

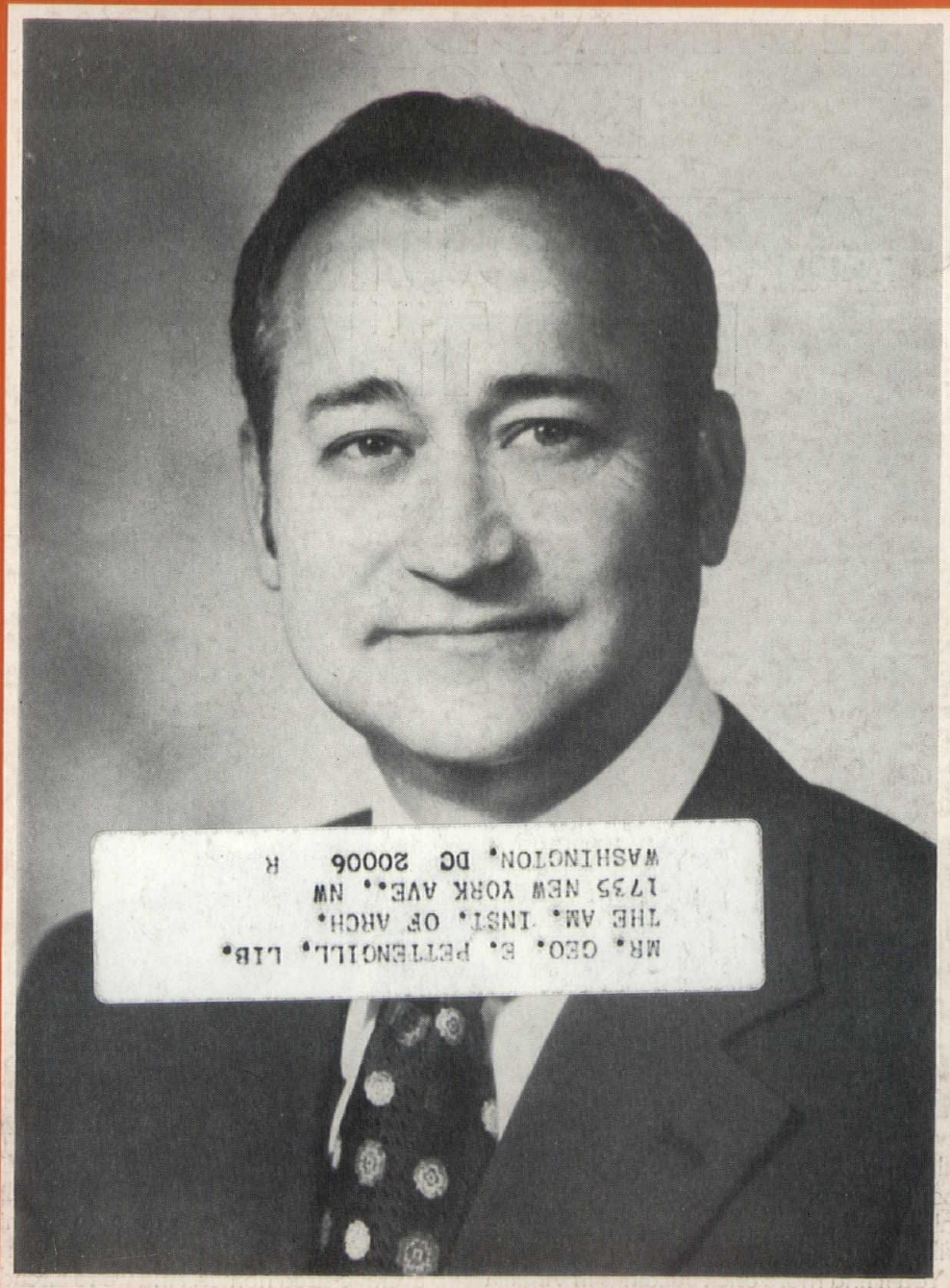
# Virginia RECORD

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S. MASON CARBAUGH, Commissioner  
VIRGINIA DEPARTMENT OF AGRICULTURE AND COMMERCE

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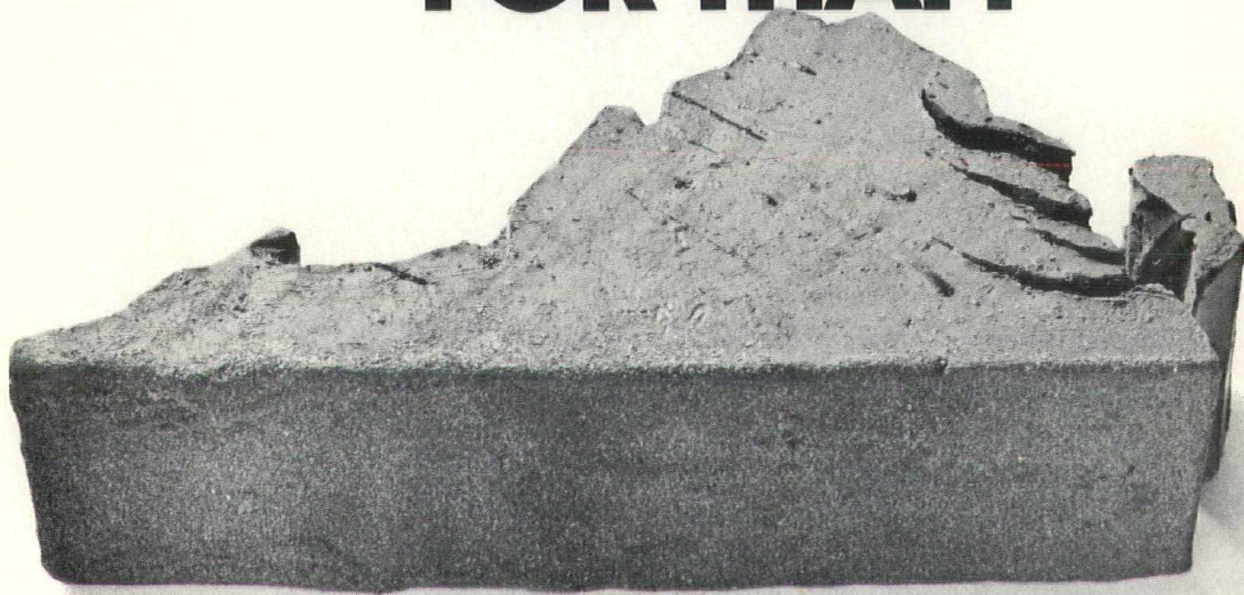


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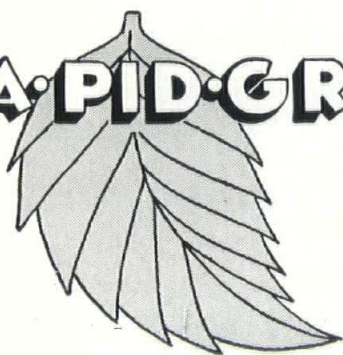


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VIRGINIA RECORD

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ON OUR COVER is S. Mason Carbaugh, now Commissioner of the Virginia Department of Agriculture and Commerce. Sworn into office on July 18, 1972, the new commissioner says his greatest challenge is "to be of service to the citizens of the state and to provide leadership and direction toward helping agriculture continue to be the great industry that it is." See the story on Commissioner Carbaugh starting on page 8 of this issue.





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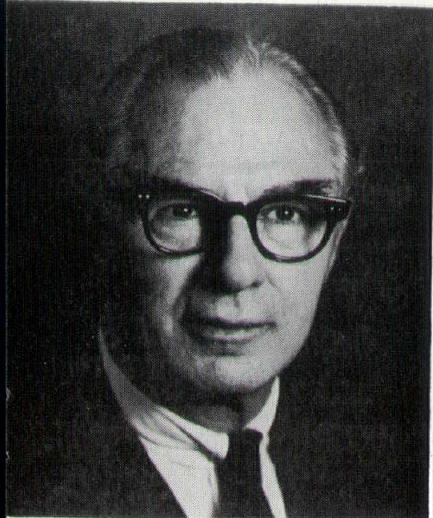


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*Clifford Dawdey*

## **"Give My Regards To Broadway"**

**T**IMES SQUARE: once more of a symbol than a place designation, the name was a magical evocation of the most famous theatrical center in America and one of the most famous in the Western World. As a place, the actual Times Square consists only of a short six block stretch, from 42nd Street to 48th Street, where Seventh Avenue and Broadway converge. At the point of convergence the triangular New York *Times* Building stands, its base facing 42nd Street with the point of the triangle facing into the broad open stretch where the two streets are one. At 47th Street is the point of the triangular Longacre Building, whose base stands on 48th Street, where the two streets diverge. As a symbol of the theatrical center, Times Square was the brightly lighted crossroads leading to the sixty-odd theatres on the crosstown streets running east and west of Times Square.

Its post-World War I glory days began with the 'twenties. This was after Prohibition had killed the famous restaurants on Times Square proper and its theatres for plays had either been converted into movie houses or demolished to be replaced by the luxurious movies palaces, such as the Capitol, Roxy's and the gaudy Paramount. In the Longacre Building an expensive night club struggled for a while to compensate for alcoholic drinks with Paul Whiteman's band, but by the late 'twenties this had given way to a Chinese restaurant with dancing. Oldtimers even then bemoaned the change from the pre-Prohibition days, but for those of us becoming familiar, in our 'teens, with the "Broadway" we had heard of all our lives, Times Square was the exciting center of a night wonderland.

Having grown up in a dry state, we'd never seen the splendor of one of the fabled establishments for dinner and supper (we couldn't have afforded them in any case), and our simple gastronomic tastes and limited purses were suited to what was offered. The Times Square Childs', of that then wide-spread chain of New York restaurants, was a favorite late-at-night place for wheat cakes (cooked in the window) and delicious coffee for five cents. Our favorite dinner place, of economic necessity, was the Broadway H. and H. cafeteria, which we christened Hungry and Homeless. For our more expensive dinners out (a dollar or \$1.10 with steak) there were satisfactory small restaurants on the side streets, and for more glamorous late supper there was on 44th Street the Double R, featuring waffles and coffee and colorful customers.

Also having grown up more or less contemporaneously with the movies, we were not offended by the movie houses on Times Square; in fact, we occasionally went into one, though not often. Where we went more often was the Palace, "the home of American vaudeville," the top of the big apple. Every headline act in the country came to the Palace, as well as the big bands which played in New York and the popular comedians and singers in New York shows, and the great entertainers of the time, like the unforgettable song "belter," Sophie Tucker. The huge Hotel Astor, from 44th to 45th, was the one place of physical elegance that remained from the old days, though this was known to us mainly from its lobby which we used as a passageway

*(Continued on page 77)*





*S. Mason Carbaugh takes the oath of office as the new Commissioner of Agriculture and Commerce before Richmond Hustings Court Judge J. Randolph Tucker, Jr.*

## Dedicated Former Farm Boy Becomes New VDAC Commissioner

By MARGARET ANN JONES  
*Information Technician*

His greatest satisfaction derives from being of service to others and he has worked hard all of his life in order to improve the lives of many different people. With this ideal of service and extensive experience in many fields of the industry of agriculture, the appointment of Stuart Mason Carbaugh as Commissioner of the Virginia Department of Agriculture and Commerce was a surprise to no one.

Carbaugh, who received his oath of office on July 18, 1972, is the son of a Frederick County farmer. As a young boy, he helped do his share of chores on the Stephens City general farm. The family raised fruit, dairy cattle, hogs, chickens, and horses. It

was almost a self-sufficient operation. Today, Carbaugh reminisces about life on the farm with his parents and three brothers. With a smile he remembers, "I chopped my share of kindling wood." He says, "Farming is hard work but I stand in awe of the farmer. He has a great deal of freedom and the ability to plan his own schedule. Only the season of the year and the weather dictate his work."

At Stephens City High School, Carbaugh continued his diligent work on the farm and became a member of the Future Farmers of America. He was also an ace baseball player and his drive and hard work to become a good athlete is symbolic of the way he has worked throughout life. Car-

baugh graduated with twenty of Stephens City classmates; enlisted in the Navy in February of 1945; and in July of that year, began active duty in the Naval Air Corps.

With the end of the war and his commitment to the Armed Forces completed, Carbaugh was free to begin what would be a fruitful and quickly rising career. Probably the most important move of his career occurred on June 26, 1947, when he married Elizabeth Crim, a Frederick County resident and 4-H All Star who knew farm life as well as her new husband.

Although they were residents of the same county, Carbaugh and his wife had attended different high schools.



During his stint in the Navy, Elizabeth had begun nurses' training at Winchester Memorial Hospital. As luck would have it, the future Commissioner's wife became the roommate of Carbaugh's first cousin who promptly introduced the two. "It was sort of a blind date," he says, "but he had already heard of me because I was a baseball player for the Stephens City High School team." Things worked out well for the two young people and they made their marriage plans. "You know, things were quite different in those days. My wife had three months training left; and before we could get married she had to have special permission from the school." But the school granted its permission, the Carbaughs were married. Mrs. Carbaugh attained her status as a registered nurse and the couple headed for Blacksburg and Virginia Tech.

Mrs. Carbaugh a warm friendly person laughs about their first-married days. She says that she worked while her husband attended school. "A group of us working wives used to say

that we were working on our P.H.T. degrees (Putting Hubby Through)."

At Virginia Polytechnic Institute, Carbaugh worked toward his Bachelor of Science in Agriculture Education while participating in numerous organizations and working some on the side. He served as Secretary and Vice President of the Agriculture Club as well as the YMCA. He was a member of Alpha Zeta, a national honorary agricultural fraternity; Omicron Delta Kappa a national leadership fraternity; and Phi Kappa Phi, a national scholarship fraternity. He was also a member of the Collegiate FFA Chapter and was an associate judge of the Honor Court. Carbaugh finished school in three years and during one summer, studied at Columbia University. He remembers his college days well. "Many times, my wife and I had to make adjustments in order to make ends meet. We would rent part of the time and sometimes she would live with my parents or hers while I stayed in the dorm." Since graduation, Carbaugh has also studied at the University of Richmond and

at the University of Virginia. He has engaged in operations research and linear programming with the American Management Association in New York City.

After he received his 1951 degree, the Carbaughs traveled to Clover in Halifax County, where Virginia's future Commissioner of Agriculture started his career as an agriculture teacher. By this time, they were a family of four. James Stuart was born in 1948 and Richard Mason in 1951. Their only girl, Patricia Ann, was born three years later in 1954.

Two school years were spent teaching in Halifax and another one at Berryville in Clarke County. "I look on those days of teaching with a great deal of satisfaction," Carbaugh says. "It was a great period in my life so far as maturing is concerned and I enjoyed it. My students claimed that I was a hard teacher and I know that I expected a lot—I always have. I think that setting high goals for everything came from being so active in competitive sports in high school. Today, I often see many of the boys

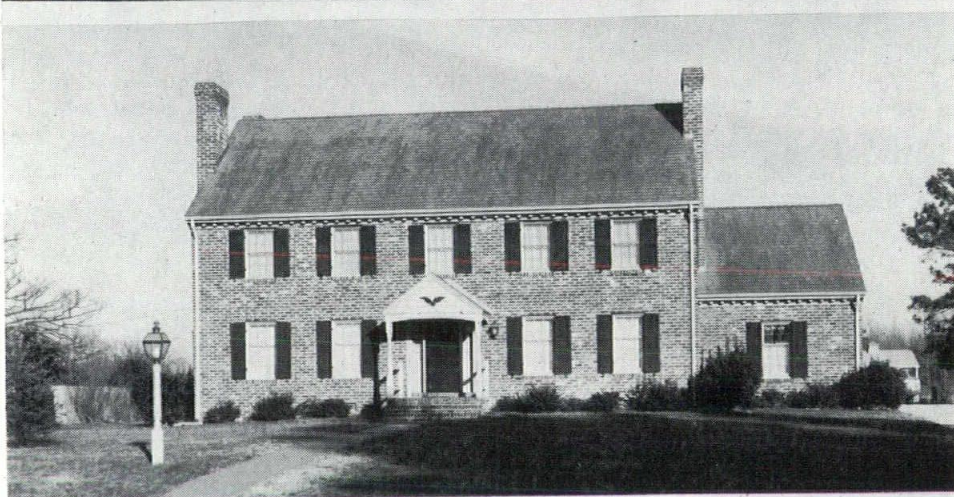


The entire Carbaugh family poses with the Commissioner in his office. From left to right: Elizabeth, Carbaugh's wife; James Stuart; Richard Mason; and Patricia Ann.





Top photo: Secretary of Commerce and Resources, Maurice B. Rowe (left) poses with Mrs. Carbaugh, the new Commissioner, Carbaugh's daughter-in-law, Debbie, and his eldest son, James Stuart. Center: The Carbaughs' new home in Henrico County. And bottom photo: In their new home, Elizabeth and Mason Carbaugh enjoy a rare moment of respite and relaxation.



whom I taught because they have returned to their communities and are engaged in agricultural pursuits. I really enjoy seeing my old students.

Carbaugh left his teaching career to join a large grain company's feed division as district representative. Although his territory generally was the states of Virginia, West Virginia, and Maryland, he also temporarily worked in Pennsylvania. During the eight years that he worked with private industry, Carbaugh's family lived in Harrisonburg.

As a student at Virginia Tech, Carbaugh became friends with many persons who later became employees of the State's Department of Agriculture. And of course, he was, in all agricultural endeavors, aware of the service of the Department. But on January 1, 1961, when Carbaugh became an employee of the Department's marketing division as its first full-time transportation agent, he began his extremely rapid rise to the top.

It was Carbaugh's responsibility, as transportation agent, to identify problems and develop programs to improve commodity distribution. That is, he assisted farmers and agricultural business firms in moving their products and receiving necessary supplies as expeditiously and economically as possible. During his tenure as transportation agent, Carbaugh concentrated on assisting Virginia producers and feed manufacturers in receiving favorable transportation rates for grain.

In October of 1963, Carbaugh was promoted to assistant director of the Division of Regulatory Services. The Director of that Division was Maurice B. Rowe, Carbaugh's predecessor as Commissioner and now Secretary of Commerce and Resources in Governor Linwood Holton's cabinet. From that point on in his career, Carbaugh has worked closely with Rowe as they have advanced together to the top of Virginia's agricultural leadership.

As assistant director of Regulatory Services, now called Product and Industry Regulation, Carbaugh directed and supervised various department sections charged with the responsibility of enforcing the following sta-





aws: seed, crop pest, apiary and nursery, food, pesticide, fertilizer, lime, fuel, weights and measures.

On April 1, 1965, Carbaugh was appointed special assistant to the Commissioner, then Richard D. Humney, a post which he in effect dually held with other positions until his recent appointment by Governor Holton as Commissioner. During recent years, Carbaugh has lived up to the hard work ethic he inherited from boyhood work on the farm and ambition in sports at his high school. He was Executive Director of the Commission of the Industry of Agriculture which in 1969 published a work of monumental effort—*Opportunities for Virginia Agriculture*. The work accomplished by that commission under Carbaugh's leadership is serving today as the guideline for the direction and establishment of objectives for the growth and prosperity of Virginia's agriculture.

Immediately before being appointed Commissioner, Carbaugh was Director of Rural Resources as well as Director of the Soil and Water Commission. In these offices, he diligently worked to upgrade the state's rural environment and to enrich its opportunities.

As Commissioner of the Virginia Department of Agriculture and Commerce, Carbaugh says that his greatest challenge is "to be of service to the citizens of the state and to provide leadership and direction toward helping agriculture continue to be the great industry that it is. There is still room for growth of the agricultural industry within the state and the Department is here to help it reach its great potential. And too, I want the Department to be the most effective and efficient of all state government agencies. I want it to continue to be responsive to the needs of Virginia's citizens and to be a place where employees will want to work and will feel that they are making a definite contribution."

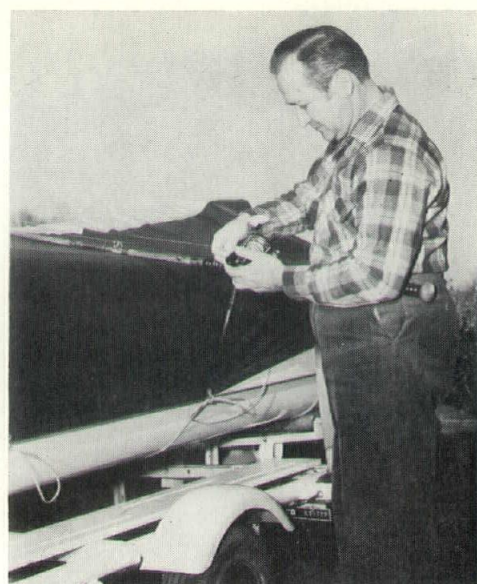


The new Commissioner recently planted 100 nodil bulbs at his home.

tell the Virginia Story



The Commissioner has always taken an active interest in the Future Farmers of America. He was a member of the organization in high school and in college and later taught FFA boys in his vocational agriculture classes. Here he is shown receiving a certificate of recognition from the organization. Presenting the certificate is Bob Hinton, National FFA Vice-President of the Southern Region.



An avid fisherman who also enjoys camping and water-skiing, Carbaugh adjusts his fishing reel prior to a weekend trip.

partment is here to help it reach its great potential. And too, I want the Department to be the most effective and efficient of all state government agencies. I want it to continue to be responsive to the needs of Virginia's citizens and to be a place where employees will want to work and will feel that they are making a definite contribution."

So today, Mason Carbaugh works hard, as he always has, not only for himself and family, but for everyone within the Commonwealth. His wife, Elizabeth, says that her husband's accomplishments are a direct result of long hours, hard work, dedication, and a good personality. "Mason's farm background insures his understanding of the farmer's problems. He enjoys working with people and being dedicated to improving services for so many people. He feels that he is the people's servant."

Like her husband, Elizabeth Carbaugh likes to be of service to others. That is why, for four days each week (her schedule is flexible so that she can accompany her husband when it is desirable), she tends to geriatric patients as a member of the supervisory staff at Stratford Hall Nursing Home. Her warm and gracious attitude, along with a good sense of humor and an easily recognized compassion for others, leave an impression that she is nothing less than an excellent nurse.

And somehow, in spite of all the banquets, speeches, conventions, etc., the extra-active Carbaughs have

(Continued on page 74)



# VIRGINIA AGRICULTURE

✍ My topic—Virginia Agriculture Enters Promising Era—gives me a great deal of pleasure to discuss. There is still plenty of room for improvement, but the spectacular breakthroughs achieved in many areas during 1972 give us every reason to believe that, at long last, Virginia agriculture is beginning to come into its own.

Despite two major storms, 1972 was an outstanding year for agriculture. Significant gains were realized in Virginia farm income; the overall economic situation improved considerably; and the foreign trade outlook became more promising. These trends indicate that the state's industry of agriculture has finally entered a more prosperous era which is long overdue, but most welcome.

First of all, let's take a look at farm income. Virginia's cash receipts from farm marketings of crops and livestock reached a new record of nearly \$700 million in 1972—about \$100 million above last year! The addition of an estimated \$140 million realized from the annual timber harvest raised the total value of the state's raw agricultural commodities to a new high of approximately \$840 million.

