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# Virginia RECORD

JANUARY  
1957

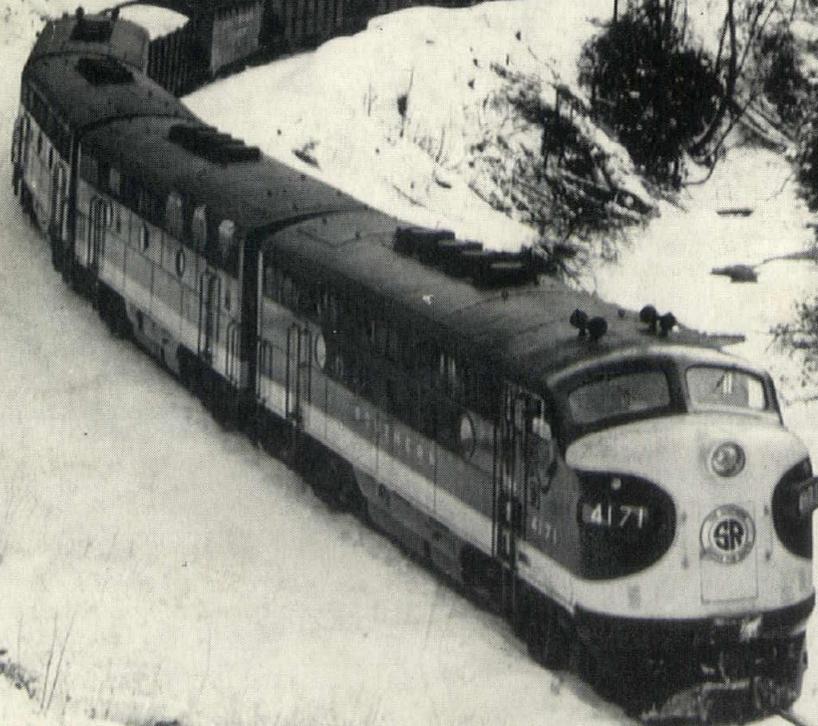
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RICHMOND TRAFFIC CLUB  
BY WILLIAM BIEN



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VOLUME LXIX

JANUARY 1957

NUMBER ONE

## They Defended the Faith

IN THIS month when Virginia observes the birthdate anniversaries of two of her greatest sons, Lee and Jackson, it might be a good time to consider if we have grown a little careless as to their meaning in the formation of the state's character, especially as their contributions affect the problems forced upon us today. In the annals of world history, their immortality rests on their genius as military leaders, but as Virginians their even greater renown rests upon the non-military battles won by their characters in fulfilling their duty to their own people.

In the ultimate self-sacrifice Uncle Robert and Old Jack made to their homeland, the two warriors became something of models, exemplars, of our civilization. One of the most significant meanings they have for us today is this status of an ideal, a prototype in a national society grown increasingly uniform, anonymous and characterized by the leveling process of the day of mass-man. In such a society, there is no longer the existence of the ideal individual, no perfect type or model compounded of environmental influences, a people's myths of their past and aspirations for their future.

At the time when Lee and Jackson were born, the society of their country (Virginia) had produced an age of giants, and these men were formed in a tradition of the great individual; today the national society is developing an age of pygmies, in which the Operator has supplanted the Hero, and Expense-account expediency has supplanted a basic morality.

Yet, it is out of this spiritually sterile

CLIFFORD DOWDEY      DONNA Y. LAURINO  
Editor                      Business Editor

JULIA GWIN AULT      FRANCES GORDON  
Associate Editor        Managing Editor

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society of expediency that pressure-groups and vocal humanitarians from non-affected sections are attempting to force fundamental changes on the country's oldest society, and the one with the most consistently and tenaciously perpetuated character. It is possible that an element of guilt motivates the inheritors of this soul-less privilege, and they have seized on a cult of social justice in the absence of any lasting values either in themselves or in their society. Certainly in my experience with Northern successes, the loudest hosannas have resounded from those enjoying the fattest expense-accounts. Since this is scarcely a coincidence, it would seem to follow that where Operators succeed in a world without Heroes, their success is in a societal vacuum in which they are trying to establish an identity, trying to establish a relationship with values larger than themselves and to give a semblance of consequence to their empty triumphs.

As has been pointed out before, these breast-beaters of social justice are not compelled to assume any responsibility for their words and postures, but all the same there must be a certain sense of futility for these reformers of another people's society when things go on as if they had never spoken. It is not that they desire any responsibility for the people whose lives they tamper with, but they want their attitudes to create results (or havoc—it's all the same) as a means of validating their sense of importance.

For the Operator-into-Social-justice-apostle does not wish personally to be

a pygmy; he wants a world of pygmies as a background for his own self-aggrandizement. However, as the pygmy world lacks any ideal for its individuals, the successful Operator is actually a hero to nobody and the only sphere of importance is amongst his own kind. They have their passwords and verbal grips, like a secret lodge: in the days of Communist fashion they had to reveal their "leftness" to establish themselves in the Brotherhood; today, they have to say, "I hate the South."

What they do not seem to realize—in finding the whipping-post for their hatred of "injustice"—is that they are working in a very muddy stream of history as the unwitting stooges of special interests. Their spiritual ancestors were the abolitionists.

In the days of the ante-bellum do-gooders, a strong coalition of Northern industry-banking interests sought political control of the government in order to reduce the South to the status of colonial dependence in which its people and resources would be exploited, as the American colonies had been exploited by England. In the revolt against England, the colonies produced most skillful propagandists to give to the economic revolt the moral crusade of "independence, democracy, equality."

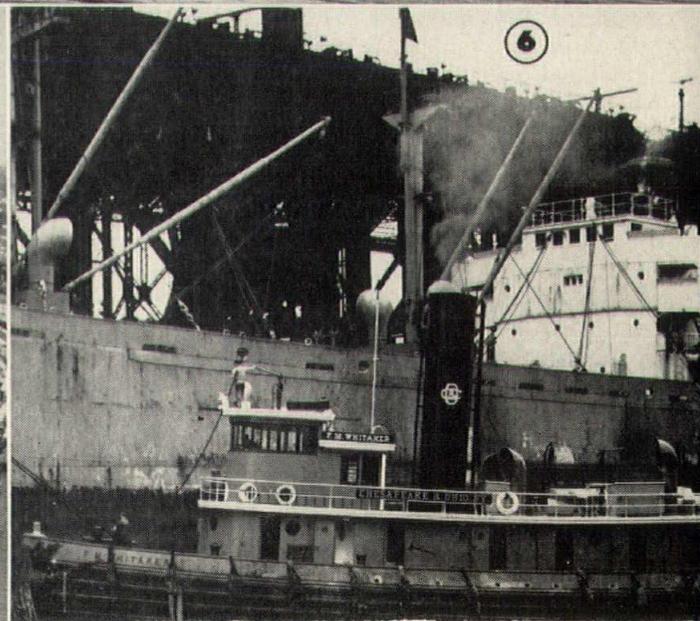
When the Northern financial combine wished to act, in effect, as England, with the Southern states becoming the colonials, it was in a curious historical switch the economic exploiters who came up with the moral crusade—the "free the slaves" slogan provided by the abolitionists. The abolitionists themselves were the fanatical precursors of the present-day social justice boys, who wished to salve their own consciences at the expense of distant people, and they were used by the very cold-minded money-men for the ends of power.

(Continued on page 15)

The cover shows a Southern Railway 4-unit diesel locomotive, pulling a long "drag" of loaded coal cars from mines in southwest Virginia, as it ascends June's Mill Gorge on the rugged Appalachia Division. In the center background is a tremendous mass of rock, a natural formation known as "Chimney Rock."

