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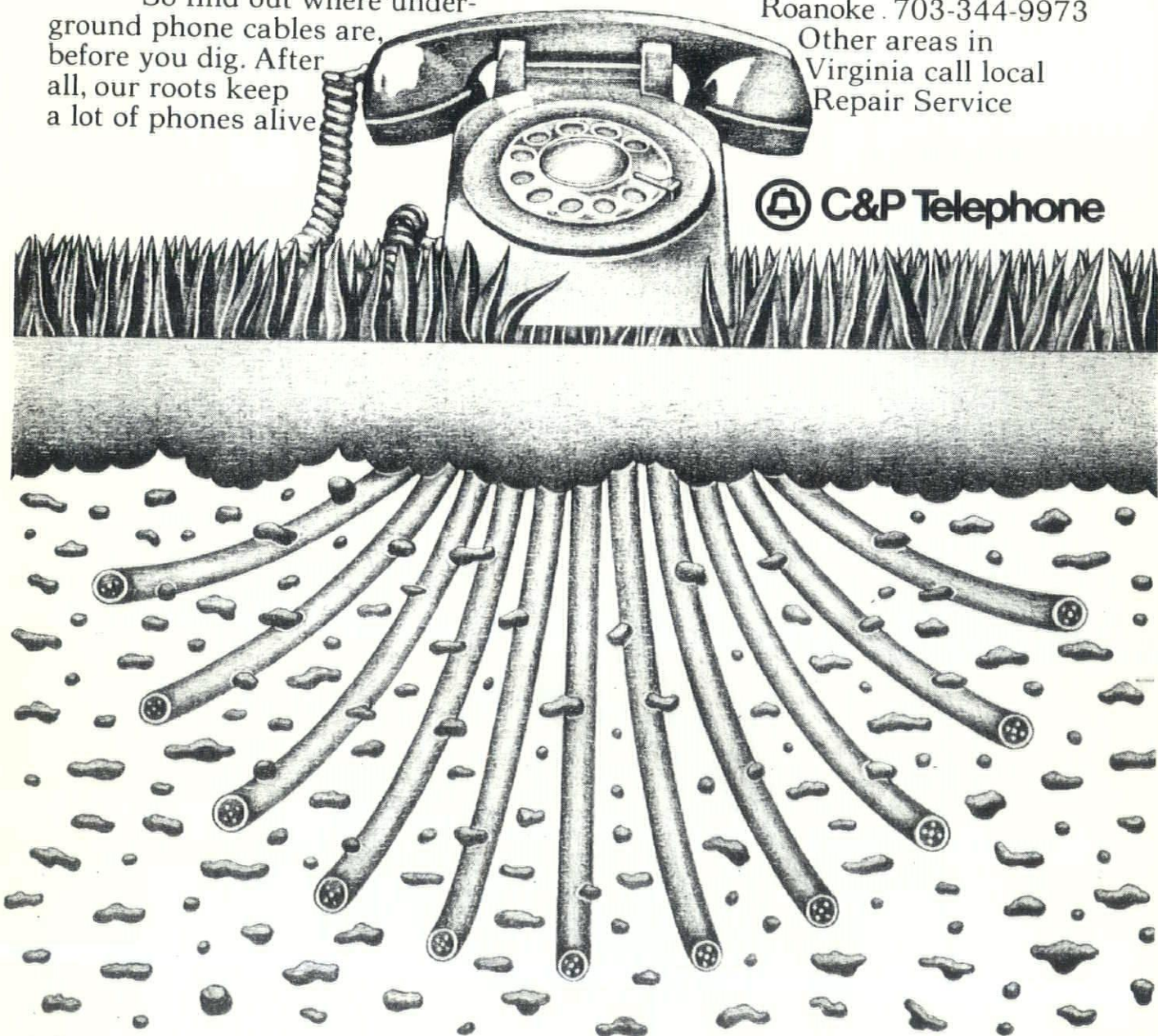
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ON OUR COVER: The Industries of Agriculture and Construction share in the growth of The Old Dominion. (Art by Mark Wheatley, Information Office, VDAC)

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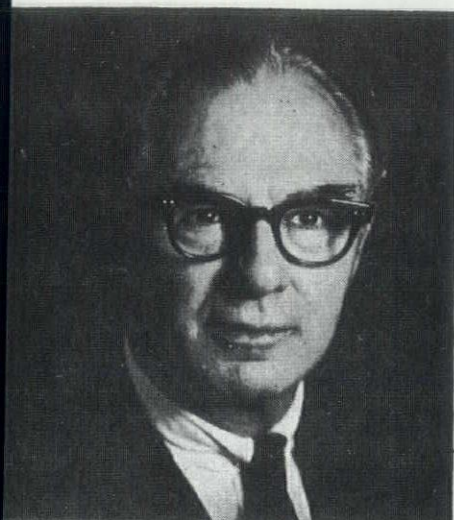
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Clifford Dawsey

"Something in the Air"

SEVERAL YOUNGISH PEOPLE were discussing, without reaching a resolution, the question of, "Was Virginia a Part of the South?" Contenting myself with the role of an observer, I felt unqualified to enter the discussion because, as the nature of my work is at home and I get about very little, there was too much going on in contemporary Virginia that lay outside my knowledge. In the long-ago days when I did have first-hand experience of Virginia, no one would have raised such a question, but this would not be a valid comment on the state's present relationship to the South.

In the older generation we were more aware of Virginia's historic association with the South, going back to the debates which led to the formation of the Republic. There was not really any The South then, only the four Atlantic Coastal states of Virginia, North Carolina, South Carolina and Georgia; but some Virginians, who opposed the entry of the state into a union, feared that Virginia and the other Southern states would be served badly in an alliance with the Northern states.

By the time of the secession movement of 1860-61, the lead was taken by the cotton-growing (or rice-growing) states the majority of which—Mississippi, Alabama, Louisiana and Georgia—today comprise a South, or the Deep South, often considered in these days to be The South. At that time, Virginia sympathized with those states, though not to the point of seceding. There were significant differences between Virginia and the seceders. Although its industry could scarcely be compared with that in some Northern states, Virginia did have diversified industry; it also had diversified agriculture and did not depend on a one-crop economy; perhaps most of all, while an anti-slavery movement had been growing in Virginia for decades, in those same decades—during which Alabama and Mississippi had emerged from the frontier to produce a new crop of cotton barons—the large slaveholders reacted with hostility to what they regarded as a threat to their economic security.

Yet the states dominated by those slaveholders (many of whom were arrogant with the newness of their power) very much wanted the active alliance of the old Old Dominion. Virginia had the fifth largest population among the nation's states and the lingering prestige from its days of glory, then only 36 years in the past. That is, the Deep South then was very eager to embrace Virginia as part of the South. However, it is almost certain that Virginia would not have joined the secession movement except for Lincoln's call for troops to assist in a military subjugation of her sister states. Differences were one thing: armed coercion was something else.

Thus it was that a United States president, in saving the union, caused Virginia—along with North Carolina, Tennessee and Arkansas—to join a

(Continued on page 48)

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On a Darkling Plain" Coming of Age in America in the 1970s

DONNA PADGETT

CLIFFORD DOWDEY'S AP-
RAISALS of contemporary youth in
rms of his own generation have
ovoked this response—a twenty-five-
ar-old woman's assessment of the
ture she expected as a child compared
th what the present holds.

When I was a child, I expected either
good life or no life at all.

The horrors of a nuclear holocaust
ere indelibly impressed upon me at a
nder age during Playhouse 90's
levision production of "Alas,
abylon." I had never heard of nuclear
ar, much less imagined its trauma.
hat one program enlightened me,
ghtened me, convinced me that
uclear war would take place.

As I became more aware of the world
ound me, my expectation of an-
ihilation was confirmed.

Through radio, television,
ewspapers, magazines and books I was
posed to: bomb shelter instructions,
mergency broadcast system tests, civil
efense measures, nuclear bomb tests
nd the cold war.

I worried because my family did not
ave a bomb shelter and wondered how
e would survive. We wouldn't survive
timately, I realized.

My fear of nuclear war climaxed with
e Cuban missile crisis.

I was in the eighth grade at the time.
he day after Kennedy demanded the
ussians withdraw their missiles from
uba, before the Russians complied, an
arm went off at my school.

My teacher, a large, outspoken
oman for whom we all had the
reatest regard, stopped speaking in
id-sentence, put her head down on the
odium and prayed. My classmates and
were bewildered and afraid. Surely if
his woman in whom we all had so
much faith thought the alarm was a
uclear alert, it must be a nuclear alert.

Of course, it wasn't.

And as East-West tensions subsided
n the '60s, so did my fear.

Another trauma replaced it: the loss
f faith in my country.

I remember in my early school years
singing "My Country 'Tis of Thee" and
"America the Beautiful," reciting the
Pledge of Allegiance and discussing our
heritage of freedom. What a wonderful
country I lived in! The land of might
and right.

Only one president since then has
fired me with pride in my country. He
was assassinated.

And replaced by a man who lied.
Who interfered with the political affairs
of other countries. Who committed
American troops to a war not their own,
which they didn't even win.

Who was succeeded by a man who
lied. Who intervened in the political



processes of our country. Who made
economic agreements with other coun-
tries to the detriment of American con-
sumers. Who....

The leaders of my country not only
failed, they didn't play fair.

I have a four-year-old son who has
been exposed to "Watergate" since the
age of two. He thinks "the government
is bad" and "the president is a man
who lies."

I try to explain what he overhears so
that he will understand. But what can I
deny? That "the government is bad?"
That "the president lies?"

"Is President Ford telling the truth?"
he asks.

"I don't know," I answer. "I hope
so."

That I can't tell him "Yes" saddens
me. But to have faith in our government
any more would be naive.

Even working within the system to
improve it can boomerang.

When I was 14 and 16, I worked for a
Congressional candidate to replace one
I felt was inefficient and antiquated.

In his second try, my candidate was
elected. But subsequently ignored his
campaign promise to keep in touch with
his constituency. He rarely even voted.

Now that I am old enough, I vote. But
I don't work for candidates.

I remember, when I was a child,
teachers telling me the United States
was the land of opportunity, the land of
plenty.

Since I was in the accelerated classes,
I was part of the "cream of the crop,"
who would, with a college education,
earn a good living.

In America now, a college education
is easier to come by than a "good
living."

Not that I don't realize I have it bet-
ter than most people in the world. I
know I do.

But I no longer make enough money
to pay all my bills.

I hesitate to get medical and dental
care because I can't afford it.

I pray my car will make it through
the winter.

I go to church only when the program
sounds particularly meaningful.

I shy away from potential dates. (I'm
divorced.) Baby-sitting fees seem exor-
bitant.

Going to the grocery store throws me
into the severest state of anxiety. The
foods my child (who's underweight)

(Continued on page 47)



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§ THE FOOD SITUATION — both at home and abroad — is influenced by so many complicated factors that it is difficult to narrow them down, but I am convinced that the present energy problem forms the crux of most of the crises we now face — including food.

Energy is very much on the minds of all people — those who have it, and those who need it. We agonize over how to obtain it, and how to curtail its use. It is apparent that oil is bringing about a redistribution of the world's wealth. Since 1973, there have been few newspapers and newscasts which have not mentioned either energy or oil.

As important as oil is, we have been confronted with another kind of energy shortage on a worldwide scale at the same time — the energy derived from food.

Is it true that population growth and food supplies are on a collision course? Some people think so. Is it possible that even in this country where we have become accustomed to plenty we may be faced with tight food supplies and even shortages? Have our food resources been reduced to critically low levels?

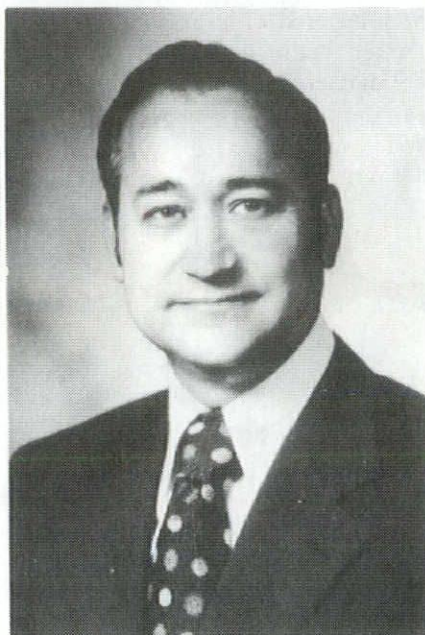
It is time for everyone to think seriously about food, and recognize some of agriculture's problems. We cannot take our food production for granted, for if we do, we could easily wind up the losers.

I believe you will agree that no resource is more basic to human existence than food. We Americans have become accustomed to surpluses of food at low prices. Do you remember the days of 29¢ broilers, 39¢ eggs, 69¢ bacon, and milk at 25¢ per quart?

The record will show that this era of plenty began to end as we entered the decade of the seventies. I believe that our present food situation — one of scarcity rather than surpluses — first became apparent about two years ago when rapidly rising food prices made us realize that food was also affected by the various problems influencing our overall economy.

However, surpluses are no longer a general condition, and it does not appear that we will soon return to the circumstances of the 1950s and '60s. There are simply more mouths to feed in this country and in the world, with severe limitations placed on new growth areas. Many areas are limited by some natural restrictions, such as low fertility, too much or too little rain, and unpredictable climates.

The serious nature of this situation soon made it apparent that the U. S. did not have enough land in production to keep up with the rapidly increasing demand for food and fiber, particularly in view of our need to continue to assist many areas of the world where hunger



COMMISSIONER CARBAUGH

and starvation have reached alarming proportions. As a result, in 1973 and 1974, the government released 60 million acres which had been formerly set aside. Thus we have moved from a national policy of controlled production in many areas to a policy of full production.

America's farmers have responded well to the government's request for all-out production by significantly increasing their output. However, world

food production declined somewhat during 1974, and in certain nations the world food shortages are creating very acute situations accompanied by much actual suffering.

The World Food Situation

Until recently, it appeared to economists and researchers that world food production was increasing at a rate just slightly faster than that of the population. But this race between the stork and the plow has become more complicated due to the rising affluence of the developing countries, which are demanding more key food products such as grain and beef.

USDA economists now believe that there is much uncertainty about the world's food outlook. They point out that although 1974 was a disappointing year, it was probably not disastrous. Although they do not foresee any great problems during the remainder of this century, they think that beyond the year 2000, the picture will be clouded by questions of population, energy, and the environment.

Did you know that if world population growth continues at its current rate, projections indicate that world food production will have to be doubled by the year 2000? Although the problem of world hunger has already reached alarming proportions, we hesitate to think what the situation will be in another 25 years unless positive action is taken now. The world's agricultural potential is certainly great enough to meet the challenge if proper plans are executed without delay.

On the other hand, mismanagement of our water and related land resources combined with overpopulation, could bring about our downfall just as surely and inevitably as all-out atomic war. And — as I stated earlier — the question of energy will continue to play an essential role, and is vital to the increasing of U. S. farm output and the improvement of agriculture in the developing countries.

OUR PRESENT FOOD SITUATION

By

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

The decline of India's agriculture can be traced directly to shortages of energy. Her Punjab region — which is comparable to our midwestern granary — used to be quite productive, but its output of grain was drastically curtailed due to factors such as the inability of farmers to obtain petroleum-based fertilizers; the lack of adequate electricity for irrigation pumps; and the high cost of farming.