Higher prices for most crops and production increases for corn, hay, tobacco, and peanuts boosted the total value of all crops 11 percent above last year, and livestock prices moved up sharply.

Tobacco, the state's leading income crop, sold for slightly over \$92 million—the third highest of record. Production of peanuts, the No. 2 income crop, increased by 18 percent; and cash receipts were 25 percent above last year. Although soybean production was down, more favorable prices resulted in a 13 percent increase in gross receipts.

Corn production gained 28 percent, but small grains (wheat, barley, and oats) decreased 14 percent. Smaller amounts of apples, potatoes, sweet potatoes, and commercial vegetables were grown this year; however, improved prices caused a 16 percent increase for apples, and a gain of 36 percent for potatoes.

Livestock and poultry producers realized 12 percent higher income this year, with meat animals reflecting the largest gains. Although beef production was up and hog production was down,

By S. MASON CARBAUGH,  
*Commissioner Virginia  
Department of Agriculture  
and Commerce*

prices moved up sharply, and income from both increased by approximately 25 percent. Despite a 6 percent drop in production, egg producer's income remained about the same. Broiler production reached a record high, causing an income increase of 8 percent; and turkey producers realized slight gains in both production and sales. Milk production gained slightly despite fewer cows milked, and income increased 4 percent.

Agricultural production in Virginia, spurred by Virginia Tech's Cooperative Extension Service and Research Department, is making steady progress. These specialists in farm technology, aided by other agricultural organizations and groups throughout the state, have helped bring about impressive improvements. For example, during the 20-year period 1952-1972 our

leading crops have registered the following gains in yields per acre:

CORN more than doubled—from 38 to 79 bushels

TOBACCO (all types) increased over one-third—from 1,322 to 1,766 lbs.

PEANUTS up almost 40 percent—from 1,835 to 2,482 lbs.

WHEAT more than doubled from 21¼ to 40 bushels

BARLEY increased over 50 percent—from 33 to 50 bushels

SOYBEANS up almost 25 percent—from 17½ to 21½ bushels

These figures speak for themselves. The improvements they represent have resulted largely because of new systems of crop rotation and fertilization, improved varieties, better methods of disease control and eradication, continual soil and water studies, and many other scientific approaches.

Production of livestock and livestock products also increased dramatically during the same period, with the exception of hogs, as follows:

CATTLE AND CALVES more than doubled—from 4,490 to 9,364

HOGS dropped 20 percent—from 248½ million to 197 million

EGGS PER LAYER increased 10 percent—from 172 to 221



Commissioner Carbaugh (right) and Roy B. Davis, VDAC Supervisor of Tobacco Marketing Activities, examine tobacco offered for sale by Virginia growers at the opening of Lawrenceville flue-cured market last August.



# ENTERS PROMISING ERA

## ECONOMIC CONTRIBUTION OF VIRGINIA'S INDUSTRY OF AGRICULTURE

	Millions
<b>SERVICES AND SUPPLIES</b>	
Farm Production Expenses	\$ 525.2
<b>PRODUCTION</b>	
Cash Receipts	
Crops and Livestock	\$ 596.5
Farm and Non-Farm Forest Products (Stumpage Value)	55.0 <sup>1</sup>
	\$ 651.5
Value of Production Consumed on Farm	27.6
Direct Government Payment	20.0
Income from custom work, other agricultural services and recreation	7.0
Gross Rental Value of Farm Dwellings	82.4
Gross Production and Other Farm Income Value	\$ 788.5
<b>MARKETING</b>	
Estimated Value Added by Assembling, Processing and Retail Distributing:	
Crops and Livestock Products	\$2,562.2 <sup>2</sup>
Forest Products	1,075.0 <sup>3</sup>
	\$3,637.2
<b>TOTAL CONTRIBUTION</b>	\$4,425.7

<sup>1</sup>Estimated by Division of Forests, Based on Forest Products Tax

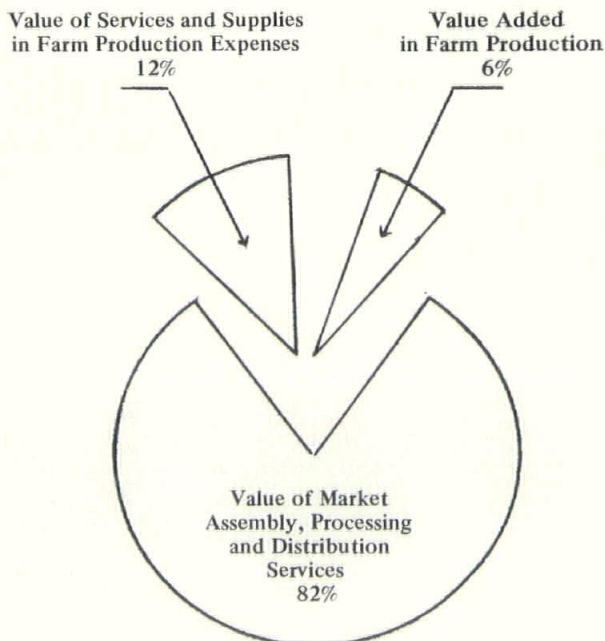
<sup>2</sup>Based on Comparable Estimates for 1964 in Report, "Opportunities for Virginia Agriculture"

<sup>3</sup>Based on Ratios from USDA Misc. Publication 941—July, 1963 (With Slight Adjustments)

As Virginia's biggest business, agriculture involves a great deal more than farming. In broad terms, it includes organizations and people engaged in the manufacture or selling of farm services and supplies; those engaged in farm production; and those engaged in the assembly, processing and distribution of the products of agriculture to the ultimate consumer. These related segments are recognized today as "Virginia's Industry of Agriculture."

### VIRGINIA AGRICULTURE'S CONTRIBUTION TO THE ECONOMY 1970

	Millions
Agriculture's <i>SERVICE AND SUPPLY</i> Segment	
Farm production expenses	\$ 525.2
Agriculture's <i>FARM</i> Segment	
Value added in farm production	\$ 263.3
Total value crops, livestock & forest production	\$ 788.5
Agriculture's <i>MARKETING</i> Segment	
Estimated gross value added	\$3,637.2
Total value agricultural production & marketing	\$4,425.7





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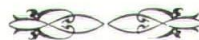
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**MILK** more than doubled—from  
4,490 to 9,364

Virginia's commercial forest industry also a vital part of the state's industry of agriculture. The value of the annual timber harvest was recently estimated at \$140 million—more than that of any single agricultural crop—and the industry produces finished products worth over \$840 million!

In recent years, the Department has placed considerable emphasis on promoting the sale of Virginia products abroad, as it is apparent that outside markets are quite often more attractive and lucrative than domestic outlets. The past fiscal year reflected a tremendous increase in export activities over the previous year—sales having an estimated value of \$3.3 million were generated during 1971-72, compared with only \$1 million for the 1970-71 period.

The Governor's Trade Mission to Japan and Australia last May, in which the Department participated, resulted in new and improved market outlets for Virginia tobacco, poultry, processed pork and livestock in Japan, and tobacco in Australia. During this mission, sale for 800,000 pounds of poultry was confirmed for Japan. Reciprocal trade agreements were also discussed with importers in both Japan and Australia.

As a result of the many favorable factors influencing agriculture, the agricultural and agribusiness situation in Virginia is more promising now than ever before. The drastic cost/price squeeze which has plagued agriculture for so long appears to be easing, although increases in prices of supplies and equipment—and particularly feed ingredients—continue to present challenges for producers.

Dramatic price increases for farm products realized during the past year will prove 1972 to have been very favorable for most Virginia growers. At year's end price gains were moving ahead at a faster pace than were increases in the costs of production. While cash receipts from the sale of farm products in 1972 are expected to rise from 12 to 13 percent, production expenses will increase only about 5 to 6 percent.

USDA economists have indicated that the national farm income outlook for the first half of 1973 is for a continuation of the record high level that 1972 produced. However, the present favorable cost/price relationship may deteriorate somewhat as the year progresses,

as production expenses had begun to move up sharply by the end of 1972. Despite this rosy outlook per capita farm income is still not as high as it should be, compared to that of nonfarm residents, but it's higher than it's ever been before.

In a remarkably short period—much less than the average life span—agriculture has grown from a subsistence type of farming to an enormous industry that extends from the producer's soil to the ultimate consumer. Thanks to improvements in farm technology and other scientific advances, one farm worker now produces enough food and fiber for fifty people. Only ten years ago, he was producing enough for 25. Keep in mind that this increase in production is being achieved on 6 percent fewer acres than were tilled only a few short decades ago.

Agriculture has become a dynamic, progressive, expanding sector of our economy, and is unquestionably the state's largest business. Agribusiness firms are employing increasing numbers of workers, a high percentage of which are urban residents, causing agriculture to become an integral part of our urban society as well as our rural society. Farm and soil based businesses are vitally important to the economy of our state and nation.

Virginia's increasing output of farm and forest products is providing a firm base for the continued growth of agribusiness. The record shows that cash farm receipts from the sale of livestock and crops rose steadily during the decade

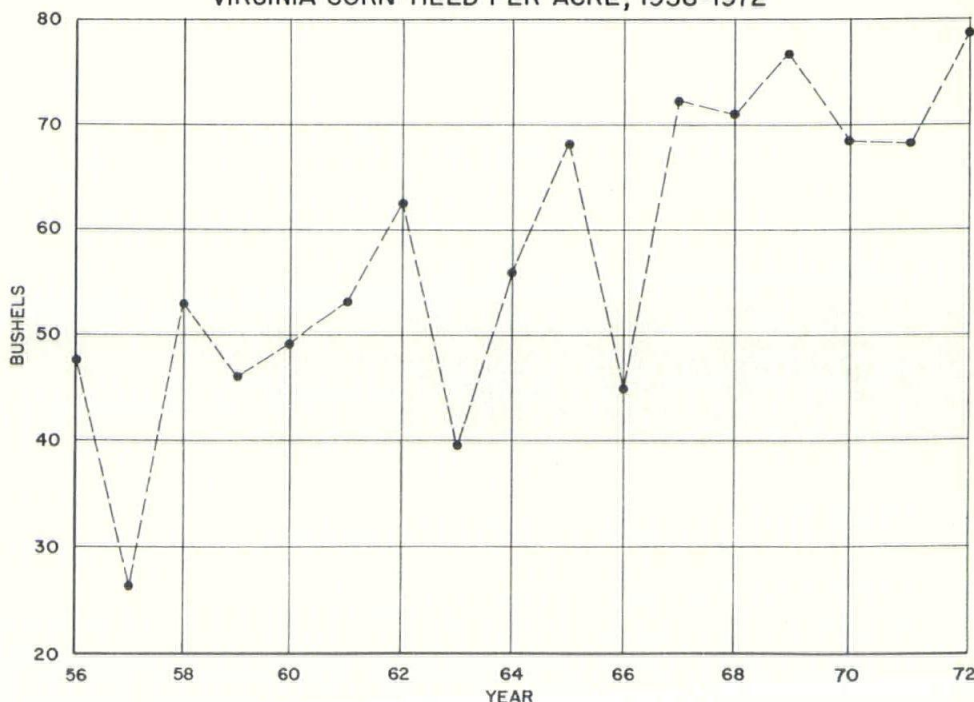
of the sixties, and the \$700 million estimated for 1972 far exceeds all past records. During the past ten years, the annual contributions of agribusiness to the state's economy have increased from \$1.7 billion to the present estimate of over \$4 billion—a gain of more than \$2¼ million!

The recent (1969) report of the Commission of the Industry of Agriculture highlights the magnitude of Virginia agribusiness with an evaluation which shows that the various segments of the state's industry of agriculture represent an overall investment of \$11.5 billion. Their breakdown shows that the farm, or production sector, accounts for 30 percent of this total; 45 percent is in marketing and processing; 20 percent is in supply and service; and the remaining 5 percent is in retailing.

This comprehensive report also shows that the state's industry of agriculture possesses a tremendous potential for growth during the decade of the seventies. It indicates that by 1980 agriculture's productivity could show a gain of 50 percent, which would be accompanied by a proportionate increase in its economic contributions. A \$6 billion industry of agriculture is easily possible by the end of this decade.

The forward momentum that has been generated must be continued—and accelerated—so that our agriculture industry will remain strong and viable in order to meet the future needs of our nation. In this modern day we, as citizens of the greatest and most

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progressive nation on earth, enjoy an abundant supply of almost every type of food we want or need.

We should realize that this highly desirable state has come about, to a large extent, because of our country's agricultural leadership and high degree of farm productivity. Without a doubt, agriculture is the major source of the great strength of our country. It contributes much to the economic, physical, and spiritual might of this state and nation, and it deserves great consideration. I, for one, believe that agriculture has a fine future. Let's take a brief look at what can be expected as agriculture continues to progress into the seventies.

On the basis of current trends, the future will probably bring about a continued decline in farm population, fur-

ther farm consolidations, and a probable increase in the average age of farm operators. However, technological improvements will also most likely continue to provide increases in production that will, in turn, furnish the dwindling number of operators with larger incomes per farm.

Future farmers will look upon farming more and more as a business enterprise—similar to other businesses in our economy—and their economic position will continue to improve. Farm problems are being examined more closely, and present indications are that farmers of the future will be in a much better marketing position, and will realize reasonable and equitable return for labor and capital investments.

I also believe that we are going to witness great changes in rural America. Our rural areas continue to form the background for both the economic and social structure of our nation, and constitute over 90 percent of our land area. Progress is already being made in the development of our rural areas as more and more agribusiness firms select rural locations for their plants, and this trend is beginning to reduce the flow of rural citizens to urban centers.

As I see it, agriculture today offers more opportunities than ever before in the history of our nation. It has entered a period of tremendous growth. The changes that have taken place in its basic structure during the past 20 or 30 years will continue, and are expected to increase because of present world economic conditions.

As America continues to grow, agriculture will become more and more involved in shaping and sustaining our way of life. Increased efforts toward improving our agricultural stewardship now will help to create a better world for future generations. I am confident that Virginia's agriculture will meet this challenge!

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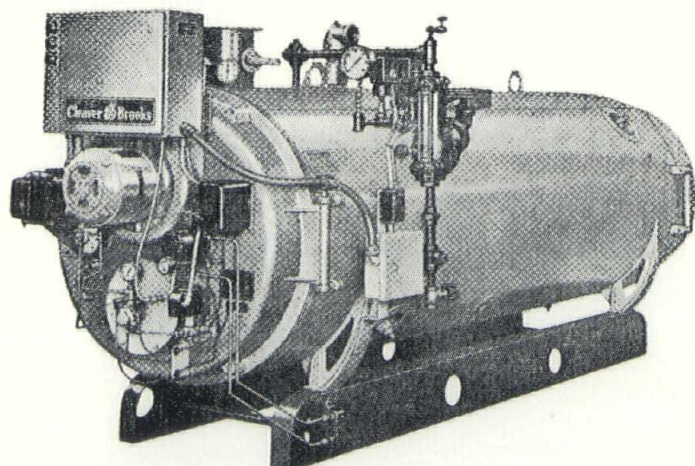
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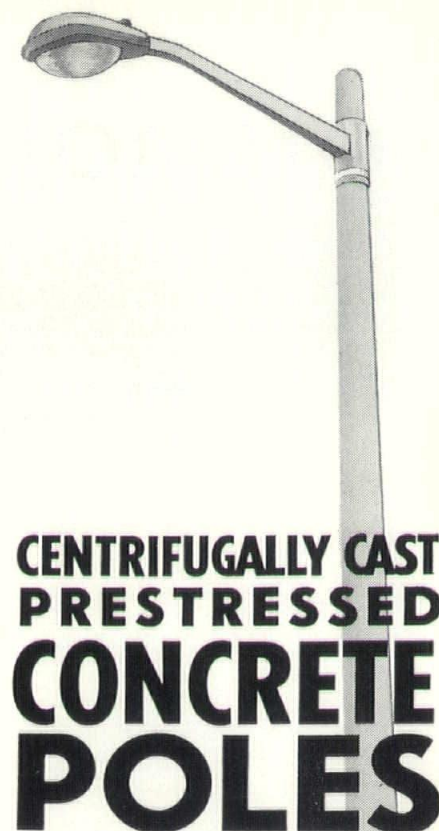
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# VIRGINIA AGRICULTURAL COMMODITY COMMISSIONS

## Progress Through Self-Help Programs

By EDWARD C. ELLETT, *Information  
Officer Virginia Department of  
Agriculture and Commerce*

More than two decades ago, Virginia's various commodity groups first voluntarily elected to tax themselves to secure funds for the creation of agricultural self-help programs. These programs, designed to aid individual commodity groups in areas of promotion, service, marketing, and research, provided the necessary components to assist our farming population in meeting the challenge of agricultural growth—enabling the farm-

er to effectively provide for the food and fiber needs of our modern society.

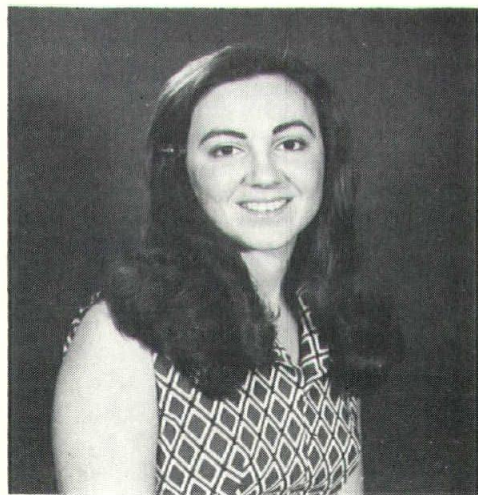
Today, nine Commodity Commissions exist to administer the operational functions of these self-help programs which now encompass our state's apple (and apple products), poultry (and poultry products), peanut, pork, sweet potato, bright flue-cured tobacco, dark-fired tobacco, soybean and seed potato commodity groups. Members, staffing these Commissions, are in most cases appointed by the Governor from industry grouping personnel. However, the membership of the Seed Potato and Peanut Commissions are appointed by the Commissioner of Agriculture and Commerce whereas Apple Commission members are elected by districts.

Special assistance is furnished by VDAC's fiscal and informational programs, and many operations within the department's Division of Markets are geared to Commission programs. These services offer a means of coordination to avoid duplication of effort and to help maintain appropriate relationships for more efficient attainment of mutual objectives. Each of Virginia's Commodity Commissions utilizes the services of the Virginia Department of Agriculture and Com-

merce to aid them in matters of promotion and marketing. Personnel of VDAC's Market Development Section serve as staff assistants for the Commodity Commissions. Other Division of Markets' personnel also provide assistance to the Commissions in specific program areas. As VDAC's Home Economist, Mrs. Ann Marshall has been constantly involved in the creation of public information programs and demonstrations on behalf of the different Commissions to introduce innovations in the preparation of Virginia-grown agricultural commodities. Her work continues to enhance the development of self-help programs through public awareness and commodity use.

Also of increasing importance is the work performed by Mrs. Virginia Duesberry, VDAC's Program Coordinator-Product Promotion, in the initiation and implementation of various promotional programs for Virginia agricultural products. Her efforts have greatly facilitated the effectiveness of Commission promotion through statewide, national, and international marketing programs established by VDAC.

Such promotion and marketing assistance has been so effective that the Virginia Apple Commission has ad-



Miss Susan G. Burke  
Home Economist  
Virginia Apple Commission





Minimum tilled soybeans are proving to be a profitable alternative to current production methods in Virginia. To provide further information in this area, the Virginia Soybean Commission has provided funding for research project titled "Stubble Height and Mulch Effects on Minimum Tilled Soybeans" as part of this Commission's Self-Help Program.

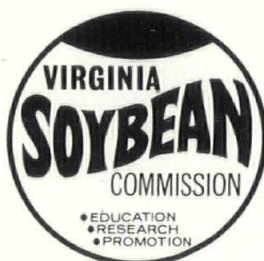
a Home Economist to its staff. In the fall of 1972, this Commission employed Miss Susan G. Burke to provide professional assistance in the development of apple promotion programs. She is currently working on a project designed to supplement the Fire Field Staff's promotional efforts with the already established "April Is Apple Sauce Month" program.

The Virginia Pork Industry Commission has also provided impetus to its promotional programs with the establishment of a new position—Program Supervisor—within their organization. As Program Supervisor, Don Parker has worked closely with numerous swine organizations and other groups involved in industry work such as VDAC and Virginia Tech to coordinate research, service, educational, and promotional efforts within the Commission.

As our state's most recently established self-help program, the Virginia Soybean Commission has devoted its primary responsibilities to the creation of research programs to increase production, sale and use of soybeans. More than \$15,000 have been provided by this Commission to fund the programs which are being con-

duct the Virginia Story

This logo, created for the Virginia Soybean Commission, graphically displays the purpose of this and all Commodity Commissions—education, research and promotion.



pose of this and all Commodity Commissions—education, research and promotion.

ducted in cooperation with the Virginia Soybean Association, the Virginia Tech Extension Service, and the soybean industry in Virginia. Five of these programs involve production research and will be carried out by the Extension Services. The sixth program, funded jointly by the American Soybean Association, provides appropriations for promotion and education programs in the Commonwealth. Such funding was utilized for Virginia State Fair exhibits, field days at Research Stations and other related educational and promotional functions.

Virginia's Bright Flue-Cured and Dark-Fired Tobacco Commissions have once again this year spent much time in securing and maintaining overseas marketing outlets. The members of both Commissions provided their unified support of programs designed to better the quality of Virginia tobacco—procuring the most desirable buyer grades. Of special interest to both Commissions was the prevailing concern over pesticide residue levels in tobacco products. Each Commission fully supported the research programs of Virginia Tech designed to eradicate this possible marketing obstacle, and other similar programs involved in finding solutions to

Virginia's Bright Flue-Cured and Dark-Fired Tobacco Commissions maintain self-help programs which greatly facilitate the production and marketing of Virginia tobacco. Such programs have been vital to the continued success of this segment of our Industry of Agriculture.





# THE VIRGINIA AGRICULTURAL FOUNDATION

■ To provide assistance for the development of Virginia's total Industry of Agriculture, the 1966 General Assembly created the Virginia Agricultural Foundation with its passage of the Pennies for Progress Act. This organization, like the Commodity Commissions, utilizes funds collected as taxes on several agricultural supplies used by farmers, to provide financial assistance and support

## SUPPORT PROGRAMS FUNDED BY THE AGRICULTURAL FOUNDATION\*

Apples .....	\$ 41,576
Beef Cattle .....	15,800
Corn .....	72,037
Crops .....	61,036
Dairy .....	55,949
Fruits & Vegetables .....	12,000
Forestry .....	5,570
General .....	88,500
Grasses .....	15,000
Lamb .....	5,250
Marketing .....	35,000
Pastures .....	55,724
Peanuts .....	15,000
Poultry .....	80,800
Soybeans .....	18,007
Sweet Potatoes .....	20,600
Swine .....	29,215
Thistle .....	99,100
Tobacco .....	77,360
	<hr/>
	\$803,525

\*Since July 1, 1966 as summarized  
by commodities.

for agricultural research, education and services within the Commonwealth. Money used by the Foundation is derived from a one-half cent per gallon of the state gasoline tax refund made on motor fuel used for agricultural purposes, plus a five cents per ton levy on food and fertilizer sold. The Foundation is also authorized to accept gifts and grants.

