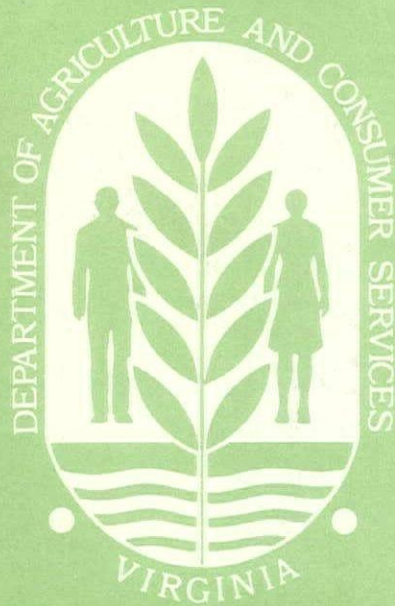


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ON OUR COVER representing both of this month's features are: upper left, the new name and logo for the Virginia Department of Agriculture and Consumer Services; and, lower right, one of Virginia's newest interstate sections, I-64 in Alleghany County, which winds gracefully through the mountains. (Virginia Department of Highways and Transportation photo by Robert Sprouse.)

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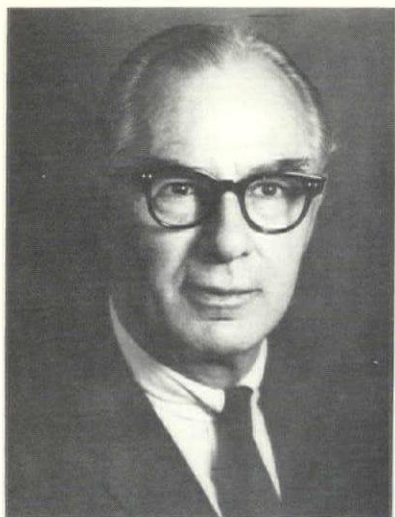
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The Melting Pot Has Melted

A BOOK BY Christopher Lasch on narcissism in America has been cited, not too gently, in prominent reviews and even in large feature stories in metropolitan dailies as being the latest in a line of gloom-peddlers that find in the American civilization disastrous disorders that can lead only to doom. I've not read many of the books listed as doom-sayers, but one which I did read, *THE LONELY CROWD*, in 1950, seemed to me then and still does, a fine scholarly treatment of its purported subject: "A Study of the Changing American Character." Although its conclusions were scarcely jubilant, a brief mental review of our past thirty years, leading up to this precarious present, would seem to be cause for not jubilation but for more reflective studies and more reflective people.

Some of the commentators on the current crop of Jeremiahs condemn the latest among them for not being "new." To quote the late Al Jolson: "You ain't heard nuthin' yet" In the nineteenth century, Proudhon and Burckhardt (whose history of the Renaissance civilization in Italy remains a standard work) both foresaw a calamitous crisis in the West in the 20th century, with the clash of a dying civilization struggling to survive and a new one struggling to be born.

Early in this century D. H. Lawrence, product of a British mining family whose powerful writing brought him world fame, came out vehemently during the first World War period against the attitudes and courses adopted by the Western nations. For a time there he was truly a latter day Jeremiah. Then he became messianic, developed a zany group of followers, and much of his force became muffled.

Then in the 'twenties, T. S. Eliot, one of the two great poets of the 20th century and the most towering literary figure of our times, evoked in poetry that spoke to the young, the fragmentation of 20th century civilization. In 1930, when a young interviewer asked Eliot what he saw in the future, he replied, "Blood in the streets."

All during the first seventy years of this century in America various books and essays in magazines hinted somewhat strongly that all was not rosy in the Great Republic, and some of these works were profoundly insightful – and profoundly ignored. Yet, although the American public has been doing a slow vanishing act from the voting booths, as the people profess disillusionment or worse for their political "leaders," the conglomerate of interests and regions continue in the same old habits of enthrallment to surface matters – inflation, unemployment, % of GNP to Defense, government by regulation of an unelected bureaucracy, energy, Social Security and health costs, etc., etc. – while revealing an indifference or even resistance to confronting and coping with the basic flaws that run like land-faults beneath the surface.

This new group of doom-sayers appear to be addressing themselves more to those specific fundamental flaws or hazards that are unrelated to political rhetoric, charismatic political figures or the bargain-basement activities of our elected officials and their unelected single-interest lobbying powers. Probably some or much of the work of the alarmed citizens, who publish the findings of their discouraging studies, can be too strident or too dense, too long on diagnoses of ailments and short on cures. When we get to serious diseases in the body politic, the equivalent of "take aspirin and call me next week" will not do at all.

Yet, we do need to accept diagnoses of the ills and seek to discover a remedy for, what seems to me, to be *essentially* a gigantic, complex disorder of values. We need to diagnose and treat the Source of our fragmentation rather than, as now, to rush palliatives to all the symptoms, most of which are unrelated and many in actual conflict. Not to join the ranks of the nay-saying prophets, I have come increasingly to believe that a major Source of our distorted values (and the consequences thereof) is the long-time misinterpretation of words from Jefferson's preamble to the Declaration of Independence.

When Jefferson wrote of the right . . . "to the . . . pursuit of happiness," he was drawing on a considerable body of 18th century philosophic thought devoted to

(Continued on page 35)

The Department of Agriculture and Consumer Services

By
S. Mason Carbaugh
Commissioner



WE ARE NOW in the first year of service to the citizens of Virginia with our new name, Agriculture and Consumer Services. Elsewhere in this issue you will find articles that describe day-to-day work of the Department.

Since the name change, I have been asked what it means, will the Department create new programs or change direction?

First, let me say that names serve only as a means of identification. Our new name describes, in the broad sense, the mutual dependency of all citizens as it relates to our responsibilities. It more accurately describes our present functions and conveys a better understanding of the relationship of agricultural and consumer services to our state population. We are all consumers, so this new name does not reflect a change in priorities or perspectives.

When we speak of our services, there is one important fact to consider. Although through the years the primary objective of the department has been the service to the farmers, the real beneficiary of this effort is now, and will continue to be, the citizens of Virginia. It makes no difference whether they live in rural or urban areas we are all consumers and we will all benefit.

Therefore our efforts will be to continue to strengthen the understanding of the interdependence of this partnership between those who produce and those who consume. The production of our farms must find a market and our citizens must be assured of a wholesome and quality product. That is why the partnership is so important. We cannot live and we cannot achieve a better life without that strong feeling of understanding and partnership. As a Department we serve all segments of our population. It has always been so and will continue to be so.

It is difficult to separate the benefits to the farmer and the consumer in nearly all of our programs. Meat and Poultry inspection programs, Animal Health Activities, Plant Pest Control, Grading and Inspection of food products, Marketing programs, Weights and Measures activities, International Trade, Pesticide Applicators Registration, handling of consumer complaints concerning numerous products and services, and many others in one way or another touch the lives of every citizen.

We have experienced three other name changes during our 100 year history. The name changes reflect the responsibilities assigned to the Department by the General Assembly.

We began in 1877 as the Department of Agriculture, Mining and Manufacturing, an agency established primarily for fertilizer control, the gathering of mineral samples, fertilizer analysis and the distribution of federally supplied seed.

In 1902, Virginia's fifth constitution retitled us as the "Department of Agriculture and Immigration." A bureau of Immigration was established to encourage the immigration of farmers to Virginia; a new direction was opened in Department activities.

The Department's total responsibilities expanded steadily so that by the mid-1960s, we were enforcing more than 65 laws and related regulations dealing with international trade expeditions, market place activities, as well as the consumer affected by the emergence of agribusiness as big business. In 1966, a referendum was held and our name changed to the Department of Agriculture and Commerce.

Since then, our objectives and responsibilities have fallen into three broad areas – the standardization, grading and marketing of Virginia's production of food and fiber; the prevention of fraud and misrepresentation of goods and services offered for sale within the Commonwealth; and assistance in creating a climate in which agriculture and related industry can grow and prosper.

It is a credit to every member of the state's agribusiness community that Virginia's agriculture has grown and thrived in spite of economic conditions. Today it still maintains its unchallenged position as the state's largest and most important industry.

At our time in history when world politics are shaped by energy resources, policy makers often overlook the fact that next to people our agricultural and forestry lands are our most precious resources. Those who manage these resources and provide the necessary support services literally have the destiny of the world's population in their hands.

It is very easy for non-farm people to take the benefits of today's efficient industry of agriculture for granted. However, Tom Jefferson, a gentleman farmer from Albemarle County, expressed my sentiments when he said "Agriculture is the first, and most precious, of all the arts. Cultivators of the earth are the most valuable citizens. They are the most vigorous, the most independent. And they are tied to their country, and welded to its liberty and interests by the most lasting bonds."

When we talk about the American farmer and the dramatic advances made in the production and marketing of agricultural goods, we should not overlook the many people who provide essential support services and goods as well as those involved in getting the raw and finished products to the consumer. For it takes every member of this agribusiness team to make it all happen.

Today, a strong and healthy industry of agriculture continues to be a necessary prerequisite to a strong and healthy economy in the U.S. and in the Old Dominion. While only about four percent of our nation's population is engaged in agricultural production, farm workers represent 44 percent of the population in Brazil, 14 percent in France, 32 percent in Russia and 68 percent in India. Why? Because American agriculture has through its increased efficiency and productivity freed the rest of us to work in other areas of the economy.

Our industry of agriculture sets the consumer's table with food of such quality and variety it is unmatched anywhere on earth. Foods which were once seasonal are now available the year around. Today's shopper can choose from more than seven thousand items found on the shelves of a typical supermarket. Many of these were unknown decades ago. In fact, only about one thousand food items would have been available in a large food store in 1940.

What about quantity? Some have estimated that the average American family of four consumes about three tons of food each year. I am sure that some of you with teenagers would consider that figure too low. However, this statistic does emphasize the tremendous demand for agricultural products in our country today.

A lot has been said about farm prices and food costs, but the misinformation concerning the farmer's role in driving up the cost of food should be cleared up.

Over the years, agricultural production has actually provided sharply lowered food costs relative to income. This is reflected by a drop in the percentage of family disposable income spent for food from 40 percent at the turn of the century to the present 17 percent. By the way, twenty percent of disposable income in the U.S. is spent on the car.

By world standards, the amount we spend for food is still low. In France, 24 percent of your disposable income would go to food; in Russia, 35-40 percent; in

Japan, 32 percent; and in West Germany, 27 percent.

By far our agriculture is the country's most efficient and productive industry. Today's farmer now provides enough food and fiber for 59 people. That is nearly 12 times the world average, six times the number for Soviet farmers, more than four times the productivity of the Japanese, and over three times that of the farmers of Western Europe.

But our food production for this country is just one side of the coin. Agriculture is now the biggest force holding down trade deficit. For the tenth consecutive year our agricultural exports have continued to grow; from \$6.8 billion in 1968 to \$27.3 billion just last year.

In understanding the magnitude of this effect, consider that the state's farm production sector has

61,000 farms employing the equivalent of 80,000 full-time persons, and the state's farms and marketable timber cover 60 percent of the land area in the Commonwealth. Agricultural and forest products account, directly or indirectly, for more than 50 percent of the total industrial work force and more than 25 percent of the wholesale and retail work force in the Commonwealth.

The Department takes pride in the services that it has been able to make available to our agribusiness community and all the citizens. They have over a period of time been helpful to the producer, the marketer, the processor and the consumer.

That will always be the goal of the Virginia Department of Agriculture and Consumer Services. Services is just a part of our name, but the most important part.

S. MASON CARBAUGH

Commissioner

A NATIVE OF the Stephens City area in Frederickburg County, S. Mason Carbaugh spent his youth on the farm. While in the local school system he was active in the Future Farmers of America, holding several offices including chapter president.

Carbaugh graduated from Virginia Tech in 1951 with a B.S. degree in agricultural education. He later taught vocational agriculture in the public schools of Halifax and Clarke Counties. Following this, he was a representative of a major agribusiness firm.

The present Commissioner joined VDACS in 1961 as Transportation Marketing Agent, and in 1963 was named Assistant Director of the Division of Product and Industry Regulation. He was appointed Executive Assistant to the Commissioner in 1965, and was named the Department's Director of Rural Resource Service and head of the State Soil and Water Conservation Commission in 1969. He also served as Executive Director of the Commission of the Industry of Agriculture, and directed the preparation of a comprehensive study on the future of Virginia agriculture. This project report with over 400 recommendations was submitted to the Governor in June 1969.

Carbaugh was appointed by Governor Linwood Holton as Commissioner of Agriculture in July



1972, reappointed by Governor Godwin in January 1974 and again in January of 1978 by Governor Dalton.

Carbaugh is only the tenth Commissioner of Agriculture in Virginia, but only four of those Commissioners served longer in the office.

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Planning and Development Unit

PLANNING AND Development Unit activities are interdisciplinary in nature, Unit Director Berkwood M. Farmer has often said.

The Virginia Department of Agriculture and Consumer Services' newest unit, Planning and Development was established in 1975. Staff members give economic analyses, long-run planning depth, coordinated planning efforts, policy, program and service evaluation to the Board, the entire department, and to various legislative committees and commissions, Dr. Farmer said. The Unit's six key members also assist agricultural and rural communities in the evaluation and development of their resources, programs, services and policies.

Staff members' different, specific skills help draw Planning and Development's varying activities into a cohesive, interdisciplinary whole, according to Dr. Farmer.

In addition to its daily support, evaluation, analysis and policy activities, the Planning and Development Unit Staff is currently working on three large projects.

Staff members work closely with local government units and citizens to help slow the current shift of productive agricultural land to non-agricultural uses, Dr. Farmer said. In this capacity, P&D employees have helped to reshape the state's land use philosophy and policy; advised local government units on the Agricultural and Forestal Districts Act; served as representatives to the VDACS Commissioner in working with counties on land use assessment issues and proposals for land use assessment ordinances; advised local governments of alternative ways to preserve productive agricultural land; and provided assistance to the Office of the Secretary of Commerce and Resources in development and operation of the Virginia Resources Information System. This system will provide timely and accurate information about many resource areas to all levels of government in Virginia.

Planning and Development staff members are also involved in studying environmental resource matters related to the agricultural community, Dr. Farmer said. Personnel provide technical and economic assistance to local communities and governments in matters pertaining to land application of municipal and industrial waste. Further, Unit employees work with the agricultural community to determine cost-effective ways of complying with federal standards related to point and non-point pollution.

The development of agricultural opportunities is another central concern, Dr. Farmer said. New or improved agricultural production and marketing procedures are essential to the economic and social well-being of our agricultural communities and consumers. Unit staff members provide leadership and expertise to VDACS, other units of government, and private firms and organizations in the entire area of agricultural profitability.

Planning employees provide technical and staff assistance to the Commissioner and the Board of Trustees of the Chippokes Plantation Farm Foundation, in areas of planning, development and the actual operation of the model farm. This Foundation was established by the General Assembly to provide educational, demonstrational and recreational opportunities to all Virginia residents and to tourists, so they can interpret and enjoy a typical agricultural enterprise as it has developed during the past three centuries.

Planning and Development personnel serve as key advisors to the newly formed Virginia Agricultural Opportunities Commission. The general purpose of this Commission is to identify new and expanded production and marketing opportunities for Virginia farm products and recommend courses of action that will promote the development of identified opportunities.