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## Richmond Traffic Club:

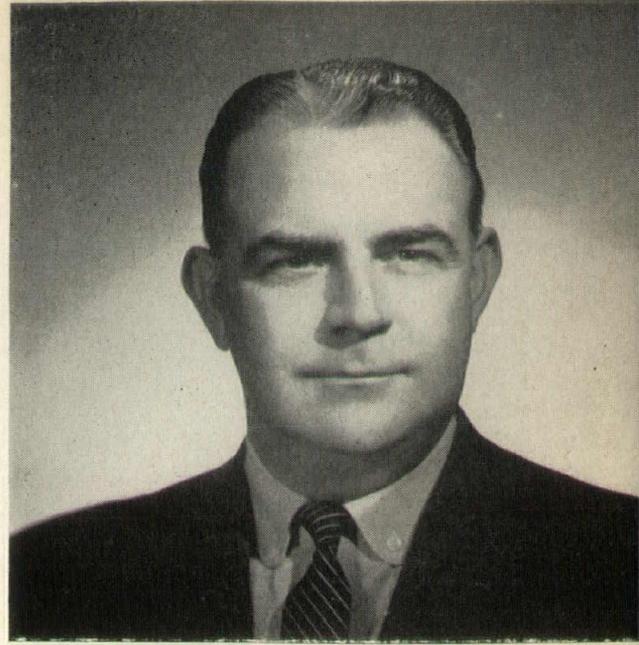
# THEY DELIVER THE GOODS

By WILLIAM BIEN

(unless otherwise credited, pictures are by courtesy of the Southern Railway, the C&O and American Airlines)

JOHN MEREDITH, traffic director of Universal Leaf Tobacco Company and president of the Richmond Traffic Club.

(Colonial Studio)



THE PHONE RANG and it was New York on the line. . . .

A moment passed, then another, while the slight, bespectacled man sat in his second-floor office, saying nothing. A faint buzz of incomprehensible conversation drifted across the room from the telephone mouthpiece he held inches away from his ear. Finally he began a crisp questioning.

"All right, forget Bombay . . . How about Rangoon. Any warehouse there . . . ? Will they take us . . . ?"

"Good. Send directions to the ship and I'll wire you a confirmation."

A wonderful, romantic situation developing, it seemed to a fascinated visitor. But no, the little man with the big smile protested, it was commonplace.

This particular bit of exciting routine unfolded in the office of William L. Pierce at the Export Leaf Tobacco Company in Richmond one afternoon recently. But it could have happened at any hour of the day in any of a hundred other business houses within the city.

Mr. Pierce and his colleagues are traffic executives.

Not traffic in the sense of automobiles and buses shuttling back and forth on a busy city's streets. Rather traffic in the definition provided by Webster—"the transportation of goods for the purpose of trade by sea, air or land."

These are the men who have the responsibility for directing the materials

of man, for guiding the manufactured goods from one point to another throughout the world. Raw tobacco, perhaps, from the sun-kissed fields of southern Virginia to the factories in Richmond or Danville or a dozen other marketing centers. Or the finished cigarettes from a factory along Richmond's "tobacco row" to a distributor in the middle east. Machinery to South America, or refined sugar from Cuba. . .

Wherever men use the things made, grown or mined by other men. Those are the places visited in their mind's eye by these armchair adventurers, the traffic executives.

Their profession is undoubtedly the least familiar to the public—and the most misunderstood — of any in the world. To offset this they have a lively business organization known as the Richmond Traffic Club—and this, also gives rise to curious misconceptions.

As when the pair of policemen once appeared at the door and announced, in what seemed to some of the members an ominous tone:

"We want to attend the meeting."

John Meredith, traffic director of Universal Leaf Tobacco Company and now president of the Richmond Traffic Club, happened to be standing near the door.

"Why, gentlemen?" he asked, in what he hoped was his most disarming manner. "Why would you want to attend our meeting. It's strictly business, you know."

"Why, indeed," said one of the puzzled policemen. "It's the Traffic Club, isn't it. . . ?"

Ever heard a really relieved laugh? That's the sort of sound Meredith made as he proceeded to explain the composition and objectives of the Traffic Club—a group of more than 400 representatives of manufacturing and transportation agencies.

They gather together at least twice every month—once for luncheon and again for dinner—to discuss the vast trade in which they are engaged. And if they sometimes, at the evening meetings, are more social than serious, that's part of the plan.

By getting to know each other in a friendly, personal way everyone benefits. The shipper, the manufacturer—and the consumer. It's so much easier and more efficient, they figure, to be able to do business with first-name friends.

Despite the hundreds of men—and some women — directing traffic shipments for large industrial concerns, veterans in the business are amazed at the relative obscurity in which they stand.

Traffic Club members are forever being accosted on the streets of Richmond by acquaintances inquiring about the latest information on such-and-such a stoplight or "when are you going to do something about the speed limits on blank street?"

One member likes to tell about the

The photos on the opposite page show why traffic executives are not concerned with the amber light at such-and-such a corner (see story). 1) The American Airlines DC-6A Airfreighter. 2) A drug concern loads precious cargo for airfreight. 3) Intersection points

in heavy traffic where good highways speed truck freight-hauling. 4) Unloading cars at Pier 2 in Newport News. 5) Aerial of piers. 6) C & O tug at Newport News.



WILLIAM L. PIERCE, traffic director of Export Leaf Tobacco Company, member of the State Ports Commission and of the Richmond Port Advisory Commission.

day—it was several years ago when all Richmond was debating an expressway through the middle of the city, or “big ditch” as the opponents called it—a friend stopped him during the lunch hour.

The man observed that the Traffic Club had been what he considered strangely silent on the matter, and he demanded to know, “Just where do you fellows stand anyway?”

Yet the Richmond Traffic Club is one of the oldest and largest professional organizations in Virginia. The events that shaped the club were largely economic. . . .

During the early years of the Twentieth Century, when American industry began to grow like a young giant, the problem of transportation first fell into sharp focus.

Before then there hadn't been much worry because in the slower-paced Nineteenth Century, days were like

minutes today. People didn't have to have things done immediately, if not sooner, in those days.

The first real attempt to do something about faster and more efficient transportation was the Interstate Commerce Act of 1887. The evils that businessmen fought to end included secret rebates to a favored few shippers, inefficient freight handling and wide variance in rates.

Then, in 1906, Congress passed a law with teeth in it — the Hepburn Act—which gave the Interstate Commerce Commission broad powers of enforcement and put a stop to the rebating practice.

However, the laws passed during the opening years of the new century were mainly punitive and negative. They said “you must not do this” and “you cannot do that.”

As William Fitzgerald, historian of the Richmond Traffic Club and a revered observer of the traffic field for many years, once said:

“Little had been done in recognition of the importance of the railroads to the public economy. Nor had much been done on behalf of their rights as public servants, owned and operated by private capital to earn a reasonable return on the value of their properties, and to insure for the future a sound and effective system of transportation. The Commission . . . (now) was charged with the responsibility of seeing that this result was obtained . . . Two issues which had not theretofore been simultaneously treated by the Congress were clearly joined—the rights of the public, and the obligation of the public to its carriers.”

This, then, was the situation in industry before the advent of the traffic clubs.

#### NEW SOLUTIONS NEEDED

But as enlightened thinking was brought to bear on the subject of industrial movements, and as new, complex problems arose in America's expanding economy, men joined in efforts to reach solutions.

The earliest meetings led to establishment of traffic clubs in Chicago, Pittsburgh and New York. Then as word spread throughout other areas, similar clubs appeared.

