before the requirement of a *zero pollution* discharge be made law.

"The Virginia Branch solicits your support for repeal of the Davis Bacon Act and your wholehearted support of the Right to Work Law for all states.

On behalf of the Virginia Branch AGC I would like to thank our 3rd District Representative, the Honorable Dave Satterfield, and his staff, for making the arrangements for this most enjoyable luncheon.

"Again, we appreciate your consideration in allowing us the privilege to meet with you and present our views. We stand ready to assist you with any background or technical information or advice you need, all you have to do is call upon us."

This type of meeting is greatly appreciated by the Legislators. It is held in the Rayburn Building at the lunch hour which is convenient for them in both location and time. The remarks by the Virginia Branch President are always brief and written copies are distributed to both those present and mailed to those unable to attend.



Manufacturers of Miscellaneous Fabricated Metal Products

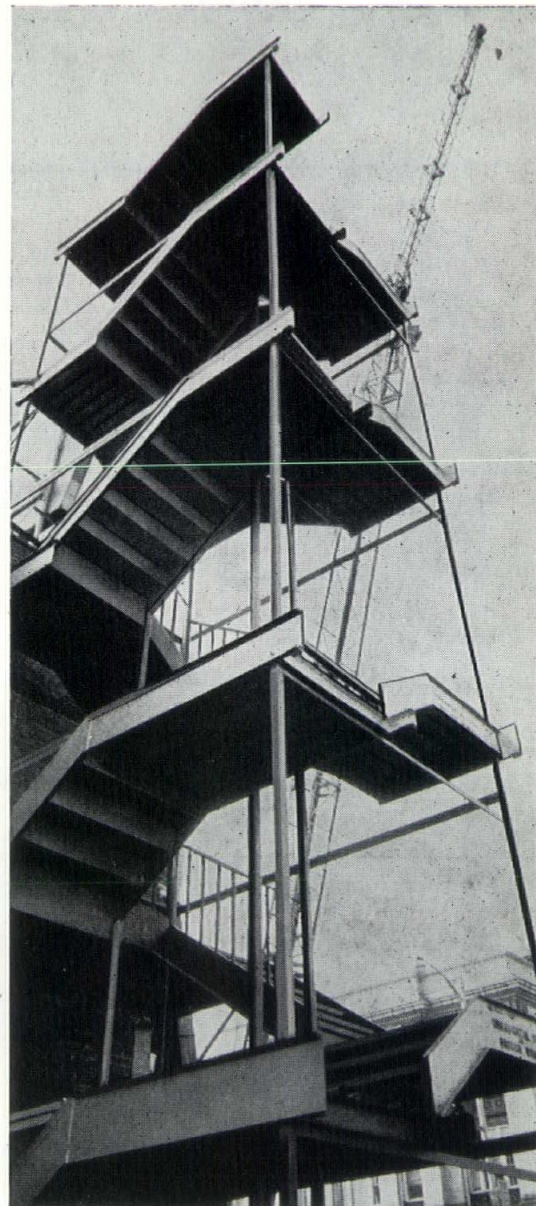
Formerly
Ornamental Iron
and Prison Works.

TIME SAVINGS GO UP, BUILDING COSTS COME DOWN, VIA F.M.I. STAIRS!

To save construction time and costs, architects and contractors rely on specialists like Fabricated Metals Industries. Our specialty is custom stairways...pre-erected, pre-assembled or knocked down... for new or remodeled buildings. Each flight of steps is accurately and efficiently manufactured in our big modern plant—delivered on schedule to the job site—pre-assembled, or erected as one prefabricated unit, with the help of our skilled crews.

Write or Phone F.M.I.

In addition to stairways, we manufacture support structures, industrial pipe railings, tanks, residential railings, and many other kinds of miscellaneous metal products for industrial, institutional and apartment buildings. Fabricated Metals serves the construction industry throughout the Middle Atlantic states and the South. Let us quote on your next job; you may be pleasantly surprised. Phone or write us today.



Formerly: Ornamental Iron & Prison Works, Inc.

P. O. Box 8336 • Roanoke, Virginia 24014
Plant: Route 5, Starkey Road (behind Steel Service Warehouse)

Pre-erected stairway of the new 5-story Southwestern Virginia Savings & Loan Association in downtown Roanoke—produced by Fabricated Metals, Inc.

G. M. CLEMENTS CO.

Painting Contractor

Painting — Plastic Coatings — Wall Coverings

Dial 733-9204

507 Grove St.

Petersburg, Va. 23803

Sawyer Construction Co.

General Contractors

P. O. Box 179

Dial 722-7273

1668 W. Pembroke Ave.—Hampton, Va. 23361

T. E. RITTER CORPORATION

Highway and Airport Construction

534 Wainwright Building

Phone 622-3831

NORFOLK, VIRGINIA

R. G. GRIFFITH, INC.

Reg. #9872

Water & Sewer Lines

3930 Walnut St.

Dial 471-7610

FAIRFAX, VIRGINIA 22030

LEONARD SMITH SHEET METAL & ROOFING, INC.

Roofing & Sheet Metal Contractors

RESIDENTIAL

COMMERCIAL — INDUSTRIAL

1020 College Ave.

Phone 389-8614

SALEM, VIRGINIA 24153

C & P AIR CONDITIONING COMPANY, INC.

Mechanical Contractors

AIR CONDITIONING — HEATING — VENTILATING

Phone 625-5874

2406 Colley Avenue

NORFOLK, VIRGINIA

Froehling & Robertson, Inc.

Inspection Engineers & Chemists

SINCE 1881

COMPLETE TESTING & INSPECTION FACILITIES

Serving

ARCHITECTS — ENGINEERS — CONTRACTORS

MAIN OFFICE & LABORATORIES

814 West Cary Street

Richmond, Va.

BRANCH LABORATORIES

Baltimore, Md.

Roanoke, Va.

Norfolk, Va.

Raleigh, N. C.

Charlotte, N. C.

Fayetteville, N. C.

Greenville, S. C.

Washington, D. C.

MARTIN & GASS, INC.

Highway Construction

EXCAVATING • GRADING • EARTHMOVING

Disposal Plants and Pump Stations

Underground Utilities Lines

EQUIPMENT RENTAL

Phone 560-1950

P. O. Box 157

MERRIFIELD, VA.

AGC NATIONAL CONVENTION

HOUSTON, TEXAS



AGC NATIONAL OFFICERS installed are from left: William E. Naumann, Tucson, Ariz., treasurer; James D. McClary, Boise, Idaho, president; Nello L. Teer Jr., Durham, N. C., senior vice president; and Saul Horowitz Jr., New York City, vice president. Nello L. Teer, Jr., is President of Nello L. Teer Company, and his firm is a member of the Virginia Branch, AGC.

THE National AGC held its annual convention in Houston, Texas, March 3-8, 1972. Anyone who doubts the value of their AGC membership at the National level should attend the next National convention. The real strength of this organization is vividly demonstrated in the caliber of the speakers, and the interest and attendance at the committee meetings and business sessions.

The speakers included: Art Buchwald, Syndicated Columnist; James A. Lovell, Astronaut; Honorable Preston Smith, Governor of Texas; James J. Kilpatrick, Syndicated Columnist; J. C. Dingwall, President, AASHO; Honorable John C. Kluczynski, U.S. House of Representatives; Honorable William H. Harsha, U.S. House of Representatives; Honorable James C. Wright, U.S. House of Representatives; A. E. Johnson, Executive Director, AASHO; Honorable Edward J. Sheridan, Deputy Assistant Secretary of Defense; Major General F. P. Koisch, Director of Civil Works Office, Chief of Engineers U.S. Army; Rear Admiral Walter M. Enger, Commander, Naval Facilities Engineering Command; Honorable John G. Tower, U.S. Senate; and, Honorable Jennings Randolph, Chairman Public Works Committee U.S. Senate.

Approximately 4,500 AGC members, wives and guests attended the event in

to tell the Virginia Story

Houston. An air of optimism prevailed. Perhaps it was due to the dynamic and inspiring leadership of John Healy as President for the last year. Mr. Healy feels that the Construction Industry is at a critical cross-roads, that others (the public, Government and Labor) are beginning to recognize the Construction Industry as an important factor in the economic well being of this country. He feels that perhaps labor has gone too far in its demands and has changed the attitude of many people including the general public. Mr. Healy says that now is the time to take positive action, to unite our industry and make our voice heard throughout the Nation.

Mr. Healy's enthusiasm and zeal has spilled over to the entire leadership of the National AGC. You can expect a more effective and stronger voice at the National level and an expanded program of Services to Chapters and local members.

Highlights of the Convention and Board Meetings include: the installation of new officers; the adoption of new goals and objectives; and the revision of the national dues structure. The association took a position on a wide range of subjects by the adoption of nine resolutions.

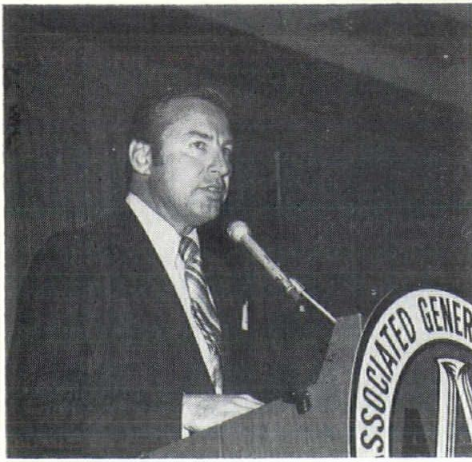
In his opening remarks as AGC's 53rd national president, James D. McClary of Boise, Idaho appealed to all

contractors to take an active part in the work of their association. "Let's resolve to get back our right to manage, give the client his money's worth, keep watch on productivity, and have pride in our work and work together," he told the more than 4500 contractors and wives attending the opening general session.

"Let's never forget that contractors are probably the only remaining representatives of the free enterprise system which builds the greatest civilization and provides the highest living standard the world has ever known."

AGC National Officers installed were: James D. McClary, Boise, Idaho, president; Nello L. Teer Jr., Durham, N.C., senior vice president; Saul Horowitz Jr., N. Y., N. Y., vice president; and, William E. Naumann, Tucson, Ariz., treasurer.

President McClary, with the unanimous consent of the Board of Directors, named William E. Dunn to the newly created position of Executive Vice President of the association. In this capacity Mr. Dunn will continue as the chief executive officer of the association but will concentrate his efforts on implementing the expanded programs of the association, particularly the recommendations of the Goals and Objectives Committee. James M. Sprouse, Assistant Executive Director since 1967, was named to succeed Mr. Dunn as Executive Director.



James Lovell, Astronaut, was featured speaker at the Ladies Luncheon. He charmed and thrilled the ladies with his personality, good looks and stories of space exploration.

The Convention approved several important resolutions on subjects such as: Control of Inflation; Construction Safety; Use of Highway Trust Monies and, Establishment of a Mass Transit Trust Fund. These are detailed in the National Newsletter, Vol. 24, No. 10 which was published March 14, 1972.

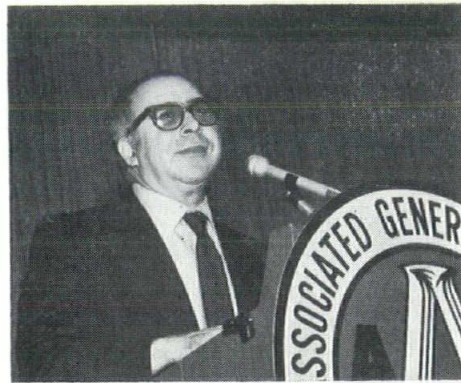
In other action, the Labor Committee recommended:

- development of a nationwide fringe benefit program for open shop contractors
- development of a training pro-

gram for management negotiators to improve collective bargaining

- establishment of a separate AGC committee on equal employment
- study of existing open shop apprenticeship and training programs
- development of an agreement with the international unions to resolve disputes without strikes or lockouts
- development of a joint labor-management program to improve productivity.

The Board of Directors at their pre-convention meeting adopted a recommendation of the Special Committee on National Financing, headed by Past President James W. Cawdrey. The es-



Nationally known humor Columnist, Art Buchwald, kept the action lively at the AGC Safety Awards Breakfast when he told the Contractors about "Getting High in Government Circles."

sential provisions of the recommendations as adopted by the board are as follows:

- Reaffirmation of the action taken at the Atlanta Board Meeting to increase the national dues to a rate of \$250 starting January 1973.

- Beginning January 1974, the national dues would go on a volume basis at the rate of 1/300 of 1% of a member firm's volume with a minimum of \$250 and a maximum of \$3000.

- Effective January 1975, this rate would increase to 1/200 of 1%, and by January 1, 1976 the rate would increase to 1/100 of 1%.

- Before the last increase would go into effect in 1976, there would be a review to determine whether the increase to 1/100 of 1% was necessary.

- Duplicate national dues and the national membership classification would be eliminated by January 1, 1974.

Chapters will be furnished complete details of the action taken in Houston. The subject will be thoroughly discussed at the chapter executives' meeting in June. Commenting on the action taken by the board, Immediate Past President John E. Healy II said "this is one of the most significant actions taken by this association since it was founded 53 years ago. History will show that we were *not* too late with too little when opportunity knocked."



REAMES AND MOYER, INC. • MECHANICAL CONTRACTORS

8305 WASHINGTON HIGHWAY • P. O. BOX 9402 • RICHMOND, VIRGINIA 23228 • TELEPHONE 262-0111

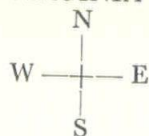
C. J. LANGENFELDER & SON, INC.

General Contractors

8427 Pulaski Highway

Baltimore, Maryland 21237

LOVE VIRGINIA TOURS



Tangier to Big Stone Gap
Luxury Motor Coaches—Cruisers
All Expense Package Tours
For Brochures Write or Call Collect

Byways Travel Agency, Inc.

Box 247
Urbanna, Virginia 23175
703-758-2826

STUART G. CHEWNING
MRS. A. J. CHEWNING, JR.

SHAMROCK MOTEL

— AAA —

In City—Alternate 29 North
TV — Telephones — Air Conditioned
21 Units — Swimming Pool
Restaurants — Shopping Center
Phone 792-5343
1228 Piney Forest Road
DANVILLE, VIRGINIA

St. Theresa Catholic Church

REV. URBAN DUMMINGER, *Pastor*

Masses: 8:00, 11:00

Phone 392-3934
709 Buffalo St.
FARMVILLE, VA.

CAFFEE'S BAKERY

*Portsmouth's Leading Bakery
and Pastry Shop*

COMPLETE LINE OF FANCY
BAKED GOODS

PORTSMOUTH, VA.
425 County St.
Portsmouth, 397-0753

NEXT MONTH IN THE OLD DOMINION

- July 3-4 STAUNTON. 3rd Annual 'Happy Birthday—U.S.A.' 4th of July celebration. All events at Gypsy Hill Park.
- 3rd Interdenominational Vesper Service, 7:30-8:30 p.m.
Community Religious Music Festival, 9:00 p.m.
- 4th Full day of events beginning with a grand parade at 10:00 a.m. and ending with a performance by the Statler Brothers and their guests at 8:30 p.m. on stage from Staunton Memorial Stadium. Entire program is free.

REDWOOD MOTEL

FAMILY UNITS — AIR CONDITIONED — TV

Restaurant Nearby

Dial 794-8891

Route 60 West at 147

MIDLOTHIAN, VA. 23113

ST. JOSEPH'S CATHOLIC CHURCH

REV. KURT TROMMELEN, *Pastor*

620 Jefferson Avenue

Telephone 863-5371

CLIFTON FORGE, VIRGINIA

HOTEL-MOTEL WACHAPREAGUE

Catering to Sport Fishermen Since 1902

AMERICAN PLAN—Featuring Fine Old Virginia Foods Unsurpassed
for Quality and Flavor

Equipped With All Facilities for Your Convenience and Pleasure

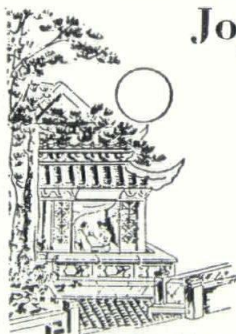
22 Sport Fishing Cruisers—100 Square Miles of Inland Fishing and
Limitless Ocean Fishing With All Salt-Water Varieties

Under the Personal Direction of D. H. SANDIDGE

For Reservations — Phone 787-2105

WACHAPREAGUE, VA.

Joy Garden Restaurant



MIXED DRINKS SERVED WITH DINNER
AUTHENTIC CHINESE DISHES

&

AMERICAN FOOD

ORDERS TO TAKE OUT

PRIVATE DINING ROOM

Open 11:00 A.M.
1:00 A.M.

Fri. & Sat. 11:00 A.M.
2:00 A.M.