In August 1978, a Rural Areas Capacity Building Study, funded by the National Science Foundation and administered by the VDACS Planning Unit, was completed. The study's focus was local rural residents — their opinions about all levels of government in relation to their needs and services, and what changes they believed should be effected in order to have more responsive and effective government at the local level. During the study's

two-year span, more than 350 community leaders and 100 officials in four counties and four towns were interviewed. This study will serve as a pilot for all rural areas in the country in determining ways to improve the operational effectiveness of local government.

Planners also administer the Rural Rehabilitation Trust Fund, which since 1970 has been used by VDACS to: finance the Virginia Farm Youth Student Loan Program; to make real estate loans with Farmers Home Administration to farmers who are unable to obtain such loans from other sources; to make grants to the Virginia Association of Future Farmers of America; to make a combination grant and loan to the Virginia Agribusiness Management Association to enable it to provide computerized accounting services for Virginia's farmers; and to help support projects with several other one-time grants where their funding comes primarily from other sources.

Much Planning and Development time and energy goes to help determine the future energy needs of production, processing, marketing, and service and supply sectors of Virginia's industry of agriculture.

Planning and Development is concerned with providing leadership and expertise to improve the total environment for agriculture and rural communities, Dr. Farmer said.

BERKWOOD M. FARMER Director, Planning and Development

BERKWOOD M. FARMER became VDACS' first Director of Planning and Development and Chief Economist when he joined the Department in October 1974.

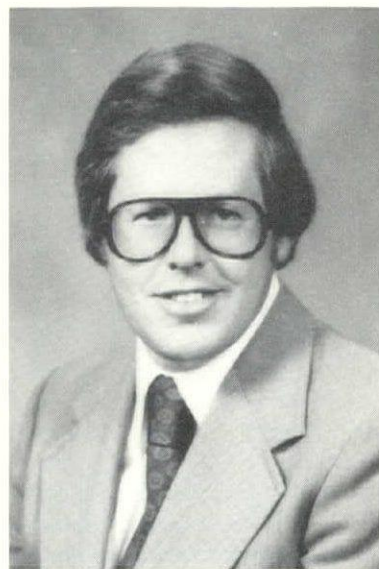
Born August 3, 1938 and reared in Pittsylvania County, Farmer came to the Department with many years' academic experience as an economist and administrator.

He received his B. S. and M. S. degrees in Agricultural Economics from North Carolina State University. In 1970, he received a Ph.D. in Economics from North Carolina State.

From 1963-64, he was an instructor at the Agricultural Policy Institute at North Carolina State. After a three-year tour of duty with the U.S. Army, from 1965 to 1968, Farmer taught microeconomics, U. S. Government, and the Economics of National Security at the United States Military Academy, West Point, New York.

Farmer came to Richmond in 1971, as Associate Dean of the University of Richmond, where he remained until joining the Department three years later.

He has been a member of the American Economic Association, the American Agricultural



Economics Association and the American Marketing Association. He has published several economics and planning-related articles, including the 1978 Capacity Building Needs of Rural areas in Virginia.

Office of Consumer Affairs

CITIZENS HAVE received approximately \$1,446,387.00 in refunds and returns through the help of the Virginia Office of Consumer Affairs over the past eight years.

The 1970 session of the General Assembly established within the Department of Agriculture and Commerce the position of Administrator of Consumer Affairs. Following this meager beginning, the demands upon the administrator turned the single position into a full-fledged Office of Consumer Affairs trained to aid the citizens of the Commonwealth with many of their consumer concerns.

After less than two years of operation, the Office of Consumer Affairs (OCA) branched out with the opening of an office in Northern Virginia to process complaints received from the heavily populated Planning District 8.

Many of the jobs undertaken by OCA result from actions by the General Assembly. Some of the resolutions and laws enacted include: a study and report on the need for legislation to authorize and regulate certification of motor vehicle mechanics; administration of the Solicitation of Contributions Law; and a study on the need to license electronic technicians and others in related fields.

In addition to processing complaints and investigating deceptive trade practices, the OCA spends much of its time and energy working in the field of consumer education. To aid in the education of citizens of Virginia regarding their rights as consumers, the OCA has obtained several grants. These grants help subsidize extra personnel and the preparation of appropriate teaching material. At present, there is a grant for low-income education program, one for the needs of elderly consumers, and a community education project that involves the training of over 100 volunteer leaders to present consumer education subjects in their individual communities.

Since fiscal year 1970-71 in which 912 complaints were processed and the office received 610 inquiries, the workload and responsibilities within the office have increased greatly. In fiscal year 1976-77, 3,665 written complaints were processed and 25,875 inquiries were handled by telephone. Of these complaints, year after year the top ten problem areas remain the same. Listed in no particular order, these areas are: automotive, mail order houses, contractors, retail stores and brokers, direct sales companies, credit, real estate, food, furniture, and concern with landlord-tenant obligations.

All professional fund-raisers, professional solicitors, and charitable organizations wishing to solicit contributions in the State of Virginia must now register with the Office of Consumer Affairs of the Virginia Department of Agriculture and Consumer Services.

Under state law the registration for charitable organizations consists of filing either an initial registration form or applying under one of the exemptions provided by law.

The rules and regulations governing charitable solicitations are available, along with copies of the law, from the Office of Consumer Affairs. In addition anyone wishing to make an inquiry or complaint dealing with charitable solicitations can obtain forms from that office.

Besides the daily operation of the Office of Consumer Affairs, in 1973 Governor Holton directed the formation of the State Citizens' Service Assistance Office and placed it within OCA. A toll-free telephone line, which is listed in local telephone directories, enables citizens from any part of the

state to request information and assistance concerning state programs. When necessary, the office also has the mechanism for handling complaints lodged against state agencies.

Overall objectives for the Office of Consumer Affairs have not changed even though expanded responsibilities have brought about some new priorities. Most important still is establishing accord between buyer and seller during the sale of goods and services. This is accomplished through aid to citizens with complaints and by helping business and the purchasing public understand their rights and responsibilities in the marketplace. This hand-in-hand relationship of assistance and education has proven to be a successful approach in serving the needs of Virginia consumers.

ROY FARMER

Director, Office of Consumer Affairs

ROY L. FARMER, a native of Halifax County, has been the Director of the Office of Consumer Affairs since its creation in 1970. Prior to that he was attached to the Commissioner's Office handling special assignments, especially those dealing with consumer services of the department.

The post was created in the department as this agency's consumer services needed to be coordinated under a central office. The responsibilities of this office were further broadened by the 1970 General Assembly, to include all types of complaints or inquiries received from Virginia consumers. Starting in 1970, the office began serving as a central coordination point and clearinghouse for consumer complaints, embracing the consumer programs and responsibilities of all departments of state government.

Since that time a number of additional services for the consumer have been added to the assignments of this office.

Farmer joined the department in 1948 as a food inspector, after earning his B. S. degree from Virginia Tech. His work as a food inspector and



later as an assistant supervisor gives him the background of having dealt with many consumer laws administered by this section of the department.

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Division of Administration

THE VDACS Division of Administration acts as an "umbrella" division, guiding and coordinating the hundreds of administrative details involved in efficiently running a Department employing more than 700 persons, and offering thousands of services to all Virginians.

The Department's biennial budget is designed, developed and justified through the Administration Office. Balancing funding requests and needs against legislators' own beliefs about Department needs is a strenuous, painstaking task, involving interviews with dozens of interested parties and many, many hours of adding and re-adding figures.

The Accounting Office each year handles more than 70 different general, special and capital outlay accounts for VDACS, the Agriculture Foundation and three related State Commissions, in addition to handling "normal" accounting work generated by a State Agency. All financial matters must also be closely coordinated with the State Department of Planning and Budget, and the Department of Accounts.

The Virginia Crop Reporting Service, jointly sponsored by VDACS and USDA's Statistical Reporting Service, is the official agency responsible for the collection of crop data and publication of agricultural statistics for the Commonwealth of Virginia. Weekly Commodity "Outlook" reports, crop prices and values, farm labor and wage rates, quarterly estimates of grain stocks on and off farms, and periodic crop surveys are all part of the Crop Reporting Office's general activity.

Both the Accounting Office and the Crop Reporting Service are supported by the Data Systems Section by using the computer which stores, tabulates and makes available information for instant recall when needed. The Department computer prints out about 13 million lines of information a year from almost 20 systems consisting of some 450 computer programs. About 9,000 jobs are processed every year. Although the work is internal, it has many external features and both the farmer and consumer benefit from the more than three million computer transactions processed each year.

Constant appraisal of the information provided by the computer has led to many money saving techniques for the department and the state. For example, printing 20,000 permits for Pesticide Applicators costs just three cents a piece for the form and the processing, a considerable saving when compared to costs in other states for the same type of permit.

Overall costs have dropped from \$17.48 per computer job in 1973-74 to \$4.34 per job in 1976-77. Internally, the cost of the Accounting Office has declined 6.5 percent since 1974-75 with the aid of Data Processing.

In 1976, the computer spent 171 hours completing 12.8 million lines of information: turned over to 27 skilled typists who could type 60 words per minute, the same task done manually, would take 56,889 hours, or a full year of typing.

Although speed, efficiency and cost savings are a significant part of any automated system, it is the information itself and its accessibility that are most important. The results of inspections, laboratory testing, sampling and analysis are tabulated as a part of the truth in labeling requirements of the state laws administered by the Department for consumer protection.

Information gathered by the Virginia Crop Reporting Service is run through the Department's computer system and then relayed and reported to check points across the country.

Information stored in the computer finds many other outlets. The Pesticide Law requires that the names and ingredients of all pesticides used in Virginia be registered with the Department. Farmers who are having trouble with pests in any part of the state can contact Virginia Tech and tell them of their

problems. Tech in turn can go to its computer, and with a tie-in to the Department's computer, find just the right state-registered pesticide with just the right ingredients to take care of the problem.

Each year new programs are developed for computer processing so that Department needs can be met as fast as they arise. In a field of constantly changing technology the Department's Data Systems Section continues to provide the best service possible to the Department and all citizens of the Commonwealth.

Information Office employees act as liaison people between Department personnel and the public, writing news releases, booklets, brochures, and helping with agricultural exhibits, giving talks and doing radio and television programs.

The Personnel Office serves as a central clearing house for all personnel transactions, and coordinates such matters with the State Department of Personnel and Training. Responsibilities include job classification, recruitment, training, personnel records, Affirmative Action Plan, the Privacy Protection Act and other personnel policies.

JAMES W. MIDYETTE, JR. Director of Administration

THE DIRECTOR of Administration is James W. Midyette, Jr., who serves also as the Department's Fiscal Officer. He joined the Department in 1949 after working for three summers on a temporary basis.

During the past twenty nine years he has served in various capacities beginning as an aide in the seed laboratory where he moved up to seed analyst, then to seed analyst supervisor, supervisor of seed inspection, supervisor of the seed control section, then to the post of Director of Technical Services, which included all departmental analytical laboratories.

When those laboratories were consolidated with other state laboratory services, Midyette served as liaison with the Division of Consolidated Laboratory Services, chairman of the departmental committee on environmental planning and as the Department's representative to the Commission of Profession and Occupation Regulation, in addition he has served as state assistant to the Secretary of Commerce and Resources.

He became Director of Administration in 1974.

Prior to joining VDACS, Midyette received his B.S. degree in agricultural education from Virginia Tech. However, his education was temporarily interrupted in 1943 when he entered the Army for two and one-half years — serving in both the European and Pacific Theaters of War.



In addition to his Departmental assignments, Midyette, a native of Fredericksburg, is past president of the American Seed Control Officials and a member of the Virginia Academy of Science, the American Association of Food and Drug Officials, and a member of Alpha Zeta, National Agricultural Honor Fraternity.

The Invisible Services

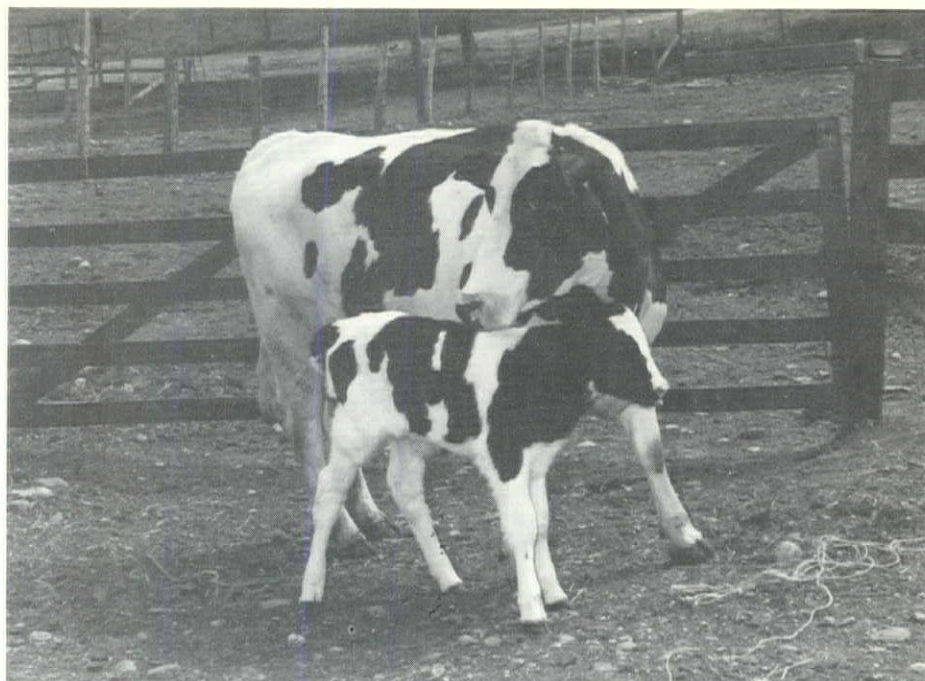
By Roy E. Seward, *Administrative Assistant*

WHEN YOU CONSIDER consumer services that are important to you, you probably remember the obvious, visible ones that affect your life. However, many of the most significant services — those that help protect your health — go unnoticed.

Ever heard of the Department's Division of Animal Health and Dairies? The work of this Division touches your everyday world quite often. The milk you drink was produced under standards of quality and wholesomeness maintained through the work of its staff and the cooperation of producers and handlers. The meat and poultry products you serve at your table were produced in state or federally inspected slaughtering and processing facilities.

Yes, before the frozen desserts, ice cream and other dairy, meat and poultry products reach your grocery cart, many services are performed by the Division of Animal Health and Dairies (AHD) to assure that what you buy will be uniform in quality and safe for consumption. Sounds simple, but it takes the organized, cooperative effort of agency personnel, producers and processors.

Ever since scientists began unraveling the mysteries of disease, we have been aware of the link between human and animal health. For AHD



Animal Health employees work to provide safeguards against diseases that plague livestock producers. During the past year, the number of brucellosis-infected cattle herds in Virginia was reduced to six, fewer than at any time since the eradication program in the state.

Director and State Veterinarian, Dr. George B. Estes, and his staff, a concern for animal health and its effects on human health covers every aspect of their

work. Successful efforts to control and eradicate such animal diseases as tuberculosis, brucellosis, or leptospirosis have brought higher standards of health for humans and animals as well as economic rewards to agriculture.