However, I am glad to report that in the past few months some improvements have been reported in the world food supply situation, particularly in India, Bangladesh, and several other countries that needed help most. According to a recent report, India is now receiving all the grain her ports can handle. But there are millions of hungry people in many other countries of the world whose food requirements are still critical because they have received no appreciable food aid, so the situation is far from solved.

This should make us realize how very fortunate we are, as the U. S. is far better off than most of the world's nations. Our population growth rate is about half that of the world growth rate, and our agricultural output continues to increase. We also have much untapped potential for further substantial production increases in the long term, based on gains in both acres planted and in average yields.

But despite our position of agricultural leadership, the foreign food aid programs of the U. S. now require very special attention, as we cannot possibly attempt to continue assuming the major responsibility for feeding the world. Our present international food policy is based on the following:

- ...We are eager to help increase production in the developing nations by extending technical aid.
- ...We support an improved information system which will supply data on both production and demand to both exporting and importing nations.
- ...We endorse the creation of an internationally coordinated nationally held system of grain reserves, to be built up as soon as supply conditions permit.
- ...We are committed to continued aid programs to meet emergencies

and assist needy nations, and support a policy of trade liberalization.

For many years, the U. S. has assisted needy countries and has sent billions of dollars worth of food to the developing nations, and we are planning to continue our aid programs to assist needy nations in their battle against starvation. I noticed with some interest in February when President Ford announced that he would increase food for peace funds by 75 percent in fiscal 1975. The basic purpose of this action is to help developing countries with whom the U. S. has close ties without seriously affecting U. S. domestic supplies or prices.



The foregoing bears out a key point which deserves special attention, i.e., the major importance of food as a U. S. resource. It is apparent that with all the international negotiations now going on, food is playing a very important bargaining role. In other words, although our country may not have all the oil we need, we do have food, and our negotiators are using it as a bargaining factor in making arrangements with other nations.

In this connection, I would also like to emphasize the economic importance of our agricultural exports. Net agriculture exports (the difference in the dollar value of exports versus imports) in the fiscal year ending June 30, 1974 just about equaled the additional amounts paid for a fourfold increase in oil prices.

I am firmly convinced that steady supplies of U. S. agricultural products are going to continue to be needed for both domestic and foreign requirements. Certainly we cannot live in a vacuum, as world markets have a definite impact on supplies, and the U.S. must continue to export products from our land. However, in order to accomplish this, much greater awareness of agriculture's increasing importance will be needed on the part of both business and industry — and the general public.

We must recognize that food is our most vital resource, and every possible effort must be made to safeguard our supplies and encourage increased production — at a profit. And I am confident that future scientific developments will move our agriculture to increasing achievements in production. Intensive research will be required in every area of the industry of agriculture — production, manufacturing, and marketing — to bring about the improvements that will be needed. But in view of the spectacular achievements of the past, I know that much more can be realized in the years ahead if the proper positive actions are taken.

As you know, U. S. agriculture has been in a period of transition for a number of years. However, we are now witnessing an era of the most critical changes which have ever taken place in moving from a condition of abundance to circumstances which invoke the need for conservation.

Many factors are influencing agriculture, not all of which are directly related to energy, although energy is — as I stated — a very basic need of agriculture. What I am actually referring to is the high cost of farming during this period of double-digit inflation. Rising production costs are severely hindering our farmers in their efforts to bring more acreage into production. They are having to buy more inputs of supplies, machinery and equipment — and the prices of all of these items are rising sharply. The rapid increase in production costs has severely curtailed profits and created a drastic cost/price squeeze. And to compound this problem, farmers are finding it difficult to obtain the increasing amounts of capital needed to be successful. You can certainly appreciate

the fact that if suppliers can't extend farmers the credit they need, it places a much greater burden on our financial institutions.

Agriculture is also being plagued by the scarcities of certain basic commodities essential for production, such as fertilizer and seed. The supply of both of these essential items is most critical, particularly with respect to fertilizer. The national fertilizer situation is expected to continue very tight into 1975, particularly for nitrogen and phosphate. Here in Virginia and five surrounding states, the recent shut-down of a North Carolina plant due to its inability to obtain sufficient natural gas threatened 40 percent of the area's nitrogen supply.

The basic structure of agriculture itself is also changing. I am speaking particularly with respect to the trend toward fewer but larger farms — some of them large corporate complexes. As a result, about 20 percent of our nation's farms are now producing around 80 percent of our food and fiber. At the same time, continued increases in productivity have caused agriculture to become recognized as our nation's largest industry and the mainstay of our economy. American agriculture remains the world's undisputed leader in the production of food and fiber.

The Virginia Situation

Last year, the gross income of Virginia farmers was 14 percent higher

than in 1973, and surpassed \$1 billion for the first time. However, production costs for 1974 were up nearly 20 percent — which will cause 1974 to rank as only a fair year from an income standpoint. However, our grain producers had a much better year than our livestock, poultry, and dairy farmers, whose operations suffered greatly from rising feed costs.

Our farmers have always responded in a positive way when confronted with stressing situations. I am frankly optimistic about their future actions and believe they can overcome the present threats. However, farmers — like all businessmen — must realize a reasonable return from their investments in land, labor, capital, and management. So the future of agriculture in Virginia, like the future of U. S. agriculture in general, is clearly a question of profitability. It has been estimated that the farmer's share of the consumer dollar at the retail level has reached the 40 percent range, while at the restaurant level he only receives 20 percent.

The inflation which is severely hampering the farmer is also affecting Virginia's retail food industry. These businesses are having to cope with very difficult times, as the problems of a generally soft economy beset by inflation, recession, and energy shortages will make it more difficult for them to realize a fair profit, particularly in view

of the investments that they will have made in higher priced inventories, but am confident they will meet the challenges even though they will need to exercise very careful planning and utilize as many strategies as possible to overcome the problems they will surely encounter.

I cannot overemphasize the point that if Virginia's agriculture is to continue to be progressive and increase its productivity, the significance of agriculture in relation to our total economy must be understood by all citizens. Adequate supplies of fuel, fertilizer, credit, land, and manpower have to be available, as well as the latest technology. We in the department, in cooperation with other agricultural groups throughout the state, are constantly seeking ways to assist and improve our agriculture.

Some of VDAC's more recent activities directed toward improving the state's agriculture include the following:

- ... An in-depth study of physical distribution.
- ... Efforts to promote and encourage the establishment of large cattle finishing and slaughtering operations.
- ... Analysis of future farm credit needs, including sources of funds for our farmers.
- ... Environmental studies pertaining to the handling and removal of sludge.
- ... Land use and misuse.

In conclusion, I hope that what I have said will make you realize the importance of our food resources and get you to thinking about some of agriculture's problems. Change is an inevitable fact of life, but we must remain alert to changes and be prepared to meet them. We can face the future with confidence and optimism if we plan now to overcome the challenges that lie ahead.

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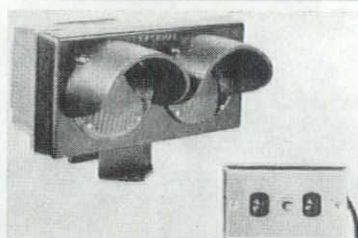
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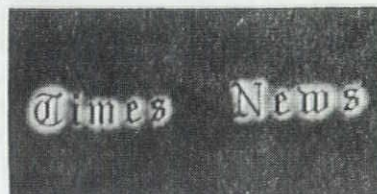
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FREE CATALOG!



CAPITAL CRUNCH FACES AGRICULTURE

§ THE BEST USE OF THE DOLLAR IS NOT just a problem for the average citizen, it is the difference between being in business or out of business as far as the farmer is concerned. Although the 1974 farm income figures for the state strike close to one billion dollars, an increase of 99.3 percent from 1960, farm production expenses in the same period jumped 117 percent. The gap between profit and loss is closing and in some parts of the industry of agriculture it has reached the critical area.

A report given to Governor Mills Godwin by the Agriculture Credit Committee underscored the continuing needs of Virginia farmers. The report showed that farmers may need an additional one billion dollars in credit by 1985.

The committee headed by James A. Nolen of Lynchburg was authorized by Governor Godwin and appointed by Commissioner S. Mason Carbaugh of the Virginia Department of Agriculture and Commerce in June of 1974 to analyze and project the state's agricultural credit needs and to recommend a broad, long range development program that would provide adequate financial resources and incentives to meet the needs of this vital industry.

In addressing the first meeting of the Agricultural Credit Committee, Governor Godwin pointed out the ability to borrow money was as much a part of farming as seed and fertilizer.

"Every farmer," said the governor, "needs credit at one time or another and now is the time when some new approaches to this problem should come under study."

The governor underscored the basic purpose of the Agriculture Credit Committee composed of farmers, bankers, and farm organization representatives, saying it was to prepare agriculture for its present as well as future capital needs. He pointed out that a tremendous challenge existed in preventing the "capital crunch" facing Virginia agriculture, and stressed the importance of providing sufficient capital and operating monies for agriculture production and related industries, and the need to preserve good farmland. He



S. Mason Carbaugh (left), Commissioner of Agriculture and Commerce, receives a copy of the Agriculture Credit report from committee chairman James A. Nolen (center) and vice chairman Joseph H. Barlow.

JAMES A. NOLEN, CHAIRMAN



JAMES A. NOLEN

- BORN IN HALIFAX and raised in Amelia, James A. Nolen has been very close to the agricultural people of Virginia. He worked for ten years as a farm management specialist with Virginia Tech in the Central Virginia area. He also spent some time with the Georgia Farm Bureau as their farm management specialist working with the farm records service before join-

AGRICULTURE CREDIT COMMITTEE

ing the Fidelity National Bank of Lynchburg as their Vice President and Agricultural Services Officer.

Today, he realizes that the problem of the matter of agricultural finance is extremely vital to a successful farming operation.

"Even though the farmer has more sources of credit than others," says Nolen, "farmers have experienced a cost increase in more than just interest rates — they have been faced with unprecedented increase in production inputs such as feed, fertilizer, fuel and other farming necessities. As far as money goes, however, the farmer's complaint is not so much the rate of interest as it is the availability of money — particularly for purchasing capital assets such as land, machinery or other similar items necessary for farm expansion. It's putting it mildly to say money is in tight supply."

Farmers may need an additional one billion dollars in credit by 1985.



Governor Godwin met with the Agriculture Credit Committee at their first meeting in July. He pointed out that a tremendous challenge existed in preventing the "capital crunch" now facing Virginia Agriculture.

INDUSTRY OF AGRICULTURE CREDIT COMMITTEE

Dr. James E. Martin
Dean of Agriculture and
Life Sciences
VPI&SU

Mr. J. Web Montgomery, Jr.
General Credit Manager
Southern States Cooperative

Mr. Garland L. Nicely
Economic Development Specialist
Small Business Administration

Mr. James A. Nolen
Vice President
Fidelity National Bank

Mr. James A. Rosenbaum
Jonesville

Mr. William A. Spillman, Jr.
Spillman Farm Management Service

Mr. Bruce J. Summers
Federal Reserve Bank

Mr. J. Paul Williams
Executive Director
Virginia Agribusiness Council

Mr. Joseph H. Barlow
Smithfield

Mr. Robert H. Braford
President
Bank of Suffolk

Mr. Robert B. Delano, President
Virginia Farm Bureau Federation

Mr. Douglas L. Flory
Vice President
Rockingham National Bank

Mr. Joseph F. Glenn
General Manager
Federal Land Bank

Mr. Roie M. Godsey
Senior Vice President
Virginia National Bank

Mr. Richard A. Goodling
State Director
Farmers Home Administration

Mr. Charles C. Henley
Executive Vice President
Bank of Speedwell

also emphasized the necessity of providing financial resources for young people interested in entering agricultural production.

The committee decided the best way to get the most input was to not only meet as a group but to seek out all of the information they could from other interested citizens at all levels of society. A series of five public hearings was held in July. Then with this input as well as information gathered from other people and groups, the committee set about projecting the agricultural credit needs for the state through 1985. Innovative and legislative programs designed to meet the projected needs were recommended. During the course of the study it became obvious that agriculture credit need was not something that could be the subject of one report and then forgotten, that there will always remain a need for constant monitoring of the situation over the years as well as a central group, such as the committee, to evaluate and make continuing recommendations. So, although the committee was formed with one goal in mind it is a continuing one.

The committee reported that the forthcoming decade is expected to show continuing pressures for increasing farm sizes and scope, more mechanization, and greater needs for sound business management throughout the Commonwealth. There is a challenge for educational institutions, extension education services, banks and other financial institutions, farmers and others in the Industry of Agriculture to recognize the current situation and prepare for the future to assure that Virginia's Industry of Agriculture will remain a strong, viable, and effective segment of the state's economy.

The committee's report showed the rapid gains in the value of land, from \$140 in 1960 to \$528 per acre in 1974. It also called attention to: increases in production expenses and discontinuation of "crop year" credit; universal demand for credit exceeding financial resources of lending institutions; and, the extremely high investment needed for farm enterprises.

Yes Virginia, There is a Branding Law!

By HORACE R. HANSHAW
Information Officer, VDAC

§ IT'S OFFICIAL: Virginia now has a cattle branding law, passed by the 1974 General Assembly, and assigned to the Virginia Department of Agriculture and Commerce's Division of Animal Health and Dairies for implementation.

The law does not require anyone to brand his cattle. But, if he does, then the brand must be registered with—and accepted by—VDAC. Virginia's law is different, in this respect, from branding laws of many other states which require that all cattle be branded.

Why does Virginia need a cattle brand registration law? Dr. George B. Estes, State Veterinarian and Director of the Division of Animal Health and Dairies said, "The law was requested by some cattle owners in the state who thought they needed better identification and proof of ownership for their cattle."

Dr. Estes explained that branding will help owners and prospective buyers of cattle to better identify animals. Virginia has today many more herds of cattle and larger herds. There are also

many more absentee owners who hire managers to run their operations.

"Years ago, with mostly small, family farms, a farmer had only a few cattle which he could easily keep track of and recognize on sight—sometimes even call each of them by name. Now you will find two or three large cattle owners in close proximity all raising the same breed of cattle. The owners can't identify them if they get lost or mixed up with another herd," he said.

And there's always rustling. People occasionally steal cattle in Virginia, too, as they do in the large cattle states of the West. It's not a melodramatic event as depicted in the old western movies, but cases do crop up regularly in the state, usually on a fairly small scale. Branding would make rustling more difficult.

After the law was passed last year and assigned to his division for implementation, Dr. Estes took a trip to Wyoming to learn about branding and brands registration. Wyoming cattlemen have been branding cows since

the 19th century, and today have around 30,000 brands registered with the Wyoming Department of Agriculture.

Keeping track of all the different brands is a major undertaking in Wyoming, since they will register any type of symbol that a person wants as an official brand. Because many of these brand symbols have no readily identifiable names, Wyoming officials advised Dr. Estes to limit the number of letters, numerals, and identifiable symbols that VDAC would accept for registration, and that is just what the department did.

To submit a brand for registration with the Division of Animal Health and Dairies, the selection of characters for the brand must be limited to the following:

- The 26 letters of the alphabet
- Numbers from 2 to 9 inclusive,
- Symbols—bar, slash, cross, heart, diamond, box, triangle, arrow, mill iron, and

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COMMONWEALTH OF VIRGINIA
DEPARTMENT OF AGRICULTURE AND COMMERCE
DIVISION OF ANIMAL HEALTH AND DAIRIES
SUITE 400, 932 EAST MAIN STREET
RICHMOND, VIRGINIA 23219

APPLICATION FOR CATTLE BRAND

Sample

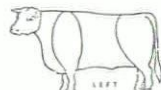
KNOW ALL MEN BY THESE PRESENTS:

That

W. R. RALEIGH

of Three Corners Farm, Chatham, Virginia

County of Stafford and Commonwealth of Virginia, desiring to adopt a brand for the purpose of branding cattle in the Commonwealth of Virginia, under and by virtue of the provisions of Title 1-1, Chapter 25-2 of the Code of Virginia, relating to the recording of brands, does hereby apply for the exclusive right to use the brand as shown on the cuts below:



NOTE: The outlined locations (hips, ribs, shoulder, place brand on the outside of the hind leg or on the forehead).