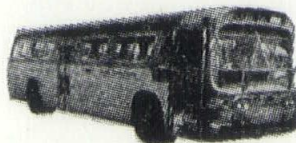
Sun. 12 Noon
1:00 A.M.

2918 W. Broad St.

Call 358-8012

Richmond, Va.

CHARTER A VTC BUS AND TRAVEL IN COMFORT



CHARTER
VTC
BUSES



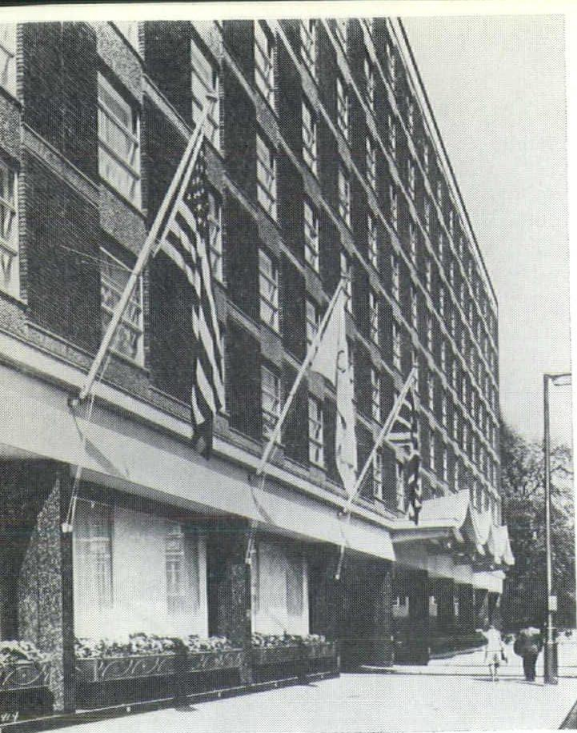
- ANYWHERE IN VIRGINIA
- CLUB OR GROUP TRIPS
- BEACHES • PICNICS
- SPORTING EVENTS

- PUBLIC ADDRESS SYSTEMS
- SIGHTSEEING TOURS
- BATTLEFIELD TOURS

Call 358-3871

Virginia Transit Company

T
R
A
V
E
L
E
R
S
G
U
I
D
E



Virginia Branch

AGC

Management Conference

1972

—
LONDON, ENGLAND

*Paradise
Island . . .*

St. Thomas . . .

Madrid . . .

and

Now . . .

Jolly Olde

(?)

England

■ ■ This will be the fourth Out-of-the-Country Management Conference taken by the Virginia Branch AGC. In 1969 the Association went to Paradise Island Nassau in the Bahamas. In 1970 their destination was St. Thomas in the Virgin Islands. Last year the group enjoyed the beauties and hospitality of Madrid Spain.

In the Fall of this year the AGC Jet Set will leave for nine (9) days in London, England. The group will make their headquarters at the Churchill Hotel in the fashionable Mayfair Section, the heart of all that's happening in London.

There will be a business session each morning consisting of lectures and talk on the methods used in Britain for bidding and construction. There will also be tours of various construction sites.

While the men attend the business sessions, there will be special events for the ladies. Also, tours of historical sites have been arranged as well as special parties and receptions.

"London is the world's most swinging city" . . . "London goes to sleep around 9:30" . . . "Londoners wear nothing but tweeds and bowlers" . . . They're wearing gear in London that New York won't see for six months" . . . "Londoners are stuffy" . . . Londoners are friendly" . . .

All of the above statements have some truth in them and that is some indication of the enormous variety to be found in London today. London is, indeed, the swingiest, quietest, stuffiest, friendliest, most conservative, least inhibited city in the world. The knack to enjoying it is to find the London you want when you want it. How do you begin to go about it? Well, assuming you've rested from your flight, we can think of no better way to start than to take a coach tour. Any number are available and they range from a couple of hours to a full day in length. The coaches are superbly comfortable, the guides knowledgeable and articulate, and you'll find you'll see much more than if you set off by yourself.

When you've gotten an overall picture of London, it's time to strike out on your own. See the Changing of the Guard. No one handles pomp and circumstance quite as well as the British—they've had so much practice. Be sure to arrive early, though. This applies to all the traditional London sights, particularly during the summer months.

At the other end of the spectrum, a Saturday afternoon stroll along the King's Road is a must. There you'll find young London on parade. Note: Leave your seersucker jacket unpacked and pick up a crushed velvet one—being seen is just as important as seeing.

Boutiques by the score line the King's Road and the bargains are considerable (Carnaby Street, by the way, is still worth seeing). And where do the King's Road types go after dark? To the discotheques! Very loud, very fast, very groovy. Don't forget your passport, you'll need it to get in. There are, of course, always new "in" places opening up. Taxi drivers are often quite knowledgeable in the area.

On this page, we can do no more than the merest skimming of London's surface. A comprehensive guide book is a helpful investment.

It must be mentioned, at this point, that The Churchill is quite incredibly convenient to just about everything worth seeing and doing in London.

Run Off at 13, Now the Boss

(Reprinted from the Richmond News Leader 4/3/72)

by TYLER WHITLEY
News Leader Business Editor



■ ■ Aubrey Sidney Bass Jr. has come a long way from the time when he was run off his first construction job.

He was 13 years old at the time and wearing short pants when he reported for work at his uncle's business on Bainbridge Street. The construction crew thought he was too young.

So, not to be discouraged, Bass just 'came up to the yard and worked up here.'

Bass has continued this enthusiasm for the construction business and today—35 years later—heads the state's largest contractor group, the Virginia Branch of the Associated General Contractors of America.

NEW OFFICE BUILDING

The yard Bass was talking about is at Eighth and Bainbridge Streets where Bass Construction Co. and Bass Steel Building Corp. have headquarters in a new, modern office building completed last year.

Bass is president of Bass Construction Co. His younger brother, Robert is president of the steel buildings corporation, which is the area representative for Armco Steel Co.'s steel buildings.

The two have equal interest in the firms. The construction company traces its history back to 1911 when their

three uncles established E. L. Bass & Brothers in what was then the separate city of Manchester.

The firm moved to its existing location a year later.

ROBERT JOINS LATER

Aubrey Bass took over the direction of the concern in 1951 when his father died and Robert joined five years later after getting out of college.

A sturdily built, lifelong "Dogtown-er" of medium height, Bass has dark hair, graying slightly at the temples, and a quiet, serious manner. While talking, he sits stiffly at his desk, fidgeting with various objects on the desk.

He said he became involved with the Associated General Contractors about 15 years ago because, "I recognized the role of a trade association as an opportunity for people in the same business to get together."

He started out in various positions with the Richmond district, then was elected to the state board and moved through a succession of offices to the presidency.

Bass said one of the major tasks this year will be educating fellow contractors and subcontractors on the effects of the new Occupational Health and Safety Act.

Virginia is further advanced than

Virginia Suppliers

Incorporated

3213 Lanvale Ave.

Richmond, Va.



RAINBOW STRAND

Wire Rope and Slings



CINCINNATI

Conveyor Belts



CAMBRIDGE

Wire Screen Cloth



NELSON RAILROAD

*Crossings and other
fine railroad products*

Oliva and Lazzuri

Incorporated

MARBLE • TERRAZZO • TILE
CONTRACTORS



Charlottesville, Va.

Phone 293-3352

Richmond, Va.

Call 649-2075

many states in construction safety because it has had its own safety code and inspection service that operates under the Virginia Department of Labor and Industry, he observed.

Another area of concern for the contractors' group is problems raised by Phase II wage controls, Bass said.

Most of the members are open-shop contractors who come under the Pay Board, which allows wage increases of 5.5 percent, he said. But, he said, the Construction Industry Stabilization panel has allowed construction unions to go far beyond the 5.5 percent, he said.

"Government just doesn't control labor," he said. "They still are doing what they want to do."

'COST NOT HELD'

Thus construction costs are not being curtailed significantly, he said.

Bass was born and grew up in "Dogtown"—"I'm South Richmond all the way." He had his prep schooling at Fork Union Military Academy and then went to Virginia Polytechnic Institute, where he studied for two years before transferring to the University of

Virginia. He was graduated from the university with a degree in civil engineering.

In the meantime, from the age of 13, he spent his summers working for his uncle's company. The firm did a lot of work erecting tobacco warehouses and usually hired work crews of 20 to 25 high school boys to carry lumber and put up sheeting, Bass said.

"We probably weren't too productive but we worked at it," he said.

WAS A SEABEE

He was graduated from college during World War II and spent a year-and-a-half overseas with the Navy Seabees. The 105th Naval Construction Battalion served first in the Philippines where it erected a tank farm to support the invasion of Japan. It was never used. Bass later served in occupied Japan.

Bass started working full-time for E. L. Bass in 1946.

The firm continues to specialize in building tobacco warehouses. Formerly frame buildings, they now mainly are steel buildings. Bass said the Armco Steel Building franchise has been very successful.

Bass classified Bass Construction Co. as being in the "upper medium" range in volume. Two of the largest contracts are the mall for the Cloverleaf Mall Shopping Center and the University of Richmond's Fine Arts Building.

"That's our monument, so to speak," Bass said.

A good part of Bass Construction's work is done on a negotiated basis rather than a bid basis, according to the contractor.

"We feel that we can protect the owner on the total cost better through a negotiated job working with an architect," he explained.

Negotiated work requires a good deal of personal contact with the owners of buildings being erected so Bass said he and his brother spend considerable time at the construction sites.

The construction business has been very good in the Richmond area during the past six or seven years, Bass said.

DELAY OF PROJECTS

He added that many projects are late because the winter weather, while warmer than usual, was unusually rainy.

Bass is married and has two sons and a daughter. The older son is studying civil engineering at the University of Virginia while the younger son, a student at Christchurch School, wants to be an architect. Both want to go into the family business, Bass said.

The family lives at 4617 Menokin Road in Stratford Hills.

Bass has been active in the Red Cross and the Rotary Club and was president of the South Richmond Rotary Club last year. He also serves on the board of the Builders' Exchange of Richmond.

He likes boating and recently took up farming with his brother. They own a farm in Nelson County and have a small cattle operation there.

THOMPSON MASONRY CONTRACTOR

Masonry Contractor

Va. St. Reg. #9593

COMMERCIAL — INDUSTRIAL

801 Union St.

SALEM, VA. 24153

Phone 389-4823

S. LEWIS LIONBERGER CO.

- General Contractor -

Commercial and Industrial



STEEL BUILDINGS

P. O. Box 1091
2714 Roanoke Ave., S.W.



Telephone 342-8984
ROANOKE, VA. 24005

Member, Painting and Decorating Contractors of America

S. P. TERRY

INDUSTRIAL — COMMERCIAL
RESIDENTIAL

Brush or Spray Painting
Sand Blasting

Phone 232-5663
517 West Seventh Street
RICHMOND, VA.



EROSION OF WORK ETHICS IS LAMENTED BY BUILDER

(The following editorial by nationally syndicated columnist James J. Kilpatrick has appeared in more than 250 newspapers throughout the country. Mr. Kilpatrick addressed the Opening General Session of the AGC Convention in Houston.)

HOUSTON—John E. Healy II spoke at more than 200 meetings last year — industry meetings, committee meetings — and at many of them he told the story of the Empire State Building. The story takes only a few paragraphs, but it packs a wallop.

Healy is the handsome, hefty, third-generation builder from Wilmington, Del., who is the outgoing president of the Associated General Contractors of America. The association met here last week in its fifty-third annual convention. The 5,000 delegates went home with a renewed determination to restore some sense to their deeply troubled industry and they took with them the story of the Empire State Building.

The world's greatest skyscraper broke ground on Jan. 22, 1930. A peak employment, 3,400 men were working to erect 60,000 tons of steel, to lay 10 million bricks, to install 70 miles of water piping, and to connect 3,500 miles of telephone cable. The 102 stories went up at an average of four-and-a-half stories per week. On May 1931, just one year and 98 days later, President Hoover dedicated the building and tenants moved in.

The same structure today, says

Healy, would require three to three-and-a-half stories per week. On May the Empire State Building lacked air conditioning, which a contemporary building would demand, but the man-hours required to install air conditioning have been more than offset by the new tools and new techniques of the past 40 years. The grim truth, in Healy's view, is that productivity in the building industry today is less than half what it was then. And why? "The work ethic has been lost."

It has been lost, he believes, through the power of avaricious trade unions, and through the weakness of contractors willing to buy labor peace at any price. The process has grossly inflated building costs, and it has sadly diminished the dignity of working men.

Members of the AGC are eager to have their troubles known. Day in and day out, their experience confirms the picture painted in a hard-hitting report last month by Engineering News-Record. In 1928, a Chicago mason laid 600 blocks a day; today two masons are required for the same work, and they lay 100 blocks a day. In the days when concrete was finished by hand, a contractor figured on 2,000 square feet of finished concrete per man per day; today, with all kinds of power tools, the rate is 600 square feet.

The magazine cited the sorry example of a power plant job that required several small gasoline-powered generators. The union successfully demanded that each generator be watched by an operating engineer, an

MILTON L. HAMMOND, Inc.

General Building Contractor

Phone 443-3375



State Registration 6128

TAPPAHANNOCK, VIRGINIA

MUNICIPAL & INDUSTRIAL
CONSULTANTS

LAND SURVEYORS AND
DEVELOPERS

WATER POLLUTION CONTROL

SHORE ENGINEERING CO.

ENGINEERS & CONSULTANTS

P. O. Box 354

MELFA, VIRGINIA 23410

Dial (703) 787-2773

Edward W. Minte Co., Inc.

St. Reg. #4099

Painting - Decorating

PAINTING AND SERVICE THAT SATISFIES

1213—12th Street, North West

WASHINGTON, D.C. 20005

Telephone 234-1173

L. A. REYNOLDS CO., INC.

WINSTON-SALEM, N. C.



- ASPHALT PAVING
- GRADING-EXCAVATING
- CAISSON DRILLING
- LANDSCAPING

Office: 1025 W. First Street

Asphalt Plant . . .

Cherry Street at Indiana Ave.

Dial 722-7152

electrician, and a pipefitter. The operating engineer got \$300 to \$400 a week "for starting once or twice a day on a gas engine smaller than those on many home lawn mowers." Each electrician received the same kind of money "for pushing the wire plugs into the sockets of the machines whenever they were moved." The contractor said he never did discover what the pipefitter did.

Such examples are legion. A billion-dollar project in Albany has suffered repeated delays because of a dispute between teamsters and operating engineers: Who is to hold the nozzle of the fuel truck? On a motel construction job in Philadelphia, electricians and carpenters quarreled over the installation of a chain-hung ceiling lamp.

Many labor leaders privately agree that this nonsense has to stop. Union members themselves are suffering, and many contractors turn to the open shop. Jobs are vanishing.

The contractors who met here in Houston gave Healy an ovation when he insisted that with the unions' help "or without it," productivity and morale must be restored. If the builders will match their convention zeal with hometown determination, the old concept of a fair day's work for a fair day's pay may yet be revived. It is what the unions have been asking for along.

(C) 1972—The Washington Star Syndicate, Inc.

E. T. Gresham Co., Inc.

1038-1068 West 26th St.

Telephone 627-4583

INDUSTRIAL CONSTRUCTION

MOTO-CRANE SERVICE &

HEAVY HAULING

— Since 1916 —

NORFOLK, VIRGINIA

AGC President McClary Speaks To International Union of Operating Engineers



April 25, 1972

GENTLEMEN: I am indebted to General President Hunter Wharton for the opportunity to be here today. Indebted, because it is a privilege to be asked to speak to you at our annual conclave, and because it affords me the chance to say to you some things which I believe must be said between us. Things which we, representing labor and management must face and resolve if we are to continue as a viable industry—and in fact, if our way of life, as we know and love it, is to survive.

Hunter and I have known each other for a number of years. In that time we have discussed many mutual problems and while we certainly have not agreed on a lot, we have agreed on many. I honestly believe we would both be concerned if we agreed on everything. Our roles in life necessarily cast us as protagonists for our respective causes. I say this because, although you and you may not agree with what I say, he knows that I believe in what I say and that I will say what I believe.

I have a feeling of being closer to our craft than I do to the others because in my own early days I learned

to do those things you do and, of course, my company has always done work that requires operating engineers. When I was sixteen I had a job that was a combination of timekeeper, assistant paymaster, warehouseman, candy wagon driver, and fuel truck driver. Since the job was in a remote corner of Yellowstone Park, where outside diversions were not just uncommon—they didn't exist—I had some spare time on my hands during the long summer evenings — after 6:00 o'clock, that is—and I didn't have to go to work until 6:00 in the morning. So I hung around the shop and finally talked someone into teaching me how to weld—both electric and oxyacetylene. I had already had to learn to run a 30 cat in order to get fuel deliveries through the mud — so I was really on my way to learning your trade. A couple of years later, however, I fell in with evil companions and went on to school and became a civil engineer.