The Virginia Agricultural Foundation is composed of 15 members who are appointed by the Governor. Each of these members, insofar as practical, is actively involved in the production of a different agricultural commodity. It is their responsibility to review and select worthy agricultural projects for funding by the Foundation. Such projects are initiated as requests for assistance from any of the organized groups within Virginia's Industry of Agriculture — including agricultural suppliers, farmers and marketers.

Since its creation, the Foundation has funded approximately fifty projects of agricultural development. These projects represent assistance programs for 19 different commodities with total funding appropriations of more than \$800,000. Virginia agriculture continues to experience new growth with the culmination of each project approved and funded by the Foundation. The Foundation provides

a system of funding and project selection that allows Virginia farmers to collectively finance programs designed to directly affect farming operations within the state. The Agricultural Foundation does help agriculture help itself and, in turn, greatly benefits the economic and social growth of our state.



**Your Pennies Provide Dollars  
For Agricultural Assistance**



*This piece of artwork, previously utilized in a VDAC publication, provides a reminder to Virginia farmers that taxes they pay on certain agricultural supplies are used to finance programs of agricultural assistance in Virginia. These taxes secure funding for the Virginia Agricultural Foundation through the Pennies For Progress Act of 1966.*

other problem areas in growth, curing and marketing.

To provide maximum development in peanut growers programs, the Virginia Peanut Commission continues to make funds available for additional peanut research at both the Virginia and North Carolina Experiment Stations. Other major expenditures of the peanut fund have been utilized for direct peanut promotions through the National Peanut Council; research on mold or the aflatoxin problem; co-sponsoring of the Virginia-North Carolina Peanut Trade Show, and other miscellaneous projects such as the Virginia peanut production contest. The Peanut Commission has also planned to assist the National Peanut Council with a special grower promotional project and foreign market development. In addition, this Commission, in agreement with the North Carolina Peanut Growers Association, jointly financed the position of Food Specialist in the "Growers Peanut Promotion" to provide increased consumption of the Virginia-type peanut and their products.

The Poultry Products Commission, by means of a referendum in 1966, acted on recommendations of egg producers throughout the state to enter into a new agreement with National Egg Co., the 13-state marketing information cooperative, to make egg producers in the Commonwealth members of both NECo and United Egg Producers. This agreement secured increased representation of the producer in the market place and has provided accessibility to the greatest volume of market information ever available. To further benefit the Virginia egg producer, this Commission is participating in a national effort to work out an acceptable new pricing system for the egg industry based on egg trading through Egg Clearinghouse, Inc. (ECI) and other supply and demand information.



Since 1950, the importation of seed white potatoes into the state of Virginia has been closely governed by specific rules and regulations administered under the Seed Potato Law by the Virginia Seed Potato Committee. In 1966, this Committee was upgraded to the status of a Commission as growers recognized the increasing necessity for governing standards of imported seed potatoes. This Commission now works jointly with the Inspection Services of VDAC's Division of Markets to protect the interests of Virginia farmers while effecting a series of standards that can be met by conscientious seed white potato producers across the nation. Such efforts enable Virginia producers to continue to produce the high quality potato necessary for maximum marketing and usability.

Although the Sweet Potato Commission has continuously worked hard to expand its self-help programs, difficulty in crop movement and labor problems have forced significant reduction in the number of sweet potato growers. As a result, the remaining growers voted in the 1971 referendum to discontinue the Commission's right of taxation. However, this Commission will continue to operate, placing emphasis on its certified seed program, as long as funds remain in account.

As this past quarter of a century has shown, the effectiveness of Virginia's numerous self-help programs has been a decisive factor in the continuation of state-wide agricultural development. The potential of such programs is virtually unlimited—assuring the future development of additional self-help programs by convinced commodity groups willing to assist themselves for funds necessary to continue the successful operation of Virginia's largest industry—agriculture.



JOHN H. PARKER—Program Supervisor for the Virginia Pork Industry Commission

## JOHN H. PARKER VIRGINIA PORK COMMISSION REPRESENTATIVE AT VDAC

■ In March of 1972, the Virginia Pork Industry Commission announced the appointment of John H. Parker as its Program Supervisor—providing the commission with its first full-time employee to assist in the development of its numerous promotion, research and education programs. Parker, whose office is located with the Market Development Section of the Virginia Department of Agriculture and Commerce, has been assigned the responsibility of providing effective liaison between the Virginia Pork Commission and VDAC, Virginia Polytechnic Institute and State University, and other organizations involved with Virginia's swine industry.

A former North Carolina resident, Parker graduated from N. C. State University in 1962 with a B.S. degree in Animal Husbandry. After graduation, he was employed as the Assistant County Agent at Kinston, N. C. and, in 1965, was promoted to Area Livestock Agent. Later working in Greene County, the largest hog population area in the state, he assisted farmers with their production and marketing problems.

Subsequently, Parker was employed by the N. C. Department of Agriculture as a livestock marketing specialist. His accomplishments included significant growth in feeder pig sales and renewal of NCDA's market hog grading service. He also served as vice president of the National Livestock Marketing and Grading Association, swine superintendent of the International 4-H Livestock Judging Contest, representative to the N. C. Pork Producers Association Board, livestock superintendent of the N. C. State Fair and secretary of the N. C. Graded Feeder Pig Association.

As program supervisor, John Parker has significantly utilized his industry experience to further enhance the work of the Virginia Pork Industry Commission during this past year. His efforts have greatly facilitated commission participation in the myriad of statewide programs and activities affecting Virginia's total swine industry and have helped to achieve improved industry cooperation necessary for the present and future success of the Virginia Pork Industry Commission.



# VDAC FOOD INSPECTION: A SERVICE TO ALL VIRGINIAN

By HORACE R. HANSHAW  
Information Officer

“You are what you eat” goes the old cliché, but most of us seldom give any thought to our food. We assume that it is clean and wholesome, and it is, due in large part to the dedicated efforts of the people in the Food Inspection Section of the Virginia Department of Agriculture and Commerce.

The Food Inspection Section—a part of the Department's Division of Product and Industry Regulation—is charged with the enforcement of some 16 laws and regulations pertaining to the food you eat. These include Virginia Food Laws, Bakery Products Law, Cold Storage Law, etc., and regulations pertaining to Bottling Plants and Beverages, Foods for Dietary Uses, and Tolerances and Prohibitions Applicable to Sausage.

“These laws and regulations are designed to insure that foods manufactured and/or sold in Virginia are free from adulteration, are manufactured and held under sanitary conditions, and are properly labeled,” says Ray E. Vanhuss, Jr., Section supervisor. And he believes that strict enforcement of these laws will not only protect the consumer, but also promote fair competition within the food industry.

The Food Section has a staff of 13 inspectors who cover the entire state, and—with all the varied duties they perform and all the establishments they must visit—Vanhuss says they do a good job. He admits, however, that he could use more men.

To become a state food inspector, the individual must have a college degree (usually in chemistry, biology or related field) and have completed an extensive six months supervised on-the-job training program in which he is subjected to thorough inspections of just about every type of food manufacturing plant found in Virginia. After an inspector is placed on permanent staff, he is assigned a territory.

The food inspector has many assorted duties to perform. He must inspect many different types of food manufacturing plants to determine the sanitary conditions in the manufacture, storage, and sale of foods.

He makes many tests on products and ingredients in the field at the time of inspection. To do this, he must carry in his car at all times numerous pieces of equipment. Other analyses which might be needed have to be performed in state laboratories in Richmond. If this be the case, of-

ficial samples are collected and sealed under seal to the appropriate lab.

Occasionally it is necessary for an inspector to make seizures of certain lots of food in order to prevent them from being sold on the market. Contaminated foods are either converted for purposes other than human food or are destroyed. In both instances the work has to be done under the inspector's supervision.

In cases of disasters such as floods, etc., all foods suspected of contamination are examined, and those found to be contaminated are either destroyed or converted to non-human use. In all cases, the destruction or salvaging, cleaning and processing of food suitable for human consumption, is done under the supervision of a VDAC food inspector.

At times, an inspector must serve as an accomplished photographer when gathering evidence for legal procedures as well as for testifying in court cases.

In a situation of possible misbranding of a food product, the inspector must collect samples as well as make inspections. Products are misbranded when their labelling does not conform to the provisions of the Virginia Food Laws. Also, the product may not meet the requirements of the established standards set forth for the product.

On a continuing basis, food inspectors are schooled and trained in new methods, techniques, and materials being put to use in the food industry. Where possible, they give advice and help to aid manufacturers in improving their operations, products and buildings so that Virginia's food industry will be abreast of the new technological advances.

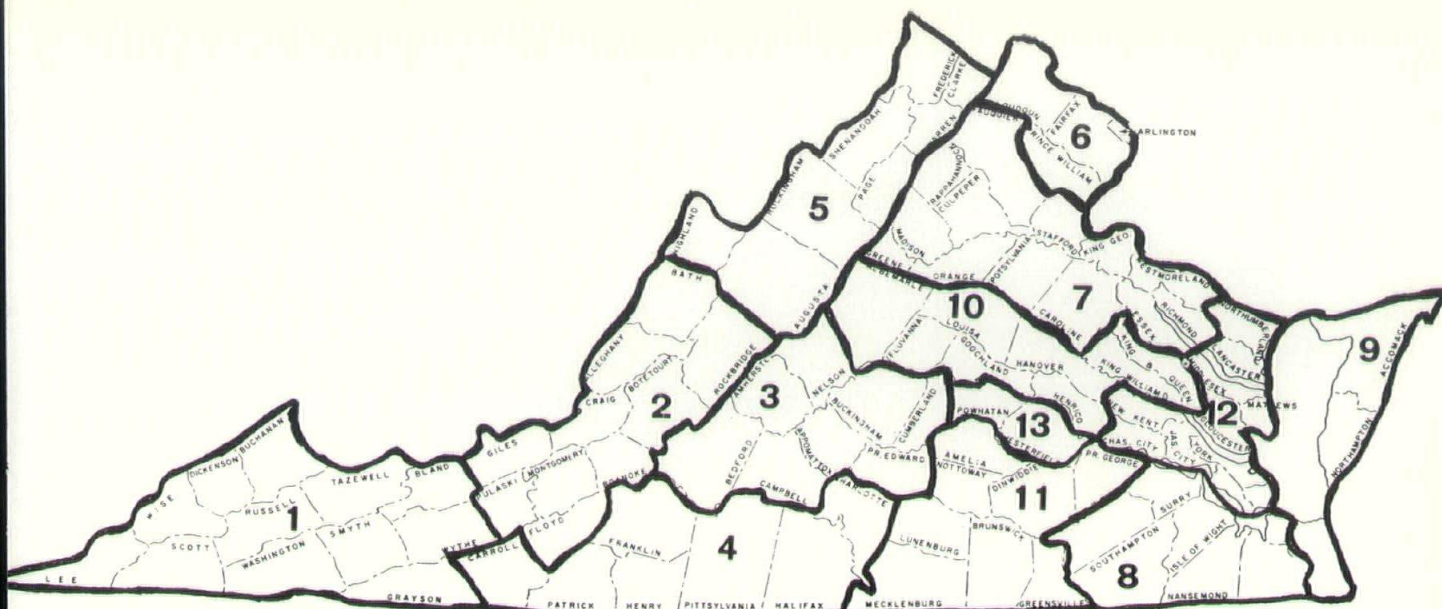
The Food Section office reviews plans for proposed food plants to insure that they meet the requirements of the state food laws. Consumer complaints are always investigated, checking for possible violations of the laws.

During the last fiscal year (July 1, 1971 to June 30, 1972), VDAC's Food Inspection Section made 3,647 inspections of food processing, wholesale and retail food establishments in Virginia. They received and investigated



VDAC Food Inspector conducts a routine inspection of a Virginia soft drink bottling plant.





OFFICE OF THE GOVERNOR  
DIVISION OF STATE PLANNING AND COMMUNITY AFFAIRS

### FOOD INSPECTION SECTION TERRITORIAL MAP—FEBRUARY 22, 1973

- |                      |              |                    |                |
|----------------------|--------------|--------------------|----------------|
| 1. Copenhaver, R. P. | Meadowview   | 7. Saunders, D. E. | Fredericksburg |
| 2. Sturgill, W. V.   | Blue Ridge   | 8. Kues, R. C.     | Smithfield     |
| 3. Wright, F. A.     | Lynchburg    | 9. Winters, J. A.  | Norfolk        |
| 4. Dell'Aria, A. D.  | Danville     | 10. Bailey, R. E.  | Richmond       |
| 5. Warren, D. R.     | Harrisonburg | 11. Scott, D. K.   | Petersburg     |
|                      | Springfield  | 12. Puryear, R. E. | Newport News   |
|                      |              | 13. Mallory, M. F. | Richmond       |

July 1, 1971 thru June 30, 1972

GRAND TOTALS:	*No. of establishments	10,494
	No. of inspections	3,647
	No. of violations	357
	Percent violations	9.8
	No. of field hearings	30
	No. of administrative hearings	21
	Court cases	Convictions 5 Acquittals 0
FOOD SAMPLES:	No. collected	2,527
	No. violative	458
	Percent violative	12.8
CONSUMER COMPLAINTS:	Received and investigated	610
FOOD SEIZED:	Pounds seized	11,652,397
	Pounds denatured	2,539,111
	Pounds destroyed	5,497,296
	Pounds released after processing	466,977
	Pounds pending disposition	3,149,013

\* This is an estimate based on our records and information available from trade associations on total number of establishments.



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over 600 complaints pertaining to  
food products and food establish-  
ments.

Inspectors found, through sampling  
and routine inspection, 11,652,399  
pounds of food products to be in vio-  
lation of the law. Of this total  
2,539,111 pounds were converted to  
non-human use, and 466,977 pounds  
were released for sale after laboratory  
analysis, further processing, and re-  
conditioning and sanitizing. This leaves  
over 5,000,000 pounds not fit for hu-  
man consumption and this was de-  
stroyed. These totals include all food  
products damaged by fires, floods, and  
other disasters. Inspectors devoted a  
most 200 man-hours alone to super-  
vising the cleaning, reprocessing, and  
destruction of food products damaged  
in the flooding caused by Hurricane  
Agnes.

Food inspectors collected over 2,500  
samples of food products to determine  
if they were in compliance with the  
Virginia Food Laws. Thirteen percent  
or 458 were not in compliance with  
the law due to adulteration, mis-  
branding, or failure to meet applica-  
ble standards. The laboratory performed  
3,581 food analyses, as requested by  
inspectors.

To avoid duplication of effort, and  
to further improve efficiency, the

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Food Section expanded its agreement understanding with the United States Food and Drug Administration to a work-sharing concept. The agreement now includes all food establishments in Virginia where there is a mutual obligation.

In casting an eye to possible food industry changes or innovations that may be in the offing, while keeping a ear to consumer demand, the Food Section last year conducted two important surveys. One survey was to determine the level of fat in a varied sampling of ground beef and fresh pork sausage being offered for sale in Virginia grocery stores. The other survey was of 227 retail food and drug stores in the state to determine if expired infant formula was being offered for sale. The findings of these surveys, at this writing, being studied by the State Board of Agriculture and Commerce for future action.

"In conducting the surveys on ground beef and sausage and outdated infant formula, I saw one important thing: there is rapid change coming about in the food industry—some due to an innovative industry and some due to consumer demand," said Vanhuss.

"I think with more open dating of foods, food fortification, nutritional labeling, and others on the horizon, the in food regulatory work are going to have many challenges to meet in the future," he added.

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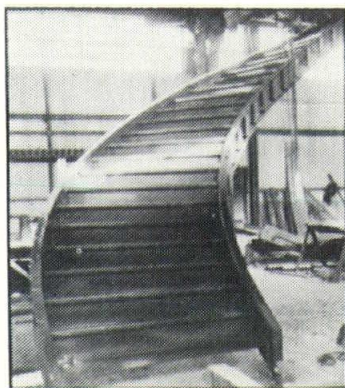
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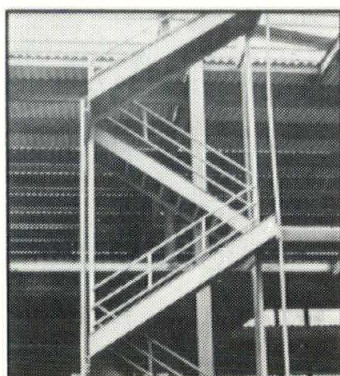
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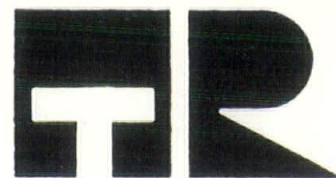
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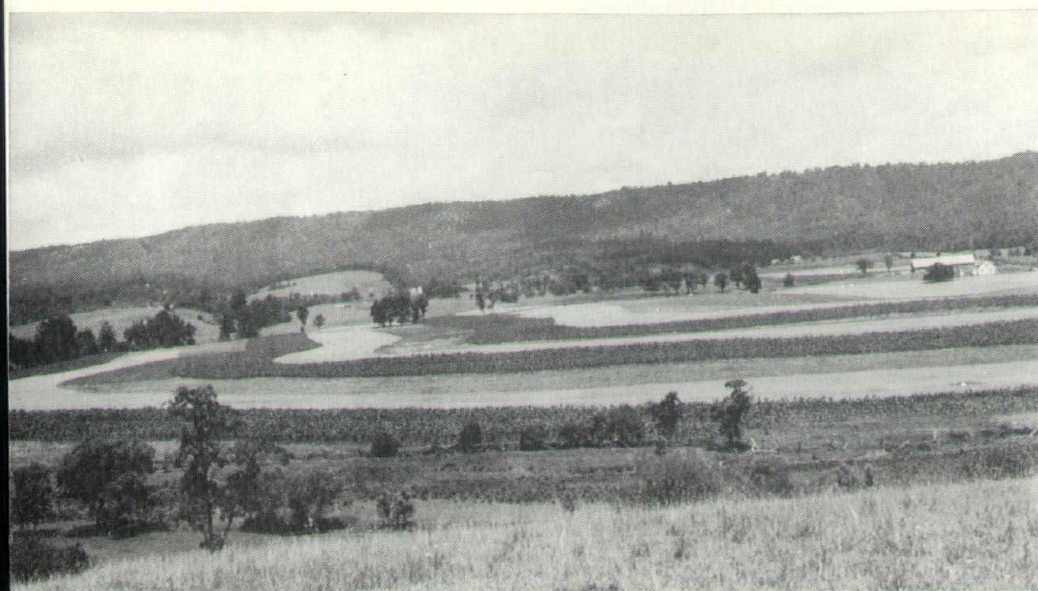
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The quietness of the countryside tells little of the turmoil created in our cities or the problems left behind by the mass migration of rural Americans to urban areas since the 1940's.

# The Needs For Rural Development

By  
ROY SEWARD,  
Information Officer  
Virginia Soil & Water  
Conservation Commission

■ "How you gonna keep 'em down on the farm . . .?", the title and refrain of a 1919 song asks a question more serious than the writers intended—one that still has to be answered sufficiently. In the past thirty years we have seen one of the largest population shifts ever recorded, the migration of rural people to urban areas in search of jobs and a future. While the nation's metropolitan areas have grown rapidly, rural America has continued to lose both human and financial resources.

The depression of our rural sector has had its effect on the entire nation. As one report puts it, "it is a fact not generally recognized that past developments and trends in rural America—particularly on our farms—are directly related to, and are some of the fundamental causes of, urban civil disorders."

The rural crisis has not received the media fanfare or the notoriety associated with urban problems. But the fact remains that:

- (1) more than 50 percent of our poverty victims live in the country while only 35 percent of the total U.S. population live *outside* metropolitan areas;
- (2) only one out of every ten farm youths will find a decent livelihood as a farmer;
- (3) the average unemployment rate for rural workers was 18 percent in 1968 due to the widespread under-employment while the national average for the same year was less than four percent;
- (4) more than 50 percent of America's substandard houses are found in the country.

Studies to determine what can be done to turn the situation around have found that large capital inputs, radical changes in education and training improvements in public facilities and local government services are primary requirements for generating economic viability in the rural segment of our country. A survey of Virginia's needs revealed that, in order of importance, the three immediate needs for rural rehabilitation included expansion and upgrading of vocational technical education, statewide industrial financing authority, and development of local leadership.

Arthur T. Hart, II, recently appointed Director of the Office of Rural Resource Services, Virginia Department of Agriculture and Commerce, sees rural development as one of the most complex issues we face in regenerating our nation socially and economically. Hart, a career employee of VDAC who has held several positions in the Division of Product and Industry Regulation, has more than just a passing interest in the future of the state's rural areas. Born in Chase City, and reared on a tobacco and livestock farm in Mecklenburg County, he saw how lack of opportunity made his contemporaries look elsewhere, in the cities, for careers. After graduation from Virginia Tech in 1958, he followed a similar route as many young people in search of job opportunities.

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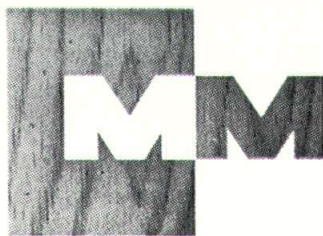
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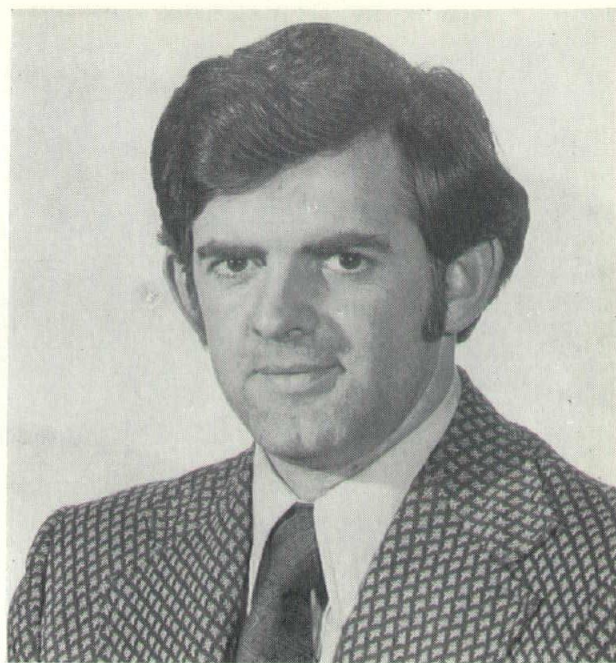
cepted funds from the assets of the former Virginia Rural Rehabilitation Corporation, the Office of Rural Resource Services has administered several programs designed to help needy farm families in Virginia. A program offering student loans to youths from low-income rural families is beginning its second year. Such loans have allowed students to attend approved institutions of academic or vocational study, increasing their skills and knowledge for future careers. Loans to farm marketing cooperatives have been made from Rural Rehabilitation funds. Financial assistance of this type can help create new markets in rural areas presently unable to compete without collective bargaining by small farmers.