Old-timers say the first attempt to form such a club in Richmond was about 1921 when a small group of industrial executives formed what they called the “Associated Traffic Men of Richmond.”

Only a few of the founders are known today. They were T. A. Bosley, traffic manager of the Virginia-Carolina



(Dementi Studio)

J. DAVID BROTHERS, president of New Dixie Lines and of the Virginia Highway Users Association.

Chemical Company; G. H. Alfriend, then assistant traffic manager of V-C who later moved to the top post and held it for many years until his retirement last summer; E. L. Williams, traffic manager for Larus and Brother Tobacco Company, and Randolph P. Saunders, secretary for the Tobacco Growers Cooperative Association.

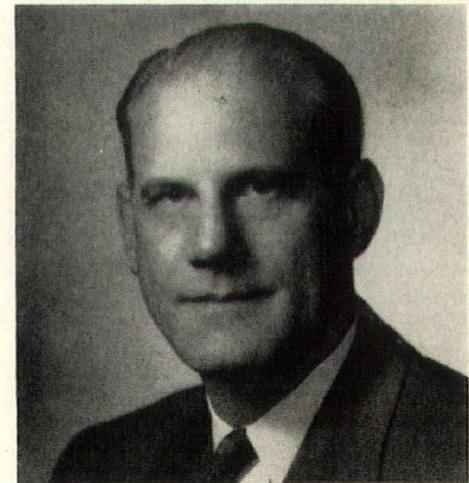
But that group had a serious weakness. They all were representatives of industry. The traffic executives of the railroads and the steamship lines had been left out. Besides, at that time very few of the city's manufacturing industries had set up traffic departments. The work of moving the day's production—and too many plants really did operate on a day-to-day basis—often was left up to chance or was made an extra responsibility of an already busy executive.

However the seeds had been sewn. The “Associated Traffic Men” dis-



(Foster Studio)

ADAM FEITIG, assistant general freight agent of the Southern Railway System.



(Foster Studio)

L. E. GALASPIE, General Traffic Manager, Reynolds Metals Co.

banded within a short time but another organization followed. This was the real beginning of the present Richmond Traffic Club.

It was on September 10, 1923, that the first meeting looking toward a permanent organization was held. Practically all the men in Richmond who had an interest in freight movements were on hand. "Gil" Alfriend was with them, and also Saunders and Williams from the earlier group.

Some of the other founding members, according to existing records, were H. R. Vandenberg, W. G. Watkins, Luther Pittman, D. W. Champlin, W. P. Barrett, Wins Wilson, A. A. Saunders, C. F. O'Donnel, T. A. Bosley, W. M. Mannion, William C. Hull, R. M. Brander and Charles Campbell.

Having determined the need for a forum of that type the traffic men elected William Mannion as first president and Randolph Saunders as secretary and treasurer.

In the early years, membership was confined to industrial, rail and steamship traffic managers and directors. Truck transportation was hardly a factor and the shipment of goods by air a joke.

Today, such has been the whirlwind of progress, that both truck and airline industries have a special "night" during the season, along with railroad and steamship representatives. Each group tries to outdo the other in the pleasure and significance of its meeting, and some of the nation's most noted executives in the various fields have been on the program as speakers.

Some of their talks have been significant markers of the traffic industry.

As when Colonel James Monroe Johnson, wartime director of the Office of Defense Transportation, spoke at a "railroad night" meeting in 1946 and promised on behalf of the Federal agency that "never again will the government undertake to run the roads.

"You men," he said, "have done a miracle job of transportation (during the war years) and you have earned the right to run them."

And it was true. With only two-thirds as much equipment, actually, as they'd had during the first World War, the railroads carried three times as much freight and four times as many passengers. This record was a tribute to the traffic men who kept trains and shipments running smoothly, who straightened the snarls when they did develop.

#### "LIGHTER MOMENTS"

These traffic men, for all their serious work, have their lighter moments. They, for instance, contributed a classic tome to industry when they came out several years ago with "the new and unabridged dictionary for large and small industries."

Executives, according to the premise, have a vocabulary all their own which sometimes is hard for a traffic director to understand. When they refer to "a program," for instance, they actually mean any assignment that can't be completed by one telephone call.

Likewise, the traffic men contended, "to expedite" actually means "to confound confusion with commotion."

Other "definitions":

Channels—"the trail left by inter-office memos."

Co-ordinator: "the guy who has a desk between two expeditors."

Consultant (Or expert): "Any ordinary man more than 50 miles away from home."

To implement the program: "Hire more people and expand the office."

Under consideration: "Never heard of it."

Under active consideration: "We're looking in our files for it."

Reorientation: "getting used to work again."

Unimpeachable source: "The one who started the rumor originally."

Note and initial: "Let's spread the responsibility for this."

To give someone the picture: "A long, confused and inaccurate statement to a newcomer."

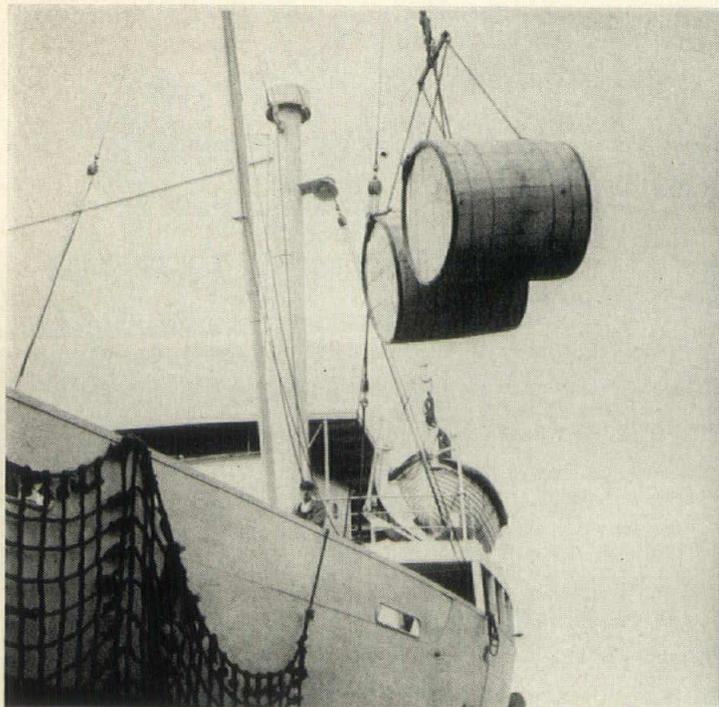
But this is the frivolous, and most of a traffic executive's waking hours are taken up with the serious—and always pressing—problems of how to ship . . . when . . . and where.

The Traffic Club, once established, needed a constitution setting forth its objectives and this was accomplished in 1925.