My interest in equipment has never waned. I learned to repair, operate and maintain it through the years and up until the time I finally got chained to a desk I could operate in a better

than passable way every piece of equipment we owned.

I am telling you this not to try to make you feel that I am one of you—because I am not—but to let you realize that in learning the things I learned I had to work closely with a lot of your people for a lot of time—and in so doing I developed a tremendous regard for the abilities of a good operator and a good mechanic. You can't lay on your back in the mud under a piece of equipment with a guy for very long without having a pretty good idea of what makes him tick.

Last December I was awarded my forty year service pin with M-K, so despite my apparent youthfulness and obvious good looks, I have been around and through a lot of mills. I have seen, known, worked, worked for, and worked with a lot of your brothers. I can also say without fear of competent contradiction that I know a good workman when I see him. I know a bum when I see him, too.

Now, with that bit of background I'll get down to saying what I have to say.

Our industry is in trouble. It is in serious trouble and it could get a lot worse before it gets better. If it gets better, it will only be because you and I and a lot of people like us quit fooling around, quit playing games and go back to work.

We are accused—as an industry—of leading the inflationary spiral that is rapidly driving this country to economic ruin. And we are guilty. No economy can long survive continued increases in wages without corresponding and overriding increases in production. You, particularly, have benefitted by increases in the technology of our industry and have been able to conceal your own decreasing productivity behind a screen of bigger and better machines. But it is all catching up with us—because we have in many instances reached a practical limit to the size of machines we can build.

Instead of using the advance in technology to allow us to do more at less cost, while paying higher wages for operating more complicated machinery, you have so loaded the work force with non-essential non-producers that the economic benefit of the technical advance is lost — overwhelmed — drowned out.

Any machine is productive only when it is working. When it's not, it's just a pile of iron. It is not producing, if you show up late or are out drinking coffee or just plain goofing off, or quit early.

I have no quarrel with anyone about

paying a good wage for whatever task I ask a man to do. But I do quarrel if I am forced to pay a man a good wage and then he doesn't live up to his side of the bargain by honestly giving me my money's worth.

I have no quarrel with paying a good operator more than I pay a bad operator, but you have become so twisted up in your own regulations and rules that that is no longer possible.

Remember when there were three pay scales for three classes of operators, or mechanics, or compressors? The average guy got the scale, the guy who was a better operator and worked harder got above scale, and the bum got run off and got nothing. Now all three are on the job getting whatever scale is. There is no reward or incentive to do a better job.

While our technology has been making great strides, so has education. But have you used those advances to speed up the time it takes to train a journeyman? If you have, it has been sparingly used.

By this time, I suppose I'm about as popular here as a skunk at a lawn party.

Well, I have told you some of your faults, but I haven't mentioned ours, as if we don't have any. We do—a lot of them.

In the first place, we have let you get away with many of those things I have mentioned. We have not said "no—no more." I blame us both for that.

In some parts of the country we have turned over virtual management of our jobs to your people. That's our

fault, because you may be good operators, but you haven't been trained to manage.

We have become just as lazy and non-productive as you have become. That's our fault. If the boss isn't there he doesn't know if you sneak off early or go for a quick beer.

We don't always plan our work as well as we should. This leads to a pay out of non-productive wages.

While you have let a lot of malcontents and, in some cases, bums and crooks take over your locals, we have allowed the "Broker" to become respectable—and he doesn't give a damn about you or me or our industry.

We have let some very bad laws go on the books — through our apathy. These laws have gone a long way toward taking away our right to man-

D. W. Allen & Son, Inc.

Mechanical Contractors

St. Reg. #7533

PLUMBING — HEATING
ELECTRICAL

Phone 728-7451
HILLSVILLE, VIRGINIA

DULANY FOODS

Division of UNITED FOODS, INC.

P. O. Box 1031

SALISBURY, MARYLAND 21801

DULANY'S FROZEN FOODS
GROWN AND PROCESSED BY VIRGINIANS

JOE M. DeSHAZO ROOFING CO.

Roofing Contractor

COMMERCIAL — INDUSTRIAL

Phone 358-8745
3201 Moore Street
RICHMOND, VIRGINIA 23230

P & W Electric Co., Inc.

Electrical Contractors

COMMERCIAL — INDUSTRIAL

Phone 245-2922
549½ Greenlawn Ave. Hampton, Va.

age—and believe me when we don't manage our work—you don't have a good, safe place to work or even a good job.

Now, earlier, I mentioned that our way of life is in danger. What do I mean by that? Simply this, I don't care how much my salary is—if we don't find someone to work for we don't eat. If we price ourselves out of business, we're just as hungry as if there were no work going on. If construction wages pull up other wages, then your bread, your meat, your car, your TV, your house are going to cost you more. So you need a wage boost to just stay even. If you go on a prolonged strike to get it, you need from seven to ten years of the higher wage just to get back what you didn't earn during the strike.

When you get in your German car, listen to your Japanese radio, watch your Japanese television, use your flashlight made in Singapore, do you ever wonder about the workers that made them and how come you can buy them for so much less? Every one of those items that is sold in this country was made by some funny looking character in a town with a strange sounding name—and most importantly it was not made by an American in Anytown, U. S. A. That American counterpart is not working. Why isn't he? Because his wages have gone so high and he has such ridiculous work rules, and he so under-produces that his employer cannot put out a competitively priced product that will sell.

Well, you say,—they can't come over here and do our work. You're probably right. But if the work force outside our industry doesn't have anything to do—because the funny little guys go on out-producing and underselling — that group of Americans may be forced into coming to do your work here and competing with you for your job. And don't kid yourself—someone will train and employ them!

To what do you attribute the very rapid growth of the open shop movement in the United States? Do you believe that it is caused by contractors who hate unions and want to work with free labor? Again, don't kid yourself. It has been made possible, in my judgment, by two things. Unions and union contractors are pricing themselves out of the market, and, laugh if you want to at this, but there are still a lot of people in this country who have enough pride in their craft and in themselves, that they want to work where their skill is recognized and where they can take their pay check at the end of the week and look the

paymaster in the eye. They want to work where their income is steady, where they are not off on wildcat strikes or honoring a picket line for someone else's stupidity, or becoming embroiled in a useless jurisdictional dispute—in many instances not even involving their own craft.

I have always believed in the guild principle—in the right of men to associate for their own protection, benefit and well-being. The principle of the trade union is good—but like any good association, to survive and to justify its existence, a union must have something to offer its members for the

dues they pay. Who wants to shell out good money for the privilege of getting a black eye, a bloody nose and an empty pay envelope?

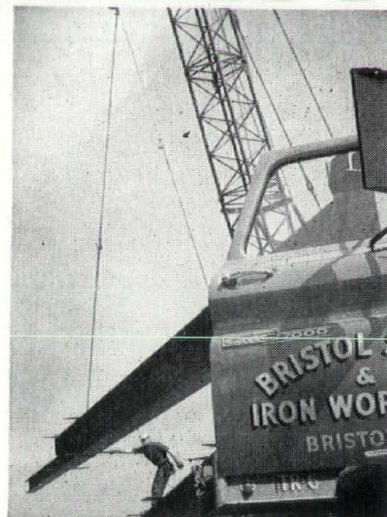
You have a good product, but like any product, it has to be sold. Historically, Americans have rejected the idea of paying tribute. When you bargain for a check-off, are you just asking for accounting help or are you really admitting you haven't much to sell and you need someone to collect your dues for you?

If you would sell unionism solely on its merits, you would, like the proverbial inventor of the better mousetrap,

DEPENDABILITY IS THE BRISTOL STEEL



AND IRON WORKS, INC.



As one of America's largest structural steel fabricators and erectors, our reputation . . . our company . . . has been built on dependability in every detail from design to erection. With a three-plant capacity, we can handle your complete requirements, and give you the earliest possible use date. And that's a guarantee you can depend on. For the full-color story about you and us, send for our new brochure.

KING & PIEDMONT ST., BRISTOL, VIRGINIA
FOURTH & GORDON AVE., RICHMOND, VIRGINIA

have them beating a path to your door. But you haven't been working at your job.

I was once given a very basic lesson in economy. I asked how a construction company could go broke and I was told it was easy—a contractor simply runs out of money. Gentlemen, a nation goes broke the same way.

What is a dollar? What does it represent? It is a medium of exchange. It measures the productivity of the people of this country. The dollar has been devalued because as a nation our productivity has fallen off and fallen off badly. What does this mean to you, wherever your home is? The dollar was devalued 8½%. You probably didn't notice it—or pay any attention, if you did. But, if you had \$1,000 in your savings account and tomorrow morning you got a letter from your bank saying they had charged your ac-

count with \$85 and your new balance was \$915, you'd damn well notice it. And you'd be right down at that bank with a writ, a lawyer and a cop.

That happened to you, to me, to all of us, on the day our dollar was devalued. Everything you or I have went down in real value by that 8½%.

When ours was a nation of producers—of workers—the dollar was the most desired currency in the world. Now, it isn't. But the Japanese yen, the German mark, the Swiss franc all went up 8½%—those people haven't forgotten how to work!

Now I am not one of those who says "Stop the World I want to get off." So I am not suggesting we sell out and go somewhere else. In the first place we wouldn't want to and where would we go in the second place?

What I am suggesting is that it is long past time for us to go back to

work. Let's begin by me expecting and you giving a fair day's work for a fair day's pay.

Let's work together to figure out some way to settle our differences without crippling and devastating strikes, which, really no one wins.

Let's come up with a workable, fair and equitable solution to settling jurisdictional disputes. I swear you lose more than you gain—and whatever you gain, you gain at the expense of members of another union.

How about you taking a fresh, sincere look at what kind of craftsman you really want to be? Do you want to be involved completely in the most exciting business in the world or do you really like pitting your skill and talent against those of some first class windmill man. In short, cut out this stupid obsession with featherbedding.

Let's get over the idea that every operator or mechanic is equally skilled. We may be all equal under the Constitution and in the equal opportunity sense, but I'll be damned if we're all equal in talents or skills!

Let's try to go more than six months or a year without a raise in pay—at least until we are out of our current mess and until productivity justifies an increase.

In short, let's quit playing kid game and let's at least try to look like construction stiffs that know how to work and work like men.

Earlier, I told you about the kind of men with whom I was raised. I think their kind is still with us—here in this hall. I just wonder what mad them give up and quit trying.

Now that is pretty straight talk. But I have a very good personal reason for saying what I have said. If you don't get on the ball and get your part of this mess straightened out, then I'm going to go down with you—and I don't want to do that.

Someday maybe we'll all be smart enough or wise to realize that it takes both of us to make things go. I certainly can't run a very successful job if you won't work for me, and you don't have much of a job unless I have work for you.

Let's stop — once and for all — our ceaseless bickering and go down the same path together. Life will be a whole lot easier. We can again have pride in our work, pride in our country, the where-with-all to provide better for our families and maybe a little time—and money—for some fun. Isn't that what it is all about? I think so.

But first, let's go to work. I'm ready whenever you are.

Thank you.

OWEN PATTERN FOUNDRY AND MANUFACTURING CO., INC.

MANUFACTURERS OF BRASS, BRONZE AND ALUMINUM CASTINGS

NAMES PLATES & PLAQUES MADE TO ORDER

Dial 627-3671

710 West 22nd Street

Norfolk, Virginia 23517

FUEL OIL and EQUIPMENT CO., INC.

ASPHALT and HEATING

OIL

FOR ALL PURPOSES

Telephone 345-8866
ROANOKE • VIRGINIA

2677 Roanoke Ave., S.W., 24004
P. O. Box 762

BURGESS BROTHERS

Painting Contractors

PORTSMOUTH, VIRGINIA 23707

INTERIOR - EXTERIOR DECORATING

Specializing in Bridge Painting

Work Fully Covered by Insurance

700 Florida Ave.

Phone 397-0764



Get Our Quote for the Best

Tank Maintenance

Cleaning • Painting

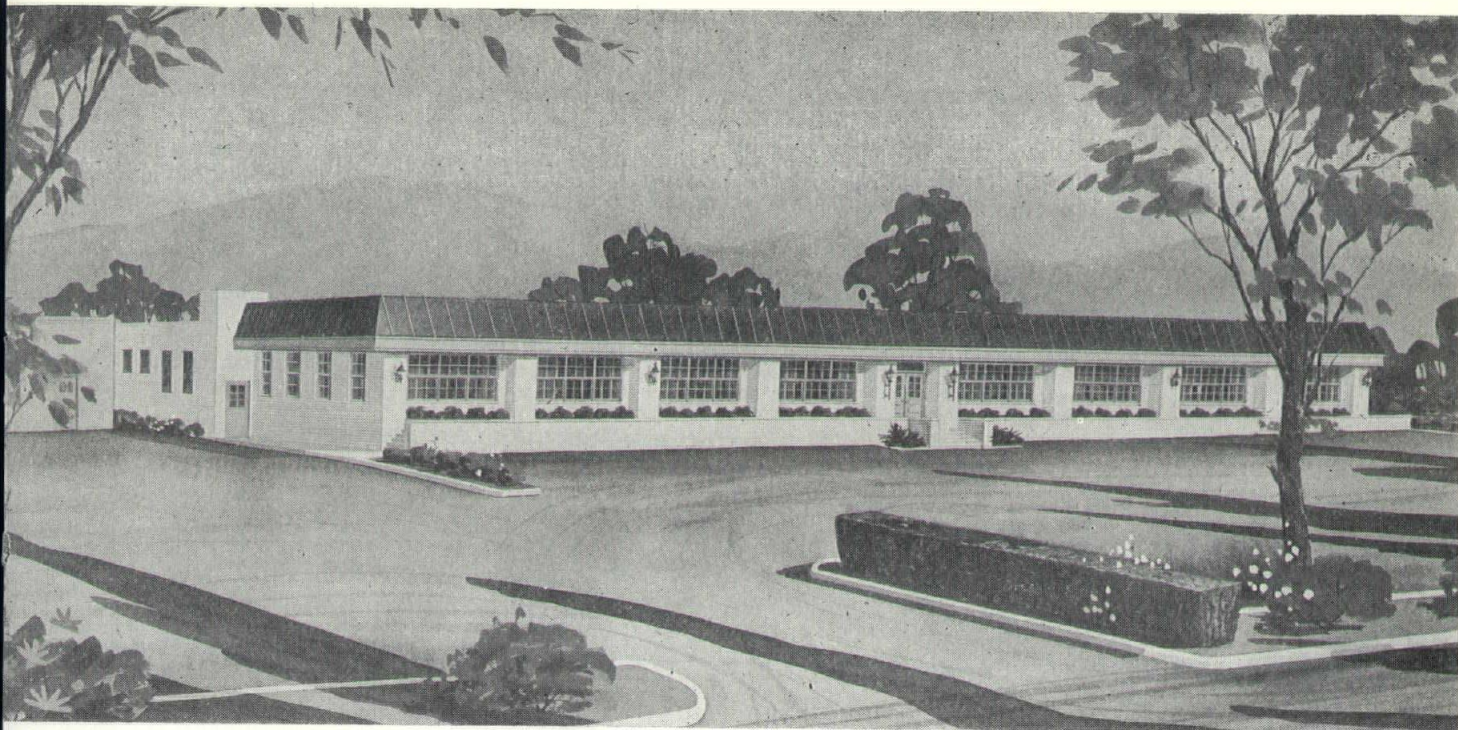
Repairing • Inspecting

Phone, Wire, or Write

DOMINION TANK & IRON COMPANY, INC.

Box 2044, Petersburg, Va. 23803

Phone 732-6550



COLONIAL HILLS OFFICE BUILDING

Roanoke

J. M. YEATTS
ARCHITECT

OWNERS Morton and Malcom Rosenberg have recently opened the prestigious new 14,000 square foot Colonial Hills Office Building for occupancy. This modern structure was created from the remains of the once popular Colonial Hills Club which was destroyed by fire several months ago.

The exterior features a tasteful Colonial facade in white with copper colored mansard fascia. Decorative planters adorn the walkways in the front of the offices.

The interior is exquisitely decorated and paneled. The offices and corridors are fully carpeted. Maintenance is made easier by the installation of a central vacuum system. This is one of the few commercial buildings in the Roanoke area to have this modern convenience. The entire structure is fully air conditioned with individual office controls for most tenants. A convenient snack bar is also provided. Parking is plentiful, and the location is convenient to all parts of the city.

Construction financing was done by Mountain Trust Bank of Roanoke with the permanent financing being done by Pilot Life Insurance Co.

Tenants who have occupied spaces in the Colonial Hills Office Building to date include: Roanoke Engineering Sales, Inc., New England Life Insurance Co., Pilot Life Insurance Company, March of Dimes Headquarters, Commonwealth of Va. Department of Vocational Rehabilitation, Colonial Installation and Erection Co., T.R.W. Corporation, Ground Hog Mountain Corporation, Communication Brokers of America, Appliance Buyers Credit Co., Arnold Masinter Employee Benefit Plans, and Jack Flora Appraisal Company.