"The potential for rural development is limitless," according to Hart, but "hard-hitting, imaginative and innovative programs are required." Hart and his assistant James R. Kee are already investigating several possibilities. An assistance program that would offer loans to high school students who are members of recognized rural youth organizations is in the planning stage. In addition, a proposal for using Rural Rehabilitation funds in local special education programs is being considered.

"The availability of public and private credit is critical to any successes in future development in rural areas," Hart added. Rehabilitation will take money—money to establish and operate new businesses, to finance new cultural and recreational facilities, to build and improve adequate community facilities such as airports or hospitals, to enable local government to plan and develop the use of their resources, and to establish educational, training and employment centers. VDAC's Office of Rural Resource Services plans to help fill the gap with action programs that offer tangible benefits to rural Virginians.

The rural countryside, one of our greatest natural resources, continues to be threatened with exploitation and destruction. Regional planning and local planning commissions are already alert to the need for land use policymaking. Local determination of how and resources are used will be a must for future growth. In his second role as Director of the Virginia Soil and Water Conservation Commission, Arthur Hart works with local soil and water conservation districts in their programs for conserving, protecting and developing both land and water resources in rural and urban areas.

to tell the Virginia Story



Arthur T. Hart, II, new Director of VDAC's Office of Rural Resource Services, is in charge of that agency's efforts in rural rehabilitation.

The state's 39 soil and water conservation districts and their nearly 300 directors provide local citizens with the coordination of technical assistance. The districts' watershed program has given many rural areas flood protection as well as recreational, municipal and industrial water storage. District support of natural resource inventories and county-wide soil survey and mapping work has directly served rural rehabilitation efforts. Using the resource information gathered through such activities, costly mistakes in community planning are being eliminated.

The Commission's "Conservation, Small Watersheds Flood Control and Area Development Fund" authorizes it to make loans or investments to store water in feasible flood prevention sites, and purchase machinery for soil and water conservation activities. The central importance of water for any type of development makes this fund a potential source for financial aid to rural localities. In areas such as the Eastern Shore, loans have been received by soil and water conservation districts to purchase equipment for services not available through private contractors.

The financial benefits accrued from district programs for erosion and sediment control, land management and resource development are tremendous. The efforts of citizens to effectively use land and water resources are directly translated into dollars and cents for community and individual alike. Most

importantly, the district approach encourages local initiative and decision-making, an essential ingredient to its success.

In both his work for the Virginia Department of Agriculture and Commerce and with the Soil and Water Conservation Commission, Hart sees numerous opportunities ahead for meeting the challenge of rural development. Efforts to revitalize and strengthen our rural sector's socioeconomic structure will, in the end, benefit everyone.



E. L. Felton (left), Chairman of the Virginia Soil and Water Conservation Commission, presents S. Mason Carbaugh, Commissioner of the State Department of Agriculture and Commerce, with a silver plate honoring his outstanding service as Director of the Soil and Water Conservation Commission from 1969 until 1972.



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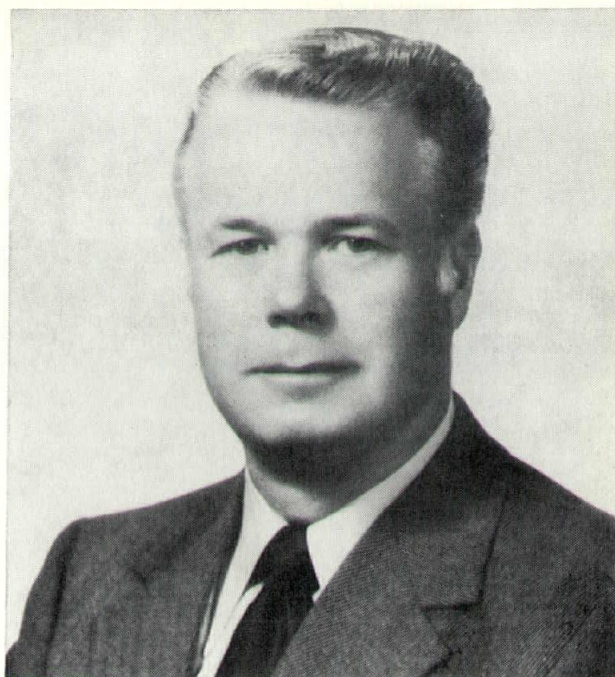
# BUILDING FOR TOMORROW

By

RAY SCHREINER

*Director of Information*

*Virginia Department of Agriculture  
and Commerce*



*T. Graham Copeland Jr., Director, Agricultural Opportunities Development*

✍ If every individual in Virginia compiled a list of priorities for the further development of our Commonwealth, somewhere on every person's list would be one or more of the following: preserve our environment, conserve our natural resources, satisfy our educational needs, solve consumer concerns, continue an adequate nutritional food supply, find solutions to urban overcrowding, and revitalize our rural areas.

Working on the premise that building for tomorrow can only be as successful as the foundation you build today, a program has been developed in Virginia that will deal with these priorities and at the same time give the young people of the state the opportunity to use their talents in jobs that are satisfying, stimulating and productive.

This program is an offshoot of a definitive study made by the Commission of the Industry of Agriculture and presented to the governor in 1969. Hundreds of business, agriculture, educational and state and federal leaders served in putting together the information in this report that projected the trends of agriculture in Virginia to 1980. The report included in addition to agriculture production: land use, education, water resources, forests, rural development, and population trends. These are areas of interest to the overall community of Virginia.

Looking to the future the Education

and Manpower task force of the Commission of the Industry of Agriculture identified a potential need of 80,000 additional trained people in the industry during the decade of the '70s. The Commission's Agricultural Opportunities Development Committee agreed to give this a high priority and coordinate a career opportunity development program with agriculture groups and governmental agencies.

In early 1971, a set of 95 slides was assembled and brochures printed for a pilot program in five counties surrounding the Wytheville Community College. Almost 5,500 students were involved. In this group 452 had indicated an interest in agricultural careers prior to seeing the slides and brochures. After the presentation was made, the indicated interest more than doubled.

The thing to remember here is that in the overall concept of agri-business we are talking about all segments that deal with the producer, supplier and marketer. If you were to list the professions involved it would include every profession now in Virginia, as every business in some way touches agriculture and agriculture in turn plays its part somewhere in every business. The job opportunities we are talking about touch the environment, natural resources, rural development and all of the other areas that concern the citizens of today.

In 1972 the General Assembly passed a bill that transferred the

duties and responsibilities of the Commission of the Industry of Agriculture to the Virginia Department of Agriculture and Commerce. As the Commission had worked with representatives of the agri-business industry working on a volunteer basis, this same concept was continued.

T. Graham Copeland was appointed director of Agricultural Opportunities for VDAC and immediately started out to serve as a catalyst to spark a program that would fan the flames of ambition for thousands of youngsters across the state.

Representatives from all sections of agri-business met and studied the results of the first pilot program. It was decided as this had been successful, to use the same basic formula, but extended the opportunity for presentation to all areas of the state.

The funding of the project became the first area of concern. Fortunately for Virginia there is the Virginia Agricultural Foundation popularly known as Pennies for Progress. Created in 1966 by the General Assembly, this organization works to further develop the potential of Virginia's industry of agriculture through the use of funds that are obtained from one-half cent per gallon of the state gasoline tax refund made on motor fuel used for agricultural purposes, plus a five cents per ton levy on feed and fertilizer sold. Basically it is the agriculture community helping itself. Since its inception there have been many programs



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developed, mostly in the research area, that have been funded by almost 3/4 of a million dollars.

Naturally as monies are limited, and the deserving and necessary requests are many, the Foundation is hard pressed to make sure that their allocations go to those short and long term projects that can be of benefit to the largest number. The Foundation felt that this program was of utmost importance and made a grant of \$10,000 to be used in the printing of brochures and the mass production of film strips to be used across the state in this educational effort.

This is a story to be carried to 72,000 eighth to twelfth grade students and to 22 private school children in the same age group.

It's being carried out by Planning Committees formed in each of the state's 22 planning districts. They in turn will create committees to bring the message into each county. These planning district committees are composed of representatives from the Agribusiness Council, Vocational Agriculture, Community Colleges, Virginia Department of Agriculture and Commerce, guidance counselors, extension homemakers and extension services.

Already hundreds of film strips have been distributed to vocational agricultural teachers in the state's junior and senior high schools, to extension

agents' offices, community colleges to junior, middle and senior high schools private and public and other agencies.

Over 300,000 brochures have been distributed and another 200,000 are being printed for further distribution.

But, as this program begins to reach into every community it is realized to be only a first step. Plans are already underway to create referral centers that can handle job requests or supply other needed information.

If this effort can continue to engender the success it had in the trial program in Wytheville just three years ago, it will be of tremendous benefit to the state in many ways. (1) It will spark young people into furthering their education to meet the needs of the jobs they seek, (2) create an interest in the rural community, (3) create other job opportunities that could siphon off some of the population that has crowded into our urban areas, (4) make students more aware of our natural resources and environment and the need for its protection and wise use, (5) build a stronger economy and thus a stronger state, and (6) most important of all introduce to thousands of young people the agribusiness community and the pride it takes from the farmer to the consumer in developing better products for a more productive and meaningful life for all of us.

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## NEXT MONTH IN THE OLD DOMINION

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### MUSIC

#### MAY

6. **Williamsburg.** The Alard String Quartet, Campus Center, Ballroom 4 p. m.
6. **Ashland.** Spring Concert, Blackwell Auditorium, Randolph-Macon College, 9 p.m.
6. **Arlington.** Arlington Symphony, Young People's Concert, Kenmore Jr. High School, 3 p.m.
6. **Arlington.** Arlington Metropolitan Chorus, Washington-Lee High School, 8 p.m.
6. **Richmond.** The Feldman String Quartet, Virginia Museum Theatre, 4 p.m.
7. **Roanoke.** Roanoke Symphony, Roanoke Civic Center Auditorium
9. **Hollins.** James Leland, carillonneur, Hollins College, 7 p.m.
12. **Richmond.** Richmond Sinfonia, Jacques Houtmann, conductor, Virginia Museum, 4 p.m.
16. **Hollins.** Hollins Chapel Choir, Front Quadrangle, 7 p.m.
16. **Norfolk.** Jazz Ensemble, Old Dominion University, 8:15 p.m.
- 18-20. **Arlington.** Northern Virginia Folk Festival & Bazaar, Kenmore Jr. High School, Friday 7 p.m.-12 a.m., Saturday 11 a.m.-12 a.m., Sunday 1 p.m.-12 a.m.
20. **Norfolk.** The Norfolk Chamber Consort, Chrysler Museum Theatre, 3 p.m.
24. **Fredericksburg.** College-Community Orchestra, Ann Carter Lee Hall, Mary Washington College, 8:15 p.m.
27. **Richmond.** "Temptations," Coliseum.
31. **Blacksburg.** New River Valley Symphony Concert, Squires, V. P. I., 8:15 p.m.

### OTHER EVENTS

#### MAY

2. **Chincoteague.** 5th Annual Seafood Festival, Tom's Cove Park.
- 2-6. **Winchester.** 46th Annual Shenandoah Apple Blossom Festival.
- 4-6. **Wytheville.** 4th Annual Wytheville Community College Arts & Craft Festival, Bland Hall.
5. **Fairfax.** Fairfax County Spring Art, Crafts & Photography Festival, Fairfax County Courthouse Lawn, 9 a.m.-4 p.m., rain date, May 12.
- 5-6. **Richmond.** Annual "Arts in the Park," Byrd Park.
- 5-6. **Big Stone Gap.** Lonesome Pine Arts & Crafts Festival.
- 11-12. **Lexington.** Spring Alumni Reunions: The George C. Marshall Library & Museum will be open to Washington & Lee visitors from 9 a.m.-4 p.m. on Friday; Saturday library open from 10

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13. **New Market.** 6th Annual Re-enactment of the Battle of New Market, New Market Battlefield, 2 p.m.
13. **Jamestown.** Jamestown Day.
- 15-July  
14. **Williamsburg.** The Prelude to Independence.
- 17-20. **Harrisonburg.** 4th Annual Virginia Poultry Festival.
- 18-20. **Norfolk.** Antique Show, SCOPE Exhibit Hall.
19. **Virginia Beach.** Annual Armed Forces Day Parade.
19. **Fort Lee.** Annual Armed Forces Day.
- 19-20. **Leesburg.** Plantation Days & Craft Show, Sully Plantation, Saturday 10 a.m.-5 p.m., Sunday 1 p.m.-5 p.m.
- 4-25. **Richmond.** Rose Show.
- 6-28. **Portsmouth.** 3rd Annual Portsmouth National Seawall Art Show, 11 a.m.-6:30 p.m.
0. **Wachapreague.** Rose Day at Gulf Stream Garden.

## PLAYS

- 14-15. **Norfolk.** "Rosencrantz & Guildenstern Are Dead," Norfolk Theatre Center, 8 p.m.
15. **Farmville.** "The Matchmaker," Jarman Auditorium, Longwood College, 7:30 p.m.
- 16 &  
1-13. **Roanoke.** "My Sister Eileen," comedy, Showtimers Theatre.
- 1-13. **Williamsburg.** "A Funny Thing Happened on the Way to the Forum," Phi Beta Kappa Hall, William & Mary College, 8:15 p.m.
- 10-12 &  
17-19. **Ashland.** "Once Upon a Matress," Old Chapel Theatre, Randolph-Macon College, 8:15 p.m.
- 20-June  
1-12. **Williamsburg.** "Arsenic and Old Lace," York Street Playhouse, 8:30 p.m. each Thursday, Friday & Saturday night.
- 1-12,  
16-19. **Norfolk.** "Uncle Vanya," Norfolk Theatre Center, 8 p.m.
- 17-19. **Winchester.** "Anything Goes," Shenandoah College.
- 17-19. **Waterford.** "H. M. S. Pinafore," Old Waterford School, 8:30 p.m.
- 1-26. **Norfolk.** "Uncle Vanya," Norfolk Theatre Center, 8 p.m.
- 1-17 &  
1-24. **Roanoke.** "The Last Days of Sweet Isaac," Showtimers Theatre.
- 1-Sept.  
1-Sept. **Strasburg.** American Oberammergau Passion Play with Val Balfour.

## SPORTS

- 14-15. **Virginia Beach.** 16th Annual Virginia Salt Water Fishing Tournament.
- 19, 16,  
& 30. **Richmond.** Motorcycle Races, Arena.

- 2-5. **Staunton.** Malta Tennis Tourney, Mary Baldwin College.
- 4-6. **Richmond.** Virginia All Arabian Show.
5. **Warrenton.** Annual Virginia Gold Cup Races.
5. **Lexington.** Rockbridge Hunt Horse Show.
- 5-6. **Wind Mill Point.** Outdoor Boat Show.
- 5-6,  
12-13. **Roanoke.** 21st Annual State Open Bowling Championships.
- 6-Oct.  
28. **Bealton.** Flying Circus Aerodrome.
- 11-13. **Keswick.** Keswick Hunt Club Horse Show.
- 11-13. **Fisherville.** Annual Virginia Wheelchair Games, track, tennis, archery, etc.
12. **Ashland.** 20th Running of the Camptown Races, Manheim Farm.
- 19-20,  
26-27. **Roanoke.** 21st Annual State Open Bowling Championships.
- 19-20. **Hampton.** James River Hunt Horse Show.
20. **Bristol.** Permatex 400—Late

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20. **Colonial Beach.** 13th Annual All Western Horse Show & Pony Show, Boyd's Ranch, 1 p.m.

26. **Leesburg.** Loudoun Hunt Horse Show, Oatlands, 9 a.m.

27. **Leesburg.** 27th Annual Virginia Foxhound Show.

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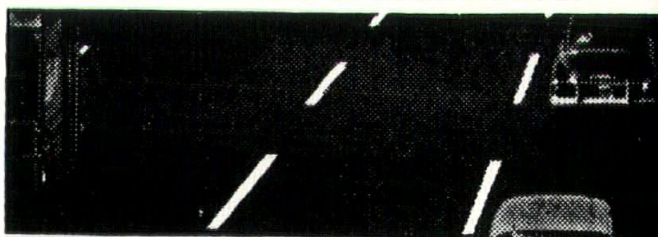


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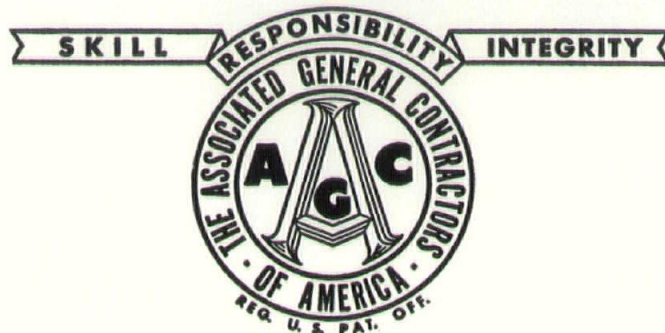
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# VIRGINIA A.G.C. REVIEW

OFFICIAL SECTION VIRGINIA BRANCH A.G.C.



## FEATURING NEWS FROM VIRGINIA BRANCH A. G. C.

- J. W. CREECH TO HEAD VIRGINIA BRANCH
- CONVENTION HIGHLIGHTS
- YEAR'S END REMARKS BY AUBREY BASS
- PRESIDENT CREECH REPORTS
- CONSTRUCTION MAN OF THE YEAR AWARD
- NATIONAL OFFICERS INSTALLED
- AGC NEWS NOTES

## ALSO PRESENTING PROJECTS OF NOTE

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The First Unitarian Church of Richmond

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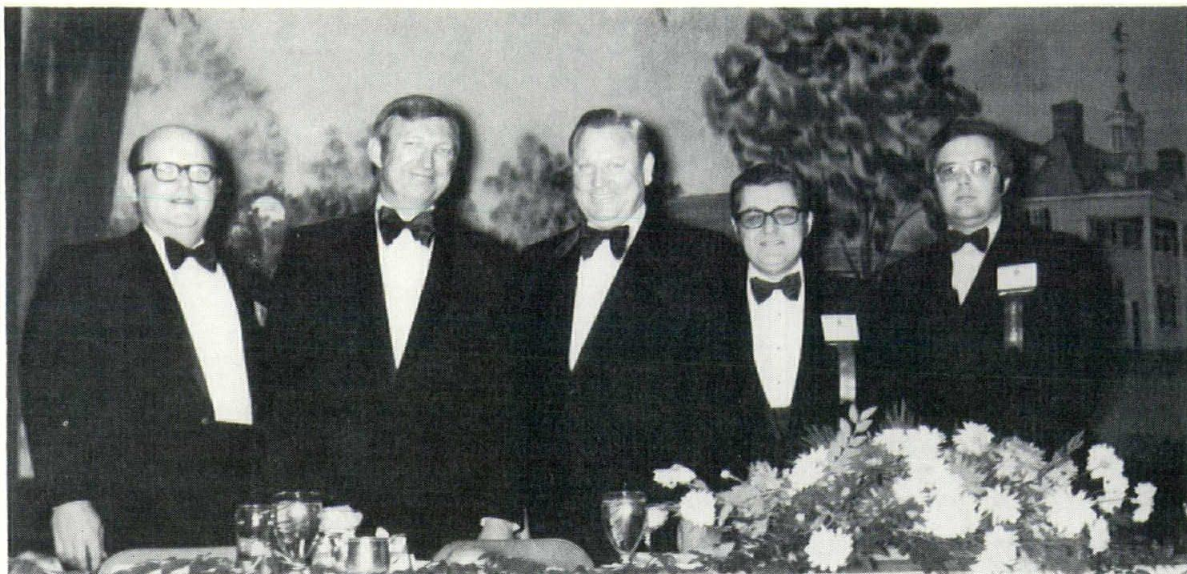
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# J. W. CREECH TO HEAD VIRGINIA BRANCH



*Newly-elected Officers and Executive Director of Virginia Branch AGC. Left to Right: James F. Duckhardt, Executive Director, Virginia Branch AGC; A. Eugene Thomas, 2nd Vice President, Eugene Thomas Construction Co., Alexandria; Joseph W. Creech, President, J. W. Creech, Inc., Norfolk; Alexander Alexander, 1st Vice President, Alexander Building Construction, Inc., Richmond; and Samuel L. Lionberger, Jr., Secretary-Treasurer, S. Lewis Lionberger Co., Roanoke.*

● J. W. Creech was installed as President of the Virginia Branch Associated General Contractors of America during their annual convention at The Homestead, Hot Springs, February 13, 1973. Mr. Creech is President of J. W. Creech, Inc. of Norfolk. Others installed as officers of the Virginia Branch are: Alexander Alexander, Alexander Building Construction, Inc., Richmond, First Vice President; A. Eugene Thomas, Eugene Thomas Construction Co., Inc., Alexandria, Second Vice President and Samuel L. Lionberger, Jr., S. Lewis Lionberger Company, Roanoke, Secretary-Treasurer.

Two men were installed as new members of the Board of Directors: Herbert H. Frazier, Frazier Construction Company, Altavista; Harry G. Lee, Kjellstrom & Lee, Inc., Richmond. These two men join the newly elected officers and the following men to form the Virginia Branch AGC Board of Directors: Aubrey S. Bass, Jr., Bass Construction Co., Inc., Richmond; J. R. Dobyns, Dobyns, Inc., Dublin; Clyde T. Green, Jr., Daniel Construction Co. of Va., Richmond; F. Warren Martin, Edward van laer, Inc., Charlottesville; John E. Poin Dexter, Basic Construction Co., Newport News; H. Arnold Prillaman,

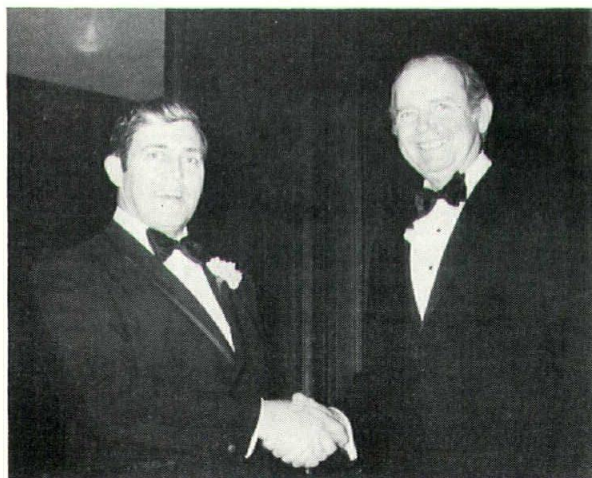
Prillaman & Pace, Inc., Martinsville; Ralph D. Shockey, Howard Shockey & Sons, Inc., Winchester; William Watts, Watts & Breakell, Inc., Roanoke.

