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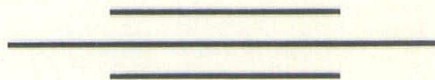
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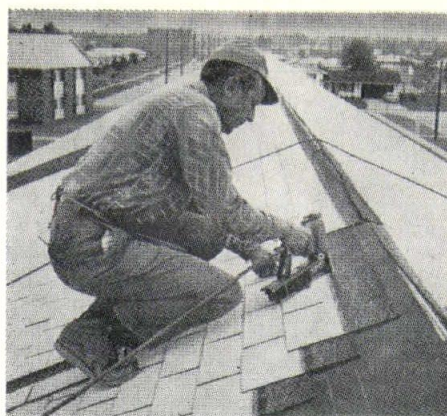
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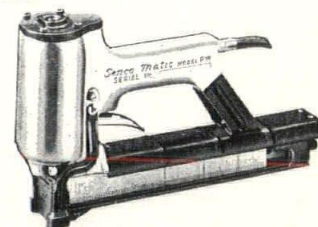
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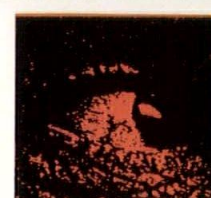
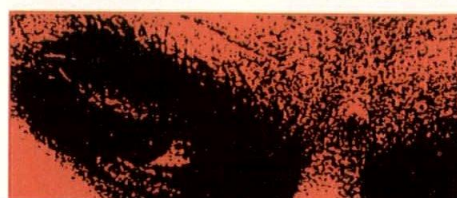
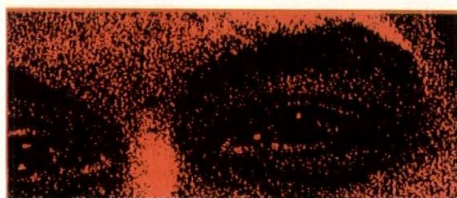
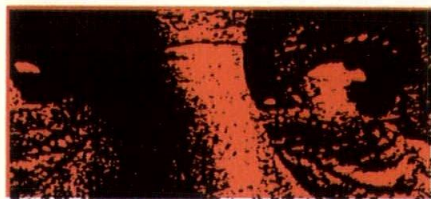
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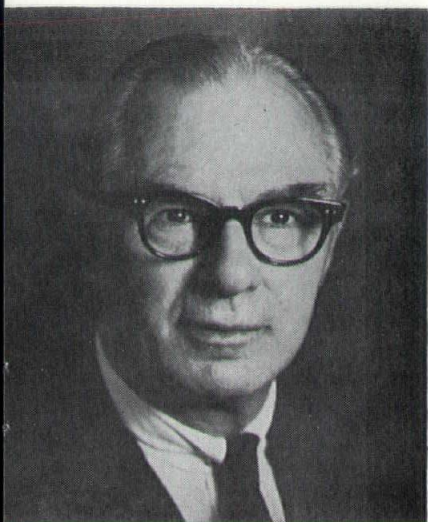
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Clifford Dawsey

The Legend of Scott Fitzgerald

EVEN television and motion pictures have joined in the posthumous apotheosis of Scott Fitzgerald during the partly manufactured, partly commercialized nostalgia for the twenties, which Fitzgerald has come to symbolize. Actually Fitzgerald symbolizes the excesses of the twenties or, in another way, what people imagine the era was like.

His generation of writers (called by Gertrude Stein "the lost generation") were those born late in the past century who were old enough, some just barely, to experience first-hand World War I. Many of them, though by no means all, lived for a time in Paris. All imbibed alcoholic beverages, some heavily and some lightly, but very few drank so badly, so ostentatiously and so self-ruinously as Fitzgerald. Nobody made such an embarrassing spectacle of himself as he did with juvenile, idiot antics even when he was an established writer in his thirties. Indeed, his behavior as a boorish show-off indicated that a part of him would never grow up, which was certainly not typical of the men and women of the twenties.