Dr. A. J. Roth who heads the division's animal health services sees his staff's role as one of providing safeguards against disease that benefit the livestock producer and the consumer. In the case of hog cholera, the producer was annually losing profits to disease while the consumer was having to pay higher prices. Eradication of the disease means a more efficient operation for the producer. For the consumer it can mean more wholesome food products at reasonable prices. With effective disease reporting systems, improved testing and screening procedures and careful investigation of outbreaks, the spread of new infections and diseases to Virginia's animal population is being minimized.

Dr. Paul J. Friedman, coordinator of AHD's meat and poultry inspection services, and his staff work to complement and support animal health programs. From the slaughtering plant to the packaging rooms, Friedman's staff has the job of making sure that diseased or adulterated meat and poultry products do not reach the consumer. The information gathered from physical inspections and tissue specimens taken helps to pinpoint problems that exist at the producer or processor level and to evaluate the progress of the state's disease management programs.

Imagine measuring something in parts per billion or attempting to detect organisms too small to see except through an electron microscope. Assignments like these are routine for Dr. Fred W. Rea's laboratory services staff. The central laboratory in

DR. GEORGE B. ESTES, State Veterinarian Director, Division of Animal Health and Dairies

GEORGE B. ESTES is a career employee having served with the Department for some 36 years. Born in Louisa County he became a Department employee in July, 1942 following his graduation from Michigan State University as a veterinarian.

Dr. Estes served as Assistant State Veterinarian until January 1, 1975 when he was appointed to his present post by Commissioner S. Mason Carbaugh.

On his appointment the Commissioner said, "He is not only one of the leaders in animal disease control in Virginia, but also highly knowledgeable of the dairy and meat industries on a state-wide basis. As Assistant Director of the Division he has had day to day contact with other veterinarians in state service and this experience will be another plus factor in his carrying out the duties of state veterinarian."

One of those responsible for guiding the state's animal industry to a hog cholera, bovine brucellosis and sheep scabies free status, Dr. Estes was also instrumental in the control of many other animal diseases. Today he supervises the work of some 245 employees who deal on a daily basis with animal health, dairy inspection and meat and poultry inspection.

"Maintaining the health of our farm animals is of primary importance to our farmers, to our

consumers and to the economy of the state," said Dr. Estes. "We are constantly on the alert to see that a healthy status is maintained. Although the Department has this primary responsibility the cooperation and assistance of federal, state, educational and local veterinarians and citizens have been instrumental in making Virginia a healthy place for animals to grow and multiply."



Richmond and the five regional labs provide a variety of diagnostic services to the other division programs and to the practicing veterinarians who rely on this support in serving their clients. For a small fee, the Division's laboratories are now offering diagnostic services to vets who work with "companion animals" or pets.

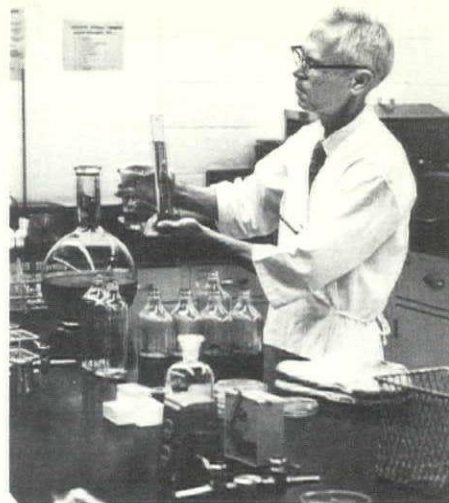
A. C. Holliday and his staff in the dairy services bureau are charged with safeguarding the high standards of quality and wholesomeness consumers expect in milk and milk products. A program of inspection and sampling at the dairy farm and in the frozen desserts processing plant is designed to monitor for antibiotic residues, adulteration, bacteria levels and sanitation.

Through a pesticide surveillance program, the

bureau's staff works to prevent contaminated milk from reaching processing channels. Ice cream plants are inspected, and ice cream and frozen desserts offered for sale are sampled for comprehensive testing by the Division's laboratory staff.

Dr. Estes and his staff do not mind working behind the scenes providing these little known programs that benefit our lives. Occasionally, they do receive public notice for a job well done. Such was the case when Estes met with Secretary of Agriculture Bob Bergland and representatives from other states during ceremonies in Washington, D.C., recognizing the nation's victory over hog cholera.

Such recognition is important because it gives consumers a glimpse of some of the "invisible" services that are performed for their benefit.



Vernon Barnhardt, veterinary bacteriologist, Animal Health and Dairies Division, Va. Department of Agriculture and Consumer Services. Barnhardt is shown here mixing culture medium in AH&D Lab.

Meat and Poultry Inspection Services are another part of the work of the Department. Continuing improvement in Talmadge-Aiken meat-plant facilities and operational procedures was reflected in good ratings this year in federal Plant Compliance Group reviews, and evaluations of state-inspected and custom plants by federal review officers showed these operations to be well within acceptable range throughout the period.

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LIQUID AND DRY BULK TRANSPORTATION

Service Through
COURTESY SAFETY

'Markets' – Product Promotion

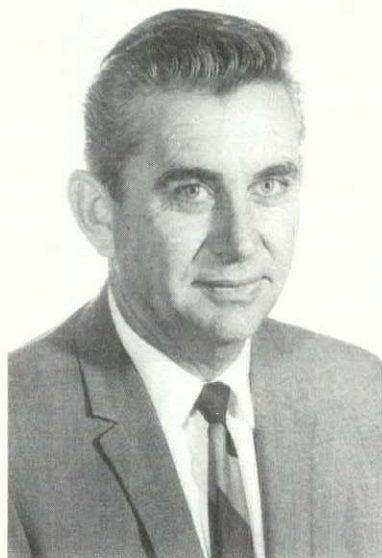
By William F. Bedwell, *Product Promotion*



Shipping through the ports of Richmond and Hampton Roads plays an important part in Virginia's agricultural exports. During the last fiscal year, International Trade personnel worked with Virginia exporters in generating new sales of more than \$10 million.

M.W. JEFFERSON Director of Markets

MELVIN W. JEFFERSON, Director of VDACS Division of Markets, joined the Department as a dairy plant inspector in 1952.



Born September 19, 1923 and raised at Red House, in Southside Virginia, Jefferson attended VPI & SU from 1942-48, with three years' leave for Army Air Force pilot duty during World War II. In 1948, he received a B.S. Degree in Dairy Science, with a major in manufacturing and a minor in production.

From 1948 until 1952, Jefferson worked as Quality Control Supervisor and Plant Manager with the dairy industry. When he joined the Department in 1952 as a Dairy Inspector, he was charged with enforcing all state laws pertaining to the processing and distribution of Grade "A" fluid milk, ice cream and manufactured products.

In 1953, he became supervisor of all dairy plant inspections and was promoted to Chief of Dairy Products Inspection in 1957. In 1967, his title was changed to Chief of Dairy Inspection Service.

He was named Director of the Markets Division on April 1, 1976.

Jefferson has been chairman and member of

AGRICULTURAL products reach consumers through the marketing process – transportation, storage, processing, packaging and sales to first handlers, wholesalers, retailers and consumers.

VDACS' Division of Markets provides services at many stages of this process: grading and inspecting agricultural commodities, developing markets for new products, expanding markets for established products, devising more efficient or effective methods of conducting sales, and solving problems or increasing efficiency in transportation and handling. Agricultural commodity price information is gathered continually.

Reported through direct mailings, tape-telephone, newspapers and broadcast media, this information aids both buyers and sellers in arriving at fair prices. Consumers are informed of best food buys, harvest times for fresh products, foods in plentiful supply, and ways to make better use of foods produced and processed in Virginia. These Market Division programs and services benefit both producers and consumers by fostering wholesomeness of products for consumers, reducing marketing costs, and providing better marketing conditions.

Virginians, rural and urban, benefit from the tremendous economic impact generated by the production, processing and sales of foods and other products of Virginia agriculture. The majority of jobs in the state are directly or indirectly influenced by

numerous dairy associations, including the Southern States Dairy Division of the National Association of State Departments of Agriculture. For more than 15 years, he represented Virginia at the Interstate Milk Shippers Conference, and has served on the laws and bylaws committee of the Conference. He has also been a member of the Dairy Science Advisory Board for the VPI & SU Dairy Science Department.

Jefferson is very active in the National Agricultural Marketing Officials association. In addition to serving as an executive member, he is also chairman of the Southern Region of NAMO, as well as chairman of the Committee on Regulatory and Governmental Relations.

He serves as advisor to the Virginia Pork Industry Commission and the Virginia Poultry Federation, as well as other agricultural commodity commissions, associations and organizations.

He and his wife Lorena live in Bon Air, near Richmond.

agriculture, the marketing of its products, and related industries. Markets Division programs and services are designed to maximize this economic benefit by helping Virginia farmers compete effectively in marketing their products.

Both producers and consumers benefit in the long run when price fluctuations for agricultural products are at a minimum.

The Division's programs aid in stabilizing prices at a healthy economic level. While some price-influencing conditions, such as the devastating effects of weather extremes, are difficult to control, the Division of Markets work to stimulate sales of commodities in plentiful supply, to minimize problems caused by shortages of both farm products and products used in farming operations, to provide reliable market price information, and to guide consumer purchases in directions that will minimize the effects of over-and-under supply situations.

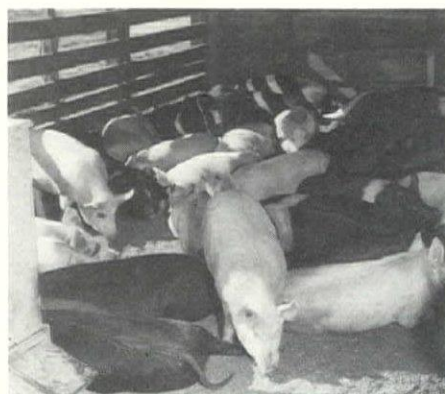
The INTERNATIONAL TRADE program in the Division of Markets has far-reaching benefits for both consumers and farmers. America is fortunate that our farmers are capable of producing much more food than American consumers can use currently. This excess, now sold in foreign markets, provides an excellent reserve for American consumers in the event of reduced production and currently yields 22 to 23 billion dollars in foreign purchases of American agricultural exports — a major contribution to balancing out the huge value of imported products purchased by American consumers.

Imports such as automobiles, televisions, radios, cameras, and clothing have become routine consumer purchases, while oil, tin, chromium, and other essential raw materials are either not available in the United States or not plentiful enough to meet our needs.

When these imports exceed our exports, the value of the dollar goes down and prices of imports go up. The Division of Markets' efforts to increase our agricultural exports help solve the problem of balancing our foreign trade and, at the same time, provide farm income from production beyond the needs of American consumers. Thus, our agricultural



Livestock is graded at the market place. Some 494,791 animals were inspected and graded last year.



A group of uniformly graded hogs await the beginning of an auction.



Producers begin arriving early on the morning of an auction. The number of livestock brought to market varies with each individual.

exports not only benefit agriculture but they help hold down the consumer price of imported products.

Virginians realize an additional benefit from this export-import trade — one job in six in the state is directly or indirectly affected by it.

Still another advantage to production for export is that it provides America with a built-in cushion of protection against a major food shortage which might become a problem as population increases. This holds true as long as exports encourage our farmers to maintain the capacity to produce more food than we currently need here at home. A healthy export market for agricultural products will help make it more profitable for a farmer to keep good farm land in production rather than selling it to factories or housing developments.

Some specific programs which benefit both farmers and consumers include the following: — "PICK-YOUR-OWN" PROGRAMS. For some years, the Division of Markets has been working to develop programs of on-farm sales directly to consumers. These direct marketing programs include "pick-your-own" apples, peaches, strawberries, and vegetables and "cut-your-own" Christmas trees. This method of marketing provides the consumer access to fresh produce, usually at lower prices, while providing a market for producers, usually at higher prices. Both realize price benefits because of savings in labor, transportation, packing, packaging material, and sales and storage fees for all who handle the products in their traditional route to consumers.

— "TEL-O-AUCTION," an innovative method of conducting livestock auctions through a telephone hook-up of all buyers, was pioneered by the Division of Markets and is used regularly for sales of feeder pigs, market hogs, lambs, and slaughter cattle. Uniform description of the animals by the Division's livestock graders makes this sales method possible. Tel-O-Auctions provide producers with a more

(Continued on page 32)

The Division of Product and Industry Regulation

Compiled By Mb Brewster

"OUR DIVISION of Product and Industry Regulation (PAIR) has as its primary mission the enforcement of many agricultural and other laws. The 30 laws assigned to PAIR are a major contributor to the Department's emphasis on consumer protection," stated B. W. Southall, Division director.

This concern deals with consumer and trade services authorized by various state and federal laws for food, feed and animal remedies, fertilizer, gasoline octane levels, weights and measures, seed, plant pest control, pesticides, paint and hazardous substances. Within PAIR each of these activities has an administrative office to handle the programs and enforce the requirements of the appropriate laws.

"Our responsibilities of the Division include registering, inspecting and sampling products, checking equipment, examining labels, inspecting establishments handling food products and making inspections to control plant pests," explained Southall.

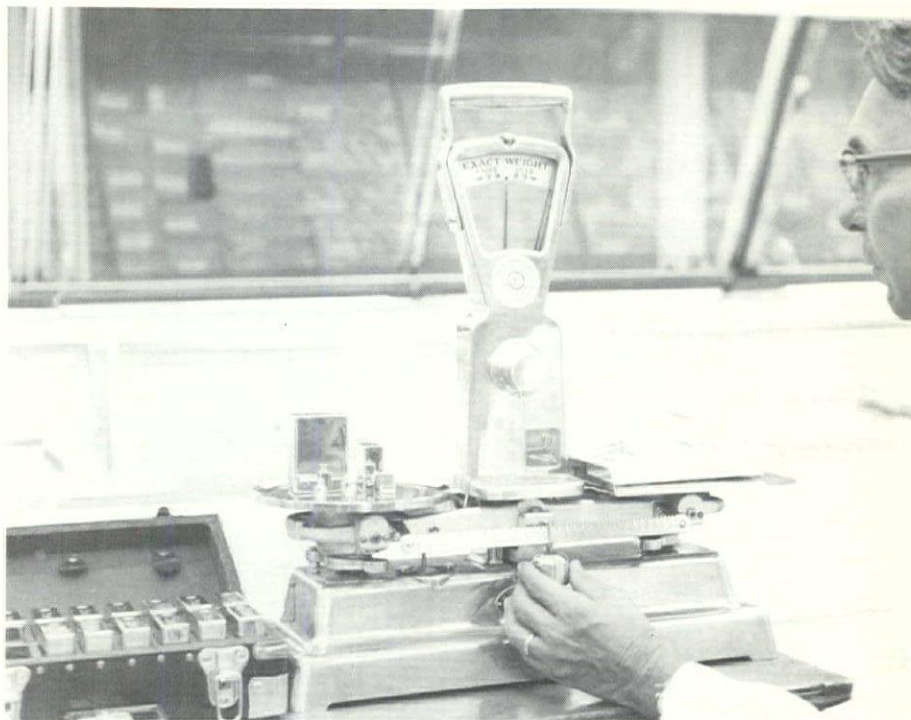
The backbone of the enforcement of the various laws and regulations assigned to PAIR is the regulatory inspector. "He and she are the ones who are out every day examining, inspecting, collecting samples and monitoring standards of quality for assurance of compliance for a diverse group of products so the consumers of Virginia can have a high degree of confidence in the marketplace," said Southall.