Roanoke can be justly proud of the fine new addition to an already beautiful and scenic city, and we are pleased to have been selected as the builders.

Subcontractors & Suppliers

(Roanoke firms unless otherwise noted)

S. Lewis Lionberger Co., general contractor, foundations, concrete & carpentry; Charlie Overstreet, Inc., excavating; Ben C. Johnston, New Castle, masonry; Roanoke Iron & Bridge Works, Inc., steel & steel roof deck; Leonard Smith Sheet Metal & Roofing, Inc., Salem, roofing; National Glass & Mirror Co., Salem, glazing; and W. E. Robertson Co., Salem, painting; Lowe's of Roanoke, paneling.

Shields, Inc., acoustical & resilient tile; A & H Contractors, Inc., plaster; Edward W. Norville, ceramic tile; South Roanoke Lumber Co., millwork; Engleby Electric Co., Inc., electrical work (Lithonia lighting fixtures); and Bud Weaver Heating & Air Conditioning, plumbing, air conditioning, heating & ventilating.

Suffolk Lumber Co., Inc.

Building Materials of All Kinds

Phone 539-3581
Mulberry & Jefferson St.
SUFFOLK, VIRGINIA

Contractors Paving Co., Inc.

Grading & Paving

Phone 340-1161
Bonney Road & Virginia Beach Boulevard
VIRGINIA BEACH, VA.

SANDERS QUARRY INC.

Telephone 347-3641

CRUSHED STONE FOR ROADWAYS, DRIVEWAYS,
CONCRETE AGGREGATE

READY-MIX CONCRETE
Telephone 347-3844

ASPHALT
Telephone 347-3035

J. LAWSON JONES CONSTRUCTION CO., INC.

Roads & Bridges

P.O. Box 696
CLARKSVILLE, VA. 23927

"WE ARE AN EQUAL OPPORTUNITY EMPLOYER"

Charles W. Barger & Son Construction Co., Inc.

Highway Contractors

St. Reg. #2653

Phone 463-2106
LEXINGTON, VIRGINIA

SPEED & BRISCOE, INC. TRUCK TERMINAL

Dial 798-6021
Interstate 95 & Lewistown Road
Ashland Virginia

S. O. JENNINGS CONSTRUCTION CORP.

Contractors

PUBLIC UTILITIES — WATER & SEWER

Dial 273-0271
FAIRFAX, VIRGINIA

NATURAL GAS

For
AIR CONDITIONING
INCINERATION

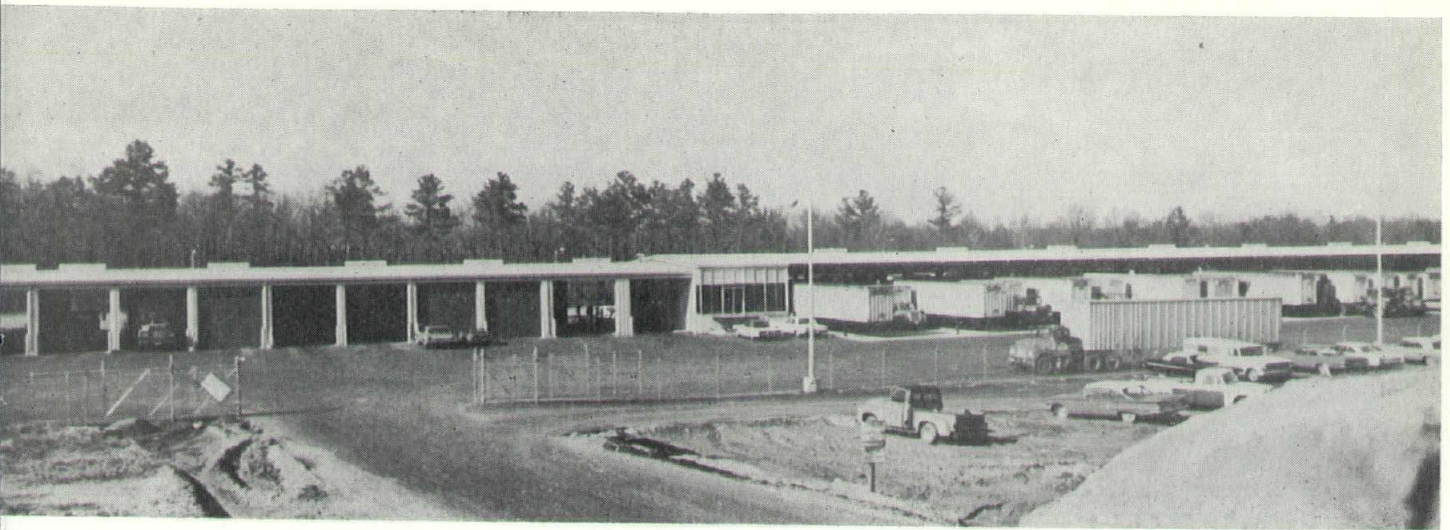
*You go first class
When you go Gas*

SOUTHWESTERN VIRGINIA GAS COMPANY

MARTINSVILLE, VA.

Phone 632-5663





ADLEY EXPRESS COMPANY

Richmond

TORRENCE, DREELIN, FARTHING & BUFORD

CONSULTING ENGINEERS

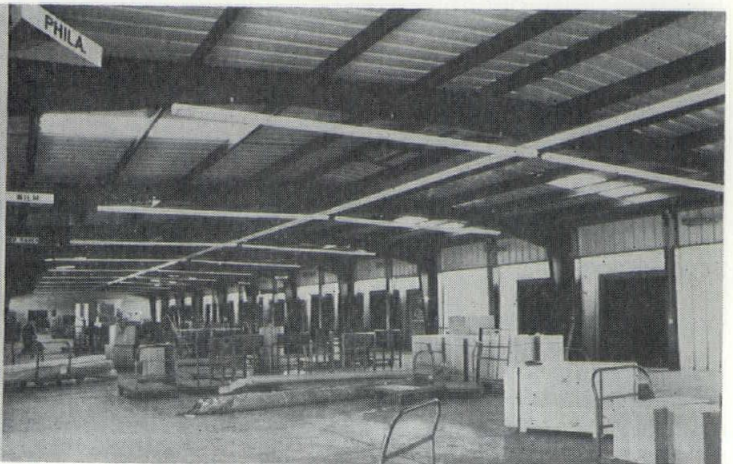
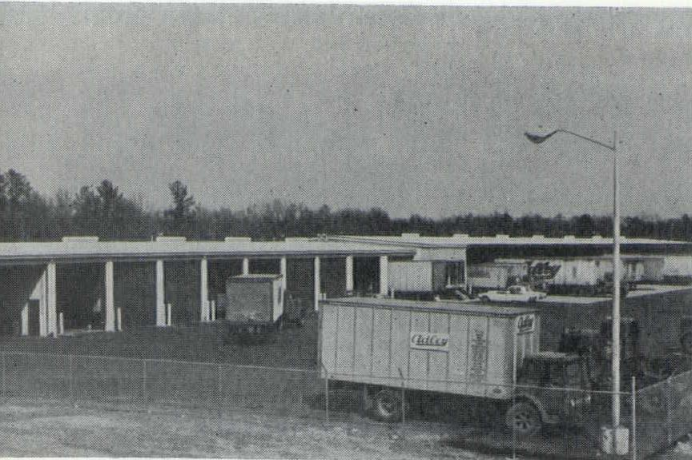
COMPLETED in the early part of 1972 this building for Adley Express Company is a prime example of what can be done between a consulting engineer and a general contractor in using a pre-engineered metal building to fill the needs of a client such as this major trucking line.

The pre-engineered building furnished by the Butler Manufacturing Company was eminently suited for this facility and provides a functional building for Adley. The major subcontractors are as follows: (Richmond firms unless noted) Alexander Building Construction, Inc., general contractor,

carpentry; E. G. Bowles Co., excavating; Century Concrete of Richmond, Inc., concrete; Southern Brick Contractors, Inc., masonry; Liphart Steel Co., Inc., miscellaneous metal; Dill-Roy Construction Co., Inc., steel erection; Allied Glass Corp., storefront & glass; Ar-Wall, Inc. of Virginia, sliding windows; Terminix Engineers, termite treatment; and, N. Chasen & Son, Inc., painting.

Also, W. B. Goode Co., Inc., fuel & oil systems; Toledo Scales & Systems Div. of Reliance Electric Co., scales; John H. Hampshire, Inc., banker's partitions; Manson & Utley, Inc., weather-

stripping, acoustical & resilient tile; Cavanaugh Corp., exhaust & waste oil systems; Gold Seal Manufacturing Co., canopy; Kreider Construction & Fence Co., Ashland, fence; H. Beckstoffer's Sons, millwork; J. S. Archer Co., Inc., metal doors & frames, overhead doors; and J. L. Parker Electric Co., electrical work; Reams & Moyer, Inc., plumbing, air conditioning & heating; Rite-Hite Corp., Milwaukee, Wisc., dock levellers; Pleasants Hardware, hardware supplier; and Butler Manufacturing Co., Kansas City, Mo., pre-engineered metal building.



MILTON L. HAMMOND, INC. PRESENTS ...

PHASE II ADDITION TO STONEWALL JACKSON JUNIOR HIGH SCHOOL

Hanover County

JAMES H. GOULD, AIA & HARRY S. CRUICKSHANK, AIA
ASSOCIATED ARCHITECTS

WAGNER & JONES
CONSULTING ENGINEERS
MECHANICAL & ELECTRICAL

HARRIS, NORMAN & GILES
CONSULTING ENGINEERS
STRUCTURAL

INTERIORS
BY
THE ARCHITECTS

PHASE I of Hanover County's Stonewall Jackson Junior High School, located adjacent to Lee-Davis High School, was bid in March of 1969 and completed in 1970.

Phase II of Stonewall Jackson Junior High School was begun in December of 1970 and completed in March of 1972.

The Phase I academic building consists of two stories and contains the basic classroom units. The Phase II building contains the administrative offices, guidance offices and clinic; home economics facilities, science labs and health rooms.

Locker and shower facilities are included in the gymnasium area. The main gymnasium itself is a large space, the roof of which is spanned with long-span steel truss with an acoustical ceiling installed on the bottom cord of the truss to damper the sounds of sports activities and spectators. Provisions have been made for a future divider curtain to divide the main gymnasium into two teaching stations. Bleacher seats have been provided on one side of the contest court. Across the contest court is the stage and auxiliary gymnasium which provides space for stage activities and a large exercise area, making the space a dual purpose area.

In another area separated by a long corridor is the Vo-Ag Shop with classrooms, welding shop, and material

storage. In the space adjacent to this area is a large Industrial Arts shop for carpentry, woodworking, sheetmetal, graphic arts study and office and conference rooms.

The library and reading room, and corridors open into a landscaped court which can be used as an outdoor room and exhibit area.

The Cafeteria-Dining Room, that seats 430 is separated from a corridor by satin finished aluminum railings and precast benches, opens for a view of the enclosed outdoor court seen through floor to ceiling window walls and double glass doors.

The fully equipped kitchen with food preparation and serving areas, dishwashing and pantry rooms with walk-in refrigerator, extends from the building in the rear to provide easy access from the parking and loading areas.

Next to the kitchen area are the janitor's supply and incinerator rooms which provide the best equipment for pollution control of smoke and particles.

The school is air conditioned and heated by electricity with heat loss and gain controlled by limited window areas and by urethane roof insulation.

Subcontractors & Suppliers

(Richmond firms unless noted)

Milton L. Hammond, Inc., Tappahannock, general contractor, excavating, foundations & carpentry; Ward

& Stencil, Inc., grading & fill; Essex Concrete Corp., Tappahannock, concrete; Hammond Masonry Corp. Sandston, masonry; Steel of Virginia Inc., Martinsville, steel, steel roof deck & handrails; Concrete Building Unit Co., Inc., precast concrete; C & Construction Products, Inc., Chester, roof deck; Whitley, Inc., roofing; Hunter L. Mann, steel erection; Schallow Manufacturing Co., Inc., Powhatan tackboards & chalkboards; Plastico Sales & Service Co., Div. of Plastico Construction Corp., incinerator and, Allied Glass Corp., glazing.

Also, G. M. Clements Co., Petersburg, painting & plastic wall finish; Martinsville Engineering Sales Co., folding partitions & steel rolling door; Roanoke Engineering Sales Co., Inc., steel gates & fire extinguisher cabinet; Carpet Systems, Inc., carpets; C. Smith Co., acoustical & resilient tile; Oliva and Lazzuri, Inc., ceramic tile & terrazzo; Standard Flooring, Inc., Va. Beach, wood gymnasium flooring; Miller Manufacturing Co., Inc., millwork; The Staley Co., Inc., steel door & bucks; Rabe Electric Co., Inc., lighting fixtures & electrical work; Baker and Hazlewood Mechanical Contractors, Inc., plumbing fixtures, plumbing, air conditioning, heating ventilating; Tom Jones Hardware Co. Inc., hardware supplier; and, E. Chappell & Son, Inc., calking.

The Most Complete Line of

CONSTRUCTION EQUIPMENT & SUPPLIES

in Virginia



'Everything For The Contractor'

McILHANY EQUIPMENT COMPANY INCORPORATED

ROANOKE

14th St. & Center Ave., N. W.
342-8991

RICHMOND

2104 N. Hamilton
353-3933

LYNCHBURG

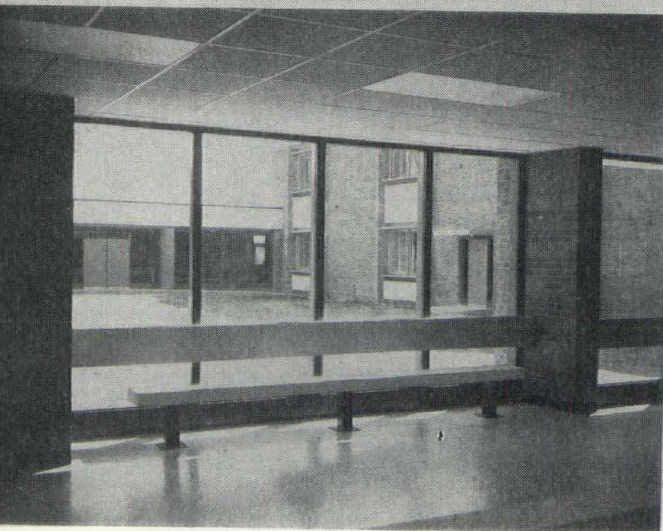
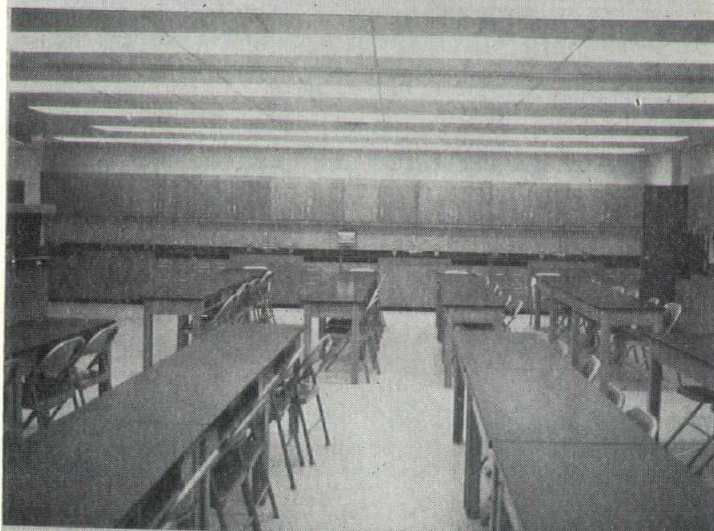
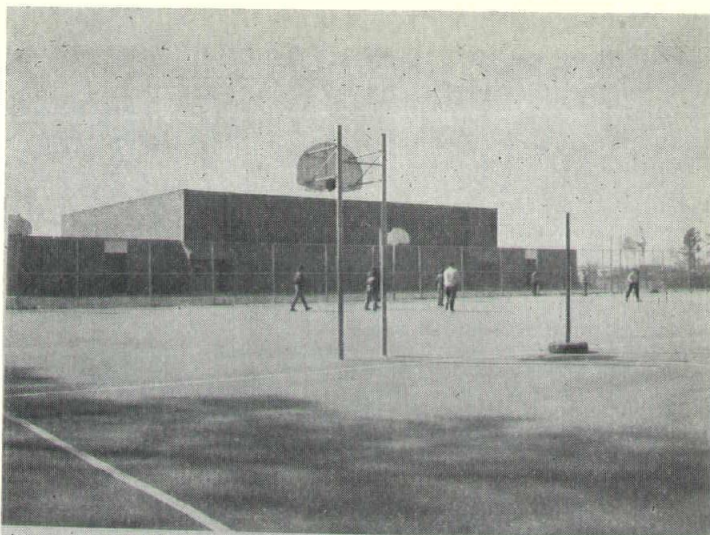
3420 Odd Fellows Rd.
845-5981

NEWPORT NEWS

499 Muller Lane
877-9261

VIRGINIA BEACH

5017 Cleveland Street
845-5981



STONEWALL JACKSON JUNIOR HIGH

SHOWN AT TOP: LEFT, PHASE II ADDITION; RIGHT, REAR, SHOWING PLAY AREA AND EXTERIOR OF GYM.