The Associate Division elected new Directors, Wayne B. Booth, Masonry Company, Inc., Lynchburg and Jack C. Turlington, C & T Mechanical Corp., Richmond, to join present members of the Associate Advisory Board: Gordon S. Maynard, Jr., Massey Concrete Co., Richmond; D. W. Reed, Jr., John W. Hancock, Jr., Inc., Salem; Walter L. Tucker, Jr., Hall-Hodges Co., Inc., Norfolk; Emerson F. Welch, Aetna Casualty Surety Co., Richmond. Mr. Reed was also elected as Chairman of the Associate Division of the Virginia Branch AGC.

Following are the remarks J. W. Creech made on accepting the Presidency of the Virginia Branch.

Ladies and Gentlemen:

I hear people say that the happiest man in the world is the outgoing president of an organization, the man who has completed his term of service and can turn over the office to someone else. This must be so, because the outgoing president is always smiling.



*Outgoing President Aubrey S. Bass, Jr., Bass Construction Company, Inc., Richmond, congratulates incoming Associate Division Chairman David W. Reed, Jr., John W. Hancock, Jr., Inc., Salem.*



he smiles because he knows what lies behind him. The new president may smile too, but only because he doesn't know what's ahead of him.

Your outgoing president has earned the right to smile. He has given us good leadership, and has well and faithfully performed the duties of his office. He has given freely of his time and energy. He deserves the chance to stand up for a few months. However, I intend to keep him working for the Association, and will call on him whenever I get into trouble—which may be often.

If you will look at the accomplishments of this fine Association over the past years, you will agree that the successful programs are the ones which the members have supported and worked hard to carry out. You will be called into service from time to time in the coming year. I know I can count on each of you for advice and work. That, together, we can have another year of progress.

We ought to give a little thought, you and I, to some of the things which require our attention in the months ahead. There are five areas which, with your permission, I'd like to mention quickly. If you have some thoughts on these subjects, or any other subjects for the good of the Association, I hope you'll share them with me before you leave The Homestead, or by letter or phone call after you return home.

Let's touch first on our legislative program. The General Assembly is in session, and we must be watchful to

see that no bad bills are enacted into law, simply because we failed to point out the deficiencies to our friends in the legislature. With over 2,000 bills being introduced in past sessions, even the most conscientious Delegate or Senator has stumbled when we failed to point out the pitfalls of some of the bad bills that get introduced and are sometimes reported out of committee. And there are a few changes needed in the law. To make our needs known and appreciated, we should be ready to respond to the needs of our legislators. Many of them will hit the campaign trail for re-election when this session ends. Take an active part in the campaign! Support the better candidates in your area. Give them some help in their time of need. This is not only an investment in good citizenship, but an investment in the future of our industry. The laws of Virginia give us a favorable climate for our industry, and we must do our part to support the legislative process and to see that it is manned by the best men we can find.

Our biggest legislative job is to obtain amendments in Congress to O.S.H.A. The penalties are too harsh, and there needs to be some relief provisions for contractors, especially for situations beyond their control.

The next important area is our Education Program. Laws and regulations change every day. New codes, new materials, new controls on the environment, new requirements by local government. Our Association must help us keep up with the times

by keeping us informed. New developments in the administration of the safety rules is one vital example.

My third area is the up-grading of the standard of ethics in our profession. This is one of the major purposes of our organization. Let's try to put on some effective programs this year, and not just be satisfied with "lip service."

The fourth area we should explore is closer cooperation between member firms in the industry. When we don't cooperate, we're accused of cutting each other's throats. When we do get together and cooperate, we're accused of violating the anti-trust laws, etc.! But there are lawful ways to cooperate—by more exchange of general information, and working together in dealing with local problems which affect the local industry. I'm convinced we can help each other to prosper, and still have good healthy competition.

Finally, we might take a harder look at our own public image. Is it as good as it should be? What can we do to improve the public's opinion of our industry and its importance to the community? We must not only serve the public well. We must make the public realize that it is well served. What is the best approach?

These are five areas we can work on together. In the next twelve months, I am at your disposal. It is a great honor to serve you. I am grateful for your confidence in me, and will do my best to deserve it. Thank you.

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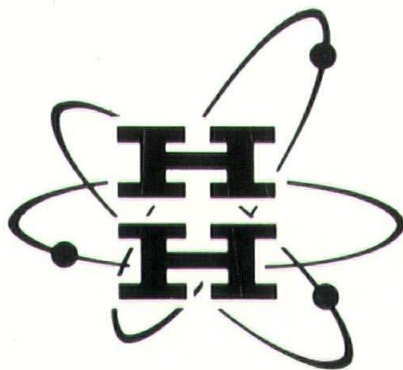
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# Convention Highlights

## VIRGINIA BRANCH

### AGC

## CONVENTION

### THE HOMESTEAD

**FEBRUARY 11, 12, 13**

With registration surpassing all previous years, this was the Virginia Branch's biggest and best convention ever.

The Convention Committee, under the able chairmanship of Ray Wingo, worked very hard to provide an outstanding program to round out the various business meetings held. The speakers were experts in their fields and the entire format was designed to furnish members with timely information of current interest.

James D. McClary, immediate past president of the National AGC was featured at the "Kick-Off Breakfast" on Monday morning. Known for "telling it like it is" he got the convention off to a good start.

The eight o'clock breakfast was followed by a Safety Seminar at nine. Arthur L. Schmuhl, Director, Safety Division National AGC, Washington, D. C. and Clayton P. Deane, Director of Construction Safety, Department of Labor & Industry, Commonwealth of Virginia, Richmond, presented short talks on OSHA Safety Standards and their affects on the Construction Industry. They discussed recent changes

in the law and anticipated future changes. The talks were followed by a question and answer period.

At the mixed luncheon at noon the same day, Gene Cook presented a talk entitled "It Adds Up to a Great Big Plus," which was both entertaining and informative. Mr. Cook has been associated with the Dale Carnegie Organization since 1956 and is currently serving on their Board of Directors and is State Director for all Dale Carnegie operations.

Construction Law was covered on Tuesday morning by Overton A. Currie and Luther P. House Jr. These two outstanding attorneys are from the law firm of Smith, Currie & Hancock, Atlanta, Ga. Their firm specializes in handling construction problems and extends both to private and public projects. Their talk, "Delays, Dollars & Disaster," covered everything from liquidated damages to acceleration and the cost and problems of coordination and delays on a construction project.

Following this, there was a short film presentation by a pilot from Car-

son Helicopters, Inc. detailing the use of helicopters in construction.

There was also time for fun and relaxation at the convention. The afternoons were free for skiing, ice skating, bridge and other pleasant diversions unique to the beautiful Homestead, and there were also several receptions and cocktail parties.

The first cocktail party on Sunday evening, February 11, was sponsored by the Associate Division. All members agree that this, much anticipated, event is an excellent way to start the social side of the convention.

On Sunday evening there was also a Roaring 20s Party. This was a great opportunity for breaking the ice and getting to know everybody. Everyone was urged to come as a "Flapper Fannie" or "Charleston Charlie." Hilarity reigned, and perhaps best of all, many memories were revived. There were prizes for the best costumes and the winners were: Regulars—Mrs. Cornelia Dobyms, Dobyms, Inc., Dublin and Mr. Bob Dobyms, Dobyms, Inc., Dublin; Associates—Mrs. Chesley Gammon, Bethlehem Steel Corp.,





Left photo: Mrs. Frank S. Cosby; Frank S. Cosby, Marsh & McLennan, Inc., Richmond; James F. Duckhardt, Executive Director, Virginia Branch AGC; and Mrs. James F. Duckhardt. And at right: Mrs. Joseph C. Brown; Joseph C. Brown, Haycox Construction Co., Inc., Virginia Beach; Mrs. Joe Fenska; Joe Fenska, Welch Industries, Inc., Virginia Beach; Mrs. M. R. Welch; M. R. Welch, Welch Industries, Inc., Virginia Beach.



Richmond and Mr. Ray Wingo, Massey Concrete Corp., Richmond. It was great fun for all, and even incorporated a Charleston Contest for which the band served as judges.

Of course, no convention is complete without the final Banquet. There, the new Officers and Directors are announced and another successful

year is brought to its conclusion. Door prizes were awarded at the Banquet and the lucky winners were: 1st Prize—Larry G. Conner, Aaron J. Conner General Contractor, Roanoke; 2nd Prize—Jerry Bassler, Howard Shockey & Sons, Inc., Winchester; and, 3rd Prize—P. D. (Pat) Brooks, P. D. Brooks Co., Inc., Richmond.

Entertaining the members and their guests after the formal business of the Convention was concluded were the "New Virginians," a versatile and talented group of young people who proved to be the highlight of the Convention.

This organization is new at Virginia Tech this year, the 1972-73 version of

Left: Jeff Starke, Bass Construction Co., Inc., Richmond; Mrs. Jeff Starke; Mrs. William M. Walker; William M. Walker, Waco Insulation, Inc., Richmond. And at right: George B. Clarke, Kenbridge Construction Co., Inc., Kenbridge; Mrs. George B. Clarke; Gordon S. Maynard, Jr., Massey Concrete Company, Richmond; and Mrs. Gordon S. Maynard.

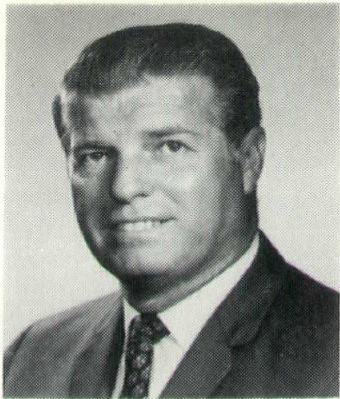




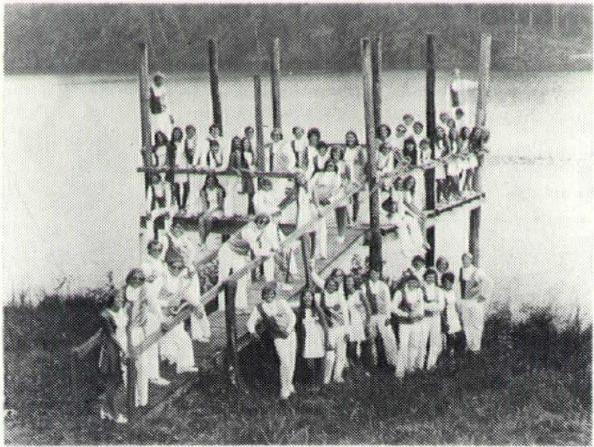


JAMES D. McCLARY

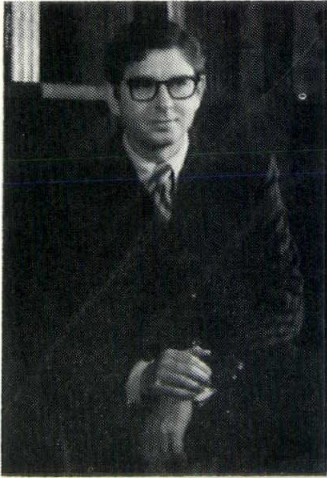
*Convention  
Personalities*



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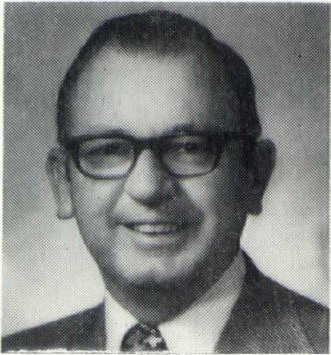


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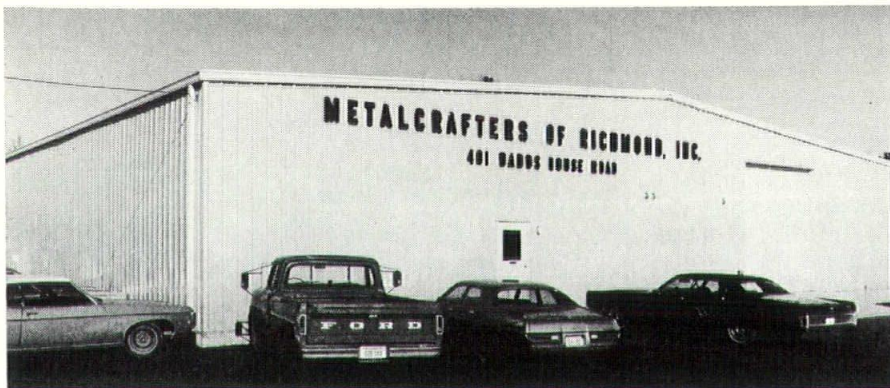
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Left photo: Russell Hathaway, *Globe Iron Construction Co., Inc.*, Norfolk; Mrs. Russell Hathaway; Charles K. Bush, *Bristol Steel & Iron Works, Inc.*, Richmond; Mrs. Charles K. Bush; Mrs. P. D. Brooks, Jr.; P. D. Brooks, Jr., *P. D. Brooks Co., Inc.*, Richmond. And at right: Mrs. Frederick L. Showalter, Sr.; Frederick L. Showalter, Sr., *F. L. Showalter, Inc.*, Lynchburg; Mrs. E. O. Showalter; and E. O. Showalter, *F. L. Showalter, Inc.*, Lynchburg.



a musical group which started out eight years ago as an unusual college men's glee club, and which has evolved since into a popular song-and-instrumental-music group you have to see and hear to believe. There are 42 performers in the group, plus a 12-piece stage band along with Director Stan Kingma; the staff accompanist and ar-

ranger, Paul Breske, and the Technical Director, Kit Bond. The transition from all male glee club into a highly enthusiastic group of men and women singers and instrumentalists has produced an entertainment organization which exudes excitement, great pop music and superb showmanship. They were a delight to the ear and eye.

This article of course, deals only with the highlights of this year's convention. If you missed it, start making plans now to attend next year's. With programs like this any member who does not attend is among the unfortunate and there should definitely not be any contractor or associate who is referred to in those terms.

At left: Thomas D Rutherford, *Thomas Rutherford Bonding & Insurance*, Roanoke; Mrs. Thomas D. Rutherford; W. Edwin Cothran, *J. H. Cothran Co., Inc.*, Altavista; and Mrs. W. Edwin Cothran. And at right: Mrs. Aubrey S. Bass, Jr.; R. Gene Montgomery, *Montgomery Construction Co.*, Lynchburg; Mrs. R. Gene Montgomery; Philip R. Brooks, *Lone Star Industries, Inc.*, Richmond; Mrs. Philip R. Brooks.





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# Year's End Remarks

by

Aubrey S. Bass, Jr.

to the

## Virginia Branch Convention

• When I took office last year we had many challenges facing us. The first item we tackled was the consolidation of the Richmond Builders Exchange with the Virginia Branch AGC. There were too many past presidents still on their board, so that didn't work out. We are still on good working terms and were responsible for the National AGC's Vice President, Nello L. Teer, being the speaker at their annual meeting earlier this month.

For years it has been the tradition that one of the first duties the new Virginia Branch President does is to attend the National AGC Convention. This past year it was held in Houston, Texas and since I make a rather complete report to all the district except "Richmond," I will not cover that subject again. One of the nicest things that has happened to me this year has been my experiences at the National AGC Committee Meetings and getting to realize how much they do for us and the industry. I have attended three meetings of the Special Contracting Methods Committee and would recommend and urge any of you who are on a national committee to please try to be an active member. Our committee is preparing a "Construction Management Contract" for the general contractor and a "Design and Build" contract. Both of these should be completed, printed and ready for distribution by National by the end of this year.

We again held our Annual Congressional Luncheon in Washington with a sellout attendance by AGC members. Participation by our congressmen was at an all time low. However, our remarks were presented to them

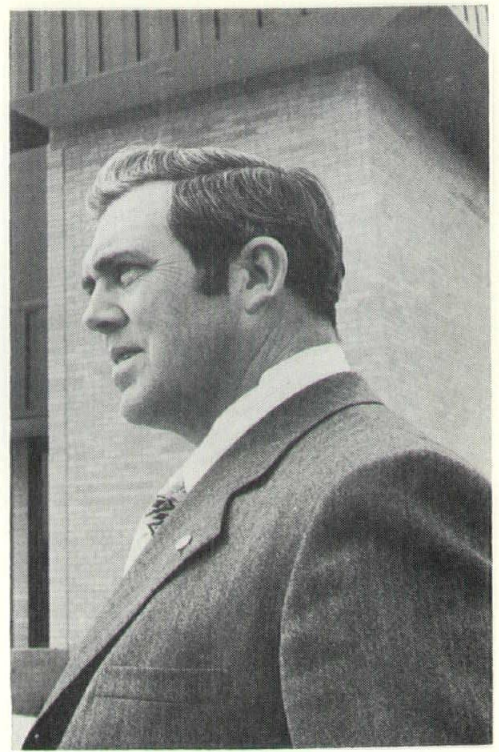
in writing and we received many favorable comments.

Our District activities were at an all time high and C. G. Winston, our Director of Services, did an outstanding job in working with the District Presidents. Along with our regular programs, numerous safety training programs on the requirements of OSHA were held. We are looking forward to serving our members with the "Safety Sam" Bulletin which will be mailed directly to your lead men. This will be done on a subscription basis at a cost of \$7.50 per year per copy.

Another one of our accomplishments this year was the re-organizing of "Plan Bulldozer." We are now part of the Virginia Natural Disaster Assistance Relief Plan, which is under the direction of Tom Credle (Thomas P. Credle), State Coordinator, State Office of Civil Defense. Our organization is made up of the Virginia Branch President, Executive Director, District Directors and District Presidents, which will automatically rotate. We are organizing by titles and not personal names.

Did you know that Northern Virginia District has changed its name to the Potomac District." It was felt that their members that reside in Maryland might feel more at home. Also, we were able to make some headway with new members in the district with the help of John Pfeil who is no longer with us.

My report wouldn't be complete without mentioning our most successful Management Meeting held in London, England. This program was made possible through arrangements made by Jim Thornton of Basic Construction and transportation arrangements



by Mr. Alley. For those who are interested, we have "McAlpine's" book and the book on quantity surveying at the head table.

Joe Creech's fine programs on membership certainly paid off. Our gain for the year has been 2 regulars and 33 associates. It looks like our Potomac District has the most potential for regular members and associate members are available in all Districts.

Now, last but not least, our legislative activities this year have been tremendous. The board has approved the expenditure of \$5,000 if needed for this effort. Not only did we have three bills that were introduced by us, but trying to keep up with other bills that might adversely affect the construction industry has been almost a full time job for Bill King. A separate report will be given on this matter.

Jim Duckhardt and his staff have been extremely effective this year. They have seen that the many fine programs started in previous years are continuing in an orderly and effective manner. They are always ready to help the membership with their many problems and are only a phone call away.



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# PRESIDENT CREECH REPORTS

At the recent AGC convention at the Homestead, a special Board/Membership meeting was held at the request of the incoming president, Joe Creech.

The purpose of this meeting was to introduce the new officers and directors and to give Mr. Creech an opportunity to speak to the Board and members. He wanted the chance to talk to the District Presidents and Committee Chairmen who were invited to this meeting by special letter. Often the new leaders are not aware of what is expected of them. At this meeting, President Creech had Executive Director, Jim Duckhardt, charge each Committee Chairman with their objectives and duties for the year. He also had Director of Services, E. G. Winston, outline the District programs and goals for the year.

In addition, President Creech made a statement of the overall aims and goals of the Virginia Branch for the year 1973. His remarks follow, for the benefit of those who might have missed them.

## REPORT TO MEMBERSHIP/BOARD MEETING

By J. W. CREECH

February 12, 1973

"Your commitment to America" was the name of a slide presentation recently presented at a Tidewater District Meeting. I understand it has been shown to numerous other Districts by Jim Duckhardt or C. G. Winston.

This presentation demonstrated in a very vivid manner the need for American businessmen to make a commitment to improve the economy of our country and our industry.

I've been thinking a lot about the slide presentation and the challenge it made to everyone present. Well we can't all make our commitment at the national level. But we can and do have commitment to the industry from which we earn our livelihood. We can and should make a commitment to the single organization whose sole purpose is to improve the construction industry—The Associated General Contractors of America.

And what should this commitment be? There are many but I believe it can be summed up in one word, *In-*

*volvement*. Get involved—participate in all activities possible. Attend the meetings, read the bulletins.

This year before making the committee appointments for the year 1973, I asked Jim Duckhardt to send out a questionnaire asking for volunteers. I think he was a little skeptical, and I must admit I was too. But I didn't want to pass over even one man that was willing to serve. We were both pleasantly surprised at the results. Everyone that volunteered to serve on a committee will do so and I thank you for being willing to give of your time and talents.

This necessitated having some of our committees larger than in the past, but what the hell, we can use all who are willing to make a commitment and get involved.

In the past few years we've had outstanding leadership in the Virginia Branch. Our President has done an excellent job. Each one performed his overall job well, but also each seemed to concentrate a special effort in a

given direction. Without saying who did what, I'd like to mention a few areas which I think we've made special progress.

- Membership Development
- Stronger District Organization
- Better Communication with State Agencies and Other Associations
- Improved Legislative Programs

I hope that within the next year we can continue to grow and improve. To this end I will do my best, but I will need your help. Get involved. This will be my theme—*Involvement*.

I ask that those of you capable and willing to lead—to lead.

I ask that those of you not able to lead—to follow.

And I beg the rest of you—don't get in the way.

I asked for this special Membership/Board Meeting in order that as many as possible can get involved and that we can have purpose and direction for the year.

I've extended a special invitation to



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all District Presidents and Committee Chairmen to attend this meeting. To outline some of the aims and goals for 1973 I've asked Jim Duckhard, our Executive Director, and C. G. Winston to give me a hand.

First, Jim will outline the duties and objectives of our Committees.

Next, C. G. will present a program for the Districts.

Please feel free to make any comments you wish or ask any questions that you might have.

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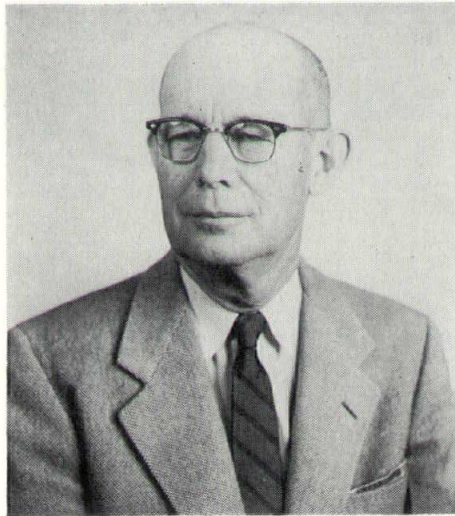
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# VIRGINIA BRANCH AGC CONSTRUCTION MAN OF THE YEAR 1972



FREDERICK L. SHOWALTER, SR.

Again, it is my honor to announce the name of the Virginia Branch Man-of-the-Year for 1972. Always a difficult task, it is this year for me particularly so.

Lest some of you have forgotten and others never known, I will recall a little history. The AGC was founded over half a century ago. The Virginia Branch was chartered soon thereafter. For many years the membership was small at about a dozen members, all based in the Richmond-Tidewater areas. The names of the member companies were respected and widely known—John T. Wilson, Wise Granite; Doyle and Russell; Virginia Engineering; Tidewater—to name a few. They were sufficient unto themselves. Branch services were limited, and no

attempt was made to expand the association.