NAME OF BRAND Triangle 3

SIGNATURE OF OWNER W. R. Raleigh DATE February 12, 1975

MAILING ADDRESS Route 10, Box 100, Chatham, Virginia 24311

MAKE REMITTANCE OF TEN DOLLARS (\$10.00) PAYABLE TO THE TREASURER OF THE COMMONWEALTH OF VIRGINIA TO THE ABOVE ADDRESS.



Virginia Department of Agriculture and Commerce

CERTIFICATE OF BRAND REGISTRATION

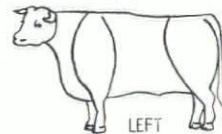
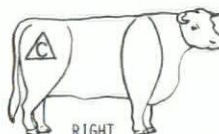
KNOW ALL MEN BY THESE PRESENTS:

THAT

W. R. RALEIGH

OF CHATHAM, VIRGINIA

HAVING COMPLIED WITH THE PROVISIONS OF THE VIRGINIA CATTLE BRANDING LAW, HAS THE BRAND SHOWN BELOW DULY RECORDED WITH THIS OFFICE



NO. R-3

DATE OF ISSUE FEB. 12, 1975

George B. Estes, DVM
STATE VETERINARIAN



DOUBLE BAR S



K DIAMOND



REVERSE—B R



DOUBLE H THREE



RAFTER S



BAR C



ROCKING W



(RED OAK FARM)



M INSIDE TWO SLASHES

Samples of Brands Registered by VDAC

quarter circle (all of these are illustrated on the information sheet for cattle brand applicants).

The characters in each brand must be positioned so they can be read from left to right or from top to bottom. And, the brand must have at least two characters and no more than three.

Dr. Estes' office also specifies the location of the brand on the animal be limited to just one of six areas: left or right shoulder, left or right ribs, or left or right hips. The size of brand is also stipulated, along with advice on the actual branding procedure.

As far as Virginia law is concerned, the word "brand" means: "... a recorded identification mark applied to any position on the hide of a live animal by means of heat, acid or chemical (freezing will probably be allowed, too), except tattoo marks in the ear or numbers used to keep production records, records of age or identification marks used by any governmental agency."

The law states that it is unlawful for any person to alter, obliterate, deface, burn over or disfigure any brand—even if it is his own. What then does one do when buying cattle that are already branded? It's simple, says Dr. Estes, "Just get a bill of sale which will show how and why you are in possession of cattle carrying another's brand, then you may put your own brand on them provided this may be done without defacing or burning over the old brand."

Thus far, there has been no avalanche of brand registration ap-

plications coming into the Division of Animal Health and Dairies, but Dr. Estes thinks business will pick up as the word gets around. He thinks some people will want a registered brand just for the novelty or prestige, in addition to the nice registration certificate they will get to hang on their wall. Florida—a state with a brand registration law similar to Virginia's and with an animal agriculture industry like ours—has about 3,000 brands registered. Dr. Estes believes that Virginia could also receive that many registrations in time to come.

To apply for a cattle brand registration, one must first write to the Division of Animal Health and Dairies, Virginia Department of Agriculture and Commerce, 823 E. Main Street, Suite 600, Richmond, Virginia 23219.

The division will then send the applicant an information sheet and application form to be completed and returned with a check for \$10. If the brand is approved and registered with VDAC, the registration will be in effect for five years. It can then be renewed. The law also makes provision for transferring the brand from one owner to another, if requested.

"As brand registration and branding increase in Virginia, I can see only good coming from it. Not only will it obviously help with animal identification and prevention of rustling, but it will aid us in animal disease control and eradication because we can better trace the movement of suspect animals that are clearly marked with brands," Dr. Estes said.

These are brand symbols permitted under Virginia law:

— bar, / slash, + cross, ♥ heart,

◊ diamond, □ box, △ triangle,

→ arrow, ~ mill iron,) quarter circle.

WHEN ARE WE SWITCHING TO THE METRIC SYSTEM?

By **HORACE R. HANSHAW**
Information Officer
VDAC

U.S. DEPARTMENT OF COMMERCE
NATIONAL BUREAU OF STANDARDS
WASHINGTON, D.C. 20234
NBS LETTER CIRCULAR 1051
July 1973

METRIC CONVERSION FACTORS

Approximate Conversions
to Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
in	inches	2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
AREA				
in ²	square inches	6.5	square centimeters	cm ²
ft ²	square feet	0.09	square meters	m ²
yd ²	square yards	0.8	square meters	m ²
mi ²	square miles	2.6	square kilometers	km ²
	acres	0.4	hectares	ha
MASS (weight)				
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
VOLUME				
tsp	teaspoons	5	milliliters	ml
Thsp	tablespoons	15	milliliters	ml
fl oz	fluid ounces	30	milliliters	ml
c	cups	0.24	liters	l
pt	pints	0.47	liters	l
qt	quarts	0.95	liters	l
gal	gallons	3.8	liters	l
ft ³	cubic feet	0.03	cubic meters	m ³
yd ³	cubic yards	0.76	cubic meters	m ³
TEMPERATURE (exact)				
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C

*1 in = 2.54 cm (exactly). For other exact conversions and more detailed tables, see NBS Misc. Publ. 286, Units of Weights and Measures, Price \$2.25, SD Catalog No. C13.10:286.

Approximate Conversions
from Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
AREA				
cm ²	square centimeters	0.16	square inches	in ²
m ²	square meters	1.2	square yards	yd ²
km ²	square kilometers	0.4	square miles	mi ²
ha	hectares (10,000 m ²)	2.5	acres	
MASS (weight)				
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	
VOLUME				
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	2.1	pints	pt
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m ³	cubic meters	35	cubic feet	ft ³
m ³	cubic meters	1.3	cubic yards	yd ³
TEMPERATURE (exact)				
°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F

This Letter Circular (LC 1051) provides conversion factors for going from the more common customary units to metric units and vice versa. It may be reproduced freely. LC 1051 is based on NBS Special Publication 365 (Revised Nov. 1972), "Metric Conversion Card", available by purchase as a wallet-size plasticized card from the U.S. Government Printing Office, Superintendent of Documents, Washington, D.C. 20540. Price 20 cents domestic postpaid, or 10 cents GPO Bookstore, Stock Number 0303-0168, Catalog No. C13.10:365/2. (25 percent discount on orders of 100 or more copies).

§ MOST PEOPLE IN THIS COUNTRY are probably aware of what the metric system of weights and measures is. Many have probably heard, too, that the U.S. is going to convert to metrics sometime or other. What our citizens are hazy on is just when this conversion is going to take place, how, and what is going to be involved in their learning a whole new weights and measures system.

Today, the United States is the only major industrial nation in the world still using a hodge-podge of weights and measures commonly referred to as the "Customary System," "Imperial System," or "English System."

The English didn't invent the system; they only standardized it. The strange system of inches, feet, yards, ounces, pounds, and pints, quarts, gallons, etc., was generally inherited—some elements going back as far as the Egyptians, Babylonians and Romans. The English refined the system, making it more suitable for commerce and trade. As the influence of England spread over the globe during the 17th, 18th, and 19th centuries, the English weights and measures also spread. Although complicated and bearing little mathematical interrelationship, the system was learned and passed on by custom (thereby the term "customary system"). People memorized the fact that 12 inches make one foot and 16 ounces make one pound.

It is ironic that the weights and measures system called the "English system" has now been discontinued by England herself. In 1965, Britain made the decision to drop her system of weights and measures and convert to metric units. Canada and the remainder of the former British Commonwealth nations soon followed suit, leaving the U.S. as the world's major user of the "English system."

Surprisingly, the United States has considered conversion to metric units many times during our history, the first as far back as the time of Thomas Jefferson. The latest attempt was on January 15 of this year. At that time, two bills were introduced into both the U.S. House of Representatives and Senate which would establish a national

policy of voluntary conversion to the metric system. As of this writing neither bill has passed Congress, but many larger U.S. businesses have already started their changeover to metric units.

The two metric bills are a result of a study which Congress directed the U.S. Secretary of Commerce to conduct back in 1968. Congress directed that the study show both the advantages and disadvantages involved in a U.S. conversion to the metric system. Congress authorized the study because of concern over America's declining international trade, coupled with a sweeping worldwide adoption of metric units.

The massive study, which took three years to complete, was submitted to Congress in July of 1971. In the study the Secretary of Commerce recommended: "—That the United States change to the International Metric System deliberately and carefully —That this be done through a coordinated national program; —That the Congress establish a target date 10 years ahead (for the completed conversion); and —That there be a firm government commitment to this goal."

The study further stated that if the U.S. were to convert to a system predominantly, though not exclusively metric, there could be: 1) a potential increase in exports of items made to metric standards; 2) potential savings from the use of a common design by U.S. companies manufacturing both in this country and abroad; and 3) a possible reduction in excessive varieties and sizes of products.

"I don't think metrication—the conversion to metric units—is going to bring any undue hardship when the program actually starts," said James F. Lyles, supervisor of the Weights and Measures Section, Virginia Department of Agriculture and Commerce.

"Remember, the way the legislation is proposed allows a 10-year period for conversion on a voluntary basis. And everybody is not going to need to know all about the entire metric system—just the parts that apply to that individual," he explained.

Lyles said that the "secret" to an easy transition for our citizens in going from customary to metric units is simply—*think metric*. He said people will have to get in the habit of thinking in metric rather than trying to figure conversions from the customary system. People will have to become accustomed to going to the grocery and asking for a kilogram of bananas, rather than two pounds!

The metric system came into being at the end of the 18th century—a child of the French Revolution. At the request of the French National Assembly, France's Academy of Sciences devised the system as "...an invariable standard for all the measures and all the weights." They named the basic unit of length the *metre* from the Greek word *metron*, meaning "measure."

The metric system is primarily a decimal system based on multiples and submultiples of 10. There are three basic metric units: the meter for length, the gram for weight, and the liter for volume. These basic units often have prefixes added such as milli, which is one-thousandth; centi, one-hundredth; and kilo, one thousand times. Thus a millimeter would be one-thousandth of a meter; a kilogram would be one thousand grams.

For example, here's how some metric units "translate" for a ready association:

Meter—a little longer than a yard.

Millimeter—0.001 meter, the diameter of paper clip wire.

Centimeter—0.01 meter, the width of a paper clip.

Kilometer—1000 meters somewhat farther than half a mile.

Gram—about the weight of a paper clip.

Kilogram—1000 grams, slightly more than 2 pounds.

Liter—a bit larger than a quart.

Milliliter—0.001 liter, five of them make a teaspoon.

Metric temperatures are given in degrees Celsius, with 0 degrees being the freezing point of water and 100 degrees the boiling point. On a metric thermometer, 37 degrees would be around 99 degrees Fahrenheit. Measurement for time and electricity would stay the same as they are now.

Another side of the metric system

which Americans will be hearing more about is the International System of Units — abbreviated SI (from the French *Système International d'Unités*). Basically, this is a modernized version of metric units based on highly scientific measuring procedures. The U.S. National Bureau of Standards says that SI is designed to provide a logical and interconnected framework for all measurements in science, industry, and commerce. Under SI, the French spelling meter—*metre*—is preferred.

VDAC's Weights and Measures Sec-

tion is "gearing up" as much as possible for the metric conversion. In fact, in looking ahead, they have already acquired and have in use in the laboratory a complete set of state standards in the metric system. All of their laboratory balances are designed to weigh in metric units, also. "But," Lyles said, "there is only a limited amount of preparation we can do until the Congress acts and we have some guidelines and a target date."

Lyles and his people have worked up estimates for new equipment needed,

U.S. DEPARTMENT OF COMMERCE
National Bureau of Standards
Washington, D.C. 20234



Letter Circular 1052
February 1974

All You Will Need to Know About Metric (For Your Everyday Life)

10

Metric is based on Decimal system

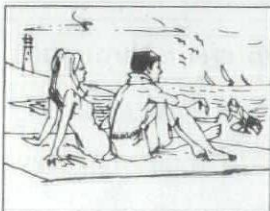
The metric system is simple to learn. For use in your everyday life you will need to learn only ten new units. You will also need to get used to a few new temperatures. There are even some metric units with which you are already familiar: those for time and electricity are the same as you use now.

BASIC UNITS

METER: a little longer than a yard (about 1.1 yards)
LITER: a little larger than a quart (about 1.06 quarts)
GRAM: a little more than the weight of a paper clip



25 DEGREES FAHRENHEIT



25 DEGREES CELSIUS

COMMON PREFIXES (to be used with basic units)

milli: one-thousandth (0.001)
centi: one-hundredth (0.01)
kilo: one-thousand times (1000)

For example:

1000 millimeters = 1 meter
100 centimeters = 1 meter
1000 meters = 1 kilometer

OTHER COMMONLY USED UNITS

millimeter: 0.001 meter
centimeter: 0.01 meter
kilometer: 1000 meters
kilogram: 1000 grams
milliliter: 0.001 liter

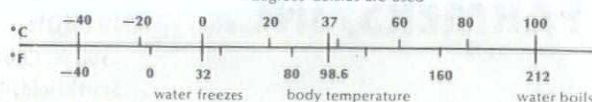
diameter of paper clip wire
a little more than the width of a paper clip (about 0.4 inch)
somewhat further than 1/2 mile (about 0.6 mile)
a little more than 2 pounds (about 2.2 pounds)
five of them make a teaspoon

OTHER USEFUL UNITS

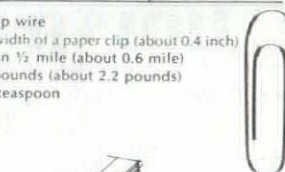
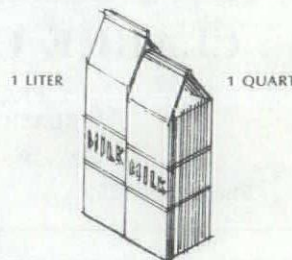
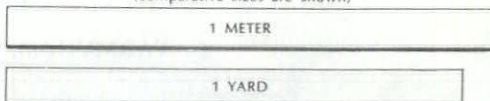
hectare: about 2 1/2 acres
tonne: about one ton

TEMPERATURE

degrees Celsius are used



(comparative sizes are shown)





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additional training that weights and measures personnel will have to have and figured costs for printing and supplies needed for disseminating information on metrication—when the time comes. They also have on the drawing board plans for establishing Virginia Metric Information Office within the Weights and Measures Section to supply the needed information services on metric conversion for industry, educational institutions, retail and commercial establishments, governmental agencies, or any group of citizen seeking guidance in this area.

In addition to the many administrative details that would have to be worked out, VDAC would have to seek legislative amendment to 9 or 10 state laws and ask the Board of Agriculture and Commerce to amend some 20 sets of Rules and Regulations—all necessitated when the metric changeover begins.

All, of course, is speculation at the time regarding the metric conversion of the U.S. Congress may once again fail to act on proposed legislation—holding it for further study and discussion. Lyles says the U.S. will have to go metric sooner or later. He thinks there is a good chance that Congress will pass metric conversion legislation before this session is out—starting the metrication process for the United States.