The support personnel for these programs are in the central office of VDACS located in Richmond. The inspectors send all the data they gather to Richmond for review and appraisal and for future enforcement action, if warranted.

"The Coordinated Inspection section has approximately 16 inspectors who handle field inspectional duties for several sections in PAIR." Their inspection activities deal with the programs of the Feed and Animal Remedies section; Fertilizer and Motor Fuel section; Paint, Pesticide and Hazardous Substances section; as well as the Seed and Sod section. Food, Weights and Measures and Plant Pest inspectors are specifically assigned to one area or responsibility.

The Feed and Animal Remedies section handles the Commercial Feed Law, Canned Animal Foods Law, and the Animal Remedies Law through programs of registration, inspection and analysis of official samples to assure the public that these commodities meet their label specifications and comply with the requirements of these laws and regulations adopted by VDACS," explained Southall.

The Fertilizer and Motor Fuel office has the authority to administer the Virginia Fertilizer, Agricultural Lime and Motor Fuels Laws. According to Southall, "These laws and programs provide a service and protection to the consumer and others



Checking scales is an important part of the work of the Weights and Measures Section. Last fiscal year, inspectors made 3,155 store visits, checked 39,754 lots, representing approximately 792,000 packages. Inspectors tested 76,761 devices used commercially.

B.W. SOUTHALL

Director Division of Product and Industry Regulation

BILLY W. SOUTHALL has held his present position of Director of the Division of Product and Industry Regulation for 13 years.

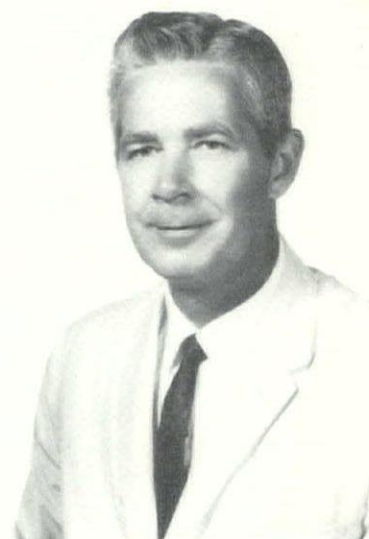
Born in Lynchburg, Southall attended Pamplin High School and matriculated to Virginia Polytechnic Institute and State University where he received a Bachelor of Science degree in Agriculture Education.

Following his years at VPI & SU, Southall signed up with the United States Navy and served a four-year tour of duty.

Upon discharge from the Navy, he held a position with the Chase City school system where he taught vocational agriculture at Chase City High School.

After teaching vocational agriculture for two years, Southall joined the Virginia Department of Agriculture and Consumer Services as a feed inspector. He advanced to Feed Inspection supervisor before leaving the Department in 1963 to become a food and drug officer with the U.S. Food and Drug Administration.

Southall returned to VDACS in April of 1965 to assume the duties of assistant director of the



Division of Product and Industry Regulation. In 1966 Southall was named director of the Division and has served in that capacity since his promotion.



Seed inspection is one of the many services of the Department. To test the rate of germination, seeds are treated and wrapped in dampened paper and then placed in germination chambers which offer the seed optimum growing conditions.



After having spent a predetermined amount of time in the germination chambers, the seeds are then removed and checked for root growth and sprouting performance.

using these three commodities. It is our responsibility to monitor the sale and distribution of fertilizer, liming materials and motor fuels, and to determine if the products sold are in compliance with the laws, regulations, registration and labeling requirements."

Paint, Pesticide and Hazardous Substances are regulated for the purpose of assuring the public of correctly labeled products with the necessary directions for sale and effective use. "It is essential that all such product labels be registered with VDACS and kept current, with the necessary precautions stated on the label, so we may adequately protect the consumer."

"All seeds which are sold, offered for sale, transported, or advertised for sowing purposes must be tested and truthfully labeled to meet specifications of the Virginia Seed Law and Regulations," said the Division director. Because seeds produced by nature do vary in quality and ability to reproduce, control is necessary to insure the consumer that he is receiving what he wants or needs. The Seed and Sod section, working with support personnel in PAIR's Seed Laboratory have the responsibility to assure that these natural products are truthfully labeled. "Virginia farmers spend an estimated \$33 million a year to purchase seed, and we feel strongly that correctly labeled seed is essential to profitable crop production."

The Plant Pest Control section is actively involved

in protecting the various segments of Virginia's agriculture from "the uncontrolled spread of economically significant new or not widely established plant pests." Their laws and regulations span from noxious weed control to apiary inspections; Nuisance Bird control to inspecting daffodils by the thousands each spring in Gloucester. They inspect retail and wholesale nurseries, as well as answer calls from individuals when an unidentified pest may have the consumer bugged.

"The Food Inspection section is responsible for the enforcement of the Virginia Food and related Laws." Southall further stated that "these laws regulate the manufacture, processing, distribution and sale of human foods in Virginia."

The section is also responsible for the food products and food establishments damaged in all types of disasters, including fires, floods, vehicle wrecks and explosions.

Weights and Measures employees maintain surveillance of weighing and measuring devices used commercially, and monitor the weighing practices of sellers to assure accuracy and fair dealing in the exchange of goods and services.

"Our Division employees take pride in their work and the excellent relationship with the industries they help to regulate," stated Southall. "And we feel it is our duty to see that both sides in the marketplace receive the best protection we can offer."



The Department maintains test plots for studying the growth, yield and quality of different seeds in different soils.



The total amount of grain and soybean meal officially sampled, weighed and inspected and certified during the past fiscal year amounted to over 22.0 billion pounds. Record high volume was due to the continued heavy exports to thirty-eight foreign countries throughout the world.

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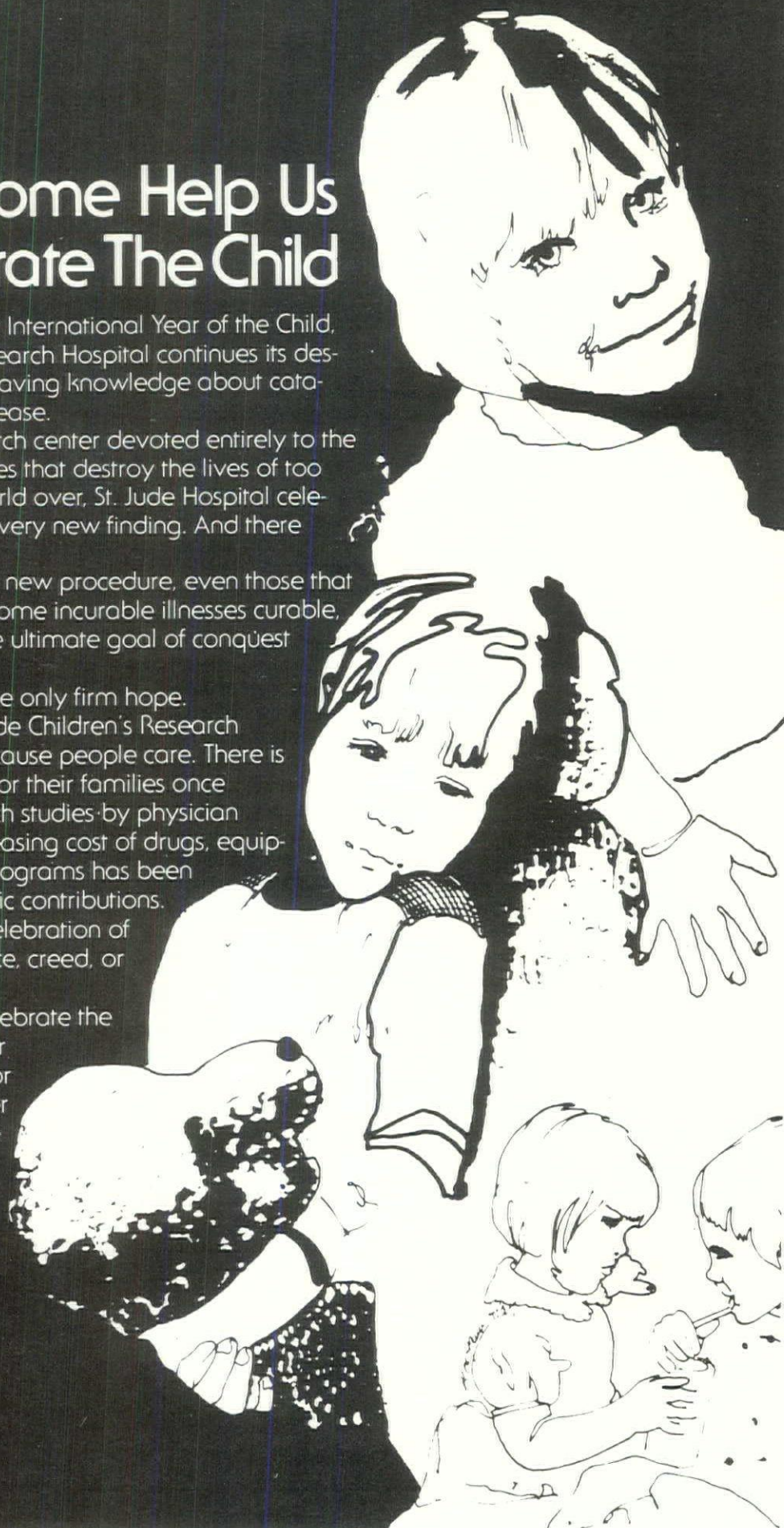
Research at St. Jude Children's Research Hospital continues because people care. There is no charge to patients or their families once admitted to its research studies by physician referral. The ever increasing cost of drugs, equipment, and research programs has been met primarily by public contributions.

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Virginia's New Secretary of Transportation



George M. Walters

By Cheryl Jenkins



GEORGE M. WALTERS, Virginia's new secretary of transportation, had prepared to retire early — at age 60 — for many years. He had plans to hunt and fish and sail as often as he liked. But then destiny and Governor John N. Dalton stepped in, and Walters' retirement was transformed into a brand new career.

Just before Christmas, Walters was packing his hunting gear for a vacation trip to the Eastern Shore. He had been retired as vice chairman of Reynolds Metals Company in Richmond for seven months, and this was just one of several pleasure trips he had promised himself after retirement.

When he received a call from Governor Dalton's office asking if he could drop in for a chat, he agreed, deciding the ducks on Parramore Island would have to wait when the governor called.

"I was honored and flattered and taken totally by surprise," Walters said. "I had no idea I was even being considered to fill Wayne Whitham's place as secretary of transportation until I talked to Governor Dalton. He explained that Wayne felt he should step down because of his health problems...I made a call to confer with Mrs. Walters and then accepted right away. Then I took off for Parramore."

Whitham, who also had served as secretary of transportation in the administrations of governors Linwood Holton and Mills E. Godwin, Jr., had suffered a heart attack in August while attending a luncheon in Washington. Because of his recurring heart ailment, he had decided to step down at the end of the year. "Wayne has done an excellent job. He's been in transportation since the beginning of the cabinet system in Virginia, and I hope to continue to build on his work," Walters said.

Walters' executive duties at Reynolds — he also served as president of Reynolds Aluminum Credit Corporation and as a director of British Aluminum Co. Ltd., and various other Reynolds subsidiaries and affiliates — had prepared him for the hectic schedule that characterizes the executive branch of state government. As secretary, he works with the Division of Motor Vehicles, the Department of Transportation Safety, the Office of Emergency and Energy Services, the Virginia Port Authority, and the Department of Highways and Transportation.

"I arrived on January 2 and immediately became involved in the coal roads problem out in southwest Virginia. The highway and transportation commissioner, Hal King, and I went out to Wise on my second day," he said. "Most of my early work was involved with legislation or the consideration of legislation, so I'm only now getting the opportunity to visit all the agencies and learn about their operations. Since the Assembly's session ended, most of my attention has been directed toward becoming familiar with the operations of the various agencies, and working with them toward cost control to keep government under control...This is a big objective of the Dalton administration. We need to go on and do the things that need to be done, but do them within the bounds of present government."

"Whatever we're dealing with — and this includes transportation — we must know what we want to do. We must have a planning concept, with specific goals to accomplish — all planning should be to that end." And Walters makes it clear that government's goals should be realistic. "The Highway and Transportation Department is an extremely practical operation. When it plans, it plans to take care of a specific requirement."

Walters' management and finance experience provides a solid background for implementing programs within the confines of a rigid budget. He joined Reynolds Metals in 1965 as controller and was elected financial vice president and a director in 1971. He was elected executive vice president and a member of the executive committee of the board of directors in 1973 and was named president and chief operating officer in 1975.

A native of Cleveland, he is a graduate of Western Reserve University. Following World War II service in the Air Force, he joined the accounting firm of Ernst and Ernst at its international headquarters in Cleveland. He became a partner in the accounting firm in 1960 and was in charge of services to more than 20 companies, primarily in the steel, mining, metal fabricating, and construction industries.



One of the 30 rest areas built and operated by Virginia Department of Highways and Transportation on Virginia's interstate system. Note signs and barrier free access for physically handicapped persons. This one, typical of the design, is on Interstate 64 in New Kent County.

Befriending the Traveler On Virginia's Interstates

BECAUSE of its lack of franchised facilities, travel along the nation's interstate system sometimes is complicated by the absence of stopping places and rest areas. Often it means leaving the highway to search out facilities in unfamiliar territory.

The Virginia Department of Highways and Transportation has developed a two-pronged approach toward a solution to the problem with travel information centers and rest areas along the interstates, coupled with the "logo" sign system to aid motorists.

The travel information centers are located on the interstates near Virginia's boundaries. These are combination centers — including an information area and rest facilities. There are seven of these combination stations now with three more in the planning stage. In addition, there is a travel information center-rest area located on US Route 13 in Accomack County near the Virginia-Maryland state line.

The logogram system has evolved from a 1960s pilot program. The system provides, at exits on the interstate, sign boards with logos (or trademarks) of various nearby travel-oriented establishments.

Rather than erecting signs which simply say — lodging — gas — food — Virginia has erected sign boards for each of these with the identifying trademarks of nearby accommodations.

The signs range up to 14 feet by 18 feet, with as many as six logos.

In this day of charge accounts and credit cards, many motorists look for specific motel chains or gasoline stations. The logo program was developed to help them find the particular place for which they are looking.

The Virginia Highway and Transportation Commission has authorized the use of logo signs along I-81 the north-south highway in the Shenandoah Valley, and I-64, the east-west highway across the central portion of the state. The program

was first developed along I-95, the main northeast route to Florida. Bids recently were sought for the erection of logo signs along some 120 miles of I-64 between Afton Mountain, near Waynesboro, and Williamsburg.

The logos are supplied by the companies, and specific criteria dictate which logos appear on the signs. Gasoline stations must be within a mile of the exit ramp, for example.

Other states are in the process of developing similar programs and Virginia is the recipient of requests for pictures and details on its program.

A source of frequent favorable comment from motorists and travelers are Virginia's rest areas located along the interstate system. Many travelers compliment Virginia for the attractive, convenient, neat and well-kept facilities. The areas with their Colonial-style buildings, landscaped picnic grounds, and parking lots are a welcome sight to a weary motorist.

Two rest areas recently opened on I-64 are the latest of some 30 such facilities which have been built and are operated by the Department of Highways and Transportation.

Those combination travel centers rest areas, which are located near the state's boundaries, serve to provide the traveling public with a variety of information.