At the same time there were smaller firms with progressive, ambitious leadership in the western part of this state who belonged, not to the Virginia Branch, but to the Carolinas Branch or the West Virginia Chapter. After World War II, as old firms were revived and new ones organized, this same leadership, having experienced the benefits of AGC membership, undertook to broaden the Virginia Branch into a state-wide institution. This convention is testimony to their success.

Tonight I am here to honor one of those leaders who made the Virginia Branch available to you and to me. Widely known and always respected

for his Skill, Integrity and Responsibility, he has been a tireless and effective, but unobtrusive worker for the Branch. Repeatedly he has refused Branch office but he has always found time to drive to Richmond on Legislative or other Branch business.

He is one of the nicest people I have ever known—quiet, unassuming, always pleasant and friendly. Though he grew up in one of the roughest, toughest phases of the industry, the strongest word I have ever heard him use is “Gee!” He has reached that venerable state known as “Chairman of the Board.” In truth, he is an ideal choice for Man-of-this, or any other Year.

Ladies and Gentlemen, may I present Mr. Frederick L. Showalter, Sr.

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## NEW NATIONAL OFFICERS INSTALLED

● (San Francisco)—Nello L. Teer Jr., a highway contractor from Durham, North Carolina, was installed as president of the Associated General Contractors of America at its 54th Annual Convention and Exposition held in San Francisco.

Other officers installed were Saul Horowitz Jr., New York City, N. Y., senior vice president; John N. Matich, Colton, California, vice president; and Harry R. Halloran, Philadelphia, Pa., treasurer.

Mr. Teer is president of Nello L. Teer Company. Founded in 1909, the firm performs heavy, highway, building and utilities construction throughout the eastern United States and various foreign countries.

He has been on the AGC Board of Directors since 1951 and has served on numerous other committees including Executive, Labor, Contract Forms and Specifications, Finance, AASHTO-AGC Joint Cooperative, Foreign Construction, and Ethics and Trade Practices. He was chairman of the Highway Division in 1968.

Mr. Teer is an active alumnus of the University of North Carolina. He is past president of the advisory council of the School of Engineering of North Carolina State University, which awarded him an honorary Doctor of Science degree.

AGC Senior Vice President Saul Horowitz Jr. is chairman of the board of HRH Construction Corporation and is the third generation of his family to head the company.

He has been on the AGC Board of Directors since 1965, and has served on numerous committees including Executive, Research, Transportation Policy, Finance, Governing Provisions, Environment and Contract Forms and Specifications. He was chairman of the Building Division in 1971.

Mr. Horowitz graduated from Phillips Academy, Andover, attended Yale University and graduated in 1946 from the United States Military Academy. After serving in Korea he resigned his commission in the Corps of Engineers to join HRH. A former Mayor of Scarsdale, New York, he serves on the board of several banks and industrial companies and has found time for a wide range of civic, industry and philanthropic activities. He is a Contractor Advisor to the Construction Committee of the Business Roundtable.

AGC Vice President John N. Matich is a heavy construction contractor from Colton, California. He is president of Matich Corporation and has been actively engaged in construction since 1941.

He has been on the AGC Board of

Directors since 1963 and has served numerous national committees including the Executive, Labor, Transportation Policy, Finance, Public Relations and Ethics and Trade Practices committees. He was chairman of the Emergency Planning Committee and was named chairman of the year 1969 for his work with that committee. He also served as chairman of the Heavy Division in 1971.

Mr. Matich is a past president of the American Concrete Paving Association and a member of the American Society of Civil Engineers and American Institute of Constructors.

Harry R. Halloran, treasurer AGC, is a Philadelphia highway and utilities contractor.

Mr. Halloran is president of the Conduit & Foundation Corporation. He has worked in construction for nearly 50 years. He has been active in national committees since 1954 and presently on the Labor, American Association of State Highway Officials, and Legislative Committees. He served as a national director from 1957 through 1969.

The Associated General Contractors of America is the only national organization of general contractors representing all major types of construction. It is a leading management spokesman for the construction industry.



**Virginia Branch  
AGC  
News Notes**

**HOPE NAMED  
FIRST CITIZEN"**



JAMES F. HOPE

James F. Hope, president of Reid Hope, Inc., Suffolk, and a former president of the Virginia Branch, was honored at a banquet held on March 10, 1973 sponsored by the Suffolk-Cosmopolitan Club. Mayor Hope presented the Distinguished Service Medal and Plaque and was named First Citizen of Suffolk-Nansemond in the Affairs for the year 1972.

Although the selection committee evaluated all of the many civic endeavors in which Mr. Hope has been engaged over the years, it is apparent that the accounts concerning the award, the paramount achievement which made the award appropriate in the part played by Mr. Hope in the successful merger of the cities of Suffolk and Nansemond into the new consolidated City of Suffolk, effective January 1, 1974. The voters approved the referenda in both cities by more than 80% and the new City of Suffolk will be the fourth largest city in the United States (432 square miles with a population of approximately 50,000).

Former Governor Mills E. Godwin, wrote to the president of the Suffolk-Cosmopolitan Club expressing appreciation for Mayor Hope's dedicated service to the community. In his comments he said, "I think the Cosmopolitan Club has brought great

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honor to itself and its members and the people of this area by making award to Jim Hope because he is type of dedicated and capable citizen who insures for us a continuation of good government and responsive progress. We are indeed fortunate to have him live among us and to have available his talents as one of our public officials."

Hope and his wife, the former Virginia Lee Mountjoy of Richmond, the parents of two children, Virginia Lee Hope, 20, and James F. Hope, 24. A native of Toledo, Ohio, Hope came to Eastern Virginia through Naval service during World War II. Working in Navy construction, he met William H. Reid of Suffolk, and after the war they organized the firm Reid & Hope, which became one of the state's leading builders of industrial property.

## 15 YEARS!

• Mrs. Irene Tiller, Office Manager and Secretary of the Virginia Branch AGC Staff, was honored by the Association for fifteen years of loyal service at the banquet on Tuesday night, February 13, ending the Virginia Branch AGC annual convention. Aubrey S. Bass, Jr., outgoing President of the Virginia Branch, presented Irene with a piece of jewelry—a locket with a gold and pearl pin. Our congratulations to Mrs. Tiller for earning this award.

## MRS. MASON JOINS STAFF

• Mrs. Naomi Mason has joined the Staff of the Virginia Branch as Bookkeeper, replacing Mrs. Marty P. Mrs. Mason is a native of Littleton, Colorado, but has resided in Virginia since 1952. She is the mother of three sons.

As Bookkeeper, Mrs. Mason will be in charge of all billings, including group insurance premiums. Please refer any questions in these areas to her. She will be glad to help you.

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## Members in the News

The Richmond Builders Exchange Friday, February 2, 1973, elected Directors to the Board to serve a two-year term including the following AGC members: E. Tyree Appell (E. S. Chappell & Son, Inc.); Joseph F. Guza (S. H. Guza Company); William F. Kayhoe (Kayhoe Construction Corp.); John N. Martin (N. W. Martin & Bros.); F. H. Rice (Roanoke Engineering Sales Company); and John W. Roberts (Socor Corporation.)

The Norfolk Builders Exchange recently elected new officers and directors, including the following AGC members: Walter L. Tucker, Jr., President, (Hall-Hodges Co., Inc.); Walter Conrad, Jr., First Vice-President (Conrad Bros., Inc.); R. E. Kersey, Second Vice-President (Commercial Builders Inc.); Charles T. Lambert, Third Vice-President (R. D. Lambert Co., Inc.); Directors installed for a one-year period included the following AGC members: C. L. Glanville, (Tidewater Steel Company, Inc.); H. Lee Temple (H. L. Temple, Inc.); J. E. Weddle (J. E. Weddle & Associates, Inc.). The above join two other directors having one year more to serve, W. Lynch (Lone Star Industries) and Leo J. Martone (Leo J. Martone Associates, Inc. Va. Beach, Va.)

L. Lionberger, Jr. (S. Lewis Lionberger Co.), was presented the Distinguished Service Award by the Cave

Spring Jaycees of Roanoke, Virginia on Monday, January 24th. This is the highest award presented by the Jaycees. Our congratulations to Sam.

Benson-Phillips Co., Inc. of Newport News, Va., announces the appointment of Mr. Robert N. Taylor to the position of Director of Purchasing. In this capacity, he will coordinate all buying activities and will manage the newly formed Central Purchasing Department. Our congratulations and best wishes to Mr. Taylor in his new position.

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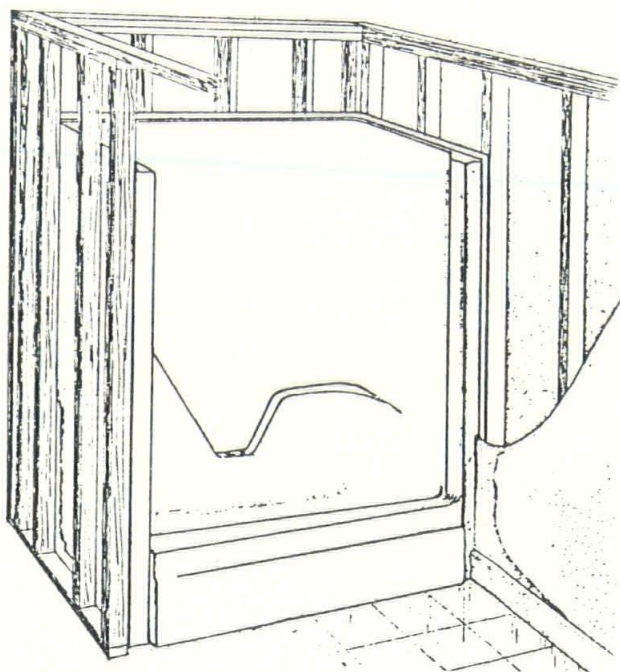
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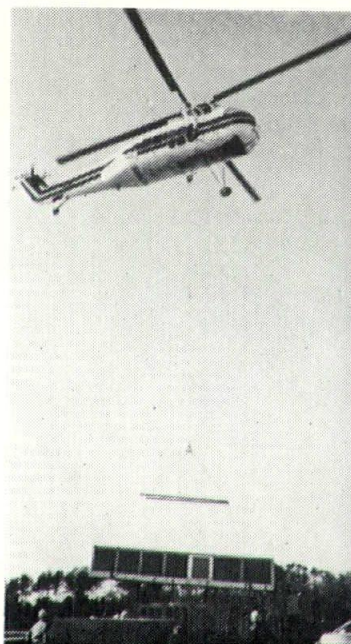
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THE BUSINESSES along Williamsburg Road got a new neighbor last December, a newcomer modest by comparison but that was to be expected of a business with the name Econo-Travel Motor Hotel.

The "Econo" tells all. A return to the construction of the basic motel, no expensive fringes. No swimming pool, no elegant dining facilities, no television. Just air conditioned, clean lodgings with a black and white television set included.

The relative austerity is matched by price: \$7.50 for one person, \$10 for couple, \$12 for a family of four.

At those rates, it's no wonder that business is good. An "occupancy rate" in the 90s, says Charles E. Erhart Jr., general manager of Econo-Richmond, Inc., the firm with the local franchise in Econo-Travel Corp. of Norfolk.

It's also no wonder that Econo-Richmond is expanding. This is the second motel in the area. The first, on Midlothian Turnpike on the southside of Richmond was opened in 1971. A third is planned, and the company would like to put it on the north side. Further, Erhart said that Econo-Richmond has developed a construction system that "will allow us to construct other Econo-Travel Motor hotels quickly for our corporation and offer construction management services for other owners."

That will be done through the services of The Fixture Co., Inc. Ree R. Rees, president and treasurer of



Econo-Richmond, also is president of The Fixture Co., Inc., a construction firm.

In talking of the Econo-Travel Motor Hotel, Erhart noted that, because there is no restaurant or pool, the size of the staff is kept down. That in turn, cuts down on overhead.

Thus, he said, Econo-Richmond can offer "what I consider to be quality service" at "economy rates." He rated his rooms as "just as good" as those in fancier lodgings.

The Midlothian Turnpike motel has 48 units—44 containing two double beds and four that are efficiency units. (The efficiencies rent for \$16 a day on a single day basis, \$14 a day on a weekly basis, and for \$12 a day on a monthly basis.)

The new motel on Williamsburg Road contains 48 units, none of them efficiency. Erhart said the company felt there would not be a demand for efficiency units in that location.

An official with Econo-Travel in

Norfolk noted that while a number of motels bearing its name are in operation along the East Coast many more are in various stages of construction.

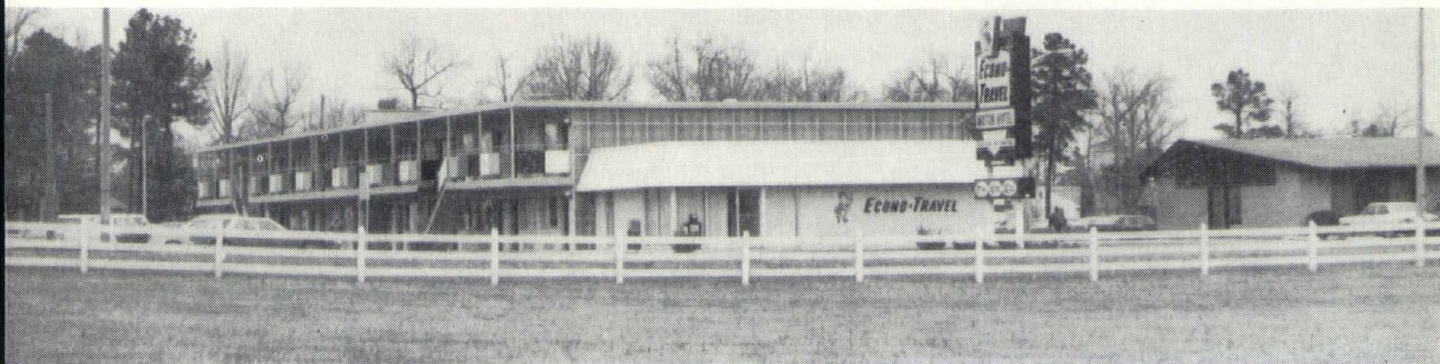
The firm is moving westward in its franchising and plans units in Ohio and Indiana.

The general contractor, The Fixture Company, Inc., of Sandston, handled foundations, concrete, structural wood & carpentry.

Subcontractors & Suppliers  
(Richmond firms unless otherwise noted)

Warren Bros., excavating; Capital Masonry Corp., masonry; Hanover Iron & Steel, Inc., steel & handrails; Strescon Industries, Inc., Baltimore, Md., prestressed concrete; Jerold W. Evans Roofing, Inc., roofing; Binswanger Glass Co., Inc., windows & glazing; and, Glidewell Brothers, Inc., painting.

Also, Manson & Utley, Inc., weathering.  
(Continued on page 75)







**DANIEL CONSTRUCTION CO. OF VIRGINIA PRESENTS . . .**  
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**ASSOCIATES**  
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**C**OMPLETED in October 1972, the 84,500-square-foot Brookfield Office Building is the first project in an overall \$50-million environmental development by Richmond Corporation in suburban Henrico County.

The building is a five-level general office structure. Morton G. Thalhimer, Inc., realtors, are leasing agents for the Brookfield development. Most of the space in this initial building has been leased.

Designed as a slightly inverted pyramid, the \$2-million building features a facade of two-foot-wide brown brick columns and spandrels enclosing deep-set windows of solar bronze glass. On its exterior, an unusual architectural progression causes the facade to appear to angle inward from the corners to the base. Welton Becket and Associates of New York City were architects for the building, and Hardwicke Associates, Inc. of Richmond were associate architects.

Located at the intersection of West Broad Street and Interstate 64, the acre Brookfield tract is being developed, through a Richmond Corporation affiliate company, into a total living and working community with parks and areas of greenery interspersed among the various components envisioned for the site.

Construction of a second general office building at Brookfield is expected to begin this spring. Designed by Hardwicke Associates, Inc., Daniel Construction will be general contractor.

Founded 1



or and Morton G. Thalhimer, Inc. will handle leasing. The structure will be an approximately 160,000-square-foot, eight-story building.

With Daniel as general contractor, construction is already progressing on 277-unit Hyatt House Motor Hotel. Designed by Hardwicke Associates, Inc., this motor hotel will be a part of Hyatt Corporation's national and international chain of hotels and motor hotels.

To be known as Richmond Hyatt House, the facility will be located on sloping, 10-acre corner of the Brookfield tract and will be expandable to 400 units in the future. Completion is expected early in 1974.

Also at Brookfield, plans are well under way for a future residential development.

Richmond Corporation, with combined assets of more than \$1 billion, is a financial services organization with subsidiaries in life, casualty and title insurance; investment counseling; real estate development, sales and management; general insurance marketing; mutual fund sales and management; premium financing; actuarial services; and computer software and facilities management.

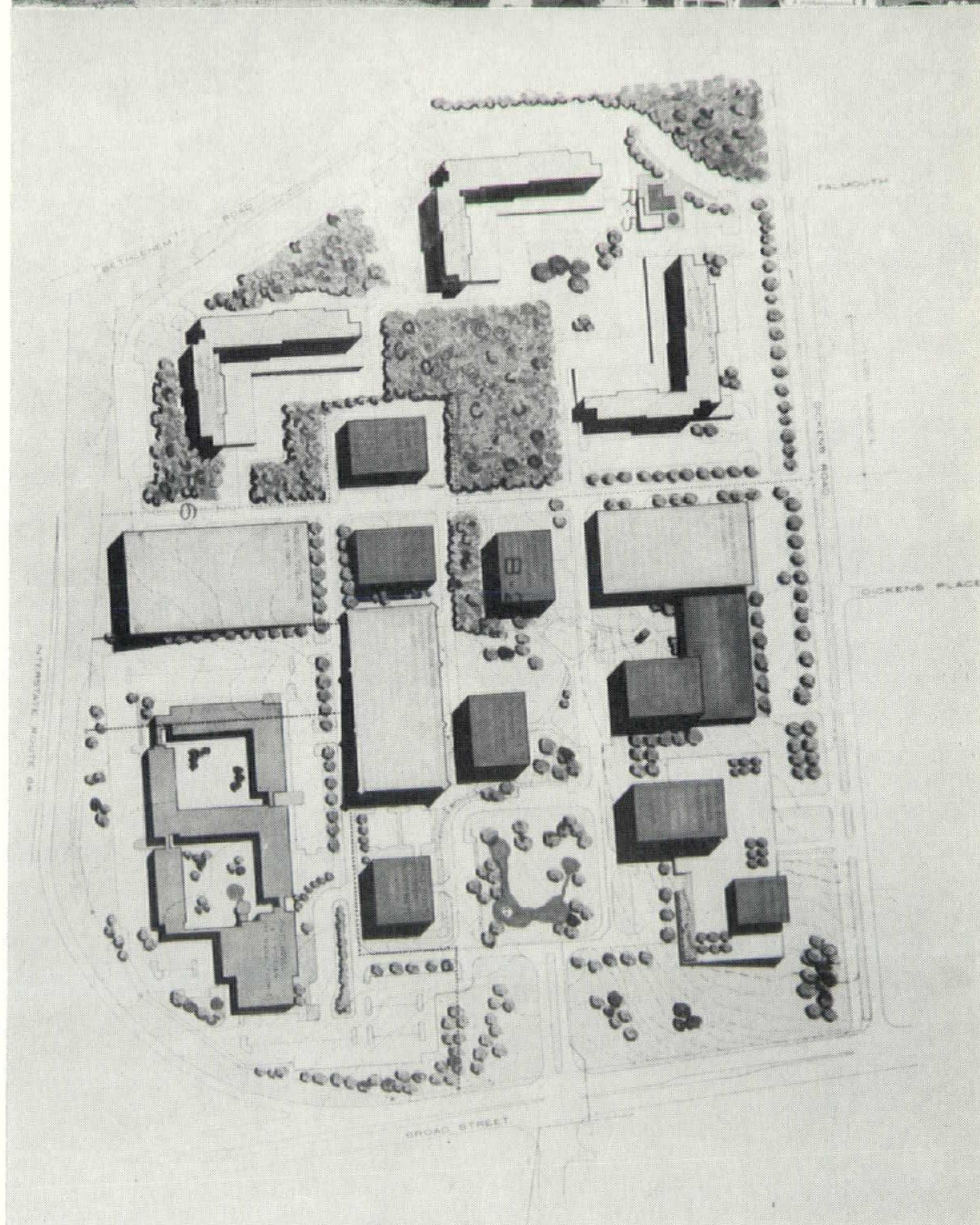
The general contractor, Daniel Construction Co. of Virginia, of Richmond, handled foundations and concrete.

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(Richmond firms unless otherwise noted)

F. G. Pruitt, Inc., excavating; McInney Drilling Co., Inc., piling; Southern Brick Contractors, Inc., masonry; N. W. Martin & Bros., Inc., roofing; Roanoke Engineering Sales Co., Inc., windows; Valley Landscape Co., Inc., Baltimore, Md., landscaping; Walker & Laberge Co., Inc., glazing; Frick, Vass & Street, Inc., painting; Alexander Waterproofing Co., waterproofing; F. Richard Wilton, Jr., acoustical & plaster; Oliva & Mazzuri, Inc., ceramic tile; John H. Hampshire, Inc., resilient tile; American Steel Products Corp., Farmingdale, N. Y., steel doors & bucks; Central Electrical Service Corp., electrical work; William H. White, Jr., Inc., plumbing, air conditioning, heating & ventilating; W. W. Moore & Sons, Inc., elevator; and, Architectural Hardware, Inc., hardware supplier.

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#### BROOKFIELD MASTER PLAN

*This first office building is shown to left of center in the lower portion of the plan. Beside it, at lower left, is the new Richmond Hyatt House which is under construction. The remaining dark buildings shown are future office buildings with adjacent parking decks (light rectangles). At the top of the plan are planned condominiums.*



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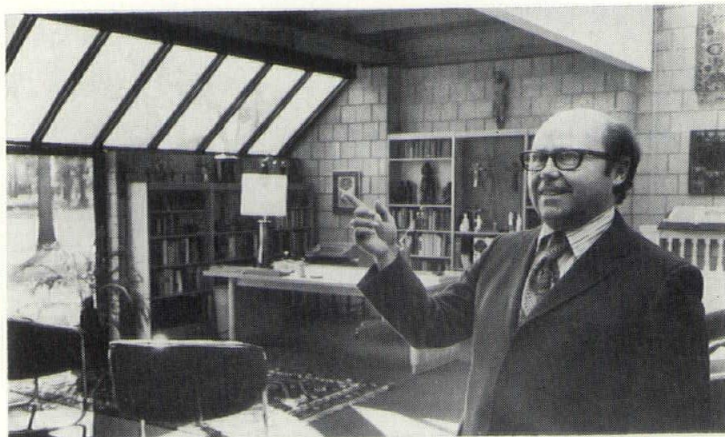
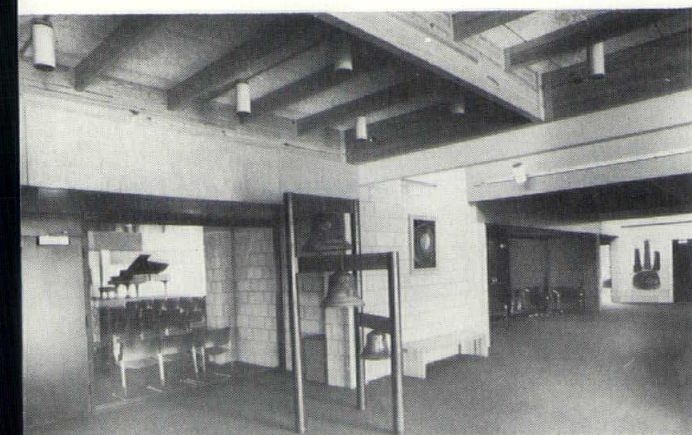
THE FIRST services were held in the new First Unitarian Church 1000 Blanton Avenue in Richmond's West End in September 1972. Total cost of the new church was approximately 700,000, including land and furniture. The church has 18,000 square feet of space—twice the space of the three buildings it maintained at its previous location. The site of the church, across from

the Carillon, is projected to be the population and geographical center of Metropolitan Richmond by 1980.