"Until that time comes, we will continue providing metric information to those requesting it, and refining plans for our participation in metrication in order to be as prepared as possible," he added.

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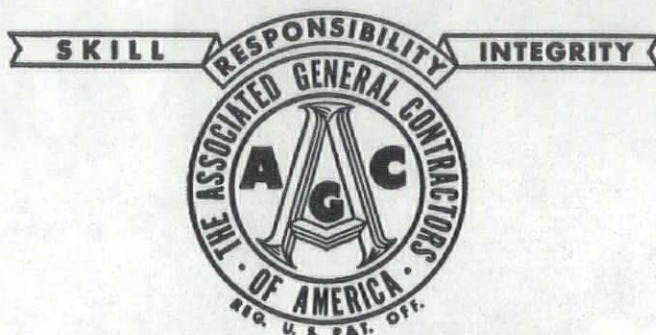
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VIRGINIA A.G.C. REVIEW

OFFICIAL SECTION VIRGINIA BRANCH A.G.C.



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1975 OFFICERS, VIRGINIA BRANCH, ASSOCIATED GENERAL CONTRACTORS OF AMERICA. (l-r) Eugene Thomas, Alexandria, president; Sam Lionberger, Roanoke, first vice president; John Poindexter, Newport News, second vice president; and Harry G. Lee, Richmond, secretary-treasurer.

VIRGINIA BRANCH AGC 1975 CONVENTION

THE HOMESTEAD, HOT SPRINGS

(Reprint from Construction Magazine, February 17, 1975)

§ GET INVOLVED! remains the message of the Virginia Branch of the Associated General Contractors. This point was emphasized in various ways throughout the 1975 annual convention of the Virginia Branch held January 12 through 14 at The Homestead, Hot Springs, Virginia.



S. PETER VOLPE, outlined the benefits of teamwork during his discussion of "Contracting Methods."

More than 330 people were present, and attendance at business meetings, panel discussions and symposiums was excellent. Official business began at the Kick-off Breakfast Monday morning, January 13, with a short address by Saul Horowitz, Jr., National President of the AGC. A National AGC report delivered by AGC Executive Director James M. Sprouse followed Monday morning's general business session. Poor weather conditions cancelled Monday afternoon's helicopter demonstration but failed to affect the spirit of unity and fellowship which pervaded the annual convention.

S. Peter Volpe, president of Volpe Construction Co., Malden, Massachusetts, began Tuesday's activities with a discussion of "Contracting Methods" in which he outlined the benefits of teamwork in construction of large projects under current uncertain economic conditions. Mr. Volpe outlined the history of contracting methods beginning with the "master builder" of classical times who was architect, engineer and builder rolled into one. Today's complex contracting methods, such as construction management, cost plus, and guaranteed maximum are partial answers to the



NEW DIRECTORS FOR 1975 include: left to right, S. A. Modisett, Conquest, Moncure & Dunn, Inc., Richmond; D. W. Reed, Jr., John W. Hancock Jr., Inc., Salem; W. G. Bryson, Tidewater Construction Corp., Norfolk; and Randy F. Patterson, Brown-Arris Langhorne, Inc., Virginia Beach.



ALEX ALEXANDER (left), immediate past president, hosted the president's reception. Two of his guests were **Joseph W. Creech** (center), 1973 branch president, J. W. Creech, Inc., Norfolk, and **S. Peter Volpe** of Volpe Construction, Malden, Mass.



A PANEL DISCUSSION on pension reform and the Employee Retirement Income Security Act of 1974 included panel members: (l-r) **Robert C. Layton**, Mutual Insurers, Inc., Richmond; **John Lee**, attorney with the Richmond firm of Hirschler and Fleisher; and **David Cohn**, professor of law, University of Richmond.



Left to right: **Mr. & Mrs. John W. Jones, Jr.**, Pendleton Construction Corp., Wytheville; **Mrs. & Mr. Russell Jobe**, Richard E. Phillippi, Inc., Wytheville; and **Mrs. & Mr. Burton C. Kidd**, Virginia Branch AGC, Richmond.



VIRGINIA BRANCH Executive Director **James F. Duckhardt** and his lovely wife **Nickie** pose with **Mrs. and Mr. Gordon S. Maynard**, Massey Concrete Corp., Richmond. Mr. Maynard served as this year's convention chairman.



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DR. LAWRENCE A. GOLDING of Kent State University, Kent, Ohio, urged his audience to get involved in a regular program of physical exercise to prevent heart disease.

problems inherent in construction of multi-million-dollar building projects. However, Mr. Volpe favors the team building concept as the best "chance for a contractor to show his professionalism." The team concept is dependent upon trust, respect and mutual knowledge among architect, owner and contractor, Mr. Volpe said. Whatever type of contract is used, Mr. Volpe stressed the importance to the contractor of establishing "a good track record."

The next speaker on Tuesday morning's program was Dr. Lawrence A. Golding, director of the Applied Physiology Research Laboratory at Kent State University, Kent, Ohio. Dr. Golding spoke on coronary heart disease and urged his audience to get involved in a sensible, regular program of physical exercise in order to avoid heart disease, the number one cause of death in the United States. Dr. Golding cited several startling studies which indicate that heart disease has an "incubation period" of approximately 20 years. For instance, autopsies of Americans killed in Vietnam (who averaged 18½ years of age) showed that 75 percent had the beginning of atherosclerosis, or deposits of fat in inner arterial walls. Dr. Golding also pointed out that certain exercises such as jogging, biking and swimming are much more beneficial to the cardiovascular system than exercises aimed only at improving strength. A good cardiovascular exercise should bring the heart rate up to 140 beats per minute and sustain that rate for several minutes. (Dr. Golding cautioned that this rate is simply a rough "thermometer" and may vary considerably from individual to individual.)

to tell the Virginia Story

Following Dr. Golding's presentation, a panel of experts explained the workings and the potential impact of the "Employee Retirement Income Security Act of 1974," the far-reaching and complicated act which involves the federal government in virtually every aspect of pension, profit-sharing and individual retirement plans now in use. The panel consisted of Robert C. Layton, Vice President of Mutual Insurers, Inc., Richmond; David Cohn,

INVOCATION
Given By S. L. Lionberger, Jr.
Va. Branch 1st Vice President

Most gracious and loving Father, it is good to be still for a few moments to talk with you.

We have had a wonderful time here at The Homestead these past few days, and are truly thankful for the opportunity to gather together.

We have learned much from each other to broaden our talent to build.

Help us always to use that talent in a way that is most pleasing in your sight.

As we go forth from here back to our homes and communities, open our eyes and our hearts to the needs and concerns of our brothers and grant to us the conviction to answer those needs.

We would pray your blessing and guidance on the leaders of our land, our Commonwealth and this Association.

Be with us now as we break bread together and lead us safely through this year until we shall gather again—for it is in your Holy Name we pray.

AMEN

Professor of Law at the University of Richmond; and, John W. Lee, an attorney with the Richmond firm of Hirschler and Fleischer. The program underscored the importance of securing professional aid in the writing of retirement programs for one's company.

At Tuesday morning's program the moderator, John E. Poindexter, Basic Construction Co., Newport News, reminded the audience of the Virginia Branch's upcoming Management Con-

ference to be held September 17 through 24 in Munich, Germany. The conference will be held at the Four Seasons (Vier Jahreszeiten) Hotel, and grandstand seats will be available for the Oktoberfest Costume and Shooting Society procession, one of the outstanding events of the Oktoberfest.

The convention closed Tuesday night with the President's Reception, hosted by 1974 Branch President Alex Alexander, and the Banquet, highlighted by several award ceremonies and the investiture of officers for 1975. Samuel H. Shrum 1969 branch president, presented the Construction Man of the Year award to John E. Poindexter in recognition of his contributions as 1974 chairman of the Contracts and Specifications Committee and his distinguished contracting career. 1973 Branch President J. W. Creech presented '74 President Alexander with a gift on behalf of the membership in recognition of Alexander's able leadership throughout 1974. The new officers introduced to the banquet audience were Gene Thomas, Eugene Thomas Construction Co., Inc., Alexandria, president; Sam Lionberger, S. Lewis Lionberger Co., Roanoke, first vice president; John Poindexter, Basic Construction Co., Newport News, second vice president; and Harry G. Lee, Kjellstrom and Lee, Inc., Richmond, secretary-treasurer.



OUTGOING PRESIDENT RECEIVES APPRECIATION GIFT—1973 Branch President Joseph W. Creech presents outgoing President Alex Alexander with a gift on behalf of the membership in recognition of Alexander's service to the Association in 1974 and past years. Alexander remains a member of the board of directors for 1975.

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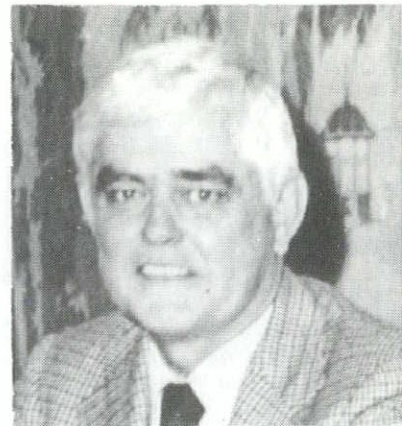
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JOHN E. POINDEXTER HONORED



§ MR. JOHN E. POINDEXTER, Vice President of Basic Construction Company of Newport News, was named "Construction Man Of The Year" by the Virginia Branch Associated General Contractors of America, Inc. at its annual convention held at The Homestead, Hot Springs, January 12-14, 1975.

A plaque was presented to Mr. Poindexter by Mr. Samuel H. Shrum, past recipient of this award and Chairman of the Resolutions and Awards Committee of the Association, at the banquet ending the Convention on Tuesday night, January 14. The qualifications for earning this award state "To the Virginia Branch AGC Member who has contributed more to the Virginia Branch in the past year than any other member and whose accomplishments have been outstanding enough to merit recognition."

Mr. Poindexter served the Virginia Branch AGC as Secretary-Treasurer for the year 1974. He is a member of the Board of Directors and the Executive Committee and was elected Second Vice President for the year 1975.

In addition, he served on the following committees: AIA-AGC-CEC-VSPE Joint Cooperative Committee, Contract Forms and Specifications Committee as Chairman; Legislative Committee (Director Representative); Anti-Inflation Roundtable/AGC Liaison Committee; Joint Commonwealth of Virginia/AGC Committee.

As Chairman of Contract Forms and Specifications Committee, and Chairman of a subcommittee of the AIA-AGC-CEC-VSPE Joint Cooperative Committee, he was instrumental in the development and publication of the Virginia Construction Industry Guidelines. His committee prepared the text and did the re-writing and editing necessary to make it acceptable by all Associations.

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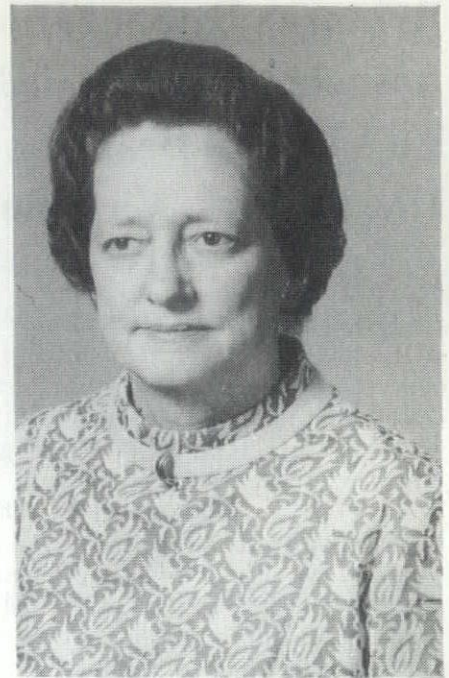
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Resolution

Virginia Branch
Associated General Contractors of America, Inc.
Richmond, Virginia

In Memory
Irene M. Tiller



MRS. IRENE TILLER

Whereas, Almighty God in His infinite wisdom has called to final rest Irene M. Tiller; and,

Whereas, she was a loyal and respected employee of this Association; and,

Whereas, she did fulfill her duties in a capable and intelligent manner; and,

Whereas, during her lifetime she did provide this Association the highest degree of dedication, understanding and integrity; and,

Whereas, her passing has deprived us of her friendship and valued services, resulting in a deep sense of loss:

Now, Therefore, Be It Resolved that the Virginia Branch, Associated General Contractors of America, Inc., meeting in annual winter session at Hot Springs, Virginia, 1975, do enter this resolution into the permanent records of the Association; and,

Be It Further Resolved that the executive director be instructed to forward to the family of Irene M. Tiller a copy of this action.

January 13, 1975

Remarks By Saul Horowitz, Jr., President Associated General Contractors of America, Inc. To Virginia Branch, AGC Hot Springs, Virginia — January 13, 1975

§ THIS GREAT COUNTRY OF OURS has been on a thirty year binge. I must say that it's been a great party. During that time we fed almost half the world, put a man on the moon, fought two wars and raised the standard of living in the United States to a level that was unimaginable 30 years ago. In fact we've grown accustomed to an annual improvement in our standard of living while at the same time permitting an annual reduction in our productivity.

Now, like anyone who consumed more liquid energy than his body can tolerate, the United States has a hangover. It goes by many names these days; some call it inflation, some stagflation and others recession, but in reality it is an economic hangover. Some people say that the best way to cure a hangover is with a hair from the tail of the dog that bit you. But we all know that doesn't work for either the liquid type of hangover or for the economic one.

Adjust to reality

The only cure that I know of is for this country to roll up its sleeves and to get back to work. We must adjust our expectations in terms of increases in our standard of living to the realities of our economic life. We can't take more out of our economy than we put in. Or to use the economists' saying, there is no such thing as a free lunch. It is more important now than ever before that America recognize the tremendous responsibility we have to the rest of the world. The entire free world depends for its survival on the United States economy. Russia would like nothing better than to see western economies fail because then they would achieve their strategic objectives without firing a single shot.

We've had cold wars and brush fire wars and now we are in an economic war. And the objectives of both sides remain the same. Ours is the preservation of an economic system which is

based on individual freedom. Theirs is the domination of the world by the system which does not recognize individual freedom.

We have the weapons

But in spite of the problems that have been created by the sudden sharp rise in the cost of crude oil, we have by far the superior weapons with which to fight this economic war. The Free Enterprise System permits the greatest flexibility, innovation and mobility possible to achieve increased productivity and *that* is all we have to do to win our economic war.

We are the world's breadbasket and I think the time has come for us to recognize that food must be an instrument of our national purpose. All that is necessary to convert today's problems into tomorrow's victories is first to define our problems, because without that definition there is no way we can mobilize our resources to solve them. Having defined them and having allocated our priorities then we must get to work at solving the problems we have defined. The solutions will not be easy ones. Some may require permanent dislocation to our life style, but the alternatives are so bleak that however difficult the course we set, it will seem easy by comparison. The best way to eat an elephant is to start by cutting off a small piece. The time has come for us to stop talking and start working in these United States.

Leadership needed

People don't work just because the mood strikes them, at least they don't work effectively under those circumstances. People work because they're inspired to by the leadership that management provides. Naturally they also work if they have to, but it is quite clear that a much higher productivity is obtained when people are led rather than driven. Therefore this puts the onus for restoring productivity in the country not on the back of the

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working man but rather on the shoulders of management.