CENTER: LEFT, INTERIOR OF GYM; RIGHT, SCIENCE LAB.

BOTTOM: LEFT, LOOKING TO ENCLOSED OUTDOOR COURT FROM THE CAFETERIA-DINING AREA; AND RIGHT, CAFETERIA DINING AREA.

ALEXANDER BUILDING CONSTRUCTION, INC. PRESENTS ...

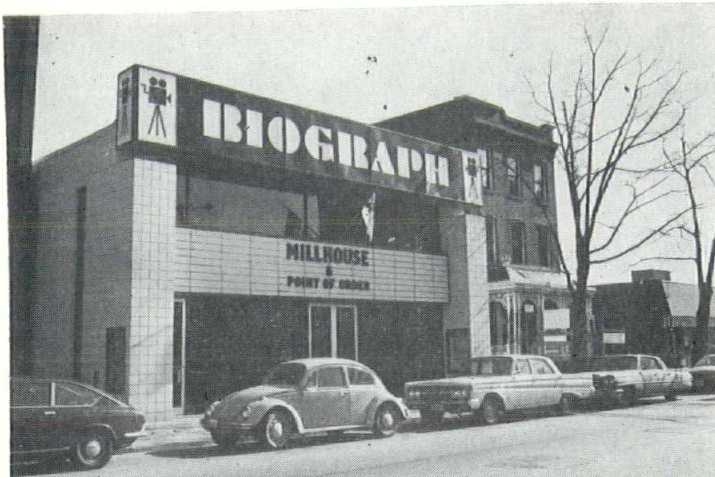
THE BIOGRAPH THEATER

Richmond

ARMSTRONG & SALOMONSKY, LTD.
ARCHITECTS

ALVIN W. DUNBAR
CONSULTING ENGINEER, STRUCTURAL

INTERIOR DESIGN BY
THE OWNER

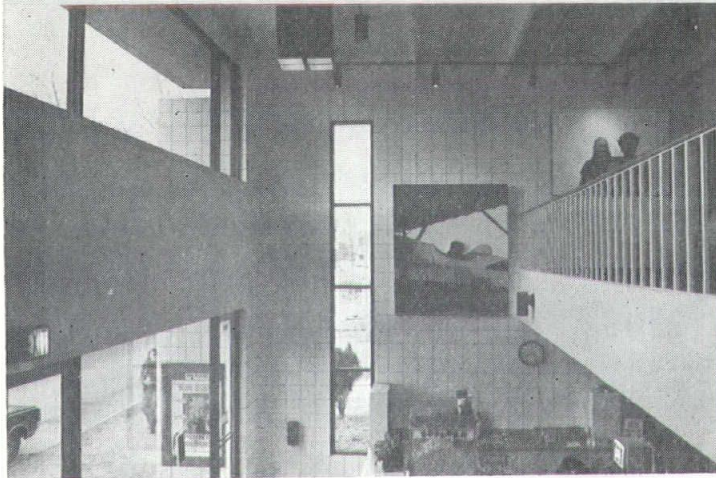


THIS BUILDING uses, probably, the most economical building materials marketable in the local area to successfully help create an interesting form. The successful collaboration of a cooperative client, contractor, and architect has produced an attractive space that has been selling tickets to a constantly full house to view antique movie. Rather than using superficial materials to cover the inherent economy and structural integrity of the bare materials, the architect and the contractor decided to express the material textures of the construction to economize on the cost of construction. The owners and those viewing the antique movies have agreed with the end result.

Subcontractors & Suppliers
(All Richmond firms)

Alexander Building Construction, Inc., general contractor; carpentry; R. E. Anderson, excavating; Willis & Willis, Inc., masonry; Welding Service Co., structural & miscellaneous steel; Concrete Structures, Inc., prestressed concrete; Joe M. De Shazo Roofing Co., roofing; Binswanger Glass Co., Inc., storefront; and, Harris Painting Contractors, painting.

Also, E. S. Chappell & Son, Inc., weatherstripping; General Tile & Marble Co., Inc., quarry tile; Fendley Floor Ceiling Co., resilient tile; H. Beckstoffer's Sons, millwork; J. S. Archer Co., Inc., metal doors & frames & toilet partitions; Central Electrical Service Corp., electrical work; E. Orcutt Co., plumbing, air conditioning & heating; Pleasant Hardware, hardware supplier; Bowker & Roden, Inc., reinforcing steel; and, Gayle S. Mann, Jr. & Co., Inc., Spraycreting.



ALEXANDER BUILDING CONSTRUCTION, INC.

GENERAL
CONTRACTORS

COMMERCIAL

INDUSTRIAL



PHONE 353-8941

P. O. BOX 6978 RICHMOND, VA. 23230

FOR THE RECORD

CAMPUS DESIGN CITED

LBC&W Associates of Virginia has received a special citation from the American Association of School Administrators for the design of Northern Virginia Community College, Eastern Campus which was featured in the May issue of *Virginia Record*. A copy of the citation was attached to the firm's entry in the AASA Atlantic City convention. It read as follows:

Exhibition of School Architecture
Jury comments . . .

Northern Virginia Community College
Eastern Campus
Alexandria, Virginia

New branch campus for an expanding community college, well planned for future growth and adaptability to varying needs. The phased building program has been carefully considered and well presented. Pleasing environment for the students it serves.

1972 Exhibition

The citation was accepted on behalf of LBC&W by Walter A. Brown, project designer.

One of five satellite campuses, the Eastern Campus is located on the boundary between the City of Alexandria and Fairfax County. There are five construction phases scheduled at two-year intervals for the Eastern Campus which will ultimately contain 500,000 square feet of educational space serving 10,000 students and parking for 4,500 cars.

SPECIFICATIONS INDEX AVAILABLE

The "Master Index of Government Guide Specifications For Construction" was compiled and published by the Technical Committee of the D. C. Metropolitan Chapter of CSI as a service to all architects, engineers, contractors and others responsible for the preparation of working with specifications.

The Index has a listing of specifications for the Department of Defense,

Army, Navy, Air Force. General Services Administration, Health, Education and Welfare, Housing and Urban Development, The Veterans Administration, and Government of the District of Columbia. Copies may be obtained by sending prepaid orders to Ronald G. Nickerson, 1750 Old Meadow Road, McLean, Virginia 22101. One to twenty-four copies are \$2.00 each and order of 25 or more are \$1.75 each.

STAINLESS STEEL
LETTERS

*Hand Crafted to Your
Design, as a Piece of
Fine Silver, by Our
Master Metalsmiths.*



AND
ADVERTISING COMPANY

PHONE 649-0325
1908 CHAMBERLAYNE AVE.
RICHMOND, VA. 23222

**RAPIDAN
MILLING CO., INC.**

Rapidan, Virginia

MANUFACTURING
PEERLESS FLOUR
FEEDS

Pneumatically Milled

Phone 672-4835

Gayle S. Mann, Jr. & Co., Inc.

*Water Treatment Equipment
Sales, Service & Installation*

STRUCTURAL CONCRETE REPAIRS
SWIMMING POOLS — FOUNTAINS

CONTRACTOR FOR BIOGRAPH THEATER

3805 Talley Road

RICHMOND, VIRGINIA

Phone 266-8706

NEW FIBERGLAS DUCT BOARD

• A new Fiberglas Duct Board featuring higher strength characteristics that reduces reinforcement requirements has been developed by Owens-Corning Fiberglas Corporation.

The board—type 1400 FR—is capable of withstanding greater spans unreinforced, and provides for fast, economical installation. It can be easily fabricated for spans up to 10-ft. Separate application of metal, insulation and finish is no longer required.

The board is manufactured from resin bonded fibrous glass in rigid boards for fabrication of rectangular ducts. A factory-applied foil reinforced vapor barrier serves as the surface finish.

The Fiberglas duct is recommended for use in heating, cooling and dual temperature service in all types of high performance installations operating up to 2400 fpm and 2-in. static pressures. The duct has a maximum temperature limit of 250 degrees F. It is available nationally through heating and air conditioning equipment distributors.

Performance characteristics of the duct include built-in thermal insulation with assured thickness to protect against heat loss or gain for lower cost performance. It also delivers air efficiently without air loss through seams or joints.

A flame retardant vapor barrier eliminates sweating from condensation, assures fire safety and resists damage. The duct is U.L. labeled Class I which

qualifies it under NFPA No. 90A. It has a 0.00 perm rating and will absorb less than 2 percent moisture by weight at 120 degrees F.

The duct can be installed closer to walls and ceilings than metal duct because there is no need to allow space for installing insulation or for driving joint locks.

For additional information on Type 1400-FR duct systems write E. M. Meeks, Owens-Corning Fiberglas Corporation, and request Pub. No. 1-MS 5397 (data sheet) and 3-MS-5399 (installation details brochure).

Cline Joins Wiley & Wilson

• Warren F. Cline, a Professional Engineer, has joined Wiley & Wilson engineers, architects and planners of Lynchburg and Richmond, as a Project Manager in the Lynchburg office.

A 1942 civil engineering graduate of Virginia Polytechnic Institute, Cline entered the consultant field after a 2 year career as a Naval Civil Engineer Corps Officer. His work in the Navy was primarily concerned with the planning, design, construction and maintenance of Navy shore facilities and as an officer in the Seabees.

At the time of his retirement as Captain, Civil Engineer Corps, U. S. Navy, Cline was commanding officer of the U. S. Navy Public Works Center, Guam. During his service career he completed requirements for a Master of Civil Engineering degree at Rensselaer Polytechnic Institute.

Cline entered an engineering consultant partnership in Waynesboro in 1965. He is a part vice president of the Professional Engineers in Private section of VSPE, and has been active in the Skyline Chapter of VSPE. He is also a member of the American Society of Civil Engineers. He is registered as a PE in Virginia, New York and New Jersey and as a Community Planner in West Virginia.

Worley Lumber Co.



SAWMILL
LOGGING
LUMBER

Route #1 Phone 476-6432
HALIFAX, VA. 24558

Ashland Roller Mills

ASHLAND, VIRGINIA

PATRICK HENRY
FLOUR — MEAL — FEED

"It Speaks for Itself"

Conaway's Truck Stop, Inc.

Complete Servicing

Open 24 Hours
Restaurant
American Fuel & Oil
Bunks & Showers
Tire Repairs—Greasing

Call 539-1238
Holland Road
SUFFOLK, VA.

R. E. ORCUTT Company

Mechanical Contractor

HOME—BUSINESS—INDUSTRY

Installation—Service

4409 Newport Drive
Phone 353-8686
RICHMOND, VIRGINIA
Zip 23227

VIRGINIA ASPHALT PAVING CO., INC.

ROANOKE AND STRASBURG, VIRGINIA

Welding Service Company

Structural Steel
and
Ornamental Iron Work

HILLIARD ROAD
AND
R.F.&P. R.R. TRACKS
PHONE 266-2465
RICHMOND, VIRGINIA

CSI Convention Scheduled This

Month in Minneapolis

The Construction Specifications Institute's 16th Annual Convention and Exhibit will be held in Minneapolis, Minnesota June 19-21, 1972 according to Institute President Arthur J. Miller, CSI.

The theme of the 1972 convention will be "SPECIFICATIONS: RESPONDING TO CHANGE." The program will highlight the changes that are occurring — or can be reasonably predicted—in construction, and investigates the specifier's expanding role—a role demanding greater responsibilities and capabilities in research, evaluation, analyzing — and rational specifying. Discourses at the convention will cover aspects of performance specifying and analyzing, performance construction and testing, educational and technical programs, interaction and coordination of the elements of the construction industry and other aspects of changing construction concepts.

Always noted for its down to earth business like atmosphere CSI's 1972 convention again will emphasize the "working and learning experiences" in the convention technical program. Since its founding as a technical society in 1948, The Construction Specifications Institute has addressed its activities towards improving the technical quality, organization and enforcement of the various procedures involved with the documents concerning specifying.

The scene for one of the premier gatherings in the construction industry will be the Minneapolis Auditorium and Convention Hall marking an eastward march by the Institute from Anaheim, California where the 1970 convention was held and anticipating

the 1973 convention scheduled for Washington, D. C.

The Institute Vice Presidents, John C. Fleck, FCSI, Philip J. Todisco, FCSI, and Wayne Brock, FCSI, who serve as the Convention Program Committee, are planning the sessions and contacting speakers and participants for the program.

Featured as part of the convention will be the Annual Exhibit of building products, always one of the most comprehensive displays in the construction field.

The 1972 Convention is the first convention to be held after the school year ends and is acquiring a family look in its program and planning with activities designed to meet the needs of all age groups attending.

*FASTEN YOUR
SEAT BELT*

YORK CONSTRUCTION CORP.

St. Reg. #9848

BUILDING — PUBLIC UTILITIES — WATER & SEWER
STREET CONSTRUCTION

Dial 595-6436

1286 Route 17

Tabb, Va. 23602

CLEMENTS IRON WORKS

STRUCTURAL & MISCELLANEOUS STEEL

ORNAMENTAL IRON

Dial 845-7071 or Write P. O. Box 145
MADISON HEIGHTS, VA. 24572



MARYVIEW HOSPITAL

PORTSMOUTH, VIRGINIA

H. C. Shackelford & Son, Inc.

Distributors Of

ARCO OIL PRODUCTS

ARCO ◆

PHONE 642-2161

GLOUCESTER POINT, VA.

H. A. Nunn Construction Co., Inc.

Contractor

Dial 572-3360



VIRGINIA, VIRGINIA 24598

SOUTHERN STATES COOPERATIVE

BURKEVILLE VIRGINIA

Empire Sales, Inc.

CONCRETE PIPE

TERRA COTTA PIPE

CORRUGATED METAL PIPE

Phones

722-0626

723-6747

Hampton, Virginia 23369

Roy McClanahan Co.

APPLES AND PEACHES PACKERS

Dial 295-5196
CHARLOTTESVILLE, VA.



1,001

Highway, Bridge
&
Industrial

CONSTRUCTION SPECIALTIES

LARGEST STOCKS
IN SOUTHEAST

Direct Dialing
Toll Free

1-800-438-4435
Lenoir, N. C.

SINCE 1949

PROMOTIONAL AID AVAILABLE TO ARCHITECTS & ENGINEERS

• "The quality of what we professionals can do is determined largely by the way in which we promote a project. It is at the point of promotion, not with design, that a project has its real beginning." This statement is made by Thomas A. Bullock, FAIA, President, Caudill Rowlett Scott in his Foreword to *Marketing Architectural and Engineering Services*.

The author, Weld Coxe, brings into the open the subject of how professional services are sold. His stated intent is to "lift the veil of secrecy" which has surrounded the marketing practices of architects, engineers, planners, and other design professionals. The purpose of the book is to help design professionals understand that marketing is a valuable aspect of their practices, and to teach them effective selling techniques.

As a result of his study and analysis of various successful design firms, the author describes the tools and techniques used by these firms to get new clients while adhering to the ethical and practical considerations that set apart the marketing of professional services.

Marketing Architectural and Engineering Services is divided into three

principal sections. The first section, Rules of the Game, defines the term and ethics of this type of marketing and guides the professional toward reaching the proper audience. Section II, The Business Development Process, points out the sequence of the selling process, from the market research to closing the sale.

The final section, Tools of the Trade, covers the preparation of successful sales brochures, the presentation of project designs, and direct marketing promotion.

With this volume, the author brings together for the first time the principles of professional marketing for the benefit of the members of every professional firm, for the new practitioner, and for the architectural and engineering student.

Weld Coxe, Management Consultant in Communication, specializes in providing consulting service in marketing and management to architects and engineers. Prior to establishing his own consulting practice, he had an eighteen-year career in professional business development and corporate public relations. Mr. Coxe is a member of the Public Relations Society of America and a Professional Affiliate Member of the Philadelphia Chapter, American Institute of Architects. He is also an Instructor in Management at the Drexel University School of Architecture.

Marketing Architectural and Engineering Services by Weld Coxe, Management Consultant. 195 pages; 9 illustrations; 6x9; Van Nostrand Reinhold; \$11.50. Publication date: November, 1971.