The centers are operated by the Virginia State Travel Service and are open, with an attendant on duty, seven days a week. The specially-trained personnel are available to help the traveler with information on locations of various facilities and resorts, up-to-date information on road conditions, and with planning trips and stop-overs within Virginia. In addition, the information centers stock more than 550 folders, maps, and information sheets of all kinds on Virginia's facilities and features. These pamphlets are distributed to the public without charge.

According to statistics available from the Travel Service, approximately one million traveling parties (with an average of 3.4 people per party) stopped at the information centers in 1977. The Travel Service has estimated that each one of these parties spent an average of \$31.66 per day before leaving Virginia.

The two most recent rest areas opened on I-64 provide parking spaces for about 80 cars and 20 trucks. The stations are designed for a peak use in 1995 of about 450 people per hour. The areas are barrier-free to assist the physically handicapped. The two facilities cost a total of approximately \$1.25 million, including water and sewage systems.

Although all the stations to date have used a Williamsburg-type design for the building — a style closely associated with Virginia and the Colonial period — future areas will vary in design and be more adapted to their particular location.

Among the innovative features of the areas has been the use of various disposal systems. One in Rockbridge County on I-81 has a system which recycles the waste water. The recycled water is used for flushing the sanitary facilities, for cleaning purposes such as hosing down walks and entrance ways, and for lawn irrigation during dry periods. Well water is used for drinking facilities and for washing.

In addition to the areas already in operation, others are under construction or in the planning stage.

Three areas are under construction on I-81, two in Rockbridge County and another in Montgomery County. Eight others are planned, including two



Picnic facilities are provided at the 30 rest areas built and operated by Virginia Department of Highways and Transportation.

combination travel information centers-rest areas. The latter will be erected on the recently completed I-77 which cuts across Southwest Virginia from the West Virginia line to North Carolina.

Five rest areas in the design stage include one to

be built in Warren County on I-66 and four to be built on I-64, two in Alleghany County and two in Louisa County. In addition, a truckers' rest area is planned for the weigh station in Prince William County on I-95.

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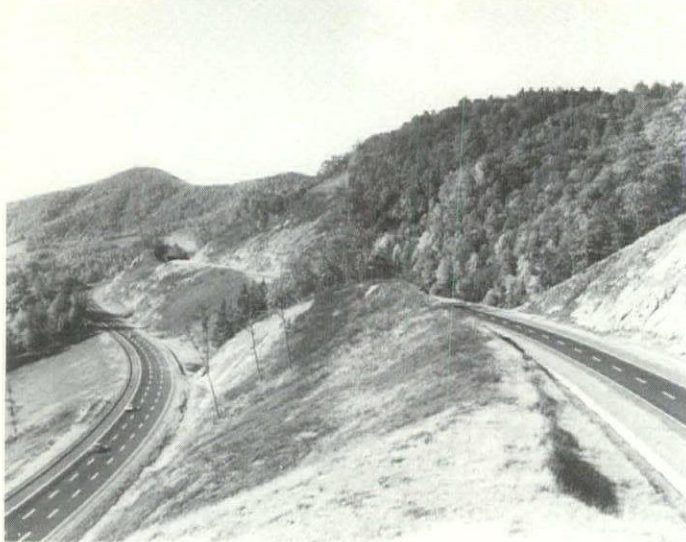


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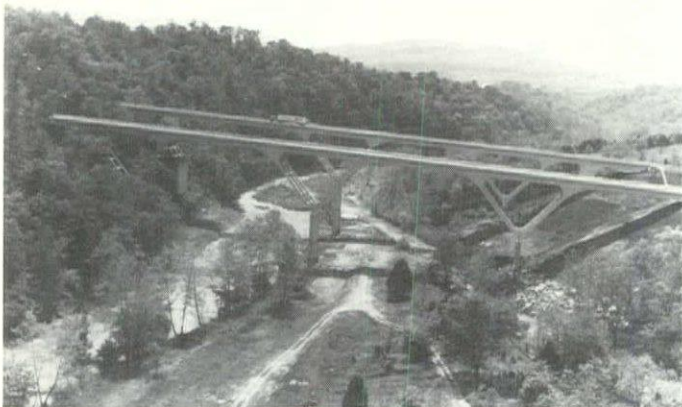
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Target Date Set for Final Interstate Construction



I-77 in Southwest Virginia provides exceptional scenic views — and vastly greater safety — for motorists.



Twin bridges carry I-64 over Maury River in Rockbridge County.



Virginia's busiest interstate route, I-395 in Northern Virginia, with express bus and carpool lanes in center.

VIRGINIA'S SHARE of the interstate highway system is nearing completion, and Harold C. King, state highway and transportation commissioner, wants to begin building the final section in 1983.

He knows it's an optimistic goal. But he believes it to be within reach, in part because of a provision in the 1978 Surface Transportation Assistance Act passed by the Congress late last year. It allows advance federal funding for states prepared to move forward with interstate highway construction projects. Since 90 percent of the cost of such projects is paid with federal money, such advancement could be significant.

Ordinarily, Virginia receives about \$150 million a year in federal interstate funds. It will take more than that to meet the 1983 target year set by King, and that's where the provision of the new law could be helpful.

If the schedule holds up, motorists could begin using the last segment of interstate highway in Virginia in 1985 or 1986, at least several years ahead of the probable national completion time.

"Our planning is going to proceed toward this objective," King says. "We are coordinating our schedule with the Federal Highway Administration and other appropriate agencies so that we don't find some unexpected obstacle at the last minute to put us off course."

In a recent address to the Great Lakes to Florida Highway Association at Hillsville in Carroll County, the Commissioner discussed the work yet to be done.

Included, he noted, are the last gap in I-81 and I-77 between Wytheville and Fort Chiswell, where the two routes overlap; the proposed relocation of I-95 between Richmond and Petersburg; a project remaining to be started on I-66 in Northern Virginia; I-664 and its bridge-tunnel complex in the Hampton Roads area, and an Elizabeth River tunnel to be built between Norfolk and Portsmouth as part of I-264.

"On these, and for other remaining projects, there will be rigid environmental regulations to be met. And then we will have to fit them into the schedule for funding.... Interstate highway construction is costly," he told the road association.

He pointed out, as an example, that the approximately 58 miles of I-77 constructed across Southwest Virginia, between Bluefield and the North Carolina line, cost about \$240 million, or just over \$4 million a mile.

Altogether, construction of the interstate system in Virginia has cost \$2.3 billion in federal and state funds, all of it derived from taxes paid by motorists on gasoline and in other road-use levies. The latest estimate placed the remaining cost at nearly \$1.5 billion. And for engineers and road-building contractors, there's not an easy mile left. Most of the finishing-up work is in urbanized areas, and it includes major water crossings which, by their nature, will be expensive and complex to construct.

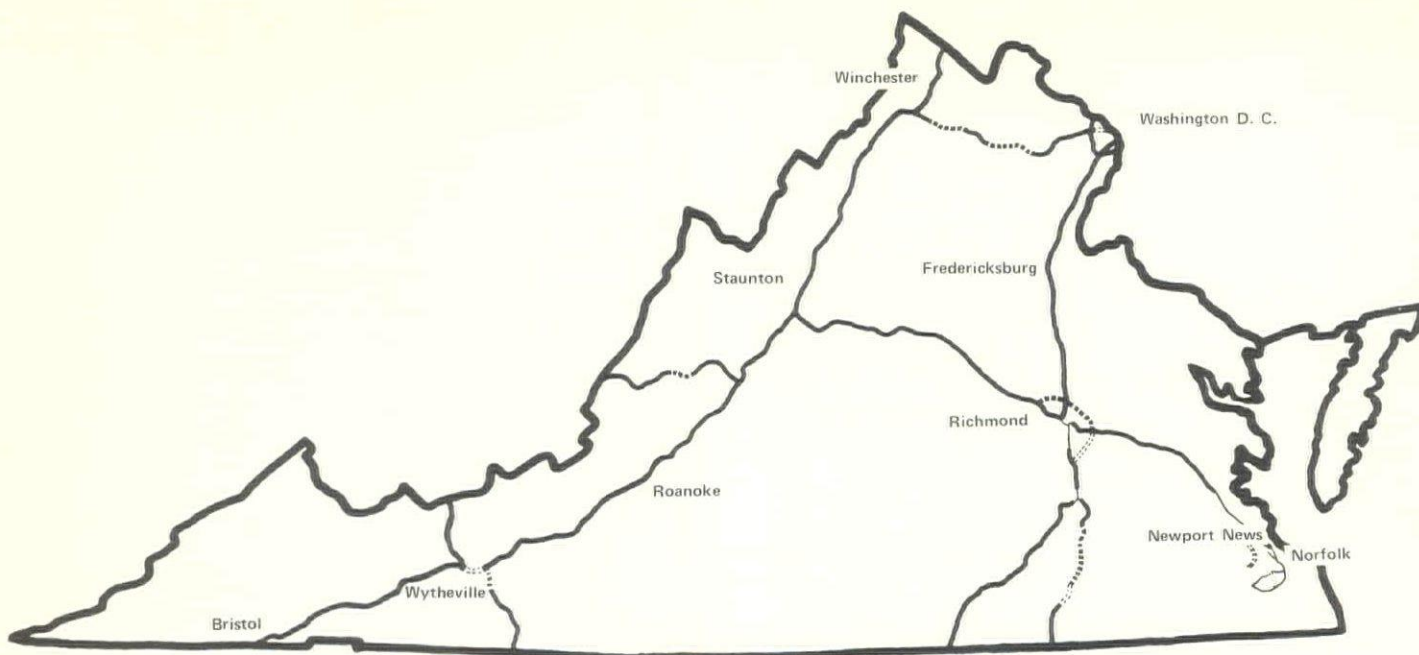
From a mileage standpoint, Virginia's share of the system already is in the home stretch. Allotted 1,075 miles of the nationwide 42,500-mile system, the state has built 910 miles and has 92 miles under construction, with the rest in active planning stages.

It's all been accomplished since 1956, when the Congress authorized development of the interstate system and set up the Highway Trust Fund to pay the federal government's share of the cost. Originally, completion was scheduled for 1972.

By the mid-1960s, however, it was evident the schedule wouldn't hold up. For one thing, the system was expanded by 1,500 miles. For another, new safety standards and the nation's growing environmental consciousness often have led to higher costs and, in some instances to delays. But the largest culprit has been inflation. In road-building, as in buying the family groceries, the dollar doesn't stretch as far nowadays.

In its annual report for the 1977-78 fiscal year, the State Highway and Transportation Commission expressed concern. With 1967 prices representing a base of 100, the Commission said, the composite index of highway construction costs in the state had risen to 272.7. In other words, it was taking \$272.70 to construct what \$100 would have built just 11 years earlier.

The dilemma, of course, is not unique to Virginia. Federal legislation in recent years has recognized the delays repeatedly, and the 1978 act set 1986 as the target year nationally for placing under construction all unbuilt routes which have been sufficiently funded. Commissioner King hopes Virginia will do better.



Solid lines show completed sections of Virginia's interstate highways; broken lines indicate sections in construction or planning stages.

Even uncompleted, however, the system has exercised an influence of near-monumental proportions.

Economically, it has attracted widespread commercial, industrial, recreational, and residential growth, encouraging development which, in turn, has resulted in new jobs and expanded tax bases. For employers and employees, and those seeking work, the new routes have enlarged the labor and job markets, making it convenient for more people to travel greater distances.

Study after study has affirmed the dominant role of the interstate system in serving the vehicles of private citizens and commerce alike. J.P. Mills, Jr., traffic and safety engineer for the Department of Highways and Transportation, and a man who's been studying Virginia traffic for well over three decades, says that without the new superhighways the state's road system simply couldn't handle travel demands.

With 10.2 percent of the combined interstate, arterial, and regular primary mileage, the interstate routes serve nearly 37 percent of all traffic using the three systems. The interstate highways also carry more than 64 percent of the travel by out-of-state passenger cars and 59 percent of trailer-truck traffic.

I-95 through Virginia, representing 1.4 percent of the mileage in the combined systems, serves 17.8 percent of the trailer-truck travel and almost 25 percent of travel of cars registered in other states.

At the same time, the interstate system provides higher levels of safety. Its accident rate is about one-half that of the older, conventional highways.

Twenty-three years ago, getting ready to tackle the job of planning and building the system, the State Highway Commission attempted to assess the significance of it all, and proved prophetic in many respects:

"Construction of this modern road network... involves many problems and radical changes in thought. Under the new program, interstate highways will be insulated from marginal traffic generated by motels, service stations, other types of businesses and dwellings. Traffic entering and leaving these highways will do so at designated points. Cross movements of traffic, with which we are so familiar, will be eliminated.

"The benefits of controlled-access construction are numerous. A modern, controlled-access road transforms, in many ways, the area through which it passes. Land values increase. This type of road promotes safety, saves travel time, reduces the strain on drivers, and aids the economic development of the area. Controlled-access standards also protect the state's investment in its highways," the Commission observed, even before the first mile had been built.

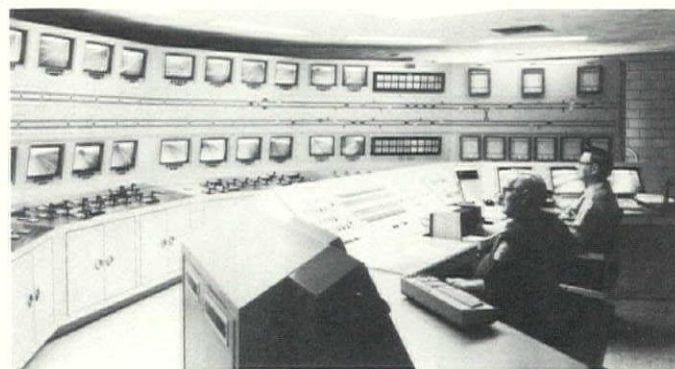
But it knew, as well, the size of the job.

"We are now embarked on the most accelerated road program in the state's

to tell the Virginia Story



I-295 partial beltway at Richmond takes shape at crossing of I-64 east of the city.



Television monitors used to keep watch on traffic at Hampton Roads Bridge-Tunnel signal sophisticated new era in traffic management on existing highway facilities.

history. Unprecedented sums of money will be spent... to provide Virginia with modern, adequate highways. Present traffic patterns will be changed; new areas will be opened for business, residential, and recreational development. The future will present a challenge greater than any we have faced in our highway development."

The I-95 Emporia bypass was the first interstate project to be completed in Virginia, opening to traffic September 8, 1959, only three years after the Congress had authorized development of the nationwide system. Ironically, another segment of I-95, are the planned relocation of the route off the Richmond-Petersburg Turnpike, will be among the final projects completed.

What then, after the interstate routes all have been built?

To Commissioner King and his staff, and to the Highway and Transportation Commission, the answer is apparent.

They say Virginia won't build again in the foreseeable future another system of entirely new cross-state highways. Instead, the emphasis will be on finishing essential sections of the arterial network of four-lane divided roads, upgrading the other highway systems, and replacing obsolete bridges.

Emphasis also will be directed toward finding ways to gain increased people-moving capacity from existing highways, especially in urban regions. That is imperative, they believe, if this generation intends to get serious about conserving energy in its transportation practices.

Even now, King and his associates are busy on plans for such new directions, and there's some urgency attached to those efforts. That's all the more reason, says the Commissioner, to expedite the remaining interstate highway construction, and to move on to the other business at hand.