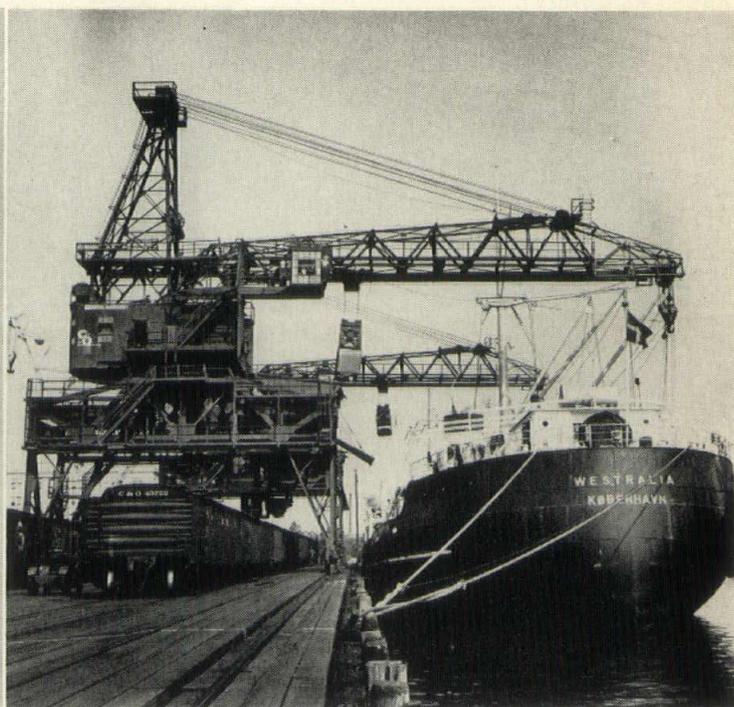
A four-point statement of objectives has needed few revisions in 31 years:

1. "To bring together in fraternal spirit the representatives of shippers,

*(Continued on page 12)*



*Cargo in action, a familiar sight at the busy piers.*



*Ship docked at Pier 2, Newport News.*



## McCORMICK FARM OPENS AS RESEARCH STATION BRANCH

by GENE SMITH MOODY

(from *Extension Service News*)

LAST YEAR marked the passing of 125 harvests since a young Rockbridge county farmer showed a few skeptical friends how a strange machine could cut ripe wheat from his fields.

Last year also saw the completion of the Cyrus Hall McCormick Memorial plot, and the opening on the 635-acre McCormick farm in Rockbridge of a branch of Virginia Polytechnic Institute Agricultural Experiment Station.

The family of Harold F. McCormick, son of the distinguished inventor of the reaper, deeded the farm to the VPI Educational Foundation, Inc., in 1954. Dr. John R. Hutcheson, president of the Foundation, explains that the Foundation set aside a tract of land on which the gristmill and blacksmith shop are located, to be known as the "Cyrus Hall McCormick Memorial Plot." Funds for the restoration of the old mill and shop have been provided by Fowler McCormick, Mrs. Elisha Dyer Hubbard, Mrs. Linus Pauling, Jr., and Peter Oser, the heirs of Harold F. McCormick. The restoration was made in accordance with plans and directions of the donors.

Three Virginia farmers are primarily responsible for the negotiations between the VPI Educational Foundation and the Harold F. McCormick heirs for the acquisition of Walnut Grove Farm. They are Wyndham R. Bean, of Elwyn Farm near Staunton, a prominent alumnus of VPI; S. F. McClure, Jr., of Spottswood, vice-president and director of the American Hampshire Sheep Breeders Association; and the late Thomas F. Clemmer, of Middlebrook, an agricultural graduate of VPI and a member of Omicron Delta Kappa.

The memorial will be opened this spring and will provide picnic facilities, parking, approved water supply and rest rooms.

Visitors may see some types of farm machinery used in colonial times. The water power gristmill, with overshot wheel, a major source of power at the time the McCormick reaper was developed, is being reactivated. On hand for viewing is a replica of the original reaper which embodies basic principles

of design used throughout the world in mechanical harvesting of small grain. Mechanical parts and assemblies in the McCormick reaper which are still used include the "bull wheel," the main load-carrying and power-distributing unit, the "cutter bar," the sickle blade made up of sectional units, the reciprocating power-gearing mechanism, the reel, and the platform.

There is no admission charge to the memorial plot. Since no heating or lighting of the buildings is planned, they will be open only during spring, summer, and fall months. The grounds will be open only during the daylight.

The Experiment Station officially began activities on the farm in July. Projects in agronomy and entomology similar to those formerly conducted at the substation near Fisherville are being started. The Fisherville station has been closed. Insects and diseases common to fruits and field crops in the Shenandoah

Valley will come under close scrutiny in work at the McCormick farm. In agronomy, plans are to conduct studies in fertilization, varieties, and management of corn, small grains, and pasture and forage crops.

Major lines of research involving cattle and sheep breeding also are getting underway. Bill McClure, Spottswood, has been named superintendent of the station. He says 118 heifers of the three major breeds (Angus, Hereford, and Shorthorn) are already at the station, as are 55 western ewes. More stocking will be done as the work progresses.

VPI officials regard the new experiment station itself as a "living memorial to Cyrus Hall McCormick which will perpetuate the service the great Virginia inventor made to the advancement and effectiveness of agriculture." The farm is just a mile off U. S. Rt. 11 between

(Continued on page 16)



The original workshop (left) and the mill with overshot water wheel, located on the tract of land set aside for the "Cyrus Hall McCormick Memorial Plot" are inspected by Wyndham R. Bean and Dr. John R. Hutcheson.

# VIRGINIA BUSINESS REVIEW

By WILLIAM BIEN

Business Editor, *The Richmond News Leader*

**A** VIRGINIA farm boy who rose to the top of the banking business made the financial news last month. Herbert C. Moseley, a native of Campbell County, was elected executive vice-president of The Bank of Virginia. Onetime vice-president and director of the Campbell County Bank, he has been with the Bank of Virginia since 1945.

Other elections announced by Thomas C. Boushall, president of the Bank of Virginia:

John B. Orgain, Jr., and Frederick Deane, Jr., both were named vice-presidents. Promoted from assistant cashier to assistant vice-president were Allen A. Campbell of Norfolk; O. Watts Gills of Roanoke; Moreland H. Smith of Richmond, and John J. Whitt, Jr., of Petersburg.

Another announcement by the bank concerned the addition of a trust officer — John T. McGrann, formerly assistant trust officer of the First National Bank of Cincinnati.

\* \* \*

Malcolm L. Reid of Reid Stores, Inc., in Staunton, is the president of a new group of super market operators organized last month — the Virginia Super Market Research Division of the Virginia Food Dealers Association.

Other members of the executive committee: Herman L. Lukhard, of Lukhard's Markets, Inc., Richmond, vice-chairman; Robert S. Wood, of Wood & Norris, Inc., Charlottesville; John Robert Cockrell, of Cockrell's Super Market, Kilmarnock; Rudolf Schubert, of Peninsula Co-operative Association, Inc., Hampton, and Tom L. Overton, of Overton's Market, Norfolk.

\* \* \*

Virginia Electric and Power Co. has announced a number of executive changes, all effective in January:

James A. Rawls, formerly system manager of transmission and distribution, was named manager of engineering and construction.

George M. Tatum, chief engineer, became manager of planning and research.

Robert L. Ware, system superintendent of distribution, succeeded Rawls.

L. L. Eley, Jr., formerly district superintendent at Charlottesville, filled the post left vacant by Ware.

Charles S. Betts, Jr., Richmond district superintendent, moved up to Potomac district manager to succeed R. C. Hopkins, elected vice-president of Veeco's western division with headquarters in Charlottesville.

Marion L. Simpson, superintendent



ROGER PAYNE, *Barboursville, Virginia*, is congratulated in Chicago by Raymond C. Firestone. Executive Vice President, *The Firestone Tire & Rubber Company* for winning both his State and one of eight National awards in the 1956 4-H Club Soil and Water Conservation contest.

of lines in Alexandria, was named district superintendent in Richmond.

Harrison Hubbard, assistant chief system operator, became chief system operator.