F. D. Cossitt, *Richmond Times-Dispatch* art critic wrote, in a newspaper supplement, that the architect "chose to respect the cornice lines of the neighborhood; the structure becomes a good neighbor by keeping itself as low as the surrounding houses and by growing laterally instead. After

that, one could not help but be impressed by its series of towers, echoing the Romanesque in the elegant gray stone block that is used in the building. And, even a casual passerby could see that the structure was complex, with staggered blocks of space, with towers of varied heights, with light admitted by skylights on the roof and

(Continued on page 75)



Access to the Great Hall is through a spacious lobby which serves as a gathering place for coffee following the service. A focal point in the lobby area is the set of "Jefferson Bells" taken from the tower of the old church and installed on a special frame. Each bell contains an inscription of a saying from Jefferson. They were cast in London especially for the church in the 1920's. The minister, Mr. Gold, is shown in his study which is a spacious 20' by 26', lined with shelves for his hundreds of religious artifacts and many books. It has two skylights which give it a most attractive appearance. (Richmond Newspapers photos)





## ASSOCIATE MEMBER BUILDS HOME

F. RICHARD WILTON, JR. PRESENTS . . .

### *Wilton's Springfield Farm*

(Photos by James M. McElroy)



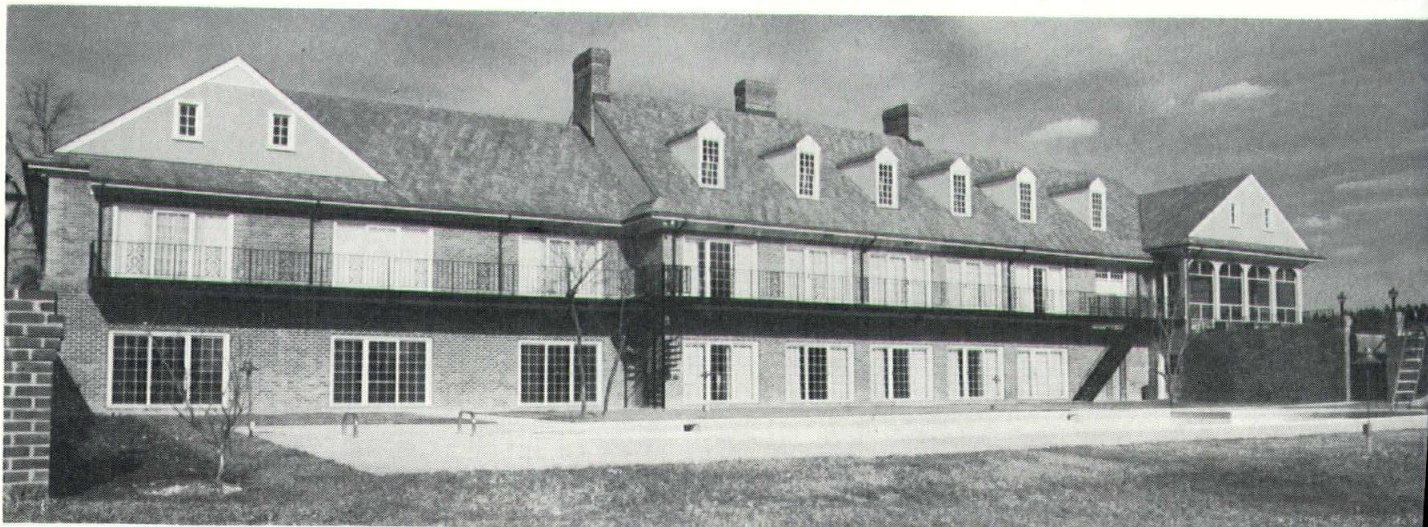
**C**OMPLETION of Springfield, the home of F. Richard Wilton, Jr., on Route 33 and Springfield Road in Henrico County, was the fulfillment of a dream of many years.

The 21,000 plus square-foot home was four years in the building, with much of the work done by Wilton himself on weekends and evenings. Most of the time, he said, he had a crew of only three carpenters at work.

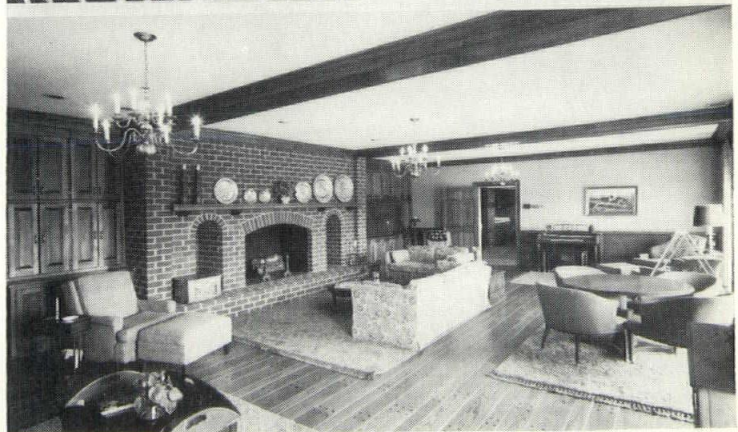
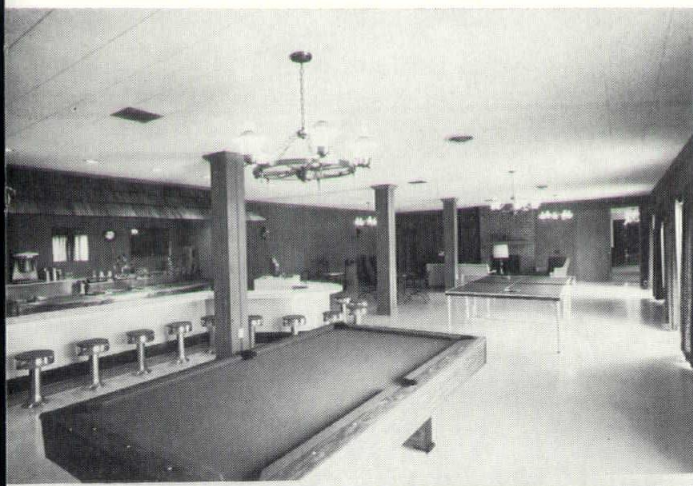
Springfield presents its broad front

to Route 33. The entrance driveway passes between a pillared gateway down a slight drop and then forms circular drive up an incline to the home.

The expanse of the home, 186 feet long, gives it the appearance of a lodge, or motel. This is not unintended, since Wilton plans to use the home for his family for several years, and then turn it into a commercial property. In line with this thinking,









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equipment installed in the house is of high commercial quality, so that only minor modifications will be necessary when a commercial changeover is indicated.

Exterior of the building is Colonial brick, with steel structure to the first floor, and wooden structure above that. Wooden trim around windows and doors is painted ivory, to carry through the Colonial styling. The roof is topped with 58 tons of Hendricks concrete shingles.

The front entrance to the home is on the second level, into a hallway of Buckingham Slate. To the right of the entrance off the long hallway are three bedrooms, with the master bedroom being situated at the northeast corner of the building. The master bedroom is 28 by 17 feet, and has attached double baths with a large walk-through closet between the baths. A large fireplace, one of nine in the house, graces the northeast wall.

Each bedroom has its own bath and fireplace. The average size of other bedrooms is 18½ feet by 16 feet.

Immediately in front of the entrance door is a circular staircase connecting both the upper and lower levels. Three chandeliers, one on each level, hang from a single chain suspended from the ceiling of the third level to illuminate the circular staircase.

Passing toward the rear of the house past the circular staircase, one sees the second level family room, 36½ by 22 feet, floored in random-width, pegged oak flooring. A huge fireplace, another of the nine throughout the house, is situated on the inner wall. Sliding doors open onto the balcony, which has the length of the back, with sliding door entrances to each of the bedrooms.

Adjoining the family room is a dining area and the Colonial design kitchen. Solid cherry cabinetry was used throughout the kitchen. There is a double wall oven, Ronson food center which folds into the counter beneath a trash compactor, dishwasher and the main cooking area. The counter has burners and grill are in the center of the kitchen, with a hooded duct to carry out smoke and cooking odors. The kitchen is all-electric, and there is also a master intercom station in the kitchen. The intercom is designed for communication or monitoring the other rooms.

The lower level of the house is one of the family entertainment center. On the south end is a bar, with fireplace, with its own cooking facilities and a barman to the kitchen above. The

bar would do justice to any commercial facility in the Richmond area. Black leather upholstered stools line the L-shaped bar, and a corner fireplace adds charm to a warm-tone paneled room.

Adjoining the bar is the lower level family room, 50 by 22 feet. It is arranged much the same as the family room above it, with the fireplace on the inner wall, and sliding doors opening onto the pool patio.

Next to the family room is what Wilton has designated a play area. A full-sized drugstore style soda fountain occupies perhaps a third of the corner of the 60 by 30 foot room. There are also a pool table, ping pong table, exercise equipment and other amenities for relaxed living. Behind the playroom are men's and women's restrooms and showers for those using the swimming pool.

Power for the all electric kitchen and the dozens of chandeliers throughout the house is provided by 1200-amp electrical service. A 320-gallon continuously circulating hot water system provides instant hot water from any of the hot water taps in the house. A circulating pump keeps hot water flowing at a constant temperature throughout the system.

An attached three-car garage is an integral part of the structure on the southeast corner. A large screened porch overlooks the swimming pool from the other southern corner.

One aspect of the design was to provide ease of entertaining. As many as 350 guests have been accommodated at once with no overcrowding.

The 42-acre site was rearranged to provide the proper setting for the home. Wilton personally selected the trees to be left standing, and 17 feet of a hill in the front was removed to allow an unobstructed view toward the road. There are two ponds on the property, one of four acres between the house and the intersection of

Route 33 and Springfield Road, and another of two and one-half acres toward the rear of the property. There is also a large stable with lounge and tack room to the rear of the house.

Wilton said he and his family plan to use the home for six or seven years. By then, the need for such a large place will have diminished, and he can turn the property into a commercial venture. The site is at a future interchange of the peripheral highway to be built around Richmond, and will be conveniently connected to the Interstate Highway System. With this thought in mind, Wilton has built an outstanding home, as well as a sound future investment.

The owner, F. Richard Wilton, Jr., acted as his own general contractor and handled carpentry, glazing, painting, plastic wall finish, paneling, waterproofing, acoustical, plaster, resilient tile and elevator.

Subcontractors & Suppliers  
(Richmond firms unless otherwise noted)

Redford Brick Co., Inc., brick; Thurston and Walsh, Ashland, masonry; Holmes Steel Co., steel; Richmond Roofing, roof installation & gutters; Hendricks Tile Manufacturing Co., Inc., manufactured reinforced concrete shingles; Tosalma Stone Quarry, Glen Allen, furnished stone; Protex Weather Strip Co., weatherstripping; Lakeside Insulation Co., Sandston, insulation; Va. Marble Manufacturing Co., Kenbridge, ceramic tile & slate flooring; Costen Lumber Co., Colonial plank floors; Miller Manufacturing Co., Inc., millwork; Ac'cent Ornamental Iron Co., handrails & ornamental iron; Advance Electric Co., lighting fixtures; Harris Electrical Co. of Va., Inc., electrical work; Tomlinson Co., Inc., plumbing fixtures; Aireco-Voltz, Inc., Ashland, plumbing, air conditioning & heating; and, Pleasants Hardware, hardware supplier.

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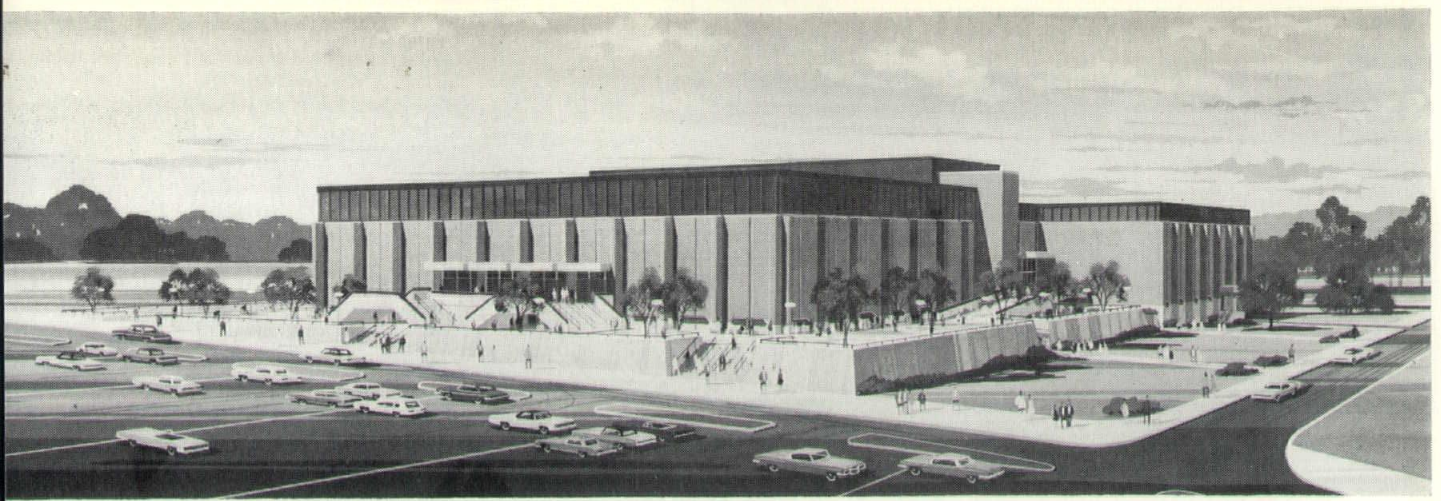
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GODWIN HALL, the new Physical Education Building for Madison College in Harrisonburg, was completed in June 1972. Design was by Hubert L. Jones, AIA, of the Richmond architectural firm of Wright, Jones and Wilkerson. The \$5,268,000 building was built by Nielsen Construction Co., Inc., of Harrisonburg. The three-story building is a rectangle 308' x 326', and major features included are: a main gymnasium; natatorium; gymnastics and fencing area; practice range for archery and basketball; 3 squash courts and 3 handball courts; wrestling and weight lifting area; 3 dance studios and a produc-

tion studio; 2 lecture rooms with 90 seats in each which can be converted to a large (180 seat) room through use of an electrically operated partition; 5 classrooms with 40 or more seats; 46 offices for administration, faculty and graduate students; physical education locker rooms; athletic team rooms; multi-purpose team rooms; and, faculty locker room.

The 130' x 200' gymnasium, known as Sinclair Gymnasium, has a seating capacity of up to 5,200. Lighting intensity for color television coverage is 225 foot candles. The gymnasium, which is located on the second floor, can be converted for separate use by

men and women by utilization of a folding partition.

Savage Natatorium, located on the first floor, houses a 75' long x 60' wide swimming pool. The Olympic-size, 8-lane pool has two one-meter diving boards and one three-meter diving board. There is a spectator seating area with 736 seats and faculty offices overlook the pool and pool deck area.

An empty conduit system consisting of 6" and 2" conduits is provided from the gymnasium and natatorium to an external connection box for service to broadcast trucks for television coverage. Electrical power is also available at the external connection box. Ade-



SINCLAIR BASKETBALL GYMNASIUM



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quate power is provided at the locations of emitting broadcasts for connections to portable telecasting lighting systems.

Separate public address systems are provided for the gymnasium and the natatorium. A separate paging system is provided to cover corridors, main gymnasium and natatorium. Separate music reproduction systems are also provided for the dance studios and in the auxiliary gymnasium. Underwater speakers connected to a

separate amplifier are provided in the natatorium.

Facilities are provided for intercommunication between administrative areas, all gymnasium rooms, natatorium and wherever required to contact personnel not in proximity of a telephone.

The general contractor, Nielsen Construction Co., Inc., of Harrisonburg, handled foundations, concrete work, masonry work, carpentry, waterproofing, weatherstripping & millwork.

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From Harrisonburg were: David A. Reed & Sons, Inc., excavating; Central Concrete Service, ready-mix concrete; James F. Logan, plaster; and Riddleberger Brothers, Inc., plumbing, air conditioning, heating & ventilating.

Roanoke firms were: Webster Brick Co., brick; Roanoke Iron & Bridge Works, Inc., steel, steel roof deck, roof deck & handrails; Roanoke Engineering Sales Co., Inc., windows; PP Industries, window walls & glazing and, Byrd Terrazzo & Tile Co., Inc. ceramic tile & terrazzo.

Richmond firms were: Economy Cast Stone Co., cast stone; U. S. Plywood Div. of Champion International, wood doors; O'Ferrall, Inc., insulation; S. Archer Co., steel doors & buckles; Pleasants Hardware, hardware supplier; John H. Hampshire, Inc., Tannan flooring; Ar-Wall, Inc. of Virginia, porcelain enamel; and, Flowers School Equipment Co., Inc., curtain track & basketball backstops.

Others were: McKinney Drilling Co., Inc., Lorton, caissons; E. M. Martin, Inc., Charlottesville, roofing; Brewer Paint & Wallpaper Co., Inc., Greensboro, N. C., painting & plaster wall finish; Manson & Utley, Inc., Charlottesville, acoustical; Flooring Associates, Inc., Arlington, resilient tile & wood flooring; Baker & Anderson Electric Co., Inc., Winchester, electrical work; Kohler of Kohler, Kohler, Wisconsin, plumbing fixtures; Westbrook Elevator, Danville, elevator and, Kewaunee Scientific Equipment Corp., Adrian, Michigan, metal casting work.

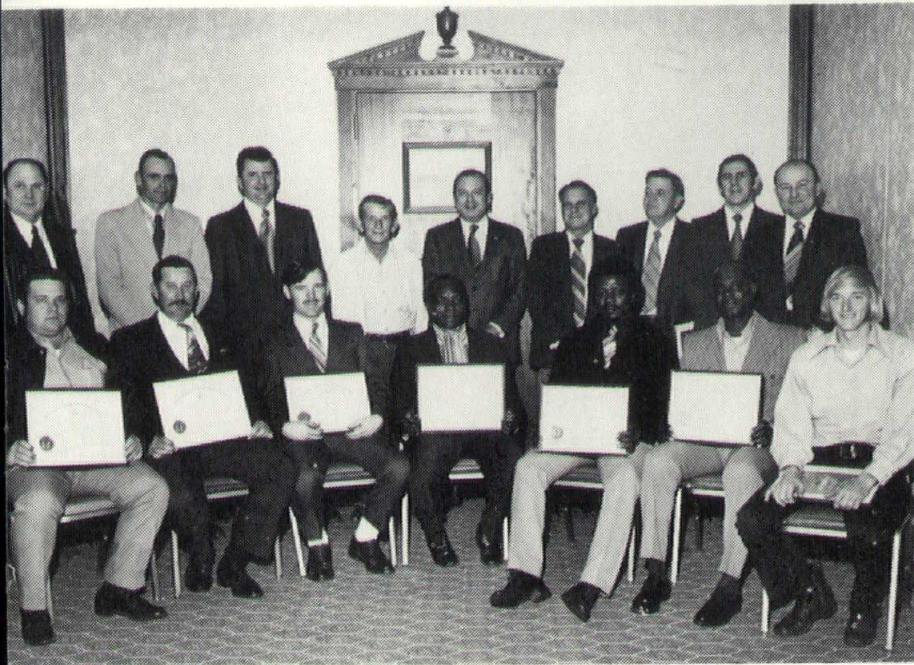
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## FOR THE RECORD



### Thompson-Arthur Holds 2nd Apprenticeship Ceremony

Thompson-Arthur Paving Company of Greensboro, North Carolina, held its second apprenticeship ceremony on Wednesday night, January 10, 1973 at the Four Seasons-Holiday Hotel. Eight Operating Engineer Apprentices received Journeyman Certificates under the auspices of the Bureau of Apprenticeship and Training, United States Department of Labor. This makes a total of seventeen com-

pletions over the past two years, seven of them minorities, an enviable accomplishment.

Starting from scratch only three odd years ago, this has become one of the most dynamic programs in the southeast, setting the tone for training throughout the industry. Spurred by the shortage of skilled operating engineers in the industry, Thompson-

Arthur embarked on the apprenticeship venture with many skeptics, but with a tremendous desire to make it work. The outcome of this endeavor was not accomplished by any magic formula, but by following the time honored traditions of quality apprenticeship, including complete cooperation by all parties.

Apprentice Training Representative Lloyd L. Ennis made the main address, expounding on the benefits of apprenticeship, charging the apprentices and the company to even greater successes. Several company officials spoke, giving enthusiastic appraisals of the program.

Pictured, first row, left to right: E. L. Scott, Plant Equipment Operator; R. B. Ingram, Major Equipment Operator; W. T. Walker, Heavy Construction Equipment Mechanic; James Stroud, Cement Mason; W. J. Carter, Cement Mason; J. L. Hampton, Cement Mason; and M. D. King, Major Equipment Operator. Also graduating was Willie Barr, Cement Mason, not present.

Second row, left to right: Stuart Hockaday, General Superintendent; H. D. Reece, Sr., Construction Foreman; G. L. Smith, Area Superintendent; James Hancock, Construction Foreman; C. H. Shaw, Jr., Vice President; J. H. Dale, Shop and Equipment Foreman; E. M. DeShazo, Safety Engineer; P. J. Greene, Equipment and Plants Manager; and L. L. Ennis, Apprentice Training Representative.

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## Hyman Firm To Manage Doyle & Russell Field Operations

■ The George Hyman Construction Company, a Washington, D. C. area building contractor, has agreed to manage the field operations of Doyle & Russell, Inc., it was announced by James Clark, Hyman's President.

The field management of the 46-year-old firm will be handled by The George Hyman Construction Company of Virginia, a Richmond based subsidiary of Hyman, during the completion of existing contracts for several hospitals and industrial plants, he said. In addition, Mr. A. Royall Turner of Doyle & Russell will join the Richmond subsidiary as a Vice President, and acquisition of D & R equipment and the hiring of certain personnel will also be part of the agreement.