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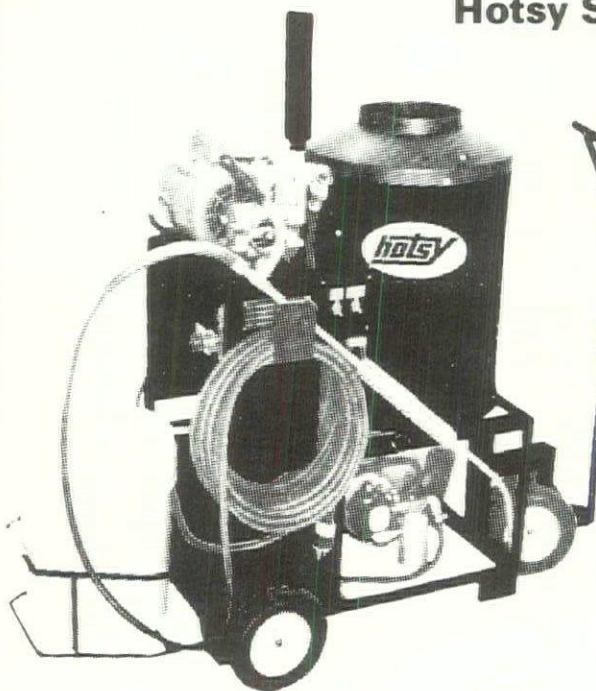
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Bicycling in Virginia

By Donna L. Purcell, *Editorial Assistant*
Virginia Department of Highways
and Transportation

BICYCLING was introduced to the United States a little more than 100 years ago, but in the past decade it has become an increasingly popular national pastime. People don't just bicycle around the block any more. They go biking for miles along back roads, specially-marked bike routes through parks and cities, and even across the country.

Virginia is a particular favorite of cyclists because it offers a great variety of historic and scenic areas, it has miles of well-marked, well-kept rural roads, pleasant weather conditions, and it offers passage into the north, south and west.

Cyclists may ride along any Virginia highway as long as it is not an interstate or controlled-access highway (such as the Hampton Roads Bridge-Tunnel or Chesapeake Bay Bridge-Tunnel). For pleasant, scenic rides along low traffic volume roads, cyclists have found Virginia's secondary roads to be their best bet. The route numbers are marked at every intersection, there are many general stores along the way to provide food and drink, and the roads are in good repair.

The state also offers specifically-marked routes which have been established by bicycling organizations, cities and towns, or parks to provide cyclists with the most scenic, reasonably safe means of traveling on a bike.

Two of the country's major bicycle routes cross through Virginia. The TransAmerica Bicycle Trail goes from Astoria, Oregon, to Yorktown and was set up by Bikecentennial, Inc., a non-profit organization. In 1976, Bikecentennial marked the 100th



Two young women enjoy a ride on a bike trail along US-50 in Arlington County on their way to a tennis game.

anniversary of the introduction of the bicycle to the U.S., along with the country's 200th birthday. The Appalachian section of the trail is about 500 miles long and runs between Breaks Interstate Park near the Kentucky-Virginia border to Yorktown near the Chesapeake Bay.

A Virginia loop trail also has been established in Northern Virginia by the biking organization. The 568-mile loop starts in Washington, D.C., and goes through Front Royal, Harrisonburg, Waynesboro,

Charlottesville, Richmond, and Fredericksburg in Virginia and back to the nation's capital.

A 150-mile segment of the East Coast Bicycle Trail is in Virginia. The trail, which begins in Boston, passes through Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Maryland to Fredericksburg and Richmond. It links up with the TransAmerica trail between those two cities.

Many people are interested in cycling along the Blue Ridge Parkway (214 miles in Virginia) and the Skyline Drive (105 miles) in the beautiful Shenandoah Valley. Cyclists may also camp along the way in designated campgrounds for a fee.

Shorter trails can offer a great deal to the weekend cyclist. The 22-mile-long Colonial Parkway in eastern Virginia goes from Yorktown to Williamsburg and Jamestown Island, three areas which were witnesses to the growth of a new nation. Jamestown Island has three and five-mile loops which are very enjoyable due to the low speed and low traffic volume on these nature trails. Colonial Williamsburg has closed certain sections of the city to motorists to make sightseeing more enjoyable for cyclists and pedestrians.

The Mount Vernon bikeway in Northern Virginia is a 15-mile route offering a variety of scenery along with an opportunity to visit Mount Vernon, George Washington's home along the Potomac River.

The Northern Virginia Regional Park Authority maintains more than 65 miles of biking, hiking, horseback, jogging and nature trails with more planned or under construction. The trails vary in length from one to 23 miles.

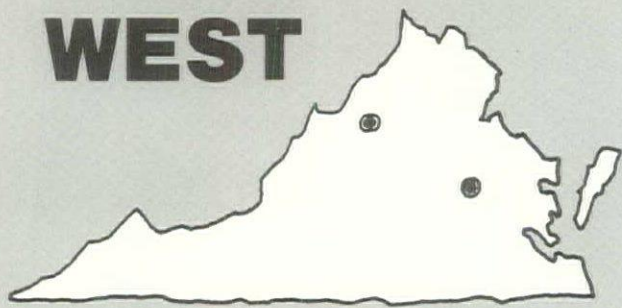
Cyclists interested in wildlife and the Eastern

(Continued on page 32)



A bicycle bridge over the Occoquan River in Prince William County provides easy access for cyclists in Occoquan.

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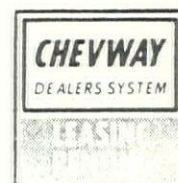
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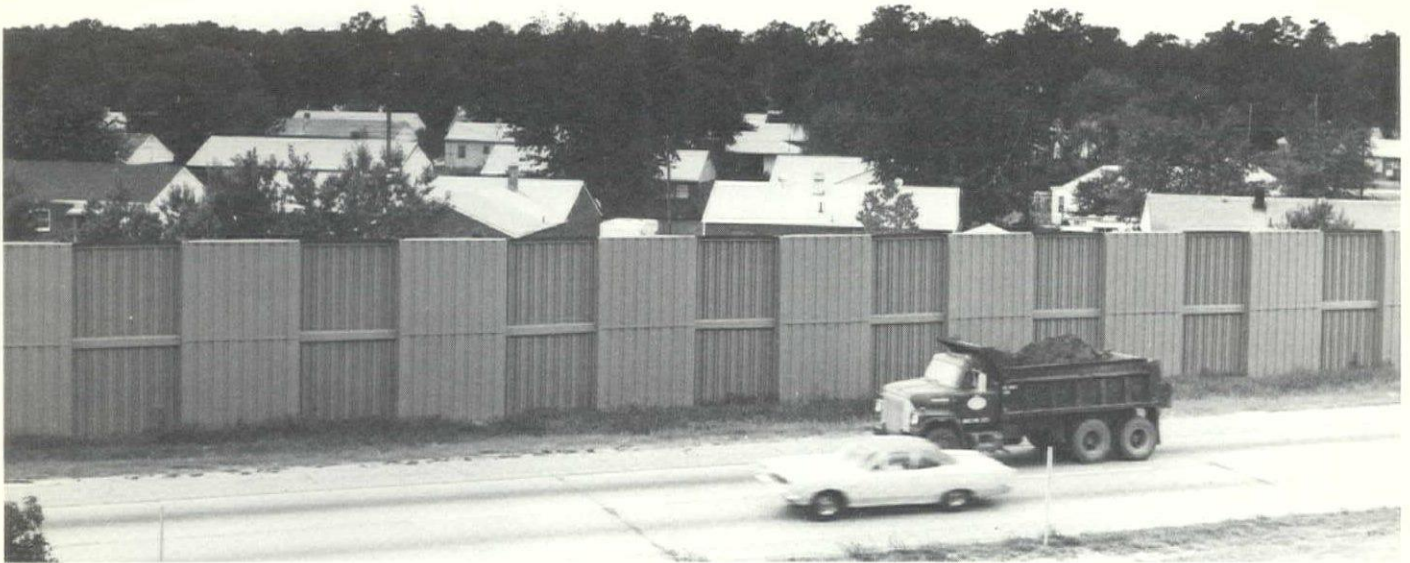
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Noise Barriers in Virginia

By Donna L. Purcell, Editorial Assistant
Virginia Department of Highways
and Transportation



This metal barricade on Interstate 64 in Hampton effectively blocks much of the traffic noise from the area's residents.

WE ARE well aware that our air and water have been polluted. Oil slicks, dead fish, and smog are highly visible reminders of our contaminated environment. But there are other pollutants which we can't see that are just as harmful. Loud machines, wailing sirens, low-flying aircraft and bustling highway traffic contribute to the increasingly disturbing noise levels of today's world.

The Virginia Department of Highways and Transportation is working to relieve people of some of the noise problem; specifically, those people living along interstate or well-traveled primary routes. The department's solution is to build noise abatement walls (noise barriers) between the people and the noise source: highway traffic.

The first noise barrier was installed in October 1976, on Interstate 64 in Hampton. Since then, barriers have been installed along the Capital Beltway (I-495) in Northern Virginia, I-77 in Wythe County, on Staples Mill Road (VA-33) in Henrico County, Denbigh Boulevard (VA-173) in Newport News, and Great Neck Road in Virginia Beach.

Approximately 25 more barriers are in different planning stages said Ahmet C. Anday, coordinator of the air, noise, and energy section of the department's environmental quality division.

"Noise abatement is a direct result of the Federal Highway Act and is influenced by the National Environmental Protection Act (NEPA) of 1969 and the 1972 Noise Control Act," he said.

Whenever a federally-funded highway project is considered, the noise impacts of the project must be identified. With each project, the existing and future

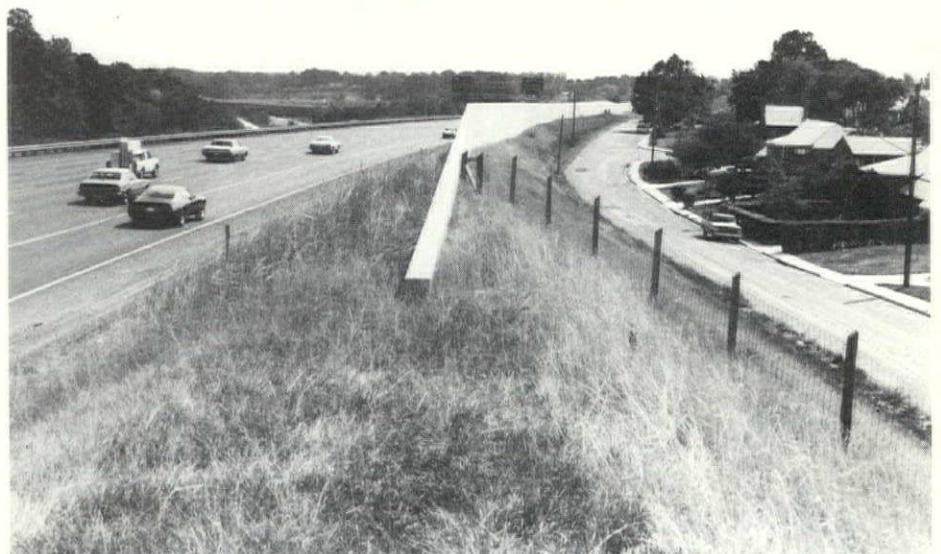
noise levels are assessed through noise measurements and computer modeling techniques.

If there is a significant difference between the two levels, or if levels set by the Federal Highway Administration (FHWA) are exceeded, noise abatement methods, such as sound barriers, must be considered, and where feasible, implemented.

Sound barriers work in this manner. Noisy traffic

passes by a residential area along a busy highway. The sound waves emitted by the traffic reach the barrier and undergo some changes. They are either reflected (sent back), diffracted (sent around), or transmitted (sent through). Since the diffracted and transmitted sound waves reaching the area's residents total less than the original amount of

(Continued on page 32)



After its construction, this concrete noise barrier along Interstate 495 (the Capital Beltway) in Fairfax County reduced measured noise levels by one-half.

Serving the Commuter is Part of the Job

EVEN BEFORE THE OIL CRISIS of 1973-74 and today's inflation, increased traffic, air pollution regulations and the like, the daily commuter has been moved to find ways to cut his costs and save his time.

Among those trying to provide assistance has been the Virginia Department of Highways and Transportation, whose efforts to serve the commuter and the public recently have taken on new emphasis. One of the more innovative – and less costly – methods has been the establishment of commuter parking lots. These have varied from smaller ones accommodating 10 or so cars to large fringe area lots with a capacity of 300 or more vehicles.

Newly-appointed (July 1978) Commissioner of Highways and Transportation Harold C. King has been one of the staunchest advocates of the conveniently located commuter parking lots.

There was a number of places around the state where commuters and "car poolers" were parking their vehicles on the highway right-of-way. Several in the Department saw these parking places as potential safety hazards and wondered why the Department might not develop small parking lots for the convenience of commuters.

O. K. Mabry, director of planning, had the district engineers survey possible locations, and they came up with about 250 spots which might be developed for commuters and car poolers.

Typical of the small commuter lots is the one in Gloucester County which recently was opened to the public. The 25-vehicle lot was developed on county property on US Route 17 in the southern end of the county. The land was made available after negotiations between the Department's resident engineer and county officials. It was built by state staff and paid for from state funds. The area has been landscaped and lighted and there is enough space to double the size of the lot if needed. Department personnel have been talking with a local bus operator in the hope of providing some limited bus service between the lot and the shipyard at Newport News.

Commissioner King has noted the development of these smaller commuter parking lots serve a two-fold purpose. "Such lots eliminate the safety hazard of scattered parking on the highway right-of-way, and they provide area commuters with more convenient and safer facilities," he said.

In addition to the smaller lots, large fringe area parking facilities have been built at Newport News, Richmond, and Northern Virginia. The areas at Newport News and Richmond are bus-related and provide parking for commuters' automobiles while they ride the bus.



One of the first commuter parking areas built by the Virginia Department of Highways and Transportation, located on US-60 in Newport News.

The area built and opened by the Department in 1973 at Richmond is a cooperative venture with the Greater Richmond Transit Company, the publicly-owned and operated bus line. The parking area, which has been enlarged twice, is located in Henrico County about 12 miles from downtown Richmond. Patrons park free in the lot near I-64 and ride the GRTC buses into downtown Richmond. The buses make a loop of the business district.

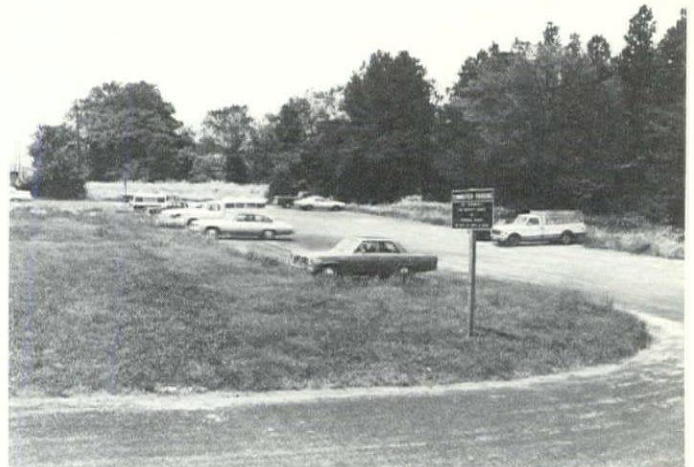
The ride takes about 20 minutes to downtown and costs 60 cents – 20 cents more than a regular transit passage. The buses run during the morning and afternoon peak commuter hours and handle close to a 1,000 passengers during each period. The parking lot has a capacity of about 300 vehicles. Further expansion is not possible because of the lack of space.