\* \* \*

## GLANCING AROUND THE BUSINESS WORLD . . .

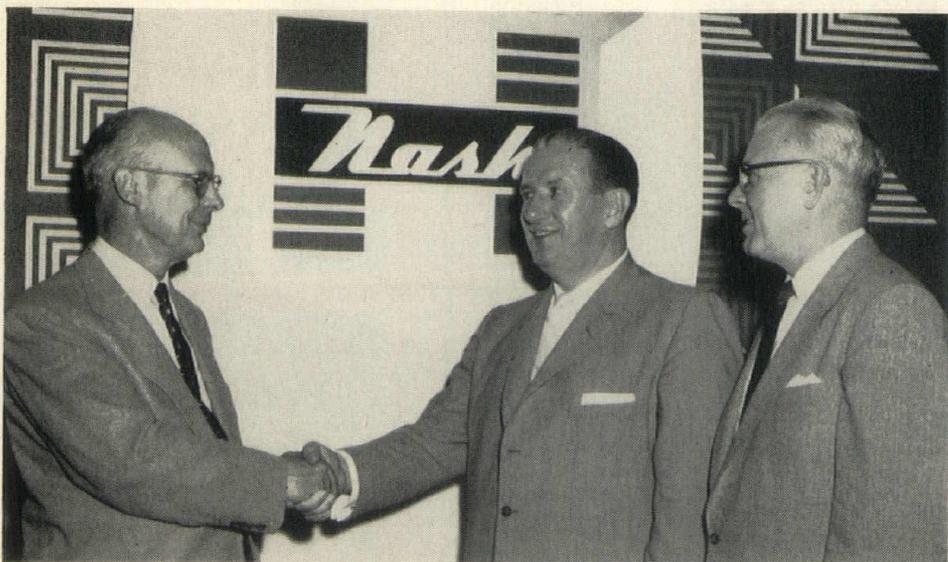
Virginia hotel men at their annual meeting in Roanoke last month elected Bruce R. Richardson, Jr., of Charlottesville, president. Other new officers are Harry A. Simkins, of Richmond, first vice-president; Kenneth R. Hyde, of Roanoke, second vice-president, and Garland W. Miller, of Roanoke, treasurer.

\* \* \*

The Western Virginia Shippers Association has started operations with 20-plus members, according to Harry E. Dixon, of Roanoke, general manager. The association is a non-profit group formed to provide more efficient and cheaper shipping service for merchants of Roanoke and vicinity.

\* \* \*

William C. Chewning, Richmond realtor with Chewning & Smith, Inc., is the new president of the Society of Residential Appraisers. Other new officers, all of Richmond: James B.



PAUL R. LAURITZEN (left), president of Lauritzen Motors, Richmond, at the Nash Dealer Advisory Council's semiannual meeting in Detroit. Here he is congratulated upon election to the council by ROY ABERNETHY (center), vice-president of automotive distribution and marketing for American Motors Corp., and JOHN W. RAISBECK, vice-president of sales operations.

Bowers, of First and Merchants National Bank, vice-president; T. T. Hyde, III, of First Mortgage Corporation, secretary-treasurer; James F. Harper, of the Richmond Real Estate Board, executive secretary.

\* \* \*

Southern Lightweight Aggregate Corporation of Richmond has begun construction of its third plant for production of Solite. The new facility is at Leaksville Junction, near the North Carolina-Virginia line below Danville.

\* \* \*

Louis A. Byram, veteran club and restaurant executive, has announced plans to reopen "The Paddock" in Richmond under a new name — "Byram's"—about the middle of March. Byram, once steward at the Commonwealth Club, has operated several of the city's most successful restaurants.

\* \* \*

The Virginia Manufacturers Association has new officers for its Richmond Section. Henry Holland III, executive vice-president of Cardwell Machine Co., is chairman. Other officers are C. Graham Pembroke, assistant division manager of the Esso Standard Oil Co., vice-chairman, and Reuben Viener, partner in Hyman Viener & Sons, secretary-treasurer.

\* \* \*

New warehouse facilities for Southern States Richmond Cooperative are under construction. The \$52,000 structure will include hay and bulk grain storage along with modern grinding and mixing equipment.

\* \* \*

Atlantic Life Insurance Company has approved plans for a \$2,300,000 home office atop a parking garage in downtown Richmond. The five-story addition to a three-floor parking garage may be ready late in 1958.

\* \* \*

Blue Ridge Veneer and Plywood Corp. has moved its plywood division to a new plant near Afton, in order to eliminate transportation of materials from the Afton veneer plant to the former location in Waynesboro.

\* \* \*

Virginia's two winners of the ninth annual soil conservation contest sponsored by Goodyear Tire and Rubber Co. went on an expense-paid trip to Arizona last month. They are L. W. Kipps of Aroda and J. G. Carpenter of Unionville.

\* \* \*

Blue Bell, Inc., has purchased the buildings in Luray formerly occupied by Luray Clothing Company, which manufactured children's and work clothing.

\* \* \*

Construction began this month on Thompson Products' plant in Franklin County. The 10-million-dollar plant on a 1,000-acre site 17 miles south of Roanoke will be designed for development and testing of fuel systems and auxiliary power plants for rockets and guided missiles.

\* \* \*

The Norfolk & Western Railway will spend close to 50 million dollars this year for equipment and improvements. Most, according to President R. H. Smith, will go for rolling stock, railroad jargon for locomotives and cars.

\* \* \*

The W. M. Ritter Lumber Company, formerly in Columbus, Ohio, opened new general offices in Roanoke last month. James W. Damron, board chairman, said the move was made to be nearer the center of the company's marketing and manufacturing operations.

\* \* \*

Work began last month on a four-million-dollar shopping center in Roanoke. Called the Roanoke-Salem Shopping Center, the area will have 270,000 square feet of selling space and parking for 2,000 cars. The builder is Giant Food Properties, Inc., which recently built Willow Lawn Shopping Center in Richmond and now is constructing Southside Plaza in South Richmond.

\* \* \*

A Virginian—Tom Frost of Warrenton—was honored last month by the Automobile Old Timers of America for his contributions as state legislator and

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GATE CITY, VIRGINIA

Ford auto agency dealer to the nation's automotive trade.

\* \* \*

George H. Taylor, formerly a member of the Georgia Institute of Technology faculty, has joined the Virginia Manufacturers Association as assistant secretary and director of public relations.

\* \* \*

Ewing Wall, widely known in Virginia banking circles, has been elected president of the First National Bank of Quantico.

\* \* \*

President of the new Springfield Bank in northern Virginia is Edward R. Carr. Other officers elected last month are William C. Simms, executive vice-president; Daniel N. Bondareff, vice-president and treasurer; A. P. DiGiulian, vice-president; William G. Downey, Jr., vice-president, and Loren L. Thompson, secretary.

\* \* \*

The Virginia "Blue Cross" and "Blue Shield" associations now are offering a new policy for "major medical expenses," paying for long-term illnesses, according to Dr. Richard J. Ackart, executive director.

\* \* \*

Alpha Iota, international honorary business sorority, has granted a charter to a group at the National Business College in Roanoke, to be known as Kappa Beta Chapter. Faculty sponsors are Mrs. Frances Birchfield and Mrs. Jean Saunders.

THIS AND THAT . . .

The Chesapeake and Ohio Railway has named *Herbert L. Gibson* movement supervisor with headquarters in Richmond . . .

*Milton Glaser*, Richmond interior decorator, has been awarded a major national prize of the Institutions Interiors Awards Program for his design in a dining area of the United States Fidelity and Guaranty Company building in Richmond . . .

*Harrison & Bates, Inc.*, Richmond real estate firm, has named *Ralph O. Harvard* vice-president in charge of the mortgage loan and appraisal department . . .