For years we have expounded and beaten our breasts and told one another that the work ethic was disappearing and that it was up to the working man to become more productive and more effective on the job. A close look at our personal lives for the same period reveals that we too have fallen prey to long weekends, longer weekends, and even longer weekends. I submit to you that if we are to expect America's workers to become more productive that we must lead the way by example and not just by exhortation. We must show them that we are willing to shoulder the burden of putting in longer hours, and if we do so I know we will have no difficulty convincing them that a fair share of the burden must be carried by labor.

AGC is the management spokesman in the construction industry. This is not an accident but results from years of leadership both locally and nationally. It is an organization of lifters not leaners, an organization which recognizes individual effort and one which is managed by its members who do not delegate their management authority to hired hands.

The construction industry and the AGC are at the cutting edge of the United States economy; when taken together with home building we represent 12 percent of the Gross National Product, and AGC contractors perform well over ¾ of the non-residential construction in this nation. The entire construction industry looks to the AGC for leadership. Our voice, your voice, is heard with respect at the state houses and in our national capital. Our example will be followed not only by those who work for us but also by those who observe us.

"Call to arms"

During the month of the economic summitry this fall, AGC had the privilege of presenting the construction industry's position to the President of the United States. We made substantive suggestions to cure inflation and asked the government to open its mind not its pocketbook. In that presentation I also had the honor of quoting from AGC's letter to President Ford offering to make sacrifices in order to help in the fight against inflation. Later the

to tell the Virginia Story

president told me personally that he recognized the sincerity, wisdom and the leadership of our position. He described it as a "call to arms," and complimented our entire membership for the unselfish stand it had taken.

So it is no accident that AGC finds itself in its leadership position. AGC talks this country's language with the inflections of the east and the west, the north and the south. It talks authoritatively because it is made up of people who know how to roll up their sleeves and get on with the job at hand.

This year I've had an opportunity to see the strength of the AGC. I have met with its past presidents, received from them the advice and the counsel which they are so eminently qualified to give as a result of their years of experience, both in the association and in the construction industry. In addition, I have conferred with and listened to our chapter presidents and our chapter managers, each at their own conferences and each in an atmosphere that promoted the give and take of communication which is so essential to transmit ideas. Naturally I've been involved with our national committees and with the AGC Board of Directors. I've also worked closely with the magnificent national staff, assembled under Executive Director Jim Sprouse's leadership, and seen the dedication and the efficiency in which they address themselves to your work.

Involvement

But most important I've been exposed during this year to the members of the AGC, to you who are the strength and the backbone of this organization.

It is they who give of themselves in order to improve conditions in our industry. It is they who provide the inspiration not only for the industry but also for all the rest of the country.

Your Chapter is counted among the cornerstones of the AGC. Your members, your committee members and your directors know and understand that it is only through involvement and participation that we can influence the events that shape our lives.

Earlier I said that this nation was in an economic war. During past crises we have drawn together, submerged our differences and controlled our greed, and as a result have licked our common foes. Whether they were external as in



SAUL HOROWITZ, JR.

the case of wars, or internal as in the case of natural disasters, panics or embargos. If we are to cure our economic hangover and win this economic war, we can't look to government alone to solve our problems; we must do it ourselves. We must mobilize our physical, human and spiritual resources. We must pool our individual wills and sinews and we must be prepared to make real, not phantom sacrifices. But most importantly we *must go back to work*.

Bright Horizons Beckon

The next few years will test this nation and the free enterprise system. It will test our industry and us as citizens. We General Contractors must lead by example not only our industry but we must point the way for others in this country to follow. That is our responsibility and we shall not shirk it.

With your help, with everyone's help, and with God's help, our great nation will meet this newest test, win this economic war and move forward to the bright new horizons that beckon to us from the future.

Thank you.

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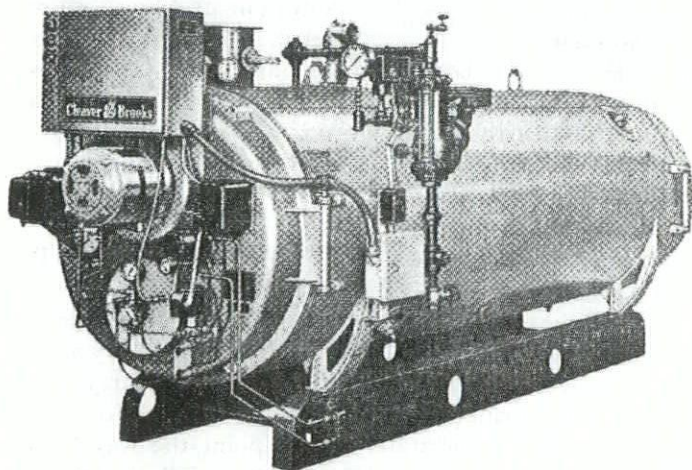
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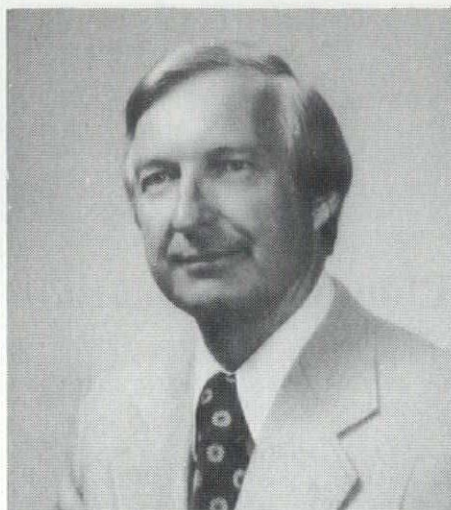
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NEW PRESIDENT — A. EUGENE THOMAS — STRESSES LEADERSHIP

Address to General Business Session



A. EUGENE THOMAS

Address at Banquet

§ Mr. President, Board Members, and Members of AGC.

To understand the growth of AGC, I believe we must go back a few years. I can remember when meetings were few and almost ineffective. Issues were discussed and plans were made, but very little progress was ever seen because AGC had not established at that time the leadership we are experiencing today.

Over the past years we have increased our membership, our budget and our office staff. Under the past president AGC has shown a positive growth in effectiveness that has many government agencies looking to the Virginia Branch for guidance and counsel. Some of these agencies are:

1. Virginia Department of Labor & Industry
2. State Registration Board for Contractors
3. Division of Industrial Development
4. Division of Engineering & Buildings
5. Department of Community Colleges
6. Department of Education
7. Housing Development Authority

This type of leadership will continue with your new president. We will also strive to maintain the excellent relationship we have had with other organizations such as:

1. Virginia Construction Users Anti-Inflation Roundtable
2. Virginia Safety Council
3. Virginia State Chamber of Commerce
4. Virginia Construction Industry Council

Let us not forget the Architects, Engineers, Homebuilders, Road-builders, Subcontractors and Material

Suppliers, for these fine groups are our closest allies in the building profession.

As your new president, I will continue the public relation programs with the various newspapers and magazines. I'll also broaden the area of activity with the community college projects, educational TV channels, and seminars. We will work on further development of a training program for the construction workers in the open shop areas. We will work to build an even better image, encourage new business in the state, use AGC contractors whenever possible, and try to attract the best personnel for our firms.

We will continue to be strong in the field of legislation. Each district has held meetings and has presented our 1975 legislative program to the legislators in that district. These legislative meetings are very effective and very important. We were very successful with our program last year, and we will keep watch on the bills before the General Assembly this year.

During the coming year I will visit each district and share with you your problems and your successes. We will always keep open a channel of communication with our Richmond office and its fine staff.

Some of you have already been asked to serve on committees, and work has already begun to put our new year in motion. We need each of you and your talents to make this year a successful one with AGC.

§ Thank you Mr. President, Ladies and Gentlemen at the head table, Members of the Board, Members of AGC, Ladies and Guests...

Tonight I intend to speak informally and briefly. I have already addressed my formal remarks to the business session, so I do not intend to take time from the evening ahead. However, I do want you to share with me the excitement of being your state president. I have been a member of AGC for 14 years, and never realized that some day I would become your president.

AGC is on the threshold of becoming the real leader in the construction industry within the state. Your very presence here tonight is my assurance of your support. We do not intend to take second place to any business in the State of Virginia.

The four elected officers met with our executive director today and ordered him to move forward with an aggressive program which will be in keeping with our past president Alexander's guidelines. Alex has been an exceptionally fine president and has done a great job. We will continue and expand his programs.

In closing, however, I must tell one story on Alex.

Some years ago the Virginia Branch met at Virginia Beach for our mid-summer convention. This was held at the Cavalier Hotel. You remember Marvin Lucas was president that year, and it was my first year of being elected to the Board of Directors. I have always felt that in your first year of serving on the board, you should wait until one of the members invited you to join the group.

That evening President Alex invited me to go downtown and have a few drinks, and he was going to teach me how to do his thing. As the evening wore

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on and it became very late, I encouraged Alex to return to the Cavalier. When we started back to the hotel, Alex was having just a little problem. In fact Alex was pretty smashed.

As you are aware, the plankings on the boardwalk at Virginia Beach are separated approximately 1 to 2 inches. Alex was simply exhausted, and when I reached to help him, he went down on his hands and knees. At that time one of the fine policemen in the city walked up to me and asked if I was having any trouble. I explained to him that I wasn't, but my friend was. The policeman turned to Alex and asked him if he was going home. Alex's answer was, "I most certainly am, as soon as I climb over this damn picket fence."

I am looking forward to being your president. I can assure you that we will have an exciting year, and I hope a prosperous one.



Shown above, left to right, Virginia Branch Executive Director Jim Duckhardt, Mrs. Naomi Mason, Office Manager, and Tom Booker, Manager of Blue Cross Association Accounts.

Virginia Branch Group Insurance Program With Blue Cross

§ Effective April 1, 1975, the Virginia Branch Associated General Contractors' Group Insurance Program will be underwritten by Blue Cross and Blue Shield of Virginia. The program, which is self-administered by the Association, will offer its members a comprehensive health care program which should provide for the most part a "paid in full" stay at the hospital. The basic plan is backed up by a \$250,000 Major Medical program. Also included in the program is life insurance.

The affiliation of Blue Cross and AGC also reunites Jim Duckhardt, the Executive Director of AGC, and Tom Booker, who is Manager of Blue Cross's Association accounts. Booker worked for Duckhardt at AGC for four years.

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ROANOKE, VIRGINIA

EDUCATIONAL PROGRAM OFFERED

By

Burton C. Kidd, Administrative Coordinator
Virginia Branch, AGC

§ LATE IN 1974, it was ascertained and apparent that an educational program was needed for presentation to the membership early in 1975.

It was determined that the membership was receiving adequate information in the technical areas and was receiving it from many well qualified sources.

With this in mind, it seemed that there existed a need for offerings in the areas of People Management, Administrative Procedures, Legal Aspects, Cost Controls, Taxation and specific presentations on the factors involved in the cost of doing business. The entire program was built around these points and others.

In researching the project, it was learned that courses offered by Virginia Polytechnic Institute and State University were well based and slanted in the direction we wish to take. As a result, six of their offerings were selected and worked into the overall program.

We felt the need to offer an education program covering the calendar year of 1975. Although to our knowledge this had never been done, we believed that a well defined program planned well ahead would have strong appeal to the membership because advance planning could be brought into the picture. We are seeing strong evidence that this presumption was accurate. We are being told by the membership that this fact alone has been of strong assistance to them.

It was also our desire and the desire of the author that such a program be

devised not only to be offered to all levels of management but also to administrative and secretarial people. If this object was overlooked, we felt that we would be weakening our position. It can be noted from the outline of offerings that we "have something for everyone."

At present writing, our seminars have been for the most part, well attended and the reception to the content has been outstanding. This is significant only to the point that "word of mouth" accolade is extremely helpful in future seminars and the attendance we are hoping for.

It must be remembered that adequate research is vital as to whom you call upon to conduct your seminars and workshops. Your fortunes rest in their hands.

With the above in mind, may we direct your attention to the right, to the types of offerings we have brought about for the membership. The short narratives on each offering will be helpful to point up that we have endeavored to reach our objectives.

The one remaining point that we wish to mention is one of a "by-product" nature. The author quickly learned that it was vital to seek out, as often as possible, a feed-back from participants as to what they wanted and needed in the way of future offerings. A system has now been devised to obtain this feed-back and it is now becoming a most important consideration for future planning.

Virginia Branch

Associated General Contractors
of America

SKILL RESPONSIBILITY INTEGRITY



SKILL..... THE ABILITY TO USE ONE'S KNOWLEDGE EFFECTIVE
TECHNICAL PROFICIENCY. Webster

RESPONSIBILITY... A CHARGE FOR WHICH ONE IS RESPONSIBLE OR
ACCOUNTABLE. Webster

INTEGRITY..... STATE OR QUALITY OF BEING COMPLETE, UNDIVIDED
OR UNBROKEN, ENTIRETY. Webster

1975

CONSTRUCTION EDUCATION
PROGRAM

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SEMINARS AND WORKSHOPS SESSIONS FOR 1975

APRIL 30-31, 1975
ROSS ROADS
BLIDAY INN
CHMOND, VA.

BUILDING EFFECTIVE FIELD SUPERVISION - WORKSHOP NO. 1

This workshop is being offered as the foundation and first of a series of courses developed for supervisors of field construction including job superintendents and foremen. Its objective is to provide a basic introduction to the total scope of responsibility of construction supervision including leadership, motivation, discipline, work planning, scheduling systems (CPM), communication and training. The two-day workshop uses discussion, case studies and feedback as the primary methods of learning, and is led by Mr. Jerry Hopper and his staff of Chapel Hill. The cost of \$100.00 includes all books, materials, coffee breaks and lunches. (Minimum - 20 - Maximum - 40)

COMMUNICATIONS DYNAMICS

This workshop offered and presented by the College of Business, Extension, Virginia Polytechnic Institute and State University.

This Seminar like most from this source takes a no-nonsense approach to developing a specific skill. Additional information furnished well in advance of the meeting. The fee of \$40.00 includes tuition, coffee breaks and study materials.

CONSTRUCTION CONTRACT LAW

This course is designed to generate a NEW awareness and understanding of broad, and day-to-day practical applications of important general legal principles affecting the risk, performance, and business of the contractor. Also for contractor personnel who are concerned with the legal aspects of construction contracts, including administration, documentation, and claims. Overton Currie, Atlanta construction attorney, will headline the program. Cost for the 12-hour seminar is \$150.00 per person. This includes tuition, educational materials, coffee breaks, and two luncheons. (Minimum of 25 needed)

HOW TO WRITE LETTERS AND MEMOS - HOW TO GET THINGS DONE THROUGH PEOPLE

A half day will be devoted to each subject. This Seminar comes highly recommended and is presented by Dr. Milt Grassell of Oakdale, California. This AGC oriented Seminar will be offered on a most reasonable basis.

PEOPLE MANAGEMENT FOR FIELD SUPERVISION - WORKSHOP NO. II

This workshop is the second in a series of special courses developed for supervisors of field construction including job superintendents and foremen. It is preferable that participants have attended Workshop I, BUILDING EFFECTIVE FIELD SUPERVISION, though not mandatory. Objectives of the two-day workshop are to teach in-depth skills in how to be a professional people manager including leadership styles, motivation, handling problem employees, managing conflict and change, sub-contractor relationships, discipline, and getting increased quality and productivity at the construction job-site and will deal with actual problems and provide the participant with answers. This session is led by Mr. Jerry Hopper and his staff. The cost of \$100.00 includes all books, materials, coffee breaks, lunches. (Minimum of 20 - Maximum - 40)

MAY 23, 1975
VIRGINIA BEACH, VA.