A similar lot is planned in another section of western Henrico County, but various problems have delayed its development. Department and GRTC officials are on the watch for other areas where similar ventures might be developed.

Plans also are in process for developing more of the smaller commuter parking



Commuter parking lot in suburban Henrico County built by the Virginia Department of Highways and Transportation in cooperation with Greater Richmond Transit Company which operates express bus service to downtown Richmond.



Commuter parking lot, utilizing highway right-of-way, at the intersection of routes US-58 and VA-337 in Suffolk.

A number of similar parking areas have been built, or are in planning stages, in other urban sections of the state.

lots. It is expected several will be built along the Interstate 95 corridor from Ashland to Triangle as that major highway is developed into a six-lane facility. In the southeastern section of the state, plans are to provide a parking area on Interstate 95 at Stony Creek, another on Interstate 64 in York County, and still another on US 17 near the James River Bridge in Isle of Wight County.

Virginia was one of the first states in the nation to use dedicated bus lanes on a major highway.

In 1969, a special lane of I-395, the old Shirley Highway in the heavily-populated Northern Virginia suburbs of the nation's capital, was reserved for express buses. Commuters were encouraged to leave their cars behind and use the bus to reduce vehicle congestion and air pollution. It represented the country's first experience with setting aside a lane on the interstate for buses. The results were impressive, and since the initial experiment, the express lanes have been opened to car and van pools.

Increasingly, the planning process of the Department became more of an overall venture as the need arose to adjust to the growing requirements and desires of an expanding urban population. More and more the department's work became an overall project of "transportation," as a majority of the population began to understand that new ways of moving people from point to point must be found.

The Virginia General Assembly in 1978, recognizing that well-planned transit service can reduce vehicle congestion, air pollution, and the costly consumption of fuel, set up a Public Transportation Division within the Department of Highways and Transportation.

The action spotlighted the growing importance of transit operations within the framework of transportation and also highlighted the fact that good transit service can reduce the need for expensive — and sometimes disruptive — new highways in highly-developed urban areas.

In its legislation, the General Assembly saw the new division's job as —

- * Determining current and future needs for public transit facilities and their economic feasibility;
- * Formulating and implementing plans and programs for improvement, development, and coordination of public transit facilities and service;
- * Developing criteria for evaluation of plans and programs;
- * Investigating matters affecting the economic and efficient operation of the public transportation facilities;
- * Developing information on public transportation activities within the state;
- * Maintaining liaison with officials at all levels;
- * Administering grants from the U. S. Urban Mass Transportation Administration and other federal agencies.

Edward W. Pigman, Jr., a Midwest transportation authority, was appointed late in 1978 to head this important new section of the Department.

While public transportation is an important part of "people moving," the need for highways cannot be forgotten. In Virginia, for instance, there are many areas which will never need mass transit systems, or be able to adequately support or patronize bus service.

Commissioner King took note of this fact at the dedication of a section of Interstate 77 in Southwest Virginia. Noting that Virginia cannot ignore its highway needs, he said, "The point is that while we move ahead in the transit area, and try to persuade more commuters in the large urban areas to use transit, we must recognize that for most of Virginia and its citizens the highway and the automobile will continue to represent a basic form of transportation.

"We have to become better managers of our cars, because we are confronted with the probability of scarcity rather than abundance in our energy supplies," said King.

But he emphasized that there will be a need for good highways when he added, "Any realistic appraisal of the years ahead indicates a place for the family car, and safe, modern facilities on which it can be used."

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Virginia Beach Contractor To Head State Association

• James F. Lane of Virginia Beach was elected president of the Virginia Association of Plumbing-Heating-Cooling Contractors by delegates attending the State Association's 56th annual meeting held in Roanoke, March 1-3.

Lane is president of Atomic Plumbing and Heating, an air conditioning, heating and plumbing firm located in Virginia Beach.

Charles W. Fields, Jr., a contractor from Arlington, was elected first vice president. Harold T. Cothran, Jr., with the J.H. Cothran Company, Inc. of Altavista was elected second vice president. William E. Foley, president of William E. Foley & Sons, Inc. of Fairfax was elected treasurer, and B. Alson Kemp, president of Kemp Plumbing and Heating, Inc. of Norfolk, was elected secretary.

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• Thompson-Arthur Paving Company, Division of Ashland/Warren, Inc., has received word from the National AGC on the company's safety performance during the past ten calendar years (1969-1978). According to the company's accident and manhours record, Thompson-Arthur's severity rating is less than one-fourth the average rating for similar companies. Also, Thompson-Arthur's *frequency rate is 1.61 for a ten-year period* as compared with 22.34 for the industry average. While making this tremendous record, Thompson-Arthur worked a total of 14,256,200 manhours — an average of over one million manhours per year for the ten years covered.

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British Mining Equipment Firm Locates in Washington County

• Mining Supplies Ltd. of Doncaster, England has announced that it will establish a wholly owned subsidiary in the Washington County Industrial Park according to the Virginia Division of Industrial Development. The U.S. company will be called the American Longwall Mining Corporation.

Mining Supplies Limited is rapidly establishing itself as one of the world's major designers and manufacturers of longwall coal mining equipment, and since 1960 has been supplying a wide range of products which now includes shearer/power loaders, armoured face conveyors, gearboxes, stage loaders, coal breakers, chainless haulage and gate end roof support systems.

The company expects to employ ten people at the outset with the labor force expected to reach 200 at full production. The operation will be housed in a new 20,000 square foot building located on a 23½ acre tract in the county industrial park. Groundbreaking is expected sometime this spring.

Mining Supplies has been involved in markets outside of England for several years and currently has equipment installed in Alabama and

Pennsylvania as well as Australia, South Africa and Canada. The Washington County site will be its first manufacturing facility outside of the United Kingdom.

Mining Supplies Ltd. Vice President Michael Bell indicated that his firm will utilize industrial development revenue bonds issued by the Washington County Industrial Development Authority to finance the new operation. Said Bell, "Selecting an American production location is a major step for us and we are confident that our location in southwest Virginia will enable us to service the growing coal mining market in this part of the country. We've received excellent cooperation from local officials and look forward to a long and rewarding stay in Washington County."

Two resident sales managers, Terry Allerton and Terry Nash, have come to the new location from England to conduct the firm's marketing activity. A third member of the marketing team, Brian Walters, is already established in Pennsylvania.

Mining Supplies Ltd. was assisted in their location arrangements by the Washington County Chamber of Commerce, the Tri-City Area Industrial Commission, and the Richmond and Brussels, Belgium offices of the Virginia Division of Industrial Development.

Fredericksburg to Host 1981 Boy Scout Jamboree

• The 1981 National Jamboree of the Boy Scouts of America is planned for 15 miles south of this historic city at Fort A. P. Hill.

National Boy Scout officials have confirmed that the Fredericksburg area site is their first choice for the Scout Jamboree, held every four years. "Fort A. P. Hill is definitely the place we would like to go," said William Hofmann, national director of programs for the Boy Scouts of America. "It's just a matter of getting the clearance," he said, referring to Army approval needed to hold the Jamboree at the 77,000-acre military base.

The Army had already agreed that the fort could be considered as a potential site when the Boy Scout search began last year, said Col. W. E. Whelan of Fort Lee.

Scout officials were considering eight sites across the United States, but the recent decision of the National Executive Board was unanimous in preferring the Fredericksburg area site for its natural

features, historic setting, and large open areas for campsites.

Mrs. Jo Love Willis, director of the Fredericksburg Bicentennial Visitor Center, worked to convince scouting officials that Fort A. P. Hill is ideal because of its rural setting in proximity to the numerous historical attractions of Fredericksburg and the nearby Kings Dominion amusement park, as well as the easy access to other historic cities such as Washington, D.C., Richmond, Yorktown, and Williamsburg.

The Jamboree is expected to attract 40,000 scouts for the 8-day event in August 1981, along with thousands of family members who would vacation in the area.

Mrs. Willis said that Arthur Olson, director of economic development for the Rappahannock Area Development Commission, acted as an advisor and as initial contact with the 1st. Army in making arrangements for the Boy Scouts, and that Col. Harry French, commander of Fort A. P. Hill, was helpful in coordinating arrangements.

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Dan River, Inc. Aids Averett College Expansion

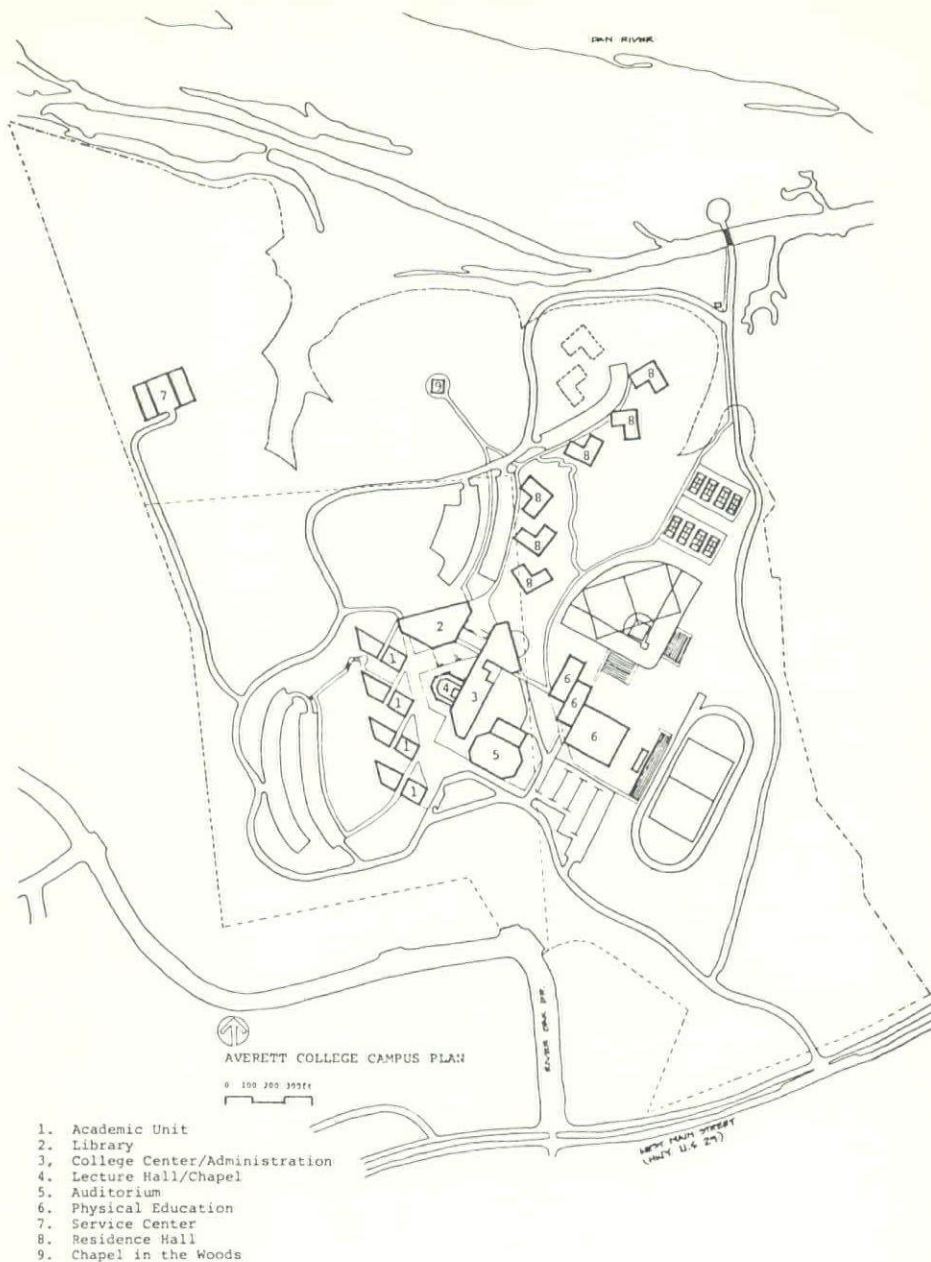
• Dan River, Inc., one of the nation's leading textile firms, recently donated 112 acres of land to Averett College, Danville's only four-year coeducational college. Dan River, Inc. offered Averett this acreage after being involved in the College's year long search for a new campus location.

"Dan River and Averett College have been neighbors for almost a hundred years. Dan River, Inc., through the efforts of many individual employees and corporately, has consistently supported Averett College with active involvement of corporate officials and generous assistance in its growth and development. "We are happy to offer this property as tangible evidence of our continued involvement in Averett's advancement," David W. Johnston, president of Dan River, Inc. said after making this contribution to Averett.

The offer to Averett was the largest contribution ever given by Dan River, Inc. and ever received by the college. The centrally located and highly desirable property offer is only one example of the numerous contributions Dan River has made to improve and aid the Danville Community.

Tentative goal for completion of the first phase of the ten year \$26 million College construction project is 1982. According to college officials, this will include most of the site development, four academic buildings, the administration building and half of the College Center. Additional site development and construction of physical education facilities are expected to be completed in 1984, with the College Center, residence halls and library in the final phase. The present campus, two miles from the new site, will be used as needed throughout the transitional period.

The College and the community have long benefited from the genuine civic mindedness and philanthropic interests of Dan River, Inc. The corporation and its employees have been, and continue to be, involved in virtually every aspect of community life; participating in the city government, serving on the hospital board of directors, working diligently for the United Way, supporting the Danville Life Saving Crew and many other community contributions.



Dan River, Inc. has been in the Danville Community since 1882, when it was founded as the Riverside Cotton Mills. In 1909, the Riverside Cotton Mills merged with the Dan River Power and Manufacturing Company, which became the Riverside & Dan River Cotton Mills, Incorporated. In 1970, climaxing a three - year corporate identification study the name was changed to its present one - Dan River, Inc.

During the past decade seven major facilities were built which completes a total of 29 plants located

throughout the Southeast. Today, Dan River, Inc. is one of the nation's major textile manufacturers, with the capability of producing more than 600 million yards of woven and knit fabrics annually.

Dan River, Inc. accepts responsibility in the communities in which they operate. Constantly working to enhance life in these communities, Dan River, Inc. seeks to improve the physical and academic resources, air, water, land and to provide attractive places for about 17,000 employees to work.

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'Markets' — Product Promotion *(From page 15)*

effective sales method because they attract a larger number of buyers than more conventional auctions. These buyers are attracted by the greater uniformity of product quality and by the reduction in time and travel expenses. The consumer benefits from higher quality products and from lower prices because of reduced marketing expenses.

— **GRADING SERVICES** are provided upon request for meats, poultry, eggs, apples, peaches, peanuts, potatoes, vegetables, livestock, grain, hay, canned and frozen fruits, and vegetables. Grading benefits the producer-sellers and the buyers by impartially identifying the quality of the commodity which becomes a fair basis for determining the price. In the same manner grades are a reliable basis for consumers to use in comparing prices of the foods they purchase. Through the Division's Federal-State meat grading programs, a USDA grade is placed on beef, calf, veal, mutton, and lamb carcasses. Chickens, turkeys, and ducks are graded at poultry processing plants in Virginia and eggs are graded at shell egg packing plants. The Division of Markets, through agreements with the USDA, samples, grades, inspects, weighs, and certifies all grain at both domestic and export ports. Apples and peaches are graded for quality at packing sheds before being shipped to wholesalers, retailers, or consumers.