J. LYNN CORNWELL, INC.

PURCELLVILLE, VIRGINIA

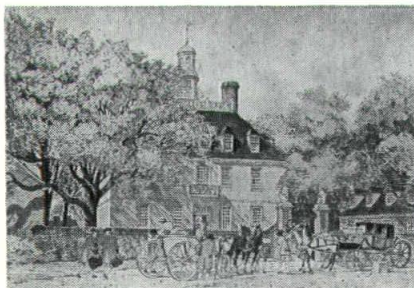
KITCHEN AND CAFETERIA EQUIPMENT

For Restaurants—Hotels—Institutions—Churches—Schools
China—Glass—Silver—Utensils—Complete Food Equipment
We Have a Complete Engineering and Planning Department
Phone 343-6561 or 343-4483 or Write for free catalogue

WM. P. SWARTZ, JR. & CO., INC.

421 Luck Ave., S.W.

ROANOKE, VA. 24016



WILLIAMSBURG COLOR PRINTS

Colorful lithographs, ready to frame, 17 $\frac{3}{8}$ x 22 $\frac{3}{8}$ inches, of 18th century Williamsburg, Virginia.

Send for FREE color brochure, illustrating in miniature our complete line of prints.

THE BAUGHMAN COMPANY

Color Lithographers—Dept. VR
801 S. Randolph Street
Richmond, Virginia 23220 U.S.A.

AGREEMENT SAVES \$!

• An agreement reached five years ago between the Commission of Game and Inland Fisheries and Virginia Electric and Power Company has saved Vepco customers at least \$2.5 million and Virginia taxpayers \$5.5 million, benefitting both the consumer and the environment.

Vepco was getting ready to begin construction on the \$360 million Surry Power Station on Gravel Neck in Surry County. That meant an enormous volume of excavation, and there was no place to put the excavated material.

The Commission's Hog Island Game

preserve, at the tip of Gravel Neck and adjacent to the construction site, was having a problem periodically with salt water washing through the marshes and destroying much of the food available for migratory waterfowl. The dikes needed to be built up to hold back the salt water and roads needed improvements.

Game preserve and Vepco representatives came up with the solution: use the excavated material from the construction site to improve the dikes and roads on the game preserve.

The result is that some 1.5 million cubic yards of material has been placed right where the Commission of Game and Inland Fisheries wanted it. The work completed a few months ago saved consumers at least \$2.7 million, which it would have cost to dispose of the fill had not the agreement been worked out. And, some \$5.9 million worth of conservation improvements have been accomplished at the game preserve, at no cost to the state.

Improvements to the wildlife refuge have virtually eliminated what had been one of the facility's biggest headaches. In the past, high tides such as those accompanying hurricanes had caused severe damage. Each year, some 800 acres on the 2,800 sanctuary were planted in corn, wheat, millet and other grains desirable as food for migrating waterfowl. The intrusion of salt water during high tides ruined entire crops in the past.

Now that the dikes have been built up from six to 14 feet, the thousands of geese, ducks and other migratory

waterfowl flying south can expect to find a stable sanctuary on the James River.

In addition, Vepco has converted the main road into the preserve into an all-weather road, to provide better access for the public. In all, 4.2 miles of roads were improved. Seven new parking areas have also been constructed.

"The cooperation and ecological awareness demonstrated in the Hog Island project are examples of the company's commitment to a quality environment," said J. D. Ristroph, executive director of environmental control for Vepco. The company has already announced plans for expenditures on the order of \$133 million on other environmental programs from 1971 to 1975, he explained.

Know The

Seven

Danger Signs

of Cancer

WAMPLER FOODS, INC.

POULTRY, LIVESTOCK AND
DAIRY FEEDS

HARRISONBURG, VIRGINIA

George E. Jones & Sons, Inc.

General Contractors

St. Reg. #6013

Building
Water & Sewer Lines
Underground Cables

Phones:
946-5455 — 946-2221
P. O. Box 119
AMHERST, VA. 24521

HUDGINS & PACE

HIGHWAY & PUBLIC UTILITIES

State Reg. No. 5491

Phone 343-6816

1036 Missouri Avenue, N. E.

ROANOKE, VIRGINIA 24012

HIGHLANDS NURSING HOME, INC.

Formerly — McCray Nursing Home

Mrs. John H. Wagner — Owner

Accredited by Joint Accreditation of Hospitals

Fire Proofed with Sprinkler System

24 Hour Qualified Nursing Care

50 Bed Capacity — Quiet — Homelike

Dial 628-7659 or Write RFD 5

Abingdon, Virginia 24210

WRIGHT CONTRACTING CO.

General Contractors

Highway and Airport Construction
Drainage, Draining, Sewage and
All Types of Paving

COLUMBUS, GEORGIA 31902

General Tile & Marble Co., Inc.

2118 Lake Avenue

Phone 353-2761

RICHMOND, VIRGINIA

TILE — MARBLE
AND TERRAZZO

T. E. BROWN CONSTRUCTION CO., INC.

CONCRETE PAVING—GRADING

P. O. Box 731

Phone (919) 726-5925

MOREHEAD CITY, N. C. 28557

RAY'S PLASTERING CONTRACTOR

STUCCO—ACOUSTICS

RAYMOND W. ELEY—*Owner*

4825 Manor Ave.

Phone 484-1101

PORTSMOUTH, VA. 23703

I-P-K EXCAVATING CO., INC.

Excavating & Concrete Site Work

Phone 748-4359

Route 301

Chester, Va.

MARKS-RUNIONS CO., INC.

Highway Contractors

Clarksville, Va. 23927

WILMAR CONTRACTORS, INC.

Painting Contractors

COMMERCIAL — INDUSTRIAL

Phone 281-4010

P. O. Box 303

VIENNA, VIRGINIA

Manual For Computer Users Available From AIA

■ A computer version of The American Institute of Architect's Financial Management System for project cost accounting is now available.

The system provides a low-cost comprehensive set of project cost and budget reports, financial statements, and accounting journals, specifically designed for architectural and engineering firms.

The full system has the capability of maintaining records and providing reports in such areas as payroll, time allocation to projects, income-expense statements, overhead expense analysis and office earnings. Less comprehensive versions are also available, and the system can be tailored to meet individual requirements.

Dr. G. Neil Harper, president of CLM/Systems, Inc., Cambridge, Mass., has been named AIA's computer consultant, and may be retained to assist individual firms in becoming familiar with the system, installing it in a local service bureau, customizing the system as required, and for continuing consultation once the system is operating.

A complete description of the capability of the system is given in "Financial Management for Architectural Firms—A Manual for Computer Users." Copies are available from AIA for \$8 to members, and \$10 to non-members.

Abrash Appointed To History Commission

● Robert I. Abrash, partner in the Reston architectural firm of Kamstra Abrash, Dickerson and Associates has been appointed to the Fairfax County History Commission it was announced by William F. Hoofnagle, Chairman of the Fairfax Board of Supervisors.

"Mr. Abrash was the choice of Martha V. Pennino, member of the Board of Supervisors from the Centreville District, and will make a dynamic contribution to the Commission," Hoofnagle said.

"It is the role of the Commission to advise the Board of Supervisors on matters of historic significance within Fairfax County, a role I consider increasingly important to the 20th Century building of this rapidly expanding county."

In cooperation with the County Planning Division, the Commission

making a listing and description of historic sites, some of which may eventually be made a part of the Fairfax County Park System.

Under the leadership of Dr. John Bloom, a resident of Reston's Vantage Hill section, the Commission has been instrumental in the establishment of three historic districts—Sully Plantation (near Dulles Airport), Pohick Church and Woodlawn Plantation. All construction in these districts must be approved by the County Architectural Review Board, according to Abrash. Potential new historic districts include Colvin Mill and Dranesville Tavern—both on Route 7 near Reston.

Quality Apple Products

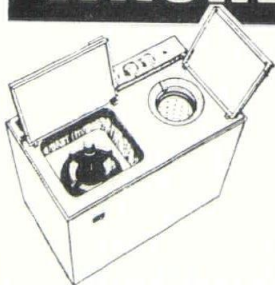
**Bowman
Apple Products
Co., Inc.**



MT. JACKSON, VIRGINIA

NEW  **SPEED QUEEN**

Portable
**SUPERTWIN
WASHER**



- NO SPECIAL PLUMBING OR INSTALLATION
- AGITATOR ACTION
- DURABLE PRESS SETTING
- 4 COLORS

**BLUEFIELD
HARDWARE
COMPANY**

Richmond, Virginia
Roanoke, Virginia
Bluefield, West Virginia

W. D. SAMS & SON, INC.

PLUMBING AND HEATING CONTRACTORS

Residential—Commercial—Industrial
Registered Plumbing Contractors

WE INSTALL & REMODEL

Complete Line of Supplies & Fixtures

Dial 627-6479 Free Estimates

424 W. 21st Street

NORFOLK, VA. 23517

WILCOX CAULKING CORP.

St. Reg. #10248

SPECIALISTS IN

THIOL & ACRYLIC CAULKING

10409 Midway Lane

Phone 768-0162

LORTON, VIRGINIA

WOODALL & LANG, INC.

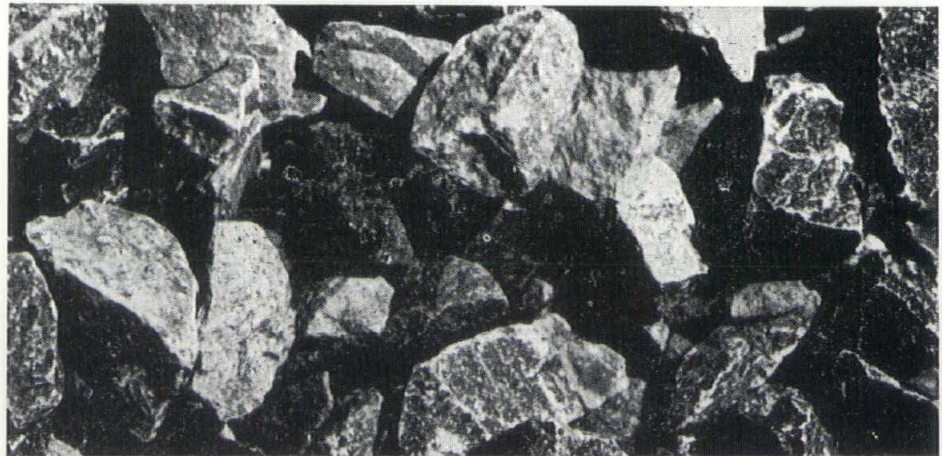
Roofing Contractors

COMMERCIAL — INDUSTRIAL

Phone 845-7031

1225 Commerce

Lynchburg, Va.



QUALITY CRUSHED STONE FOR EVERY USE

Rapid, Dependable Deliveries

- Rip-Rap
- Screenings
- Manufactured concrete stone

Over Forty Years Service to the Construction Industry — Basic Materials for Modern Construction

SALES OFFICES: Raleigh, N. C. Winston-Salem, N. C. Richmond, Va. Danville, Va. Occoquan, Va.

Vulcan Materials Company

MID-EAST DIVISION / P. O. BOX 7508 • WINSTON-SALEM, NORTH CAROLINA 27108



TAYLOR & PARRISH, INC.

General Contractors

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

710 Perry Street
Phone 233-9856
Richmond, Va. 23224

R. E. Lee Electric Co., Inc.

Electrical Distribution

UNDERGROUND — OVERHEAD — INSIDE
FLOODLIGHTING

8207 Backlick Rd.
NEWINGTON, VA. 22122
Phone 780-7500

500 Million years young - - -

NATURAL SLATE

An ageless beginning - - - yet today Natural Slate is "of age" in the modern designing trend. Its neutral color and velvet-like finish complement perfectly today's colorful decorating schemes.

Only a product of Nature can provide such dependable service under hard usage conditions. Natural Slate is sanitary, durable, strong, non-absorptive and will not contract or expand.

For your protection insist on Slate quarried in Pennsylvania, U.S.A.

NATURAL SLATE BLACKBOARD CO.
and THE STRUCTURAL SLATE CO.
PEN ARGYL, PENNSYLVANIA

Best Wishes to Our Farmer Friends

Vaden's Farm Service, Inc.

ALTAVISTA, VIRGINIA

ELIZ JONES BAXTER
REAL ESTATE

We Do Not Handle Rental Property
Specializing In Country Properties

RESIDENTIAL & COMMERCIAL
TIMBER and TIMBER LANDS

Call 373-3470
304 Harrison Rd., Fredericksburg, Va.

Helms Concrete Pipe Co., Inc.

Phone: 548-9300
3800 Jefferson Davis Highway
ALEXANDRIA, VA. 22305

Phone 361-4193
7816 Bethlehem Road
MANASSAS, VA. 22110

**C. W. HANCOCK
AND SONS, INC.**

General Contractors

St. Reg. #3



Allied Arts Bldg.
LYNCHBURG, VIRGINIA

Founded 18

**The Environment—
Risks vs Values**

(Continued from page 7)

The new regulations represent the result of much study and research, and the remaining uses they allow include only those applications which are considered essential to agriculture, nurseries and homeowners, and for which there are no suitable substitutes at the present time. We believe that these regulations present positive action to manage the use of pesticides, and at the same time permit sufficient uses for adequate production.

As you may know, the department has been called upon by the Governor and his environmental council to provide leadership to the industry of agriculture in its effort to initiate and accelerate practices which minimize the impact of agricultural operations upon the quality of the environment. The scope of these concerns includes pesticide control, agricultural waste management, and other related areas.

Only in the case of pesticides does the department have specific statutory authority for regulatory action programs. As there is no authority or legislation governing the waste man-

agement practices of the various production and processing segments of the industry of agriculture, our department, with the cooperation of VPI and SU and the assistance of the industry of agriculture, is developing an Agricultural Waste Management Program for Virginia. This program will be the answer to the critics of agriculture as an environmental polluter.

The projected plan calls for a series of seminars and workshops in preparation for a statewide conference on agricultural waste management to be held in 1972, with a continuing educational program of regional-local problem solving conferences to follow. It is envisioned that seminars and workshops will be held to provide input for this statewide conference, and that the primary output will be to organize industry and production groups and others to project the information derived from the conference to all concerned for implementation into an ongoing positive agricultural waste management program.

The Department's Environmental Planning Committee, which was established late in 1970, has been instrumental in developing basic data and plans for coping with problems

**VIRGINIA PACKING
CO., INC.**

Meat Packers
BEEF & VEAL

1109 Wilroy Road Phone 539-7391
SUFFOLK, VIRGINIA

H. F. Byrd, Inc.

APPLE GROWERS
AND
PROCESSORS

WINCHESTER, VA.

**Marshall
Feed & Supply Co.**

Bulk—Blended Fertilizers
Spreading Service
Lime—Feed—Seed

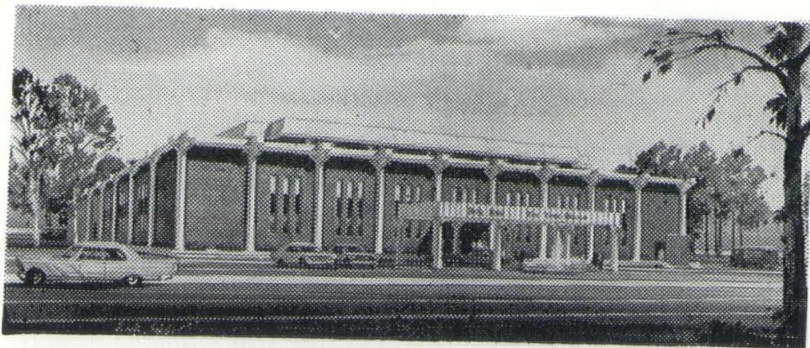
GORDON BROWN—*Owner*

Phones
364-4201 and 364-2958
MARSHALL, VA.

OIL TRANSPORT, INC.

4419 Bainbridge Boulevard
CHESAPEAKE, VIRGINIA 23506

Growing With The Prosperous Virginia Peninsula



New Multi-Million Dollar Plant of THE DAILY PRESS, INC.
On Warwick Blvd., Newport News

Publishing The

Daily Press and **THE TIMES-HERALD**

Two Of Virginia's Outstanding Morning and Evening NEWSpapers

**BELMONT
Trap Rock
Company,
Inc.**

PRODUCERS OF
CRUSHED STONE

Phone 886-2633
Staunton, Va. 24401

MOUNTCASTLE LUMBER CO.

INCORPORATED

LUMBER — BUILDING MATERIALS

Phone 966-2252

PROVIDENCE FORGE, VA.

Dunnington-Beach Tobacco Co., Inc.

Buyers

Packers

Exporters

All Types Leaf Tobacco

FARMVILLE, VIRGINIA

DRY FORK MILLING CO.

DRY FORK, VIRGINIA

TOTAL DIET DOG CRUNCHES

RED DOT FEEDS AND DRYCO DOG CRUNCHES

Phone 432-8127

DRY FORK, VIRGINIA

"Slow Down and Live"

O'BOYLE TANK LINES, INC.