GRIEVANCE AND COMPLAINT HANDLING

This Seminar also offered by Virginia Polytechnic Institute and State University and handled by well-qualified personnel schooled in this subject. Additional information furnished well in advance. Fee of \$40.00 includes tuition, coffee breaks and study materials.

JUNE 19, 1975
RESTON, VA.

ARBITRATION

Another Seminar on a selected subject and offered through the cooperation of Virginia Polytechnic Institute and State University. Complete information will be furnished. The fee of \$40.00 also applies as for other courses.

SEPT. 5, 1975
THE BOAR'S HEAD INN
CHARLOTTESVILLE, VA.

TAX PLANNING FOR CONTRACTORS

This Seminar presented by Jack Miller and Group Communications Inc. of Houston, Texas. This Seminar covers the Tax Law, Corporate Tax Planning, Personal Tax Planning, Tax Shelters, You and the Tax Agent, Estate Planning and Current Developments and proposed changes. The fee of \$200.00 covers all books, materials, coffee breaks and lunch. (Minimum of 25 - Maximum 40).

SEPT. 18, 1975
BLACKSBURG, VA.

ACCOUNTING FOR NON-FINANCIAL MANAGERS

This Seminar developed and presented by highly experienced trainers from the Extension Staff of Virginia Polytechnic Institute and State University. Specialists may be brought in for this Seminar also. The \$40.00 fee will also apply.

SEPT. 30, 1975
FREDERICKSBURG, VA.

UNDERSTANDING FINANCIAL STATEMENTS/Writing FOR RESULTS

This Seminar was selected and has been singled out by Virginia Polytechnic Institute and State University as one of their best offerings and well designed for the Construction Industry. The \$40.00 tuition fee applies.

OCT. 28-29-30, 1975
THE TIDES INN
IRVINGTON, VA.

PEOPLE MANAGEMENT FOR CONSTRUCTION EXECUTIVES

Designed to provide key construction executive personnel with current management techniques as they apply specifically to human problems, motivation, pay incentives and organizational design in the construction industry. To be conducted by Jerry Hopper, Director of Organization Development Resources. The cost for tuition is \$220.00 per person. This includes tuition, books, course book and a full year's reading program for a minimum of 25 and a maximum of 40. Participants pay for all other incurred expenses.

NOV. 5, 1975
WILLIAMSBURG, VA.

RESULT - ORIENTED DELEGATION/APPRISING RESULTS

Another selected seminar and offered by qualified people from Virginia Polytechnic Institute and State University. This Seminar is a direct result of need for more information on Management by Objectives. The aforementioned \$40.00 fee will apply.

- Additional Seminars will be added throughout the year, as the need arises.
- Seminars will be cancelled if the necessary registrations are not received to support the costs involved.
- Registration Forms and complete information regarding the particular Seminar will be sent out well in advance of the Seminar date.
- The Seminar locations for those conducted by Virginia Polytechnic Institute and State University are:

BLACKSBURG	Donaldson Brown Center for Continuing Education Virginia Polytechnic Institute and State University Blacksburg, Va. 24061
RESTON	Virginia Tech Extension Division Conference Center Gateway One Building 400 West Service Road Dulles International Airport Reston, Virginia 22090
FREDERICKSBURG	Sheraton-Fredricksburg Motor Inn Interstate 95 and Route 3 P.O. Box 747 Fredericksburg, Virginia 22401
LYNCHBURG	Sheraton Motor Inn, Expressway U.S. 29 and Oddfellows Road Lynchburg, Virginia 24502
VIRGINIA BEACH	Mariner Resort Motor Inn 57th and Ocean Front Virginia Beach, Virginia 23451
WILLIAMSBURG	Hilton 1776 Inn P.O. Box 1776 Williamsburg, Virginia 23185

Participants for these Seminars should make their own Room Reservations
(For the Seminar in Blacksburg call Front Office Supervisor at ...
(703) 951-5256 for accommodations.)

- Participants may deduct as a business expense the cost of any educational program undertaken to maintain or improve professional skills.
- Where Maximums are used for some Seminars, we will treat Registrations on a "First-Come-First-Served Basis."
- Inasmuch as these Seminars are self-supporting, we will attempt to hold costs, as shown. Due to increasing costs, it may be necessary to increase prices.
- For additional information, call Burt Kidd, Administrative Coordinator at Virginia Branch, AGC. (804 - 359-9288)

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MEET VIRGINIA BRANCH'S NEW DIRECTOR OF SERVICES

CLARKE W. DAVIS

CLARKE W. DAVIS joined the Virginia Branch AGC Staff as its Director of Services, on Tuesday, January 28, 1975.

Clarke's main area of work emphasis during 1975 will be the implementation of a viable membership growth and retention program for the Branch and the establishment of a direct District/State Input/Feedback Communications Network for the Branch. He will be in the field a considerable amount of time in 1975 visiting and working with the total membership with respect to AGC programs and activities.

Clarke Davis has a history of successful association and construction experience. He has worked not only with national associations, but also, on state and local association levels in activities such as: education, safety, membership, legislative, and convention concepts/planning and implementation.

Clarke is a native born Floridian, educated in the State of Florida, was graduated from the University of Florida, at Gainesville, with a Bachelor of Science degree in Business Administration. His construction experience includes work with the

southeastern general contracting firm of Paul H. Smith Construction Company during his school years.

Clarke comes to the Virginia Branch, AGC, from the Associated Builders and Contractors located in the Tampa Bay area of Florida, where he served as both

the Membership Director and Executive Director for a period of three and one-half years. During his tenure as Membership Director, the chapter increased in membership 100 percent. That is the goal for attainment in 1975 for the Virginia Branch AGC.



CLARKE W. DAVIS



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SHUMATE, WILLIAMS, NORFLEET & EDDY
CONSULTING ENGINEER

MEADE PALMER, F.A.L.A.
LANDSCAPE DESIGN

CONSTRUCTION WAS COMPLETED in September 1973, on a new office addition and a new warehouse for Double Envelope Corp. at 7702 Plantation Road in north Roanoke County. Q. M. Tomlinson, Inc. of Roanoke was general contractor for the project which was designed by William P. Mounfield, Architect, of Salem.

The office addition, with 8,000 square feet of floor space, adjoins the existing offices on the north side of the building. A new warehouse, comprising 20,000 square feet of floor space, adjoins the plant structure on the south.

The cafeteria was relocated, and additional office space provided in the plant area. The new offices, cafeteria, and entire structure, except the warehouse, are air conditioned. Ad-

ditional parking spaces for 100 cars were provided.

The exterior of the new warehouse is of red brick to match the existing plant. Pennsylvania black slate panels, with white precast concrete at the windows, and walls of white preformed, ribbed asbestos comprise the exterior of the new office addition. Renovation of the outside of the existing office utilized the same materials and gave it a black-white appearance to blend with the new office. Exterior retaining walls are white slump brick.

The grounds feature a sunken garden, surrounded by a curved masonry wall, with access from the conference room. An executive suite of four offices and a conference room is included in the new office addition. The offices are paneled in walnut, koa, ebony and Brazilian rosewood, and all floors in



this area are carpeted. Cubicles for 12 artists are provided, with room allowed for expanding the artists'-accountants' area.

Double Envelope Corp. was founded in 1917 in the no longer existing Terry Building in downtown Roanoke. Its plant was on Luck Avenue in Roanoke from 1925 to 1959. The present plant, first occupied in 1960, has been expanded several times to its present area of 127,000 square feet.

General contractor, Q. M. Tomlinson, Inc., handled foundations, carpentry, waterproofing, insulation and acoustical.

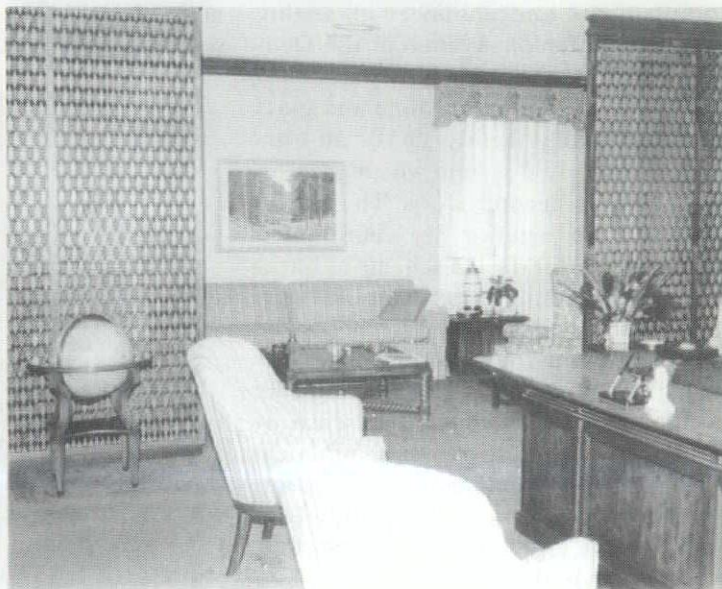
**Subcontractors & Suppliers
(Roanoke firms unless noted)**

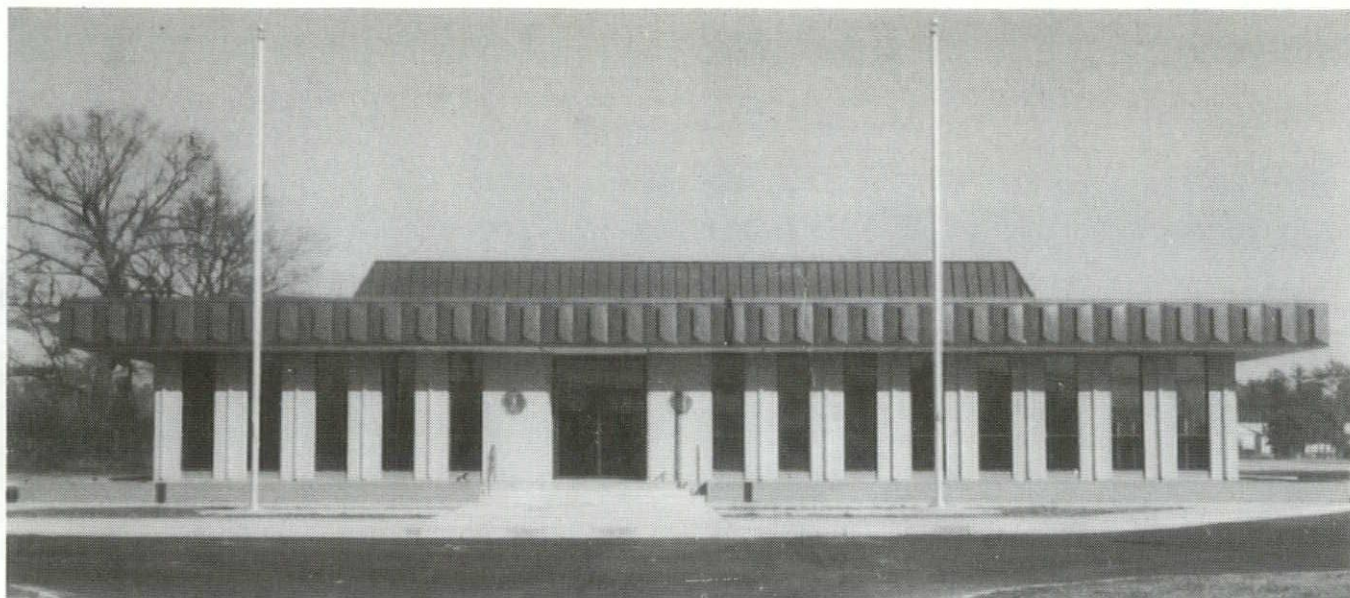
Roanoke Ready Mix Concrete Corp., concrete; Thompson Masonry Contractors, Salem, masonry; Structural



Steel Co., Inc., steel, steel roof deck & handrails; J. B. Eurell Co., Richmond, roof deck; Valley Roofing Corp., roofing & weatherstripping; Economy Cast Stone Co., Richmond, stone work; and, Amelco Window Corp., Hasbrouck Heights, N.J., windows.

Also, PPG Industries, glazing; Robertson Paint Co., Salem, paint; Hesse & Hurt, Inc., painting; John H. Hampshire, Inc., plaster & ceramic tile; Byrd's Terrazzo & Tile Co., Inc., resilient tile; Valley Lumber Corp., millwork; Allied Steel Products, Miami, Fla., steel doors & bucks; J. M. Murphy Co., Inc., lighting fixtures & electrical work; Oscar W. Smith Mechanical Contractors, Inc., Salem, plumbing fixtures, plumbing, air conditioning, heating & ventilating; and, Graves-Humphreys, Inc., hardware supplier.





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EMMETT L. SIMMONS, CONSULTING ENGINEER, MECHANICAL & ELECTRICAL

THE BEAUTIFUL Virginia Division of Motor Vehicles facility serving Newport News and York County has been completed by Hudgins Construction Co., Inc. of Newport News. Lester L. Hudgins, Jr., President of Hudgins Construction Co., Inc. described the full-service facility as a beautiful, well-planned building that complements and enhances its setting at 12912 Jefferson Avenue in the Denbigh section of Newport News.

The 82' x 67' mosaic stone and glass window wall facility has an architectural fascia system which gives an illusion of a second story. The brown tones of the exterior are coordinated with the interior design scheme of burnt orange carpet and terrazzo on the floor, and acoustic tiles on the ceilings. The cherry formica counters and table tops and the marble window sills in the public lobby areas exude a sense of richness which also serves a practical function in the conference and computer services areas. The facility also contains an employe lounge and four ceramic tile baths.

The building is surrounded on all sides by a landscape planter design and the two (2) acre parking lot is dotted by planters and green spaces.

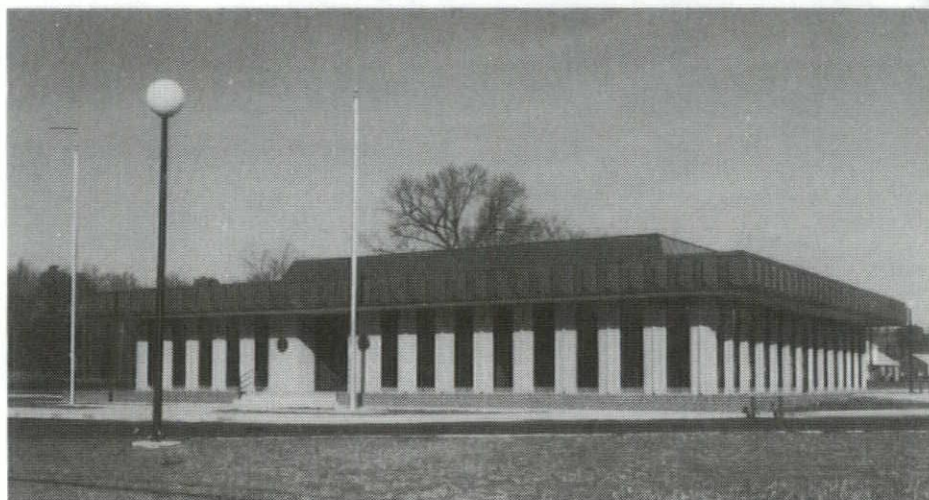
The facility is a full-service facility providing title registration, testing and examining services, and computer network facilities.

The building was designed by Kenneth Weimer, AIA, of Richmond, who was also responsible for interior design.

Construction was by Hudgins Construction Co., Inc. at a cost of \$337,060.43. The Hudgins firm handled excavating, foundations, concrete, carpentry, insulation and paving.