Mr. Clark will continue as Board Chairman and Secretary-Treasurer of

the Richmond subsidiary and William F. Croghan will continue as President.

Clark reported that D & R construction contracts include the Brookwood Medical Center Hospital in Birmingham, Ala., the remodeling of the DePaul Hospital in Norfolk, the Western Electric Manufacturing Plant and the Henrico Doctors Hospital and Diagnostic Clinic both in Richmond, and several other smaller contracts.

The Washington, D. C. area corporation also has an office in Atlanta, Ga.

The George Hyman Construction Company, founded in 1906, is well known as general contractor for such Washington, D. C. area landmarks as L'Enfant Plaza, the new Senate Office Building, the Australian Embassy and other commercial and institutional buildings. The company has a backlog of work in progress of \$250 million.

## New Consultation Service

There is a very active consultation service in Virginia that is eager to help industries establish in-house information centers. It's the Consultation Committee of the Virginia Chapter of the Special Libraries Association. The committee consists of a group of library specialists who will help set up a new facility or consult on specific problems in existing systems. Consultations already have been made, not only throughout the state of Virginia, but up and down the East Coast as well. The fees, if any, are minimal. There are no restrictions on who may qualify for service. Business concerns, government agencies, private foundations, etc. all may request help. And the consultation will be done confidentially, if so requested. For additional information, please contact: Carl Cannon, Manager of Library Services, Newport News Shipbuilding & Dry Dock Co., 4101 Washington Avenue, Newport News 23607. Free brochures describing our services will soon be available for distribution. An open letter was sent to Managers, and Industrial Leaders in Virginia which explained the Consultation Service as follows:

Information is the very heart of every organization. Whether you are a banker, a scientist, a dentist or doctor, a retailer, manufacturer, or administrator — there is data that will ways be essential to the daily execu-

tion of your business. A special library is the best way to organize your company's information needs.

A library is called "special" for one of several reasons. It may have a collection of materials that deal exclusively with one subject matter. Or it may collect *only* books or *only* tapes or *only* microfilm. It also may serve a select group of people, like doctors

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or bankers or chemists. And more basically, a library is "special" by its location in a parent organization. That is, it is not an operating entity by itself, but rather it is a physical part of the same organization to which its clients belong.

The ideal person to operate such an information facility is a special librari-

ian. He is an expert. He is familiar with the location of information on subjects. And he has professional relationships with other librarians in other areas. He specializes in giving his clients the information they need when they need it, in *anticipating their needs before they realize them*. A special librarian and a special library are the best ways to supply thorough and efficient services for your personnel.

If you are interested in establishing a library within your organization, there is a group available to help you. They will discuss your need, whether it be a small bookcase of quick reference materials or a multi-thousand volume collection. They are even willing to consult on special problems if a library already in existence. They have consultants located throughout the state of Virginia. Their fees, if any, are minimal. And any business concern, industrial organization, government agency, trade association, private foundation or society may seek for help. The consultation will be done confidentially, if so requested.

What is this group? It's the Consultation Committee of the Virginia Chapter of the Special Libraries Association. Chairman of the Consultation Committee is Mr. Carl F. Cannon, Jr. He is the Manager of Library Services at Newport News Shipbuilding & Dry Dock Co. If you have questions regarding the consultation services or if you would like a brochure or free information, contact Mr. Cannon: 4101 Washington Avenue, Newport News 23607.

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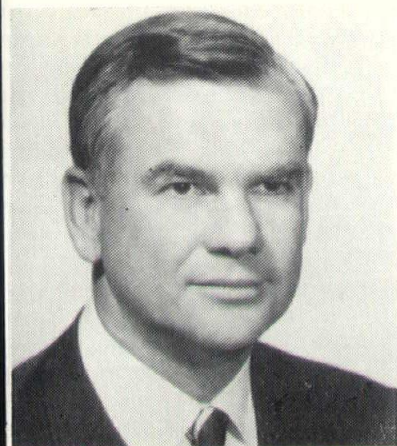
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WALTER M. VANNOY



DR. JOHN EWING

Walter M. Vannoy has been named a group vice president and head of The Babcock & Wilcox Company's largest operation—the Power Generation Group—effective March 1. His previous position as vice president in charge of the Naval Nuclear Fuel division will be assumed by Dr. John Ewing, who has been named a division vice president.

Mr. Vannoy succeeds A. P. Taber who will continue as a corporate vice president, and also becomes assistant to the president, until his retirement June 1.

Mr. Vannoy will have direct responsibility for all Power Generation Group operations, which consist of the divisions—Fossil Power Generation, Nuclear Power Generation, Nuclear Equipment, Industrial & Marine and B&W Construction Company—and a subsidiary, Babcock & Wilcox Canada, Ltd.

A 1950 graduate of the U. S. Military Academy, Mr. Vannoy received a M. S. in nuclear engineering in 1957 from the University of Virginia. That same year he joined B&W as a nuclear engineer and worked on the design and start-up of the Indian Point, N. Y., nuclear plant of Consolidated Edison. He also was part of the B&W team that designed the nuclear steam system and trained the crew for the first commercial nuclear plant, N. S. Savannah. His following assignments were in research in the company's Critical Experiment Laboratory and, later, coordination of government and utility marketing.

In 1965, Mr. Vannoy was made program manager in B&W's advanced product engineering department. He became manager of the Nuclear Facilities Plant in Lynchburg in 1968. Later

that year he was named general manager of the newly-formed Naval Nuclear Fuel division. He was appointed a division vice president in August 1970 and a corporate vice president in December 1971.

A former member of the admissions committee of the American Nuclear Society, Mr. Vannoy is past chairman of the ANS Carolina-Virginia section.

Dr. Ewing previously was manager of operations at the Naval Nuclear Fuel division with responsibility for manufacturing, engineering, production control and assembly operations at the company's Mt. Athos site in Lynchburg.

He joined B&W in 1953 at Beaver Falls, Pa., as a research metallurgist in the Tubular Products division after receiving a Ph.D. from the University of Michigan. He was transferred to Lynchburg in 1958 as manager of quality control and became manager of operations at the Naval Nuclear Fuel division in 1968.

Dr. Ewing is a member of the American Society of Metals, the American Management Association and the American Society of Mechanical Engineers and is the author of a number of technical papers.

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## Dedicated Farm Boy

(from page 11)

managed to maintain a wholesome family life. The Commissioner felt that parents should be involved with their children as much as possible. "The family used to go camping a lot," he says. "And we were true campers, too." The Carbaugh's own a boat and the family frequently goes water-skiing. Like her husband, Mrs. Carbaugh has always found time to be with her family as much as possible. "I didn't believe in baby-sitters. I tried to be with the children in all their activities, so long as my presence as their mother would not interfere. I was a Den Mother, a Girl Scout leader and a Bible School teacher for nine years. I believe that a mother's responsibility is to be with her children."

But now, the family has separated more than ever as the children pursue their different vocational and academic interests. James Stuart is married and is employed by a large retail grocery chain. A senior at Virginia Polytechnic Institute and State University, Richard Mason will earn his degree in sociology in June. Next year, as a prospective Lutheran minister, he will begin studying at Southern Seminary in Columbia, South Carolina. Patricia Ann is a freshman at Virginia Polytechnic Institute and State University. Her plans are to obtain a degree in education with endorsement to teach handicapped children. Like her parents, Patricia also just wants to help others.

When the Commissioner is relaxed at home and the children are away, he enjoys woodworking and landscape work. He recently planted one hundred daffodil bulbs which will enhance his new, two story brick home in Henrico County. Carbaugh is also a golfer and a fisherman who particularly likes salt-water fishing. But what he really likes to do, when there is time, is to take off to the mountains of Virginia and enjoy the scenery and climate. There, in the serenity of the countryside, he finds the solitude to relax and his heritage of a rural environment—an environment which daily strives to improve.

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## Econo-Travel Motor Hotel

(from page 57)

ripping & resilient tile; W. K. Perkins Engineering Co., insulation; Alvin A. Wright, ceramic tile; Miller Manufacturing Co., Inc., millwork; Ceco Corp., steel doors & bucks; hardware supplier; Hanover Iron Steel, Inc., Mechanicsville, hand-; Bernier & Maxey, Inc., lighting fixtures & electrical work; Baker & Zelwood Mechanical Contractors, plumbing fixtures & plumbing; Eden & Collier Co., air conditioning & ventilating; and, Fibers Systems, Inc., modular tub & shower units.

## First Unitarian Church of Richmond

(from page 61)

slanted windows that have something of a mansard effect." In commenting on the interior, the critic continued, "the major areas are, enough, a long vestibule, the minister's study and a chapel-meeting room at one end, along with the hall in which services are held, and three dining-meeting rooms at the other end. Inside, the major textures are the cool stone of the walls and the dark brown of the woodwork, only a touch of bright color, painted close to the lights and arranged so that they are either seen as strong accents of primary color or as gentle, pastel washes of color thrown on white surfaces." The critic refers to the building as "an extremely rich sort of neo-Romanesque experience, to which the architect has added accents of color and reflected color."

The building includes a library, minister's study, lobby, office, nursery, small kitchen and a large basement. Several connecting tower-like sections are provided for use by different age groups in the church-school.

The general contractor for the facility was Conquest, Moncure & Son, Inc. They handled foundations, concrete, carpentry & paneling.

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tin & Bros., Inc., roofing; Economy Cast Stone Co., stone work; Fisher Skylights, Inc., New York, N. Y., windows; Lockhart Manufacturing Co., Inc., Charlotte, N. C., hollow metal frames & window walls; and, Timber Structures, Inc., Greenville, Ala., structural wood.

Also, PPG Industries, glazing; Harris Painting Contractors, painting; Alexander Waterproofing Co., waterproofing; E. S. Chappell & Son, Inc., thresholds; C. E. Thurston & Sons, Inc., insulation; Fendley Floor &

Ceiling Co., acoustical & resilient tile; A. Bertozzi, Inc., gypsum wall board; Stonnell-Satterwhite, Inc., ceramic tile; Weaver Bros., Inc., Newport News, millwork; Greendale Ornamental Iron Co., handrails; Schermerhorn Electric Co., Inc., lighting fixtures & electrical work; Lewis Supply Co., Inc., plumbing fixtures; J. W. Bastian Co., Inc., plumbing, air conditioning, heating & ventilating; Pleasants Hardware, hardware supplier; and, W. O. Grubb Steel Erection, Inc., steel erection.

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## "Give My Regards To Broadway"

(Continued from page 7)

bad weather. For the rear of the store faced on Shubert Alley, which opened at either end into streets jammed with many of the finest "carriage trade" theatres.

Ultimately, it was this world of the theatre—spreading out on either side

Times Square—which made this section of, quite literally, "the Great White Way" a mecca for New Yorkers and tourists, from the United States and abroad. The tourists, however, were not aware of a secret activity in the theatrical district which operated, although unseen from the street, right on Times Square proper. This was a bargain ticket agency always inaccurately referred to as Gray's. Whatever the real name of this agency, it was located in a deep basement under Gray's Drugstore, a theatrical hangout on the corner of 43rd Street facing the tip of the N.Y. Times building. In the basement, the cut-rate ticket agency occupied three floors of a room, the open fourth side of which ran into one of the broad subterranean passages of the subway

system. If this sounds like a most unglamorous setting, it was the gateway to paradise for those of us who were young and poor, and those of any age who were not well heeled. Inside the three-walled space the bedlam of noise and confused crowding was as exciting to us as big trading on the Stock Exchange floor to brokers. For the seemingly deranged yells of the agency men announced at short intervals, from something before 8 P.M. to curtain time (in those days at 8:30), the shows that offered seats at bargain rates.

Against one of the walls, a huge board listed every show running, and from behind a counter in front of this board the ticket brokers continuously posted the changes of seats available. Only toward the end of a run did tickets for hit shows become available, but in that great era of the theatre the dedicated play-goers were interested in plays and actors, and not in the show's status as a fashionable event. In fact, some of the most vividly remembered plays had short runs. Except for plays known to be turkeys, we took nearly anything that offered cut-rate seats in the *second balcony*. These sold for exactly 55 cents!

First balcony seats sold for \$1.10, but we bought those only on the occasional Big Evening with a date. We never saw plays from the orchestra unless someone from home took us, and these of course were not bought at Gray's. Gray's, for us anyway, existed for our passports *into the theatre*, where seats in "the peanut gallery" did nothing to diminish the magic of the moment when the house lights went out, the footlights came on, and every time we experienced afresh the thrill of the breathless hush just before the curtain went up.

With more than sixty theatres open and, for the most part (omitting a few hits at the top and a few dogs at the bottom), the regular ticket-buyers (not patrons of Gray's) spreading their choices for the evening fairly evenly, it was only near the last minute when the box-offices released their small blocs of unsold seats to Gray's. For the ticket agency to make money at 50 cents a ticket (the extra 5¢ being a tax), the theatres must have unloaded their unsold seats at a very low figure. But, in those days when people did not think in huge sums of money and tax-losses, this was better than nothing, with the advantage of showing the play before

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a full house rather than to some empty seats. Most of all, the tickets released to be sold at a cut-rate confirmed the theatre-going habit.

Now, then, what broke the theatre-going habit? This has been the subject of extensive studies, with many answers offered. Probably, in an era of a changing America, when other cultural habits were broken, it was an amalgam of multiple reasons.

The most obvious, of course, has been the high price of tickets. Unquestionably, the labor unions that dominate production in the professional theatre contributed significantly to the rising costs of putting a show on. Combined with everything else going up, production costs grew so high that a play needed a good run to survive; simultaneously the price of tickets grew so high that (1) many people could not afford the price and (2) those who could wanted only to see guaranteed hits. As a sub-class of those, but of extreme significance, the expense-account spenders entertaining customers wanted not only the biggest, newest hit (regardless of the play) but the more the tickets cost, through agents, the more status

accrued to the entertainment they were providing. This sort of circularity, by dooming all non-hits, closed theatres by the dozens: of the 34 remaining theatres, only 18 are currently open, and nothing is less profitable than an empty theatre paying high taxes.

All this tends to make the Broadway theatre more commercial. With the big expense-account spenders important to the audience, obviously quality is not stressed on the stage. We have the sensational, the meretricious, the vulgar, the pretentious, and the staple of a collection of jokes aimed at what used to be called "the butter and egg man" strung together in what is now called a comedy. To see this thin fare, as one of the theatre owners complained, "nobody wants to climb to the second balcony any more."

No, the type of dedicated theatre-goer who half-a-century ago milled in the clamoring crowd under Gray's would not shout his bid for second balcony seats to the current Broadway offerings—even if the cut-rate agency under Gray's were still there. But the type itself has vanished, along with

Gray's. While those who were actually there have physically died off or grown too old for such enthusiasm or even for climbing the stairs, the generations who followed were less theatre-centered, and the current younger generation is largely indifferent, or actively hostile, to the commercial theatre as represented on Broadway.

Beyond all that, during the rise of talking pictures in the 'thirties (which drained off enormous talent in acting, writing and directing from the New York stage) the gods and goddesses produced by the studios' star system became the household names of the national public, while the distinguished actors and actresses of New York were little known in the provinces. This diffused the old Broadway as an entertainment center and was the beginning of the theatre's decline in the national consciousness.

Then, with the rise of the "alienated" bright young in the early 'sixties (whose code demanded hostility to any establishment) came a quickening interest in amateur theatricals all over the country, in experimental theatre in off-Off Broadway productions and in all manner of amateur made motion-pictures. Seen partly as a rejection of the commercial theatre and partly as a desire to participate, this was another trend that undermined the New York theatre as a national draw. Somehow, Broadway (meaning the New York theatre) has ceased to be the kind of mecca it formerly was.

With all this change, Times Square once the legendary thoroughfare of the theatre-going crowds, became another kind of mecca, having nothing whatsoever to do with the nearby theatres. The change began on 42nd Street where the New Amsterdam Theatre once housed the Ziegfeld Follies (with W. C. Fields, Ed Wynn and the "golden" Marilyn Miller) with the Midnight Frolics on the Roof and the Little Club in the basement.

For some reason the theatres that (one in which Fred and Adele had started when very young) began to be shut down first. Some were converted into "grind" shows, into houses for sex pictures and into 24-hour open movie-dives where degenerates were for victims or vice versa. Then small little shops began to sell porno of all kinds and overnight what had once been the street of beautiful women (where, before climbing the steps to the second balcony, we waited in the outside lobby to watch elegant ladies

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and gentlemen in evening clothes (and their limousines) had become a street of scum, of human filth.

From Forty-second Street, the light turned the corner into Times Square, and here vice came blatantly into the open. Across from the *Times* building, where nicely dressed crowds used to gather to watch the election returns on the electric board running round the building, prostitutes and pimps and hustlers staked out their ground. With the Hotel Astor demolished as the last landmark, the new landmarks are massage parlors and peep shows.

To this heart of what only recently was America's greatest city and one of the great cities of the world, the crowds still come, now mostly the boob type of tourist and vice squad cops prowling to make a futile arrest, along with an assortment of poky observers and passing birds of prey. All glamour gone, the once electric square looks like what one imagines (from reading and listening) the foul vice areas of certain world-ports with sections notorious for depravity.

Now in New York there are charges and counter-charges to the effect that the present Times Square ruined the theatre business or that the loss of the theatre business ruined Times Square. Which is the chicken and which is the egg is of no consequence, or did the decline of either one cause the decline of the other, although the two declines might have been inter-active. When the theatres grew, the theatre-going crowds crossed Times Square rather than tarrying there. Since its earliest post-World War I phase, Times Square proper never had anything to offer the well-to-do who supported the theatres; and the young poor, who patronized the Hungry & Homeless and Orange Julius, went to tonier places on the East Side as soon as they grew older and less poor.

Even in its finest hour, Times Square was rather shabby looking in the daytime. The shops sold cheap, flashy goods and in the neighborhood of the Palace (long since abandoned, when vaudeville went on television) there were always ferret-faced sharpies hanging out on the dirty streets. The crowds around the motion-picture houses were not the smart-looking people who went to the theatre, and there was little else beside the movie palaces to bring anyone (except drifters) to Times Square itself. Then the movie palaces began to lose busi-

ness as fast as the theatres, and when Radio City Music Hall became the new movie mecca for tourists, the Times Square houses began to close down.

With nothing there to attract New Yorkers (including the twelve or so millions in the suburbs), nothing remained of Times Square except the legend. This could attract a certain class of tourist, although a few minutes would show all except the least observant that nothing was going on except a milling of other tourists, a scattering of sharpies and down at heel young looking for a cheap adventure. Since nature abhors a vacuum, vice moved in for the tourist trade.

Like so many changes in America, it resulted from an unplanned progression of small changes; and as with so many governing bodies at all levels in America, the New York authorities watched it happen with apparently no awareness of the eventual consequences to their city. Of course, after the damage became irreparable, after the frantic property-owners in the Times Square area besieged the mayor with petitions a lot of concerned noises were made and a publicized "crackdown" inaugurated a "clean-up" of Times Square. Daily some of the poor drabs of street-walkers were booked through the police courts, a few nondescript hustlers were rousted and a massage parlor was closed—while two more opened. In this ignominious futility, The Great White Way begins to blink

out as Times Square, in its symbol as a world-famous entertainment center, proceeds on its way to join in oblivion Herald Square, Madison Square and Union Square—earlier centers where Broadway crosses the north-south avenues (6th, 5th, 4th).

However, since Times Square was a world-wide attraction during most of the 20th century, its loss as a tourist magnet will be considerable to a city which has already lost so much of its drawing-power as well as so many of its advantages as a place to live. According to present plans, large office buildings will be constructed on Times Square (more modern than the Paramount Building already there) and in time possibly the area will become stable with a different character, one yielding the city more in property taxes than the always hazardous and now mostly losing theatre operations. But it will be a different character, and it is my belief that this change was inevitable.

With the theatre-going habit lost to Americans and the movie-going habits drastically changed, the separate buildings for theatres that are dark half the time (and are used only 24 hours a week when running hits) are as obsolete as the large, gaudy

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movie palaces on Times Square. As we have known the Broadway theatre, with the present habits of Americans there is no longer a place for such a theatrical district concentrated in one city. The preferences of contemporary Americans are clearly shown by their patronage of the filth-houses on Times Square adjacent to empty theatres (and two blocks from the Public Library).

This passing phase of Times Square as Depravity Alley is the only part of the changing scene which could have been prevented by an alert city management. But of lasting effects, this passing phase will do no more than add an unsavory flavor to the New York reputation which does not need this gratuitous smear.

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(Of course, theatre owners and the atrical producers are hurt in pocket now; but, as in any change, some segments of the population are—like buggy manufacturers were with the advent of the automobile—themselves rendered obsolete. While the people of the commercial theatre belong to the past, the skin flick and peep show operators, and the sellers of hard pornography, are giving the public what it wants today.)

The only lesson to be learned from the sordid demise of Times Square is one which sadly will be ignored: that is, the need to anticipate change and the consequences of the dislocation. But political bodies at all levels do not seem equipped to deal with anticipations and future consequences. Like the New York mayor, they appear to lock the barn door after the horse has gone. They are forever seeking makeshift remedies for that which has already become irremediable. Since politics is said to be ultimately concerned with power, and power maintained by accommodating the self-interested pressure groups in the ascendancy at any given moment, it is probably inevitable that all cities (and the national government) drift on such unplanned courses to unenvisioned destinations.

In this, Times Square represents incomparably more than the passing of an entertainment mecca: it is a glaring illustration of the unwanted destinies of communities caught in the changing patterns of American life where no concerted effort is made in the interest of the whole community. And so long as the governing bodies and the civic leaders of communities pursue a hit-or-miss, hand-to-mouth policy, the take-over of smut merchants (as odious as that might be) is by no means the worst consequence that can follow the dislocation and the passing of local Times Squares.

As it is, little attention is given to the pain and inner dislocation experienced by those citizens who continually suffer in their personal histories the loss of physical landmarks and once familiar life-patterns in America's cultural habits. As increasingly rapid changes bring more haphazard results to the environment and more violation to the nation's cultural habit-patterns, so will be increased the numbers who suffer an inner dislocation, as we seem to drift into a life style without past or continuity. That will be the ultimate consequence.



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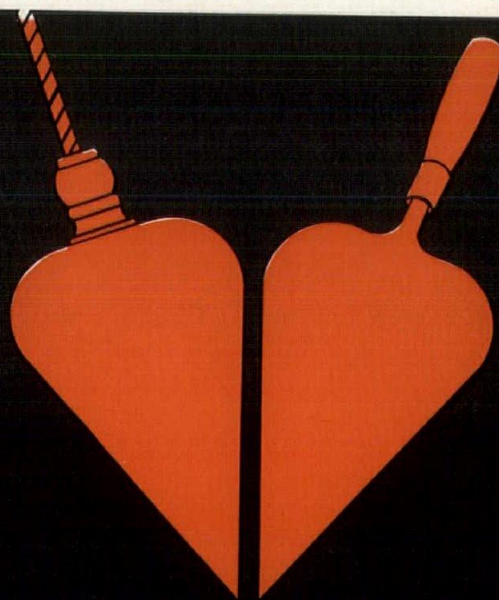
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