Richmond, Norfolk, Roanoke & Newington-Fairfax, Virginia
Greensboro, Wilmington, Winston-Salem & Apex, North Carolina
Baltimore, Maryland; Washington, D. C.; Philadelphia, Pa.;
Martinsburg, West Virginia

"LIQUID AND DRY BULK TRANSPORTATION"

Service Through

COURTESY

SAFETY

LUCK QUARRIES INC.

PRODUCERS OF

**Crushed Stone, Agricultural
Lime and Sand**

Locations: Manakin, Rockville

Charlottesville, Staunton

Fairfax, Burkeville

Newport News and Leesburg

HOME OFFICE: RICHMOND, VIRGINIA

such as pesticide disposal and agricultural waste management. The committee is coordinating its efforts with the policies and approaches being made by the Governor's Council on the Environment. The committee has conducted a series of surveys to obtain information for use in various problem areas. Data obtained from these surveys involving agricultural wastes will be used in part to identify and define the problems to be solved or prevented by the agricultural waste management program.

The preliminary results of these waste surveys conducted by the committee indicate that on-farm animal and poultry wastes do not represent a serious threat to the Virginia environment, although they pose a potential problem which will require continued attention due to increased production needed to meet dietary demands for meat and poultry products. The surveys indicate that in excess of 95 percent of these wastes are returned to the land; however, it is felt that the methods and timing of distribution need to be improved.

It cannot be overemphasized that long-range, carefully considered planning that weighs the risks against the value are the only practical approach to environmental problems. I believe that the general public is beginning to realize this, and am pleased to note that many individuals have already changed their viewpoints as they gain facts and a better understanding of the situation.

Everyone should also realize that the restoration of our environment is not a job that can be ordered and accomplished by the government, or attacked singly by any sector of our economy. The blame for our present problems should not be placed on any one group, nor should any one group seek to abrogate their responsibilities and point the finger at others.

A cooperative approach on the part of government, industry, agriculture and our society in general is needed to lick this problem, and it will take total commitment on the part of each and every one of us. I am confident that we will eventually succeed—although the costs will be high—and am pleased with the progress that has already been made. Our industry of agriculture has much at stake, and must assume an increasingly important role of leadership in preserving and protecting the quality of our environment and at the same time produce sufficient food and fiber for our ever increasing population.

Analytical Testing

(from page 18)

lower range, in samples of food, feed, water, and other commodities to determine if they contain pesticide residues in excess of established tolerances. This laboratory, in cooperation with the Environmental Evaluation Enterprises Incorporated, provided information needed for the pesticide study authorized by the 1971 General Assembly. To do this, they expanded their program to include analysis on water, aquatic life, wildlife, air and soil. The information obtained from these analyses allows Virginia to monitor the amount of pesticide residues present in our natural resources and to ascertain their affect on our animal and plant life.

Drug abuse in Virginia is a growing problem and VDAC's Human Drug Laboratory plays a vital role in controlling this situation. This laboratory provides analytical services to aid law enforcement agencies in the identification of illegal drug samples for subsequent court action. In this past year, the number of illegal drug samples submitted for assay procedures has increased 300 percent resulting in an addition of 14 chemists to the present staff of the human drug laboratory.

Although the major function of the Human Drug Laboratory has been to analyze drugs and cosmetics in accordance with the Pharmacy and Drug Act of the Commonwealth of Virginia, the increased assaying of drug abuse samples signifies a major accomplishment in the responsibility of the Virginia Department of Agriculture and Commerce to protect the health and safety of the total citizenry of Virginia.

Clay's Hatchery



BLACKSTONE, VIRGINIA

KNIGHT & BRINKLEY FARM SUPPLIES

FEED — FERTILIZER — SEED

- : - General Merchandise - : -

We Buy and Sell Hogs

N. C. Highway • Phone 986-4578
SUFFOLK, VA.

FARMERS COOPERATIVE, INC.

CHARLES E. SCOTT, *Mgr.*

FEED—FERTILIZER—SEEDS—STEEL PRODUCTS—AUTO SUPPLIES—LIME

Patronize Your Own Business

CALL 392-4192 — WE DELIVER

W. Third Street

Farmville, Va.

CLARKE COUNTY LOCKER PLANT

Frozen Food Locker Service

SLAUGHTERING AND MEAT CUTTING

We Process Food for Your Home Freezer

Phone 955-1269

BERRYVILLE, VIRGINIA

RICHMOND LIVESTOCK CO., INC. RICHMOND UNION STOCK YARDS

Hermitage Road

RICHMOND, VIRGINIA

LEE FARMERS COOPERATIVE

Feeds — Seeds — Fertilizers — Farm Supplies

Phone 346-2311

Jonesville, Virginia

G. V. ELY, *Manager*

GILMORE PLANT & BULB COMPANY, INC.

Meeting the Commonwealth of Virginia's
Standards for Roadside Tree and Shrub Planting

Landscaping of Distinction

IF IT GROWS — WE HAVE IT!

HIGHWAYS

COMMERCIAL — INDUSTRIAL — RESIDENTIAL

Julian, N. C. 27283

Phone: (919) 685-4451

A New Age of Hate?

(Continued from page 5)

public display of symbols of one phase of this heritage. But in the reasons given, youth's spokesmen denied the minority of the old the tolerance demanded for the minority of the blacks, and displayed to all traditionalists the very intolerance which they were beseeched to forsake. Typical of today's polarities, the sensibilities of one segment were defended by offending the sensibilities of another segment, in this case by attacking their heritage. In the whole nation, it seems never enough to appeal in the name of common humanity to what is best for all: one segment must be put in the wrong, stigmatized, villified. So here in Virginia this is illustrated in an editorial in the *Commonwealth Times*, published by the state supported VCU.

In referring to the "flying of the

rebel flag" (no capital letter on Rebel) at the University of Virginia, the editorialist wrote, "That flag is more than a colorful spirit banner; it is a symbol of centuries of oppression, and it is deeply insulting to many of UVa's black students."

By "centuries of oppression," one can only assume that the editorialist is indulging in hyperbolic reference to the existence of slavery in the Confederacy; but it is difficult to comprehend how the four years of the poor Confederacy's life could make its flag a symbol of the oppression of slavery which has existed through all recorded history. The Egyptian flag, of an ancient slaveholding nation still surviving, would more accurately symbolize "centuries of oppression."

In America, slavery existed under the British flag from 1619 until the Revolution, during which period the British government consistently overrode the efforts of Virginia's General

Assembly to curtail the importation of slaves. That's one-and-one-half centuries of slavery in America under the British flag and, with Great Britain's terrible record of colonializing "native peoples, that flag might be made to serve locally as a symbol of "centuries of oppression."

Then, from the formation of the Republic until 1865, slavery existed under the United States flag. During the Civil War, Lincoln's Emancipation Proclamation in October 1862, as a punitive war measure, threatened to "free the slaves" in Confederate areas which resisted the Federal invasions—that is, as British newspapers pointed out, areas where the Federal government had at that time no authority. Slavery remained legal in the parts of the Confederacy under Federal subjugation (under the U.S. flag) and in those parts of the United States not at war with the Federal government.

To Virginians, the flag used to be a symbol of the heroism of our people who fought, sacrificed and died, lost and were persecuted, for their convictions. These convictions were personified by Virginia leaders such as Lee, Stonewall Jackson, Joseph E. Johnston, Jeb Stuart, A. P. Hill who were personally opposed to the institution of slavery, and the majority of who were not slaveholders. Now the VCU editorial informs us, that some white students display the flag "because they are proud of their ancestors and their gallant hopeless fight to split the Union."

LIFSEY INSURANCE ASSOCIATES, INC.

SPECIAL LIFE & HEALTH PLANS FOR STATE EMPLOYEES

Dial 634-2152

Home Office 714 North Main Street

EMPORIA

VIRGINIA 23847

H. Peyton Hall

General Contractor

Commercial - Industrial - Residential

Phone 693-3758

RFD #1, Box 129

Saluda, Va.

J. L. Parker

Electrical Contractor

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- FIXTURES
- WIRING
- REPAIRS

For Estimates

Phone 648-5557

3722 Vawter Ave.

RICHMOND, VIRGINIA

Youth's capacity for simplifying the complex is epitomized in that phrase, "to split the Union." For more than a century historians have speculated over the multiple causes, and all the nuances, which resulted in the Civil War, and just in the past 25 years in more than 100 books reputable scholars of that war have brought new research and new reflection to the speculations over what, after 40 years of sectional divisiveness, actually brought on the fratricidal war. In the most recent publication, the last of eight volumes of the late Allan Nevins' massive narrative, the distinguished historian would not even commit himself to yes or no on the statement of Lincoln's secretary of state that the war was the result of "an irrepressible conflict." Nevins evaded by saying that the armed conflict "should have been avoidable." But, with the aforementioned tendency of today's youth to place blame as well as to simplify the most complex social movements in the absence of a current superficiality, the undergraduate editorial writer summarizes it all by our ancestors' "fight to split the Union." This kind of simplistic interpretation is typical of those judgments which, exacerbating the present divisiveness, wrench the experience of the past out of the context of time in order to fit an attitude formed without historical basis. Historical records, which are open to any student, reveal that our Virginia ancestors (and to some of us these "ancestors" were grandparents) fought be-

cause their state was invaded. In 1861 a Virginian's allegiance was to his native state, the homeland he would give his life to defend. At that time, when the republic was only seventy years old, Virginia had existed for two-and-one-half centuries, after nearly two centuries of which the precedent for secession had been established in the Revolution, a war of self-determination fought by the parents of such leaders as Lee.

However, though the principle of self-determination had been established in a Revolution which was very close in time to and in the minds of Virginia's leaders, Lee, as a representative, disbelieved in secession as a remedy for all the sectional grievances—the divisivenesses of that day—which he strongly felt were deepened and embittered by the intolerance of the extremists of both sides. However, as a man advanced far beyond the thinking of his time about war, he dis-

believed even more in armed force as a resolution. As the crisis approached, his letters (available now to anyone) are filled with grief at the dissolution of the Union and his "concern for mankind" aroused by Lincoln's choice of war as a means of returning to the Union the seven states of the Lower South which had then seceded. But Lee's state only seceded (shortly following a 2 to 1 vote *against* secession) after Lincoln called on Virginia to furnish troops to make war on sister states. When Virginia refused—Governor Letcher wiring Lincoln, "You have chosen to inaugurate civil war"—then Lee offered his services "in defense of my native state." The majority of his fellows volunteered in the *Virginia State Forces* with the same motivation.

Of course, this type of state identification is difficult to comprehend in today's values, in which even "the Union" doesn't seem to inspire too

HALEY CONSTRUCTION COMPANY, INC.

Grading Contractors

Phone 798-6243

P. O. Box 449

Ashland, Va.

H. E. Kelley & Co., Inc.

PACKERS

KELLEY'S WHOLESOME

CANNED VEGETABLES

SHIPPERS

FARM PRODUCTS

BRANDS—

BIG K

KELLEY

OPERATORS OF

TRUCK FARMS

EASTERN SHORE

MARYLAND

AND

VIRGINIA

Telephone 824-4611

NEW CHURCH, VA. 23415



WHITE POTATOES

Payne Construction Co.

General Contractors

Commercial - Industrial

Phone 292-4487

North Main Street

BLACKSTONE, VIRGINIA

much allegiance. Yet, since there is this tendency to refract experiences of the past through today's viewpoints, why isolate the Confederate experience? With the present feelings about the atrocities of war and the miseries brought to the Vietnamese, how does one judge Lincoln?—who introduced modern total war in unleashing killing and destruction among a whole people, of supposedly fellow-citizens, leaving a blight of poverty and differentiation which required three generations to recover from. In "saving the Union," what did this armed aggression do to the nation? Has it ever really been the same?

In the Civil Rights movement which began in the fifties, did not the North exhibit the same moral superiority of the ante-bellum abolitionists and the same vindictiveness of the Reconstruction radicals in denouncing all Southerners for resisting integrative engineering — until integration moved North, when it became a closed subject. Were not the Negroes themselves the first to recognize that they were being used as pawns by hypocritical Northern liberals, who, as ante-bellum abolitionists and Reconstruction radicals, hated the Southern white far more than they loved the Negro?

Indeed, the false assumptions of moral righteousness which were given support by the physical defeat of the Southern states in a needless war are central to the racial divisiveness in non-Southern parts of the United States today. The reality of their own racism, in contrast to the long enduring myth of their moral superiority to the "white supremacist Southerners," resulted in a mass flight to the suburbs — creating yet another divisiveness and eroding the character of communities with which individuals might establish an identification. And everybody, North and South, black and white, has suffered dislocations and endured awkward makeshifts in arbitrary re-arrangements as a result of the airy promises made by liberals without responsibility and by politicians who attempted to legislate the interplay of social forces without regard for the element of time.

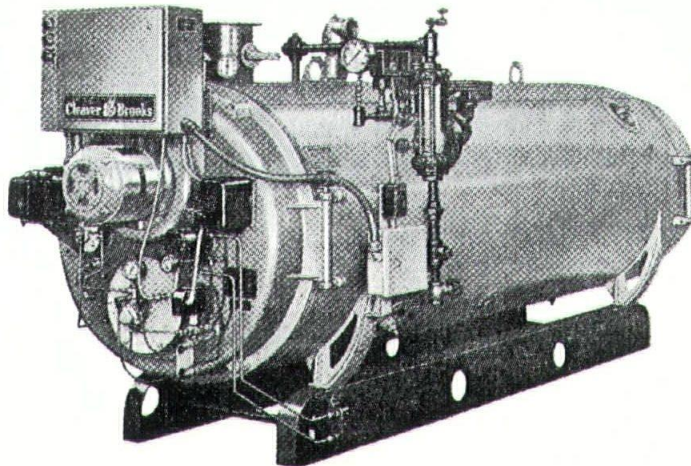
The VCU editorialist ends with a plea: "Tolerance for all is in order; and let us finally strike the colors of the Old South and turn to the building of the New." The only way to extend tolerance to all evidently is for Virginians to deny their heritage, forget they have a past and, in this vacuum, "turn to the building of the New."

Now, in every conceivable statistic—population growth, industrial growth (in volume of dollars, plants and employees), per capita income growth, growth in monies spent in public education and health care, to list only a few—Virginia has made in the past 25 years a calculable advance in "the building of the New." For the first time since the early 19th century we attract more out-of-state residents than we lose of the native born. Our cities are actually vying with New York in the rapidity with which old landmarks are destroyed and anonymous new buildings erected; speedways for commuters in construction or in projection are hastening the transformation of our cities into minor replicas of Los Angeles; the phenomenal growth of the editorialist's own state-supported institution is a product of those 25 years.

It happens that during that time the state staged a Civil War Centennial and a 250th anniversary of the founding of Jamestown, with a permanent exhibition area established there. Not only did neither the celebration of the Civil War nor Jamestown in any way impede our turning to the New but, in the crassest values of the most modern materialism, they brought tourists and their cash into the state. And though the late Mr. Rockefeller is responsible for the re-creation of Williamsburg, this visualization of Virginia's Colonial past is one of Virginia's finest assets, in prestige and in the tourist attraction that is very much a part of the New for any forward-looking state.

Even the remnants of Civil War battlefields attract non-Southern tourists continuously, and the large, prestigious New York Civil War Round Table would be very put out if its members discovered in their three-day tour of the Richmond battlefields, planned for May, that Virginia had decided to eliminate the Civil War. For the New Yorkers, along with the members

Put Cleaver Brooks® In Your Plans . . .



There's a World of Difference!

W. WALLACE NEALE CO.

2307 WESTWOOD AVENUE

RICHMOND, VIRGINIA 23230

TELEPHONE 355-7484

"Standard of Quality Since 1779"

TODD'S

Old Virginia

HAMS — BACON — PICNICS
BACON SQUARES

BYRD MILL'S

Stone Ground

MEAL — FLOUR — MIXES

"Standard of Quality Since 1740"

WRITE TO

P. O. Box 5167, Richmond, Va. 23220

f the large Chicago Round Table who visit Virginia's battlefields periodically, seem to experience no difficulty in extending tolerance to all while sharing Virginia's Confederate heritage. (In point of fact, Confederate-centered books sell more outside the South, including Great Britain, than in the southern states). And, with this heritage, Virginia has made incomparably more solid progress in the school integration of the races than those states without *Dixie* or the Rebel flag.

In this plea for tolerance, the editorialist has fallen into the politician's cliché of equating the New with the denial of the past. While this might be expected from politicians, it is alarming when a student who presumes to perform guidance for his peers from the editorial page not only holds that the past must be obliterated in order to build the New but represents the only means of practicing tolerance to all. For here is the crux of our divisiveness today: tolerance has come to mean sympathetic support (at least verbal) of one faction rather than a sympathetic understanding of all factions. As said earlier, one must be in the wrong. The VCU editorialist is an interesting case in point because of his extreme suggestion for the wrong faction: they are simply to clear their minds of their pasts, erase their regional memories, and turn to the New as if there were no yesterdays.