Subcontractors and Suppliers

From Newport News were: Shaw Paint & Wall Paper Co., Inc., painting; V.C.S. Plastering, Inc., plaster; Pompei Tile Co., Inc., terrazzo; Weaver Bros.,



c., millwork; and, A. M. Savedge Co.,
ighting fixtures & electrical work.
Hampton firms were: Virginia Steel,
c., steel, steel roof deck, roof deck &
andrails; R. R. Houston Sheet Metal
orks, Inc., roofing; Walker &
aberge Co., Inc., windows, window
alls and glazing; The Tile Shop,
ramic tile; Southeastern Tile & Rug
o., Inc., resilient tile; and, Newsome
ir Conditioning Co., Inc., plumbing
xtures, plumbing, air conditioning,
eating & ventilating.

Others were: United, Inc., Grafton,
asonry contractor; Lone Star In-
ustries, Inc., Norfolk, masonry sup-
ier; Economy Cast Stone Co., Rich-
mond, stone work; Door Engineering
orp., Norfolk, weatherstripping, steel
pors & bucks and hardware; J. E.
ray & Co., Williamsburg, acoustical;
nd, United Systems, Inc., Grafton,
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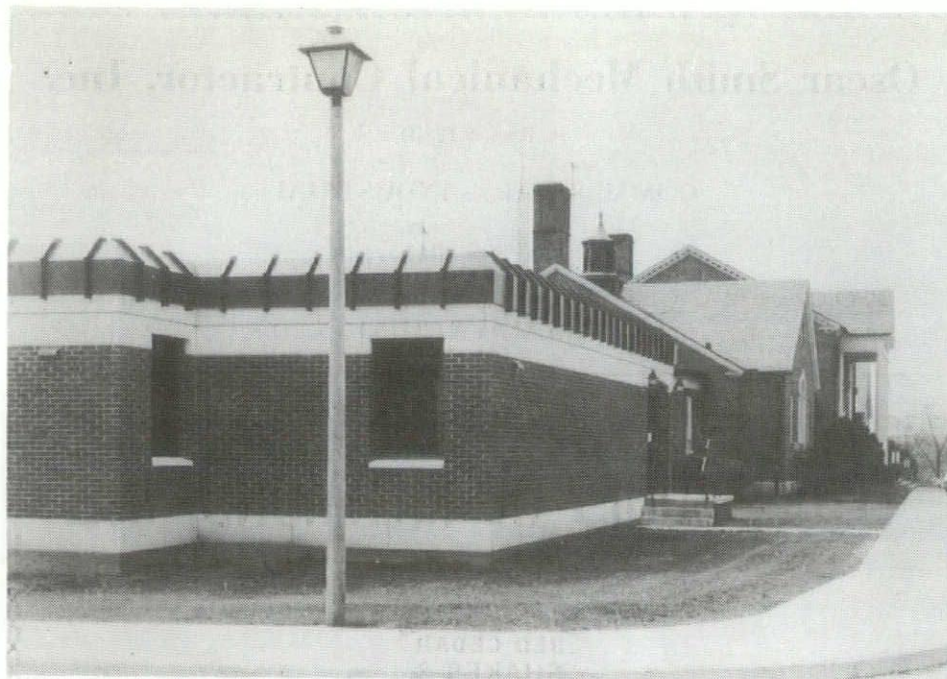
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MECHANICAL ENGINEER

A HOSPITAL PATIENT can lose a limb, even a kidney, and recover. But not a heart; when it stops all is lost. The primacy of the human cardiovascular system, or the heart and blood vessels, in medical care is the reason Southside Community Hospital opened its new Coronary-Intensive Care unit in April 1974.

The six-room unit is, as Dr. Charles L. Baird, Jr., said in his brief address at the opening, a product of the "medical technology explosion" that has revolutionized the care of heart patients just since the 1960s. Describing the unit and its electronic instrument-laden interior, Eric L. Robinson, Hospital Board President, said, "When Southside Hospital opened 40 years ago these things weren't even known."

One of the Best

The \$362,000 center is, Dr. Baird said, "one of the best in Virginia." The Richmond cardiologist and son of the late physician chief of the hospital's radiology department, said it is directly related to a grim statistic: 75 percent of the severely-stricken with heart malfunction die "outside of the hospital, in the home or on the streets before reaching it."

The hospital's compact newest facility will play a double role in reducing that statistic. It will be an operating and directing center applying the medical expertise of its doctors and nurses "far beyond its walls," Dr. Baird said. This will be accomplished, as the unit adds to its equipment by receiving

patients' electrocardiograms by radio telemetry from the ambulances of emergency rescue squads. Through this, the physicians will be directing treatment and procedures well before the ambulance arrives...and in the early moment when prompt action is of the essence.

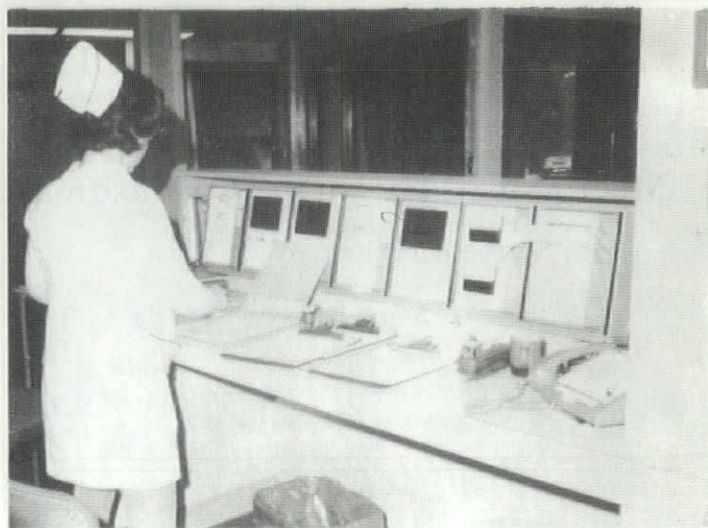
Constant Care

In another role, as the specialized center for the care of heart patients, the unit will provide a continuing, around-the-clock check of patients' conditions through electronic monitoring systems fastened through terminals to the patients. Thus under ideal conditions, the doctor's response can be instantaneous and counter measures applied promptly.

Pulses won't have to be read by holding the wrist and counting. The rhythm or lack of it will already be peeping out loud through its electric functioning. Electrocardiograms won't have to be taken; they will be flashing continuously on the screens of the monitor both in the patient rooms and the central control monitor.

Nurses won't periodically look in on the patients. One central nursing station provides constant surveillance over all six rooms. The interior construction—much of it glass—provides for this constant check system.

Dr. Alphonso Lombana, medical director of the unit, is himself a cardiologist. He directed and supervised the in-



ensive 15 months' preparatory training by the unit nurses. The instrumentation will be funneling information to those prepared to understand it and take countermeasures. By spreading some of its moveable equipment about the hospital, the coronary care unit can also serve as a directing center for patients in other rooms outside of the unit. Thus a complete new care system was instituted at the facility.

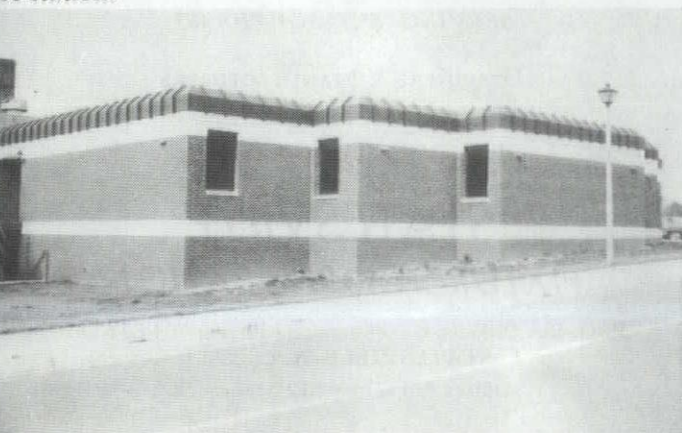
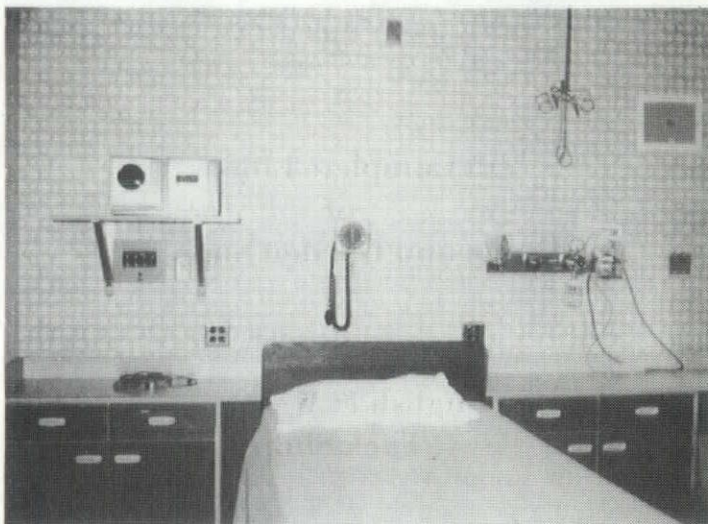
The general contractor, Andrews Large and Whidden, Inc., of Farmville, handled excavating, foundations concrete and carpentry.

Subcontractors & Suppliers

Farmville firms were: Wingfield Roofing & Metal Co., roofing; Chapman & Martin, Inc., painting, plastic wall finish & waterproofing; Brinkley-Ward Electric, Inc., lighting fixtures & electrical work; and, Progressive Enterprises, Inc., plumbing fixtures, plumbing, air conditioning, heating & ventilating.

From Richmond were: Liphart Steel Co., Inc., steel, steel roof deck & handrails; Economy Cast Stone Co., stone work; Arwall, Inc. of Virginia, windows; Consolidated Tile Co., Inc., acoustical & resilient tile; and, Miller Manufacturing Co., millwork.

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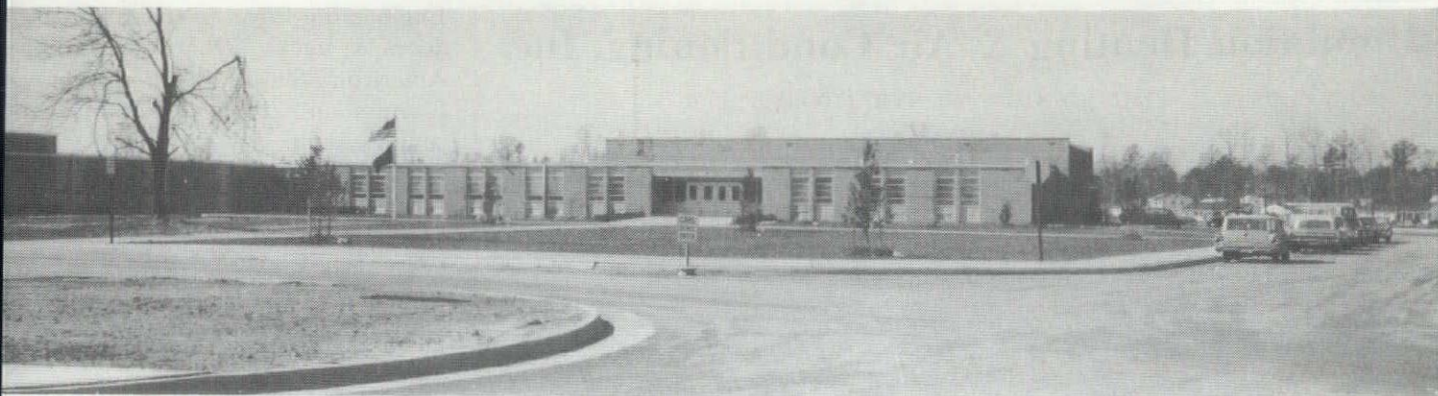
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March 7, 1975

Mr. Norman Goodloe
Secretary-Treasurer
R. R. Marquis Company, Inc.
2229 County Street
Ferryman, Va. 23704

Dear Mr. Goodloe:

Sending this type letter is a rare opportunity. As you are aware, we recently completed our final inspection on our new North Landing Elementary School. I am sure it will be hard for others to believe, but to say that there was no Punch List is a credit to your company.

My Inspection Division and our Supervisor of Construction received complete cooperation from your superintendent, Mr. Lloyd Dennis, as well as your subcontractors. In fact, the entire R. R. Marquis staff has shown the type of personal pride and integrity that school officials in this Commonwealth have learned to expect from your company.

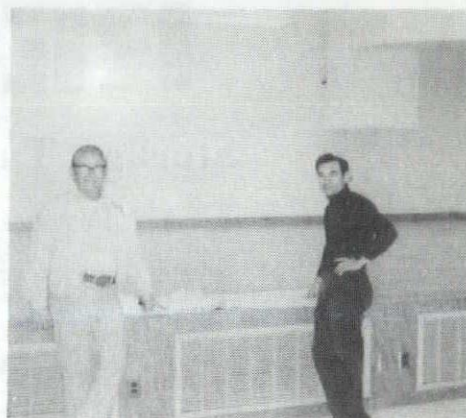
On behalf of Dr. E. E. Brickell, Division Superintendent, and Dr. James C. Mounie, Assistant Superintendent of Research, Planning and Development, I would like to extend the personal thanks from our school faculty to you.

Very truly yours,

J. D. White
J. D. White
Director of School Plant

JDW/ema

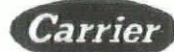
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On a Darkling Plain"

kes are high-priced, and even the ones high once were cheap are expensive.

The last time I went to the grocery store, I spent \$20 for five-days' food. Fifteen dollars a week for food is all I have allotted. Looking through the shopping list, I could find only two essentials to eliminate: TV dinners and cookies.

Have you ever told a four-year-old he can no longer have his cookies? My son took it better than I did.

Perhaps that's because he's been conditioned to runaway inflation at a young age.

Several months ago, I told my son "Every time we turn around prices are going up."

The next time we went to the grocery store, my boy saw several clerks on different aisles repricing the old merchandise.

"Mommie," he said, "it's true. Everytime we turn around, prices are going up."

I'd rather not have noticed.

Another price hike I'd rather not have noticed: penny gum machines now take a nickel.

My boy no longer asks for a "penny for the gum machine." He knows a penny won't give him gum and Mommie won't give him a nickel.

It's a sad commentary on the state of the economy in "the land of plenty"

(from page 9)

that a four-year-old has given up cookies and gum.

What do I have to complain about?

I do have a healthy (although underweight), happy, alert son.

I do have an adequate, attractive apartment.

I do have a car that runs.

I do have my health, as far as I know.

I do have a job.

And I do have a dream: of a happy, productive life in which by writing well I can earn a sufficient income to raise my child without want.

But I have fear. Fear that not only will the economy not get better but will get worse. Fear that someday, possibly soon, my son and I will do without not just simple pleasures, but the necessities of life as well.

Franklin Roosevelt told the country in his First Inaugural Address, March 4, 1933, "The only thing we have to fear is fear itself—nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance."

My fears have names and reasons and justifications. They were created by a government and an economy which are both out of my control, a government and economy in which I can't even have faith any more. And that is what frightens me most of all.