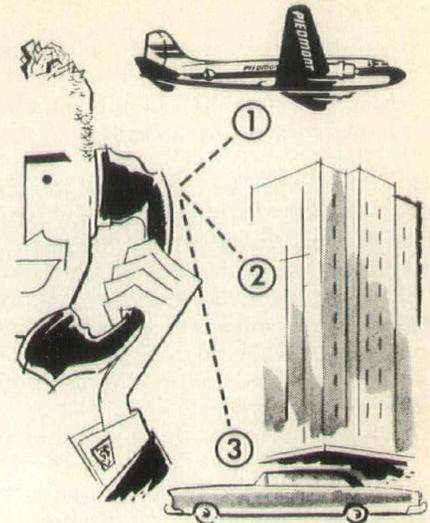
*Ernest G. Blake*, widely experienced passenger bus executive, has been named vice-president and general manager of the Fairfield Transit Co. that operates between Richmond, Highland Springs, Sandston and Seven Pines . . .

Select Personnel, headed by *Robert Conklin* of Richmond, has been appointed representative in Richmond for the Russell Kelly Office Service, which specializes in providing temporary office help . . .

*Daniel R. Wilkinson*, formerly director of advertising for Neighborhood Theaters, Inc., which operates more than 40 film houses throughout Virginia, has moved to the Virginia Food Dealers Association as assistant executive secretary and advertising manager for its monthly trade journal . . .

*Raymond G. Campbell* has been appointed agency assistant to *Roy A. Foan*, vice-president and director of agencies for First Colony Life Insurance Company of Lynchburg.

Just ONE CALL does ALL THREE

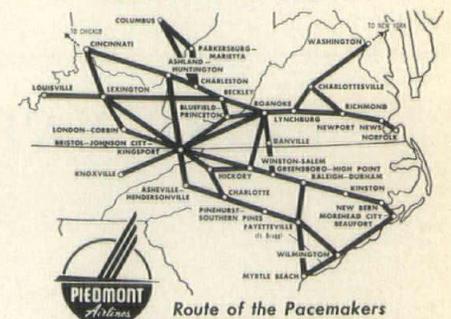


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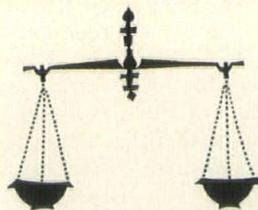
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# THEY DELIVER THE GOODS

(Continued from page 7)

carriers and others materially interested in transportation in an effort to produce a clearer understanding of the complex situations continually arising in that field."

2. "To assist its members in disposing of the many perplexing traffic problems that daily present themselves for solution by an intelligent discussion of them in open meeting through the medium of a competent transportation committee composed of well-trained traffic executives, representing both shippers and carriers."

3. "To encourage the establishment and maintenance of efficient traffic departments in the commercial and industrial establishments of Richmond, and to promote a spirit of cooperation between shipper and carrier."

4. "To provide for occasional social meetings, banquets and so on to the end that good fellowship among the members may always be emphasized and cultivated."

In the case of the Richmond Traffic Club, these were not merely high-minded resolutions for the record, to be pulled out and dusted off for company but never used for everyday. The feeling of camaraderie and fellowship that one takes away with him from a meeting of this group is genuine and deep.

It's an attitude that is most evident in the Traffic Club's educational program. Never since the beginning has the organization faltered in this phase of its activity.

As a result, many young men of promise have moved into and through the ranks of traffic clerks to become prominent executives.

The club's first class in traffic management began in 1923; it was one of the first projects undertaken by the group.

Originally a volunteer service conducted without official blessings from any formal educational group, meetings were held at various places and more or less irregularly for about seven years.

Then, in 1930, a group of traffic men discussed the potentials of teaching traffic management to the officials of Virginia Mechanics Institute. That was the real start of a concerted effort to raise the stature of men already in the profession and to focus the attention of youngsters on careers in the growing field.

## 260 STUDENTS ENROLLED

In the 18 years that a traffic course was offered at Virginia Mechanics Institute, more than 260 students were enrolled. Most of them still pursue careers in traffic throughout Virginia.

And that, of course, indicates another contribution of the Richmond Traffic Club. The South has had the problem for years of its best young men moving to the north and west in search of higher-paying jobs. By improving the standing—and the fortunes—of traffic directors, the club has been a powerful force in keeping a good many promising youngsters at home.

During the first five years of traffic study at Virginia Mechanics Institute, only one course was offered each season. Then, for a couple of years, two courses. And in the session of 1937-38 three classes were given.

All through the reports of educational activities from year to year one name is repeated:

L. E. Galaspie. He, as much as any one individual, has been responsible for the classes that are given today at the University of Richmond, many of them carrying full academic credit towards a degree.

It was Ed Galaspie, as chairman of the club's education committee, who first conducted negotiations with officials of the University of Richmond.

He made no bones about it; he wanted the classes given on the Richmond campus in order to elevate them to college level and gain college credits for the students.

His efforts resulted in the first class in traffic management at the University of Richmond in 1949, with official texts prepared and approved by the American College of Advanced Traffic.

These courses have been eminently successful and each year has witnessed an increase in the number of enrollments.

After completion of the required traffic classes, students have a choice. They can add courses in marketing, principles of economics and related subjects for a certificate in traffic management from the university or use the traffic class credits towards an academic degree.

Not only that; the credits given for courses in advanced traffic management or "Interstate Commerce Practice and Procedure" can be applied towards masters' degrees at the university.

Altogether the wedding of the traffic club and the university has been a most happy one. The club's position is that "the number of students and their fidelity to class work is unmistakable evidence of a sound and wholesome trend in the thinking of young men and their desire for correct and more complete information."

Also, the placement of the classes under the supervision of the University of Richmond has resulted in a certain reflected dignity — a character that could not have been achieved, the traffic men feel, under any other circumstances.

To promote the interest in traffic from a professional standpoint, the club has been in the habit of awarding cash

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scholarship awards to the students with highest academic records. In addition, it is the custom of the club to honor the award winners at one of its night meetings each fall.

For his special contributions to elevating the standards of the profession, Ed Galaspie—who is director of traffic for the Reynolds Metals Company—has been honored twice by the Associated Traffic Clubs of America and is considered, today, one of the foremost exponents of traffic management in the nation.

On October 17, 1950, tall, easy-going Ed Galaspie was given his first national honor — a special award from the national organization.

The second occasion was just this fall, when Galaspie was elected executive vice-president of the Associated Traffic Clubs of America. The significance of the election is that, by the traditional order of succession, he will become president of the vast and influential organization within a year or so.

But others have had important roles, also, in the development of an educational program that is judged one of the finest in the United States. One of the early leaders was the late O. J. McSwain, who taught the classes at the Virginia Mechanics Institute for seven years with little outside aid.

#### VOLUNTEER INSTRUCTORS

All the instructors are practicians of traffic management—men who volunteer their evenings to tell youngsters the hows and whys that they, themselves, had to learn the hard way. By trial and error.

Six men, particularly, are mentioned in connection with the period from 1938 and 1948, when the classes moved to the University of Richmond. They are, in addition to Mr. McSwain, Carl F. Germalman, Ed Galaspie, Gil Alfriend, Julian E. Bullock, C. J. Adams, J. W. Henewinkle, Ted S. Tower and Douglas F. Cutting.

Perhaps the best evidence of the effect of the club on the profession is the standing of many of its members in the community. Men like Billy Pierce, a member of the State Ports Commission, and J. David Brothers, president of New Dixie Lines and of the powerful Virginia Highway Users Association. Heywood Cockrell, the president of one of the largest storage concerns in the area, H. C. Cockrell Co., and Raleigh Fergusson, the perennial secretary who does a labor of love in addition to his own rigorous schedule as a partner in the J. W. Fergusson and Sons printing firm. The list could go on indefinitely;

*to tell the Virginia Story*



*One of Virginia's large fleets of trucks.*

members of the Richmond Traffic Club have been through the years leaders in the community.