— **THE DIVISION'S EGG LAW** enforces the Virginia Egg Law at retail outlets by inspecting and grading to determine if eggs being offered for sale meet the grade and quality on the label. This not only protects consumers — it helps assure product satisfaction which benefits both egg producers and retailers.

— **APPLE MARKETING LAW** - The Division enforces the Virginia Apple Marketing law, which protects both producers and consumers from unfair practices. Packaged apples in packing houses and storage as well as wholesale and retail outlets are checked to see that the package correctly identifies the apple variety, grade, size, net contents, and name and address of packers. Since apples vary in their recommended use for making pies, apple sauce, etc., consumers are assured of getting the variety on the label and they are assured of getting no apples in a bag that are below a certain minimum size.

— **INSPECTION SERVICES** - Inspection services are performed at the request of wholesale or retail buyers of fruits, vegetables and poultry to determine if these commodities meet the qualities specified in the sale. While this type of inspection service is performed for the wholesaler and retailer, consumers benefit by getting a wholesome, good quality product.

— **MARKET NEWS** - The Division's Federal-State Market News program regularly gathers and reports price data for all agricultural commodities being sold in the state and at major markets across the nation so that sellers as well as buyers will have reliable information for making intelligent buying and selling decisions. This helps to reduce costly errors in the marketing process and aids in stabilizing prices at a fair level. Retail food prices and price specials are

surveyed regularly to provide consumers with a guide to best buys in foods. Since agricultural commodity prices are influenced by so many constantly changing factors, everyone from producer to consumer benefits when reliable market information makes informed buying and selling decisions possible.

— The Division conducts a **CONSUMER INFORMATION SERVICE** through radio and television programs, newspaper articles, booklets and brochures, and talks and demonstrations. This provides helpful information on best food buys and how to select, store, prepare and preserve foods grown and processed in Virginia. Much of this work is done cooperatively with producer-organized commodity organizations and simultaneously serves both Virginia agriculture and Virginia consumers.

Bicycling in Virginia

(From page 25)

Shore can cycle over trails at the Chincoteague National Wildlife Refuge and on Assateague Island. At certain hours, bikers and hikers have Wildlife Drive to themselves and can observe the many varieties of waterfowl and other wildlife. Visitors to the islands may also watch craftsmen carving decoys and see the famous Chincoteague ponies.

Virginia has state parks in the Blue Ridge mountains, through the hilly Piedmont area, and through the flat coastal plains. The parks are open to bicyclists, some even offering special biking trails.

Many of Virginia's cities and towns have established bikeways or are planning to do so in the near future. Local residents use the trails as enjoyable means of exercising and getting around town.

Of course, no matter where you want to bicycle, remember to heed safe bicycling rules and be sure that you and your bicycle are in proper condition to ensure a safe, enjoyable trip.

Noise Barriers

(From page 27)

waves sent out by the traffic, the noise level is reduced behind the barrier. In other words, the barriers reduce the noise level by physically blocking some of the traffic's sound waves.

In studying the feasibility of noise abatement, Anday said the department must weigh the noise effects against engineering, economic, and aesthetic factors as well as the goals and desires of the community in question. It is for this last reason that the technical studies are followed by public participation programs before any decisions are made.

When the need and feasibility for a barrier have been determined, residents in the project area are given a chance to voice their opinions, usually through door-to-door surveys or public participation meetings conducted by the department.

"Public input is an integral element of the planning process," Anday stressed. "As expensive as sound barriers are, we certainly would not want to construct them against the wishes of the community. We also present feasible material options to the residents and make every effort to satisfy their choice."

A so-called "sound barrier review committee" determines which barrier materials may be used in Virginia. While concrete, metal, wood, and earth have been used predominately in the past, other materials may be included in the list of acceptable barrier materials in the future.

"An earthen berm is used as often as possible because it blends well with the terrain," Anday said. "The effectiveness of the barrier is determined by the density of the material used as well as the barrier length, height, thickness, and location."

Noise levels measured along I-495 were in the mid-70 to low-80 decibel range (a level determined to be "annoying" by the Environmental Protection Agency) before the barriers were installed. Since their construction, the decibel level dropped by

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approximately 10, equivalent to a 50 percent decrease in loudness, Anday said.

A quieter neighborhood may have been the main goal when the walls were installed, but other benefits have resulted. The barriers block much of the dirt and grime kicked up by the highway traffic, out-of-control vehicles are less likely to wind up in someone's back yard, and travelers don't stop to use the phone nearly as often, according to a post-construction survey conducted by the department.

"From what we have seen so far, the sound barriers have met with an overwhelming acceptance by the communities," Anday said, smiling.

"Of course, there are disadvantages, too. They are very expensive to begin with, and the cost of maintenance will have to meet the test of time. On the whole, the problems associated with sound barriers are not different than those associated with any other construction element."

In an effort to enhance their appearance, the barriers are heavily treated with landscaping, which in itself is quite costly, Anday said.

Motorists sometimes complain that they can't see the surrounding area for the barriers. Although this is an unfortunate consequence of highway sound barriers, Anday said, "We must place the well-being of the affected communities over the view of the motorist who only spends a small fraction of his day near those barriers."

The barriers' cost is shared by the FHWA and the department on a 90 percent federal/10 percent state basis if the walls are on an interstate route, or a 70 percent/30 percent basis on a primary route.

The first wall installed cost \$179,650 for a 900-foot steel barrier along I-64, and a 392-foot timber wall with timber posts constructed on I-77 cost \$19,000. Eight projects along I-66 involving all types of barriers cost \$3,625,200 and 23 walls, some quite long and most of steel, were installed on I-495 at a cost of \$5,043,500.

"By and large, a noise barrier is at best a limited solution to the highway noise problem," Anday said. "The ultimate solution must come from effective source control and a comprehensive and cooperative highway/land use development program."



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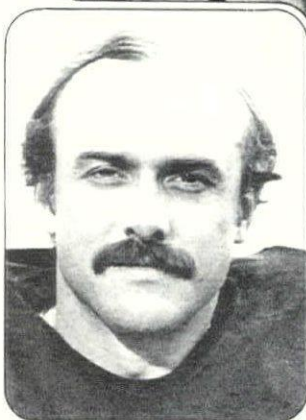
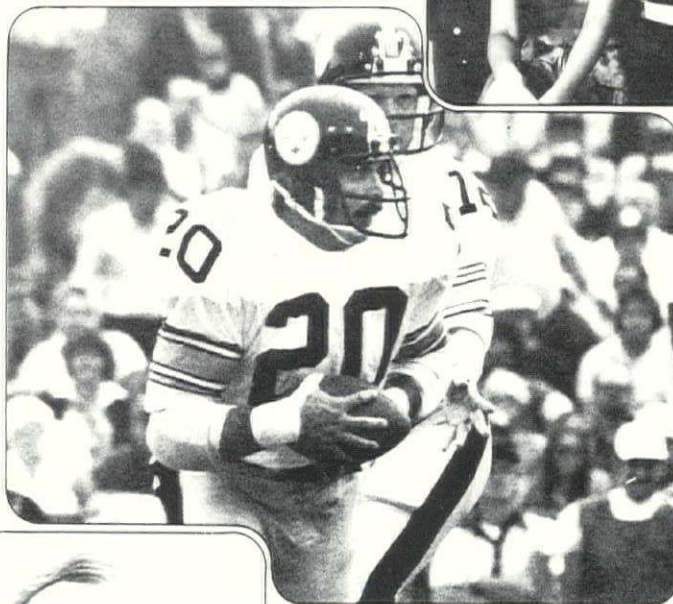
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The Melting Pot Has Melted

(From page 5)

definition and development of "pursuit" and of "happiness" in a society. James Wilson, an educated Scotsman, who came to America in 1766 to teach and further his own studies, published in 1774 a pamphlet which stated "that the happiness of the society is the first law of every government."

Professor Garry Wills, in his scholarly *Inventing America*, wrote, "The important things to notice about Jefferson's use of Wilson is that he makes happiness a hard political test of any reign's [government's] very legitimacy, not a vague yearning of the individual. He could do this because happiness played a very special role in the politics of moral sense philosophers."

By our time in the 20th century, "happiness" has strayed far from the meaning of the moral sense philosophers of Jefferson's time, who conceived of a mutuality of happiness and virtue between government and citizens. Now what passes for happiness can be anything from power to a new automobile, from Status to transitory celebrity, and with pleasures of sensation unrelated to any moral sense or any notion of good for the whole.

Likewise, the "pursuit" of Jefferson's 18th century implied an intentionality and determination, an aspiration and a striving toward a goal, as to strive for success. Today the determination inherent in "pursuit" has been forgotten. The 18th century philosophical "right" has become in the 20th century a "demand." We still use the word "right," although it now actually means what any individual or groups of individuals *want*. Certain politicians have encouraged this current interpretation of "demand and you shall have," until now the practical creed of "want" seems inherent in a society quite divorced from any meaning of pursuit or happiness in the moral sense or in relation to the good of the society.

In the event that this be discounted as not new, in the 1st century A.D., the Roman Seneca wrote in his *Epistles*: "What had been vices are now moral practices." Nor is it new to point out that mankind's history has not been studded with examples of human perfection or even consistence. But America has long acted on the principle of moral superiority, with a lip-service stress on human "rights."

In 1903, "Mother of Exiles" was the name for the Statue of Liberty, and part of the poem inscribed on a tablet ran:

"Keep ancient lands, your storied pomp!" cries she
with silent lips. "Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore.
Send those, the homeless, tempest-tost to me,
I lift my lamp beside the golden doors."

Well before 1903 millions of the homeless huddled masses had flocked through the Mother of Exiles' "golden doors." Here they "breathed freely" in mines and factories and disease-infected tenements, shunned by their exploiters who lived in unstoried pomp. Here, despite high mortality rates, among "the wretched refuse" many produced children and grandchildren who climbed out of the pits and slums

to moderately comfortable circumstances by American standards. A few rose to prominence. Those with special talents rose to sudden fortune and ephemeral fame in the entertainment industry and in sports, or in crime. However, as "American" as were individual success stories, strong ethnic bonds kept many in a sort of dual system of character traits.

Then, from about 1930 came floods of a new type of "tired and poor." Crowding into big cities without the intentionality and determination to strive, uncounted numbers of these unofficial wards of government welfare remained "tired and poor" — and as "teeming" as the most "tempest-tost" of those in any place of origin. In groups they have made uninhabitable entire sections in which they took residence and projects have been abandoned because these tired and poor made life unbearable for the other tenants. As fear became endemic to American cities, the flight to the suburbs and to condominiums broke any coherence in the whole society.

As industry and urbanization (with its limited removals from the base) supplanted the agricultural world of Jefferson's America, the economic patterns among the population changed, and are still changing, while the people lost their original homogeneity, along with codes of traditional behavior.

With this amalgam of changes — in economic patterns, living structures, and personal conduct bereft of any traditional code — the present-day political practices bear scarcely any resemblance to the 18th century moral sense philosophy in which American democracy was founded. In fact, we do not have a democracy in its 18th century moral sense meaning that "the happiness of the society is the first law of every government."

To go even further: in the sense of the meaning in which our democratic government was founded, we

do not even have a government. We permit unqualified persons to "run for office" as if they were merry-go-round riders seeking the brass ring. Once in office, these unqualified persons become distracted by the demands of countless claimants for their "rights." It is commonplace to observe so-called leaders in Washington adding up the voting potential of divergent blocs of claimants, and to get there first with the most votes.

While this unenlightening game of musical chairs goes on bringing chaos to any coherent arrangement for meeting our internal and external crises, an army of the unelected justifies its existence by an assembly-line of regulations which certainly is outside any law of happiness for the whole society. It turns over unjust discrimination of some minorities by erecting unjust discrimination of qualified majorities, it destroys the traditional character of established institutions and bedevils businesses, large and small, with rules of consequence only to the office-holders.

When the present incumbent of the White House lamented on the difficulties of administering America's problems, at home and around the world, no commentator mentioned that these problems should have been clear when he was racing after the brass ring. And those forming lines to be ready to spring forward to take his place — offering everything from vaporous panaceas to bombastically delivered clichés — reveal no more comprehension of the whole society and its endangered place in the world than does he.

Within ten years, 1989, the United States will reach 200 years of trying by various means to make capitalistic democracy work. Somewhere along the way, the country lost any center. The cohesive qualities which, with all their vast inequities, could offer the country as a "melting pot" for the world's disadvantaged, are now so fragmented that the pot itself has melted.

Of course, by momentum, we can stagger along

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under the growing burden of debts and political ineptitude until we collapse as a world power.

Or, as is most unlikely to happen, we can discard the Jeffersonian ideals as mythical as pertaining to today's realities, dismantle our present machinery of government with its thralldom to programs that call for irresponsible spending of what we haven't earned and don't have, and find (if possible) strong leaders. They would be guided by today's practical realities, not by opinion polls, with a comprehension of the moral sense meaning of happiness.

That last would provide the centerless melted pot with a bond with traditional values. Words like "austerity" and "sacrifice" have no meaning to Americans in what Christopher Lasch correctly calls, I think, "A Culture of Narcissism." We need drastic, fearlessly made changes in which our citizens would find the happiness of inner well-being (even virtue) without speeding cars and ephemeral pleasures, in which they might find Status in themselves as citizens in a just society.

The outgrowth of Roosevelt's improvisations, especially in Johnson's "Great Society," have tended to dim the luster of his presidency. But we need now quite urgently his perhaps chief quality. Years after his death, one of his closest aides was asked if Roosevelt really understood all his measures. The aide replied, "I don't know about that, but he knew how to be president."

He led and the country followed. This is not to gloss over any of his faults and foibles, but in a time of great crisis, of which I have bitter personal experience, as a leader he banished fear.

In the high halfcentury since 1932, the country and the world have undergone vast changes and confront unpredictable changes in the future. The leader today must banish first the inertia caused, at least in part, by the contradictions of misinterpreting the political philosophy of a by-gone age and expedient day-to-day regulations of the citizens' lives by unneeded government agencies, by an ununited judiciary and a central government which, in looking after its own popularity, operates in a vacuum of conceptual purpose.

If we cannot produce such a leader (and I certainly wouldn't make book on the possibility) then the concerned citizens, who are now dismissed as doom-sayers, must resign themselves to the role of observers and not make long-range future plans on the presumption of an indefinite continuation of the present.

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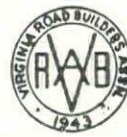
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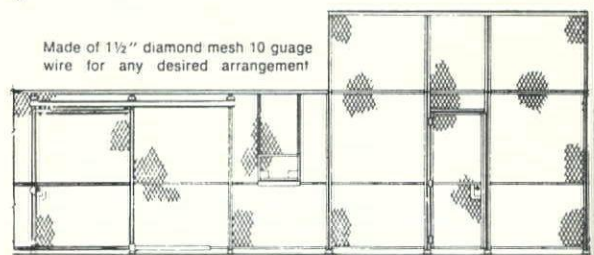
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