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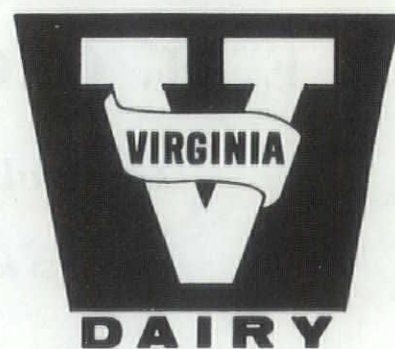
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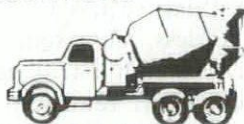
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"Something in the Air"

(From page 7)

Southern Confederacy which resisted the armed coercion for four destructive traumatic years, and strengthened the bonds of Virginia with the other Southern states. For in those four years the Southern states not only shared a historic experience but their sense of difference from the Northern states was intensified by the uniqueness of being the only Americans to suffer invasion and military occupation. And, feeling their difference with the bitter pride of a defeated people, this sense of difference became one of the chief characteristics of all native-born Southerners for approximately three generations—for as long as they shared the experience of being poorer than the rest of the nation and of being regarded as some sort of exotically benighted appendage.

In addition to the shared history and poverty, the South was also differentiated by the density of the Negro population, along with the forthrightness of its white supremacy doctrine and the one-party political system. When the widespread poverty began to recede with the diffusion of the affluence that came in the World War II period, for a brief time the sense of difference was revived by the coercive acts following the 1954 Supreme Court decision forbidding legal segregation in the schools. Federal courts and agencies went so far beyond this ruling that Southerners, always knowing that the same actions would not be applied in the same ways throughout the nation, felt that punitive measures were being taken against them.

Now, however, since some of the same measures are being taken in some of the Northern states, the resistance in the North has shown—what was long known by anyone who ever lived there—that they also have their white supremacists. This is having a significant effect among Southerners. Since the North, with its long hypocrisy exposed, can no longer attack the South on grounds of its moral inferiority, Southerners have gotten off the defensive; and, since it has at last become clear that this is a racist nation, Southerners have lost one reason to feel

different. Indeed, as the Negro and racism became part of national issues and political strategy, Southerners have been given up their one-party system. All this applies generally to all the Southern states. However, the degree to which Southerners feel their difference varies according to the regions within the South, and, in my personal experience for the past thirty-five years, some regions are more self-conscious about and assertive of their difference than others. Shortly before World War II, on a research trip to Memphis, I was first told—as it happened by a young man then writing on the Confederacy—that Virginia was not a Southern state. Astounded by his attitude, I questioned him. First, very politely, he said he regarded Virginia as a state separate, distinct and complete unto itself. Then pointing out that Memphis was on the Mississippi border and for all practical purposes the cultural capital of Mississippi, he said more vehemently that no one would deny that Mississippi was in *The South*. At the same time, one of my dearest friends in New York was Herschel Brickell, an older man and one of New York's top literary critics. As a Mississippian, this fine and gentle person had the charm of manner and the courtly manners (including the innate consideration of which, at least ideally, manners are the expression) that seemed characteristic of Southerners generally. I knew another Mississippian, David Cohn, who had made an early, spectacular success in business and retired to the world of ideas. He contributed articles to the better magazines, and published one superior book on the Delta country. Less warm and more cosmopolitan than Herschel, David had the same charm of manner, along with a humor at once regional and urbane. A superb raconteur who made friends among the celebrated, he seemed a Southern citizen of the world rather than being self-consciously of any single locality. Well after the War, I was with David in Richmond in the company of a couple from Oxford, Mississippi, who were old friends of his. Only the wife, a pretty and loquacious lady, was a native Mississippian, and only in part joking he said that they did not consider Virginia in *The South*. As the occasion

was light-hearted I answered, only in part joking, that this seemed like New Zealand saying that England was not in the British Empire. What I remember is how David remained blandly neutral during this exchange. Yet, from references I read about him, after his death in the 1960s, I gather that when visiting his hometown of Greenville, he became the essence of that culture that seems unique to the Mississippi Delta country.

The two other educated gentlemen I've known from the Delta were not of that older generation to which David and Herschel belonged, but would be now in their fifties. Both of these had that same charm of manner and beautiful manners and, since by the time I met them I was aware of the distinctive feeling among the Delta gentry, their beguiling accents seemed to me not quite like that of any other Southerners. Although that might have been because of my limited experience with persons from the Deep South, the Delta accents were certainly unlike the accents of the Coastal Southern states. With passing time and odd reading here and there, along with certain other observations, it became borne in on me that the Mississippi Delta country was indeed a different South from any I had known.

In many ways, the whole state of Mississippi had its own distinct charac-

teristics and attitudes, but I have referred to the Delta both because they were the people I've known and because they sharply differentiated themselves from the upcountry people, whom they lumped together as rednecks. David Cohn told me once of a conversation at the home of the legendary William Alexander Percy, of Greenville, when the gentry agreed that they had no fear of the blacks but of the rednecks. To the blacks, within the paternalistic pattern of that day, the Delta people felt only sympathy and kindness. The hate came from the rednecks, or so I was told, and there do not seem to have been any gentry involved in the violence against persons during the more strife-filled years over integration.

From recent observations, it would seem that Mississippians, along with Alabamans, lead the Southern states in the self-consciousness and self-assertiveness of their sense of difference. This might be in part explained by the density of the black population and the history of black population, and by the poverty and ignorance that so long existed in those two states—below the level of the charming gentry.

But these factors would not constitute the whole reason. The thoughtful observers who write on these states seem more to describe than to analyze—describe the heat, the Coca

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Cola culture, the prevalence of the "good old boys" and the fanaticism about college football. It is at their games (via television) that one sees Rebel flags waved and hears the strains of Dixie. The big games at the U. of Mississippi and Alabama are, I understand, three-day affairs, something like the old-time camp-meetings, to which people come from all over the state. A somewhat chauvinistic state pride is invested in these teams, who have probably appeared in more post-season bowl games than any other two state university teams in the country.

As one point of comparison, we have nothing like that in Virginia. Of course we have college football games, we have them in abundance, but no team carries the state's pride, no game is such an extravaganza of hi-jinks and local passion, and it is well nigh unthinkable that one of our state institutions would be devoted to producing perennial bowl-bound teams. This sort of thing, aside from its professionalism, smacks too much of excess for the Virginia character. Then, as the state has long been diversified in all things (except politics), so the state's pride is diversified in too many areas to be concentrated in the athletic destinies of any single institution.

This is by no means to suggest that every individual in the Deep South centers his own, or his region's, pride in the athletic prowess of a college team. Some of the men I've known from that region had never seen a football game after their adulthood nor held the least interest in the subject. Nor is this to indicate that Mississippi and Alabama constitute the whole of the Deep South. Much of Louisiana would be included, along with parts of Georgia and Tennessee. But Mississippi and Alabama, as those chiefly characterized by the phenomenon of their football religion, seem on the whole to lead in the self-conscious assertion of their difference. They are primarily rural states while Georgia has the big modern city of Atlanta and Louisiana has New Orleans with its history of jazz and of uninhibited fast life.

Partly by the attitude and self-conscious assertions of those states, and partly through Virginia's unassertiveness and actual differences, the Deep South has gradually become, at least in their own minds, The South. It is a strange how-de-do to find that The South now does not include the state in which the plantation system was founded and whose cultural patterns were reflected in those regions which became states in the 1840s. But this is the way things are despite the feelings of identification with all the Southern states held by Virginians of the middle and older generations. By and large, the new Southerners do not regard us as one of them.

Among the more educated and less provincial people in the Deep South, especially in the older generation, there are many who feel a kinship with Virginia and Virginians. Yet, in recent books by (non-Virginia) Southerners of The South, there is little mention of Virginia, sometimes none. Our spokesmen are seldom if ever included in those symposiums which, unique to the region, are forever being gathered to discuss aspects of The South—particularly themes associated with a New South. We do not seem prone to public self-analysis, and Virginians who write about the state usually praise one aspect or another of the Old Dominion.

Even with all this, it was surprising to read in a book by a Southerner a list of large Southern cities in which, along with Atlanta and New Orleans, were included Miami, Dallas and Houston. Now, Virginians would scarcely list Miami in The South except geographically, and as for Houston and Dallas their own inhabitants would not

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consider themselves Southerners, which indeed they are not. In the old eastern and southern parts of Texas, those first settled, there was a strain of descendants of settlers from Virginia and other Coastal Southern states, among whom ran a vestigial influence of the old South. But time and change have diluted both their numbers and the sentiment, and Dallas, west of those early settlements, is strictly Texas. Yet, if non-Virginia writers wish to include those geographically Southern cities in the South today, it all becomes a matter of perspective.

However, though nobody seems to want us in The South, Virginians are like the old line about the boy and the country: you can take Virginia out of the South but you can't take the South out of Virginians. In terms of perspective, probably a significant factor in Virginians' identifications with the South was the Confederate experience. Since Virginia served as the battleground and the main theatre of war, as well as furnishing the principal leaders, it was natural that a traditional people would long feel the associations shared in that struggle. In most Virginians over forty today, the Confederate sentiment ran more or less deeply. Then, in a great Confederate Reunion sometime in the twenties, old veterans and visitors of all ages from each of the Southern states gathered in Richmond, and at that time we all seemed, at least in sentiment, one people.

But that time was long ago. As states from the Deep South became more self-conscious in the difference of their specific Southern-ness, Virginians were more inclined to take their general Southern-ness for granted. While

Virginians, at least up until the present, shared with all Southerners a sense of difference, it was not in the Virginia character to be assertively self-conscious about it. Then, as in the days before and after the Civil War, significant actual differences continued in Virginia.

Since we did not have either the density of black population nor the large numbers of rednecks of the states in the Deep South, the attitudes of the whites toward the blacks was not as marked by harshness to the Negroes. More of our people were like the Delta gentry in regarding Negroes, within a paternalistic pattern, with sympathy and kindness, and courtesy between the races was more common than not in most of the state. Nor did we have the prevalence of violence toward blacks, and this moderation had existed even in the darkest days of Reconstruction. The most diligent searching by a hostile investigative commission, appointed by the Radical Congress, could not unearth a single member of the Ku Klux Klan in Virginia.

Perhaps this moderation, extending through all of Virginia's character, was the single most fundamental reason for the drifting apart of Virginia and the states of the lower South after the shared Confederate experience. For instance, we've never sent a demagogue to Washington. All in all, the young Memphis writer was probably right in regarding Virginia as a state separate, distinct and complete unto itself.

Yet, however we may relate to the Deep South and whatever they may think of us, Virginia life decidedly has a

Southern quality in contrast to all states north of the Potomac. It has less of a Southern quality, and far less "difference" from non-Southern states, than was discernible about thirty or so years ago. But then there is also less actual "difference" today in the states of the lower South. The great superhighways that blazed the way across the nation in leveling regional distinctiveness have not spared the Southern states, and the boosters who want us all in the mainstream have found the newly thriving South a happy hunting ground.

Wherever one goes, whether in Virginia or Alabama, or North or West, there are the same chain stores, the same supermarkets and shopping centers, the same motels and hamburger stands, the same motion pictures showing, the same television programs, and the same characterless slabs of new buildings. Much has been written about the homogenization of the American regions and, with a few exceptions, nothing can be done about it. One of the outstanding exceptions is New York City which with all the horrors that are

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happening to it, retains its unique, electric quality of a cosmopolitan metropolis. At the opposite pole is Los Angeles, a vast collection of horrors. As New York is a concentration point of American competitiveness at its most ruthless, and Los Angeles a nightmare example of what a city can be that is built entirely for the automobile, the exceptions to being homogenized are not comforting.

What of a distinctly Southern quality has been retained in Virginia life? Most obvious is the courtesy that is general among the people. Not as general as it

once was, it is still markedly noticeable on a return from a non-Southern city. If there is less of the leisured air than one used to sense, particularly in the summers, there is still a less hurried pace than in other places. It is hard to generalize on human values, since Virginia cannot be impervious to the national climate, but one at least likes to think that a majority of our responsible citizens are still inclined to act on principle. There is still a trace of that unsuspicious friendliness that once was one of our strongest and most charming differences.

That old special quality of friendliness derived in large part from the rural nature of the state, as did so much else, and the decline of the friendly attitude follows the shrinkage of the rural areas and population, accompanied by the proliferation of that hybrid product of the automobile age, the metropolitan suburb. For the rural nature of the state influenced the old cities, which were somewhat "country" in their attitudes and customs. Now the country-dwellers are influenced by emanations from the ubiquitous tube.

As the rural areas recede in the Deep South, as they are now, from the Potomac to the Gulf we'll all be rolled over by the same wave of television and mindless boosters, industry and the so-called "urbanization"—actually the strangulation of the old cities, with the distinct character, by the interchangeable plastic new suburbs. For the rising generations, without the memories, it should be of no consequence what others think we are, or where we belong. The one important matter, as it is for an individual, is to know our own identity. This is neither an easy or a simple thing even for an individual. For the large body of diverse individuals forming the state today, as pulled in so many directions and pushed by so many pressures that might prove to be an impossible thing.

Those of us in the older generation were not required to make any effort. There was "something in the air" that was unmistakably Virginia. It was an atmosphere that could be felt in the country and in the cities and in the small towns, each distinct and each sharing the same ambience. Whether this atmosphere lingers on or fades off except in isolated pockets, will in all probability be determined by the extent to which the state is homogenized...and that now appears to be outside the realm of human determination.

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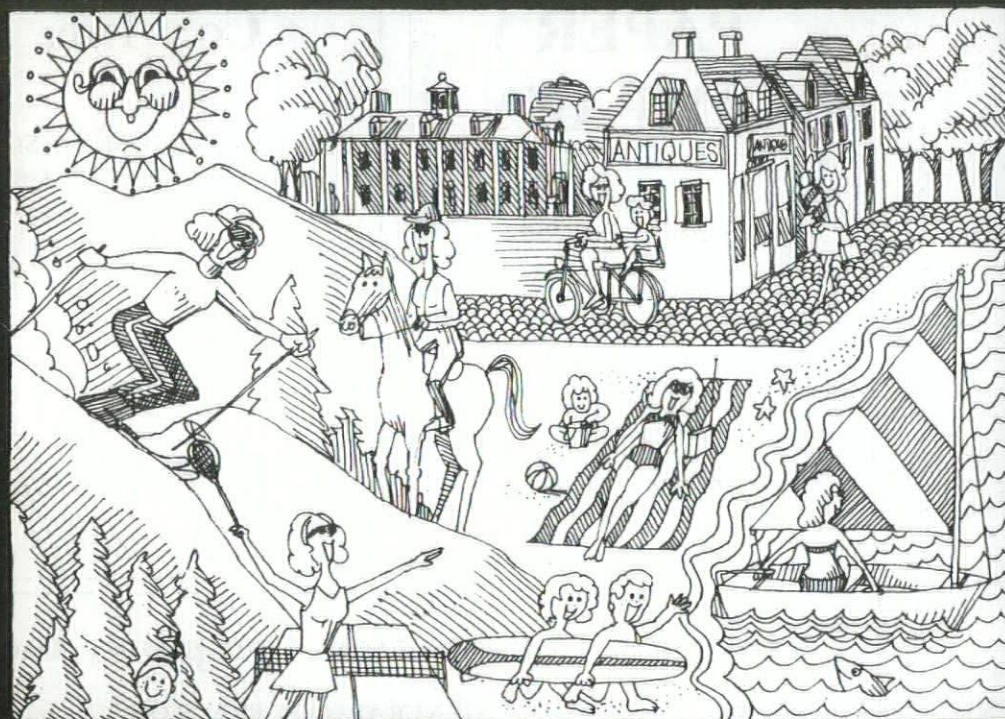
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