Likewise the guest speakers have often been men of preeminent positions in the transportation industry. To name a few: John W. Smith, president of the Seaboard Air Line Railroad; W. Thomas Rice, president of the Richmond, Fredericksburg & Potomac Railroad; Harry DeButts, president of the Southern Railway; Marian Caskie, veteran commissioner of the Interstate Commerce Commission and top-ranking executive of Reynolds Metals Company; and a galaxy of famous names from all the lines of transportation.

The speech delivered before the Richmond Traffic Club by William M. Tuck when he was Governor of Virginia was considered so apt and able that he was invited to speak again at the annual meeting of the Associated Traffic Clubs of America in New York. His subject, incidentally, was one with which he was closely identified for many years—Virginia's "right to work" law that was passed during his administration and later copied by a number of other states.

In addition to charitable contributions from time to time, the traffic men of Richmond go about creating good will in many other ways. Perhaps one of the most effective was the first annual transportation show staged in Richmond last fall by the club as a celebration of "National Transportation Week."

In an empty lot on West Broad St., just beyond the central business district, the railroad, bus and trucking lines cooperated to put together a display of the old and new in transportation unrivaled in Richmond's memory.

The trains, dating back to the 1830 "Best Friend" locomotive of the Southern Railway System, drew thousands of fathers and sons while the women marveled at the comfort, even luxury, of the newest, double-decker, "scenic-cruiser" buses now on the highways.

Here, again, the members of the Richmond Traffic Club devoted their spare hours to an undertaking for the good of everyone in the transportation industry. Special commendations were due three men who led the work force—Gene Luck, traffic representative of the RF&P; Dave Brothers, representing the trucking lines, and Julian Beddox, transportation bureau manager of the Richmond Chamber of Commerce.

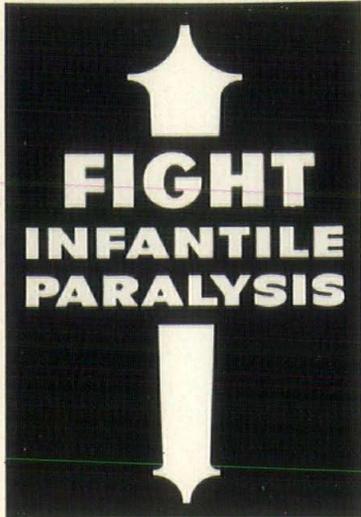
Richmond, with its peculiar geographic position 90 miles inland at the end of the navigable portion of the James River, is more than ordinarily interested in world water commerce.

#### "STEAMSHIP NIGHT"

Thus it is that a steamship night at the Richmond Traffic Club stirs more than a modicum of curiosity. And each such meeting, duly reported in the press, adds to the publicity—and the economic gain — for the port of Richmond so ably directed by another club member, Don Phillips, executive vice-president of the Richmond Waterfront Terminals, Inc.

A typical "steamship night" program several years ago — held, as are all Traffic Club events, in the Hotel John Marshall—drew more than 30 representatives of major steamship lines from New York, Charleston, S. C., Wilmington, N. C., Washington, Baltimore and Hampton Roads. The meeting hall was colorful with more than 60 "house flags"

## MARCH OF DIMES



JANUARY 2-31

of various lines that run ships into Virginia ports.

A roster of the postwar presidents of the Richmond Traffic Club largely reflects the hard little core of most active workers—except that Raleigh Ferguson, one of the most dedicated of them all, has not served yet as president. He is, however, an all-round emissary of good cheer and one of the most popular men in the organization.

The postwar presidential list begins with Billy Pierce, who also, in addition to the State Ports Authority, helps form waterway policy as a member of the Richmond Port Advisory Commission.

Others who have served as president since 1946 are:

John T. Meadows of the Baltimore Transportation Company; E. L. Brown, general freight agent for the Southern Railway System; Don Phillips; Robert L. Flanagan, of the Manchester Board and Paper Company; Dave Brothers; Ed Galaspie; Adam O. Feitig, assistant general freight agent of the Southern Railway System; Heywood Cockrell;

Forrest Jackson, freight traffic official with the Chesapeake and Ohio Railway, and, this year, Meredith.

Serving with John Meredith in the 1956-57 season are William L. Wood, sales manager for the Cochrane Transportation Company, as first vice-president; J. R. "Sleepy" Holladay, commercial agent for the Richmond, Fredericksburg and Potomac Railroad, second vice-president, and Raleigh Ferguson as secretary and treasurer.

These, then, are the men who form the Richmond Traffic Club. Next time you hear them discussing the ins and outs of traffic management, please don't tell about the time you got caught on a yellow light at Sixth and Main . . .

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# They Defended the Faith (continued from page 3)

To Robert E. Lee and Thomas J. Jackson, it would be too much to attribute a far-seeing perception of what was happening, but what they intuitively perceived was the danger to the society which had produced them and which they were dedicated to defend. It was certainly not to defend slavery, since neither was a slave-holder nor a believer in the system. But, with no experience in politics and no profound studies in economic history, each perceived that the slavery issue was not the point, and such was their sense of duty to, their identity with, their home-place, that each offered his life to defend his land against the force coming at them under the banner of freeing the slaves.

In losing the physical fight against armed aggression, Lee and Jackson won the moral fight by establishing the permanent value of love of a land larger than the individual himself. Because of the size of this love in its people, Virginia produced the Hero, the prototype, who symbolized the best of the civilization.

The perfected ideal of these great Virginians served as a lasting model for their people during the oppression and exploitation suffered by three generations. The more the victors ground the South under foot, the more clearly conceived and more passionately held was the inner ideal which the people determined to sustain at all costs.

While the Southerners were resisting a character change to the liking of their conquerors, it happened that the defeated and impoverished people, making the best of their bleak situation, slowly turned the population of those dispossessed by the destruction of the plantation-system into pools of cheap labor for the new industry. From that it followed that the South developed a potential for industrial development greater than that of the Northern states who had "freed the slaves."

This emergence of the so-called "new frontier" of industry was the very last thing the Northern power-combine had in mind when the abolitionists were used as moral fronts for a cold deal. In brief, what the moral crusaders accomplished caused the cold deal to boomerang. The industrialists would have done better to let slavery alone. As it was manifestly too late to resurrect the plantation-system, the new Northern powers are forced to use every weapon at hand to destroy the South in its new potential for industry.

Here the social justice apostles, apparently ignorant of being used as stooges for others' greed, now are turning out the abolitionists' old banner with modern connotations. Their "issue" is, of course, school integration.

But on *their* issue, they are more frustrated than their predecessors because school-integration somehow just lacks the dramatic appeal of "freeing the slaves." Also, in their pygmy society, the people are simply less responsive to moral crusades, and some of them definitely doubt their rights or abilities to administer the social life of other people. In any event, the social-justice fellows will suffer increasing frustration in their distant and irresponsible reform of the South as long as we continue to follow the models of the past, and not be diverted by side-issues. School integration has no more to do with the

forces involved than did freeing the slaves 100 years ago. Again, as then, the Negro is the real victim.

And again, as then, having an ideal for the society we are trying to protect, we can turn to Heroes. In observing the birthdate anniversaries of Lee and Stonewall Jackson, let us remember them as more than the noblest Confederates: let us remember that, as Confederates, they gave their lives to defend a faith and, in so doing, gave us exemplars to follow in defending ours.