Unfortunately for this simple remedy, a people cannot just decide to forget their heritage. It was a Negro, James Baldwin, who said that whites—white whites: he never knew any Confederate whites—were trapped in their heritage. It is true that historically English-speaking peoples have held a prejudice to all people of Color, as late their earliest relationship with the American Indians. However, until this present period, right now, the people of the non-Southern parts of the United States have managed to evade confronting this reality about themselves. But the South, as was said by Hann Woodward, the Southern-born male historian, cannot be thought of without thinking of whites and blacks: in no other part of the country, the society of the South is composed of the two races inseparably associated, each with its problems.

Since thoughtful Negroes are now convinced that workable relations will be established between the races in the South sooner than anywhere else, a fully advanced attitude in building the New would promote the easement of the polarity syndrome in Virginia. Advocacy of the Negro's position does

not guarantee total rightness to the advocate or even to the Negro, nor does the fact of this advocacy place the "others" entirely in the wrong. Members of each race should try to understand one another, and both should try to understand the whole of which they are inextricable parts. Toward that end the practice of a tolerance truly for "all" would be "tolerance" in the dictionary meaning; "the capacity for . . . respecting the nature, beliefs, or behavior of others" — all others.

Before the old are deprived of the wan comfort of their memories, and the past is obliterated from the regional consciousness (as in those thought-controlled societies predicted in Huxley's futuristic novels), the young who truly wish to address themselves to the nation's inequities might contribute enormously by recognizing that our present divisivenesses are no simpler of solution than they were 110 years ago—when, as very little history reading will make clear, some forty years of efforts and failures to reconcile divisivenesses resulted in the ultimate divisiveness of war. What is open to the really forward-looking young today is the discovery of a fresh approach to, what Leslie Fielder describes as, America's "encounter of the dream of innocence and the fact of guilt." That is the underlying theme of the current national nightmare, which seems to be troubling those parts of America without Confederate grandparents more than it troubles Virginians.

Since Virginia is, in fact, doing so well in comparison with those sections which are uncontaminated by Confederate ancestors, it seems that the young could now, without fear of being attitudinally unfashionable, enlarge their own humanity by asking some tolerance of the Negroes while asking tolerance of the whites. Actually, it seems to belittle Negro college students to protect their sensitivities by perpetuating false history, myths of innocence and guilt, and demanding nothing of the tolerance of understanding from them. For a certainty, such a one-way street can only confirm the polarities.

Clifford Dawley

GUILL BROTHERS

Concrete Contractors

RESIDENTIAL — COMMERCIAL

INDUSTRIAL

Phones 239-2547
239-7193

4409 Wards Road

Lynchburg, Virginia

Eugene Thomas Construction Co.



General Contractors

COMMERCIAL — INDUSTRIAL

Phone 683-0291

Room 208
300 North Lee Street

ALEXANDRIA, VA. 22314

A. MYRON COWELL, INC.

QUALITY

MASONRY CONTRACTORS

PHONE 593-7800
538 FOREST GLEN ROAD
SILVER SPRING, MD.

Natural Tunnel Stone Co., Inc.

Dial 988-2121

Clinchport

Virginia 24227

SILAS W. BRYDGE

General Contractor

RESIDENTIAL — COMMERCIAL

Virginia Reg. #9284

REALTY SALES AND RENTALS

Phone 942-7474

Lyndhurst, Va. 22952

AUGUSTA STEEL CORPORATION

Miscellaneous Steel, Steel Roof Decks, Windows
Sonneborn Building Products
Overhead Doors in Aluminum, Wood and Steel

COMMERCIAL — INDUSTRIAL

— Contact —

A. R. (Pete) Gieson Boyd R. Olson

P. O. Box 980

Phone 886-2301

VERONA, VIRGINIA

Suburban Equipment Rentals, Inc.

Specializing in Utilities
Grading & Minor Structures

Phone 857-5321

1214 Typo Ave.

Norfolk, Va.

**INDEX TO
ADVERTISERS**

— A —

Aldo Construction Corp.
Alexander Building Construction,
Inc.
All Contracting Co., Inc.
D. W. Allen & Son, Inc.
Andrews Large & Whidden, Inc.
Ashland Roller Mills
Asphalt Roads & Materials Co.,
Inc.
Atlantic, Gulf and Pacific Co.
Atlas Machine & Iron Works, Inc.
Augusta Steel Corp.
Austin Powder Co.

— B —

Charles W. Barger & Son Construc-
tion Co., Inc.
Barnhill Contracting Co., Inc.
The Baughman Co.
Eliz Jones Baxter, Real Estate
Belmont Trap Rock Co., Inc.
Bluefield Hardware Co.
William E. Bookhultz & Son, Inc.
Borden Brick & Tile Co.
Bowman Apple Products Co., Inc.
W. W. Boxley Co.
Bridge Services, Inc.
Bristol Steel & Iron Works, Inc.
T. E. Brown Construction Co., Inc.
Silas W. Brydge
Burgess Brothers
H. F. Byrd, Inc.
Byways Travel Agency, Inc.

— C —

C & P Air Conditioning Co., Inc.
Caffee's Bakery
Campell-Payne, Inc.
Cardinal Construction Co.

**HARRISONBURG
MOTOR EXPRESS**

MILK TRANSPORTERS



P. O. Box 249

Phone 434-4485

HARRISONBURG, VIRGINIA

| | |
|---------------------------------------|----|
| Clarke County Locker Plant | 65 |
| Clay's Hatchery | 65 |
| G. M. Clements Co. | 36 |
| Clements Iron Works | 57 |
| Conaway's Truck Stop, Inc. | 56 |
| Contractors Paving Co., Inc. | 50 |
| Lynn Cornwell, Inc. | 58 |
| Covington Plumbing & Heating Co. | 4 |
| A. Myron Cowell, Inc. | 70 |
| B. Cox, Inc. | 73 |
| Curles Neck Dairy | 13 |

— D —

| | |
|---|----|
| The Daily Press, Inc. | 63 |
| Danville Trailer Accessories, Inc. | 71 |
| Joe M. DeShazo Roofing Co. | 46 |
| J. F. Diamond Construction Co., Inc. | 24 |
| Dominion Heating & Air Condi- tioning, Inc. | 71 |
| Dominion Tank & Iron Co., Inc. | 48 |
| Wm. Doolan Services, Inc. | 71 |
| Fork Milling Co. | 64 |
| Pulany Foods | 46 |
| Punnington-Beach Tobacco Co., Inc. | 64 |

— E —

| | |
|-------------------------|----|
| Empire Sales, Inc. | 57 |
| E. Eubank & Co. | 4 |

— F —

| | |
|---|----|
| Fabricated Metals Industries, Inc. | 35 |
| Farmers Cooperative, Inc. | 65 |
| F. R. Fipps & Son, Inc. | 24 |
| Foy N. Ford Co., Inc. | 27 |
| Franklin Contractors, Inc. | 27 |
| Frohling & Roberston, Inc. | 36 |
| Fuel Oil & Equipment Co., Inc. | 48 |

— G —

| | |
|--|----|
| General Tile & Marble Co., Inc. | 59 |
| Gilmore Plant & Bulb Co., Inc. | 65 |
| Globe Iron Construction Co. Inc. | 2 |
| Golf Course Development & Gen- eral Contractors | 34 |
| Grifton Garage | 27 |
| Graves Construction Co., Inc. | 72 |
| G. T. Gresham Co., Inc. | 44 |
| G. G. Griffith, Inc. | 36 |
| Guill Brothers | 69 |

— H —

| | |
|--|----|
| Hale Electric Co., Inc. | 30 |
| Haley Construction Co., Inc. | 67 |
| H. Peyton Hall | 66 |
| Hilton L. Hammond, Inc. | 43 |
| H. W. Hancock & Sons, Inc. | 62 |
| Harrisonburg Motor Express | 70 |
| Raymond C. Hawkins Construction Co., Inc. | 3 |
| Helms Concrete Pipe Co., Inc. | 62 |
| Hercules, Inc. Lightweight Aggre- gates Div. | 19 |
| Highlands Nursing Home, Inc. | 59 |
| Hotel-Motel Wachapreague | 39 |
| Hudgins & Pace | 59 |

tell the Virginia Story

Wm. Doolan Services, Inc.

Suppliers of ESCO ELEVATORS

IN VIRGINIA, WASHINGTON, D.C. AND MARYLAND

PASSENGER & FREIGHT ELEVATORS — DUMBWAITERS

TELEPHONE (202) 232-1650

1211 13TH STREET, N.W.

WASHINGTON, D. C. 20005

Danville Trailer Accessories, Inc.

MOBILE HOMES & OFFICE TRAILERS

SALES SERVICE

Factory Representative for

COLEMAN DUO THERM MILLER

Air Conditioning & Heating

Dial 702-2317

or write

302 New Mount Cross Rd.

Danville, Va. 24541

Dominion Heating & Air Conditioning, Inc.

Mechanical Contractors

Certified **Carrier** Dealer

SALES — SERVICE

6300 Warwick Rd.

RICHMOND, VA. 23224

Dial 276-1530

BEN C. JOHNSTON CO.

Masonry Contractor

St. Reg. #9309

COMMERCIAL — INDUSTRIAL

P. O. Box 66

NEW CASTLE, VA. 24129

Phone 864-5457

Ohio-Atlas Construction Co.

Va. Reg. #9874

Coal Mines — Slopes — Shafts

Dial 304/748-4100

WEIRTON

WEST VIRGINIA 26062

— I —

I-P-K Excavating Co., Inc. 60

Interstate Bridge Co. of Md., Inc. 20

— J —

S. O. Jennings Construction Corp. 50

George E. Jones & Sons, Inc. 59

Herschel Jones Marketing Service 3

J. Lawson Jones Construction Co., Inc. 50

Ben C. Johnston Co. 71

Johnson & Higgins of Virginia, Inc. 73

Joy Garden Restaurant 39

— K —

H. E. Kelley & Co., Inc. 67

Knight & Brinkley Farm Supplies .. 65

— L —

Lanc-Penncarva, Inc. 20

C. J. Langenfelder & Son, Inc. 38

J. H. Lee & Sons, Inc. 20

R. E. Lee & Son, Inc. 73

R. E. Lee Electric Co., Inc. 62

Lee Farmers Cooperative 65

Leggett 16

Lewhite Construction Co., Inc. 26

S. Lewis Lionberger Co. 42

Lifsey Insurance Associates, Inc. 66

Luck Quarries, Inc. 64

— M —

Gayle S. Mann, Jr. & Co., Inc. 55

Marks-Runions Co., Inc. 60

Marsh & McLennan, Inc. 74

Marshall Feed & Supply Co. 63

Martin & Gass, Inc. 36

Maryview Hospital 57

Massaponax Sand & Gravel Corp. 30

Roy McClanahan Co. 58

McDowell & Wood, Inc. 27

McIlhany Equipment Co., Inc. 52

Mega Contractors, Inc. 29

Edward W. Minte Co., Inc. 44

E. Stewart Mitchell Inc. 73

Modern Concrete Products, Inc. 26

Mountcastle Lumber Co., Inc. 64

— N —

Natural Slate Blackboard Co. 62

Natural Tunnel Stone Co., Inc. 70

W. Wallace Neale Co. 68

Norfolk Shipbuilding & Drydock Corp. 16

H. A. Nunn Construction Co., Inc 57

— O —

O'Boyle Tank Lines, Inc. 64

Ohio-Atlas Construction Co. 71

Oil Transport, Inc. 63

Old North Manufacturing Co., Inc. 58

Oliiva & Lazzuri Inc. 41

Owen Pattern Foundry & Manufacturing Co., Inc. 48

Owen Steel Co., of North Carolina, Inc. 15

Orange Live Stock Market, Inc. 13

R. E. Orcutt Co. 56

— P —

P & W Electric Co., Inc. 46

J. L. Parker 66

Payne Construction Co. 67

Plecker Brothers, Inc. 4

— R —

Rapidan Milling Co., Inc. 55

Ra-Pid-Gro Corp. 4

Ray's Plastering Contractor 60

Reams & Moyer, Inc. 38

Redwood Motel 39

L. A. Reynolds Co., Inc. 44

Richmond Livestock Co., Inc. 65

T. E. Ritter Corp. 36

Roanoke Iron & Bridge Works, Inc. 3

— S —

St. Joseph's Catholic Church 39

St. Theresa Catholic Church 39

W. D. Sams & Son, Inc. 61

Sanders Quarry, Inc. 50

Saunders Oil Co., Inc. 26

Sawyer Construction Co. 36

H. C. Shackelford & Son, Inc. 57

Shamrock Motel 39

Shore Engineering Co. 44

Leonard Smith Sheet Metal & Roofing Inc. 36

The Smithfield Ham & Products Co., Inc.

South Roanoke Lumber Co.

Southern States Cooperative 16

Southern Tractor & Equipment, Inc.

Southwestern Va. Gas Co.

Speed & Briscoe, Inc.

Stanley Construction Co., Inc.

Suburban Equipment Rentals, Inc.

Suffolk Lumber Co., Inc.

Superior Ready Mixed Corp.

Wm. P. Swartz, Jr. & Co., Inc.

— T —

Zack V. Taft & Co., Inc.

Talley Neon & Advertising Co.

Taylor & Parrish, Inc.

S. P. Terry 16

Eugene Thomas Constuction Co. ...

Thompson Masonry Contractor ...

Heron Todd Steel Construction Co., Inc.

Todd's 16

— V —

Vaden's Farm Service, Inc.

Valley of Va. Milk Producers Co-op. Assn.

Va. Asphalt Paving Co., Inc.

Va. Packing Co., Inc.

Va. Suppliers, Inc.

Va. Transit Co.

Vulcan Materials Co.

— W —

Wampler Foods, Inc.

Welding Service Co.

Wetsel Seed Co., Inc.

Roy Wheeler Realty Co.

Whiting Oil Co.

Wilcox Caulking Corp.

Wilmar Contractors, Inc.

Woodall & Lang, Inc.

Worley Lumber Co.

Wright Contracting Co.

— Y —

York Construction Corp.

GRAVES CONSTRUCTION CO., INC.

General Contractor

St. Reg. #4524

COMMERCIAL • INDUSTRIAL • INSTITUTIONAL

Phone 552-2231

BLACKSBURG, VIRGINIA 24060

1501 S. Main St.

R. E.

LEE

& SON,
INC.

OFFICE ON HYDRAULIC ROAD
CHARLOTTESVILLE, VA. 22903
PHONE 703-973-4393



BUILDING CONSTRUCTION

JOHNSON & HIGGINS

OF VIRGINIA, INC.

Business Established in New York 1845

BUSINESS INSURANCE

EMPLOYEE BENEFIT PLAN CONSULTANTS

Suite 1408 W. United Virginia Bank Building
900 East Main Street

P.O. Box 1137
Richmond, Va. 23208

Telephone:
643-2741

S. B. COX, INC.

Demolition Contractors

CONSTRUCTIVE DEMOLITION

INDUSTRIAL — COMMERCIAL — RESIDENTIAL

Old Handmade Brick for Sale

Serving Virginia and Carolina

1108 Dineen St.

Phone 359-2373

RICHMOND, VIRGINIA



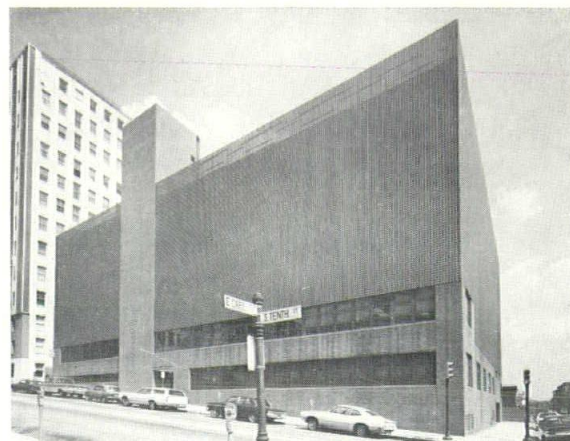
Baltimore, Maryland

301-354-0600

MARSH & McLENNAN

INDUSTRY'S LEADING INSURANCE BROKERS
PENSION CONSULTANTS AND ACTUARIES

Serving
Virginia and the Nation
For
Over a Century



Davenport Building

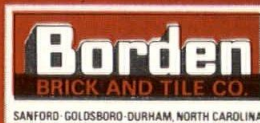
11 South 10th Street

Richmond, Va. 23215

Telephone 648-1671

THE SUPERIOR EXTERIOR

As listed in Sweet's Catalog
4.5/Bo



INDUSTRIAL

COMMERCIAL

RESIDENTIAL

INSTITUTIONAL

Request samples, descriptive materials.

prices from home office: P.O. Box 886 Goldsboro, N.C. 27530 Phone (919) 734-3771