*Clifford Dowd*



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*The old McCormick home which is being used by the VPI Agricultural Experiment Station for offices and laboratories.*

## McCormick Farm Research Station

*(Continued from page 8)*

Steel's Tavern and Raphine. Approaching the farm on Virginia Route 606, the visitor finds a picturesque scene, largely unchanged from a dozen decades ago. To the left, across a small creek, is the old log mill with overshot water wheel. Much of the machinery inside, including

the gristmill drive, is hand hewn from hardwood timber grown on the farm.

To the left of the mill is the original blacksmith shop where McCormick designed and built the first successful reaper—which was to take much of the drudgery from old agriculture and revolutionize farming. It is a small square log building on a high stone foundation. Inside is the forge, the littered workbench, the old blacksmith anvil, and a replica of the first reaper.

A 100 yards or so down the road is the red-brick homestead. Erected during the summer of 1822, it is a simply built, comfortable building of colonial design.

Other buildings on the homestead include a general-purpose barn, three tenant houses, slave cabins, a carriage house, and silos.

Scientists who work at the McCormick farm for the advancement of agriculture should have plenty of inspiration. In all the centuries before 1831, there had been invented only two agricultural implements for harvesting—the Scythe in the 16th century and the cradle in the 18th. Of all the inventions during the first half of the 19th century affecting agriculture, the reaper was probably the most important. Grain is a staple crop throughout the temperate zones the world over, and the appearance of a machine which permitted the farmer to reap as much as he could sow brought changes in cereal culture as far-reaching in their importance as those which attended the cotton gin of Eli Whitney in the South.

During the first half of the nineteenth century four Virginians made outstanding contributions to the agriculture of Virginia and the nation. These four were John A. Binns, John Taylor, Edmund Ruffin, and Cyrus Hall McCormick. Dr. Hutcheson says "It is gratifying to note that the contributions of such great leaders in agriculture are now beginning to be recognized."

—

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## Letters to the Editor:

Dear Editor:

Your recent article "The Heritage of the Virginia Architect," and "Powell-Waller House, Latest Williamsburg Restoration," appealed to me as did other material in your recent issue.

As Secretary of the American Travel Writers' Association, Editor of the "American Motorist," and a feature writer on foreign and domestic travel subjects every week for the Washington, D. C., *Post and Times Herald*, I take pains to be sure to read your *Virginia Record* whenever it comes to my desk. It is well edited and illustrated, and I wish you a successful year of operation during 1957.

Sincerely,  
Walter Whiteley Hubbard: Editor  
The "AMERICAN MOTORIST"  
Magazine  
Washington, D. C.

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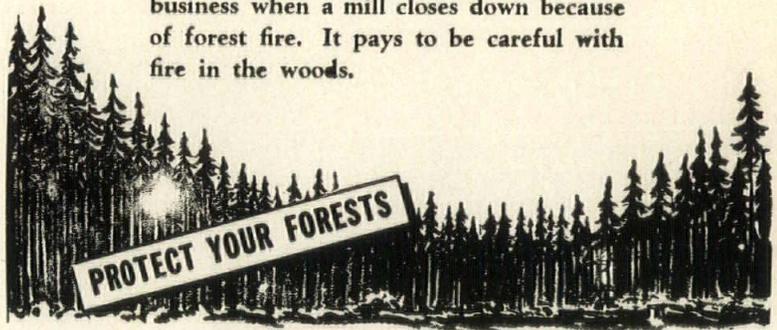
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A profile of Berkeley Hundred and plantation Virginia.  
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at this time.

## ONLY HUMAN

By SIDNEY FIELDS

*Courtesy New York Daily Mirror*

*This is published in the interest of Brotherhood Week, February 17-24, sponsored  
by the National Conference of Christians and Jews.*

The cost of prejudice to American industry is \$30,000,000 a year in wasted manpower, production, and morale. The figure cannot include the incalculable and far more terrible cost in human suffering and indignity.

"That means that \$10 out of every \$75 paycheck are wasted on the phony luxury of indulging our prejudices," says Dr. Everett R. Clinchy, who as head of the National Conference of Christians and Jews has been laboring for 28 years to convert hatred to understanding.

Discrimination in industry is most commonly based on color, religion, language and national origin, economic status, education and politics. (Try being a Republican in some areas of South Carolina or a Democrat in Vermont.) But prejudice at the hiring gate, or the dislike on the job of white for Negro, German for Pole, Protestant for Catholic or Christians for Jew is only one part of the vast hate problem that infects our society and the world.

"If civilization is to survive we must learn as much about the human personality as we do about the atom," Dr. Clinchy says. "We've never developed the love, compassion, and understanding in human beings to anywhere near their capacity. Psychiatrists are prob-

ing for this now. And it's here that science converges with faith and reaches for the highest ideals in both."

Dr. Clinchy, tall, spare, white, and 59, with three children and nine grandchildren, was born in Harlem when it was a suburb. His father was a carpet salesman. During four years at Wesleyan University, interrupted by service in World War I, Clinchy held a job as a student-minister in a little church in Fairmont, N. J.

"They took me because they couldn't get anyone else," he says.

He got a Bachelor's degree at Lafayette, went to Union Theological and Columbia where he got his Master's and was ordained a Presbyterian minister, and went on to Yale for his Ph.D., but had to quit for lack of money. He eventually got the Ph.D. at Drew, writing a history of hate in America, called "All in the Name of God," which was changed to "Growth of Good Will."

When he first came to Wesleyan in 1924 Clinchy tried to bring students of different faiths together. That same year the Federal Council of Protestant Churches met in Atlanta, Ga., the headquarters of the Ku Klux Klan, and formed a "Committee of Good Will Between Christians and Jews" to

study "How does a klansman get that way?"

Amid the terrible hate engendered during the Al Smith presidential campaign, five prominent men on the Committee—Charles Evans Hughes, Newton D. Baker, S. Parkes Cadman, Carlton J. H. Hayes, and Roger W. Straus, formed the National Conference of Christians and Jews and asked Clinchy to run it.

"Its purpose then was not only to dissolve the Klan's hate," he says, "but man's hate against man no matter where he found it. We held our first meeting at Columbia and I plastered the walls from floor to ceiling with all the hate posters against Smith, and people were shocked such venom existed in America."

His staff then was one stenographer and his office a tiny room on lower Fourth Avenue. Today the National Conference of Christians and Jews has 250,000 volunteers and contributors, and 250 employees in 64 offices in the U. S., serving 500 chapters.

"The Conference was the first systematic and persistent attempt to allay the hostility and prejudice which have diseased social, political and business relations in America," says Dr. Clinchy.

He began with the children by alerting their educators to the disease of hate. And it's to their everlasting credit that every school is aware of it today, even if negatively aware of it, as in the South.

Then he turned to the adults reaching into every community organization from churches to veterans posts. And then they went into industry through unions, personnel chiefs and chambers of commerce.

"At the suggestion of a Catholic priest we began Brotherhood Week," Dr. Clinchy says. "It's now celebrated in 3,000 cities and towns and is a national institution independent of us."

From the first Dr. Clinchy took to the road to do his work, not only in America, but all over the world. He's about to help set up a center of human relations in Holland. On one ocean trip, after meeting Dick Rodgers, the song "You've Got to Be Taught to Hate," showed up in "South Pacific."

"It's a truism that freedom from hate always brings the individual happiness," says Dr. Clinchy, and then he concludes: "Science has hurdled all the boundaries and made this planet a single home for a single interdependent family. Whether we like it or not, there is only one family for the world—the family of man."

2

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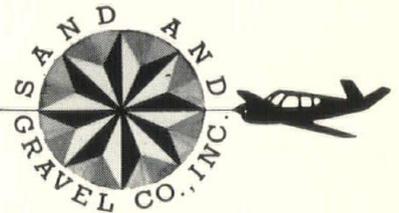
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