Since he wrote in his first two novels the first popular fiction about the "flapper," he is now credited with *inventing* the flapper. The flapper invented herself. Fitzgerald used her as a model, particularly his wife Zelda, who typified the flapper and whose letters Fitzgerald used almost verbatim. The satiric drawings of John Held, Jr. captured the flapper and her patent leather haired boyfriend as sharply as did Fitzgerald or any one else, but this quiet-spoken gentleman did not try to live the age that he pictured and, since his life did not become a legend, has passed into obscurity. Fitzgerald, however, even if he did remain a Princeton sophomore into his late thirties, was genuinely the stuff of which legend could be made.

He was almost unbelievably good-looking, with great style and (when sober) great charm, vivacious and amusing, and very generous to his friends and to other writers. He was married to the iridescent Zelda, a dramatic and talented person in her own right, whose destiny was marked by the tragic flaw of insanity. Dazzling success came to them when they were young and golden, and they lived it up as if youth and fortune would last forever. With all his extravagant carryings-on and dissipation, Fitzgerald was a disciplined writer with deep respect for his craft. While he did not have a superior mind (few writers do), he had a good literary mind, and for *sheer writing*—in grace and flow, in beauty and quick evocations—at his best he had no equal among his contemporaries.

With all this, Fitzgerald was not a legend during his lifetime. He produced only three novels during the decade of the twenties, siphoning off his talent in commercial stories to pay for the excesses of the prolonged spree which he and Zelda made of their disorderly lives. In the latter part of the decade Hemingway and Dos Passos became the big talked-about writers; going into the thirties, Thomas Wolfe hit with tremendous impact and Faulkner began to emerge into critical prominence. Also with the coming of the Depression, the whole mental climate of the country changed and readers and critics began to take seriously the "proletarian" writers. So quickly do fashions change that when Fitzgerald's fourth novel, *Tender Is the Night*, was published in 1934, he was on his way to becoming a literary back-number.

(Continued on page 50)

Agricultural exports show much promise in international trade as a means of improving the U.S. balance of payments; and . . . can do much to steady the position of the U.S. dollar.

FOOD: A CHANGING SITUATION

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

THE American public is constantly being confronted with crises of various types: the poverty crisis, the nutrition crisis, the environmental crisis, and the energy crisis—to name only a few. Although people express concern over these problems, they reach a peak of interest, and then usually start thinking about something else. But when it comes to a crisis involving FOOD, they really begin to worry in earnest.

Why? Because there is nothing more basic than food, and when the supply of food is even remotely threatened, the consumer is hit where it really hurts. The potential shortages of food caused by the recent truckers' strike is a case in point. Our affluent society is finally realizing that economic pressures are now extending into the sanctum of the market basket.

Although this is a very serious situation, it has served one very good purpose by bringing the importance of agriculture — as well as its current plight—to the forefront of public attention.

Background

The industrial revolution in the early 1900s brought technology to America's agriculture which resulted in the establishment of an outstanding record of productivity. Since then, our country has continued to make increases in agricultural output, despite a steady decline in the number of farmers and farms.

The U.S. has become recognized as

the world's agricultural leader. With less than 5 percent of our people on farms, we are feeding our 200 plus millions better than ever before, and sending more and more food supplies abroad to many millions in other parts of the world. No other country has achieved such agricultural success.

Although it has often been complained, many people still do not fully understand or appreciate agricultural contributions to our way of life. They have been told that due to increased efficiency and the application of modern technology, agricultural productivity has continued to set new records. During the past years, farm output per man has practically doubled the rate achieved in manufacturing. One farm worker now supplies enough food for over 16 people compared to only 16, 20 years ago. A sizeable number of workers in the agribusiness, off-farm sector helps make all this possible.

Now that agriculture continues to make headlines as threats of food shortages persist, our country's real dependence on agriculture is finally being brought forcibly home. At last, the public is beginning to realize agriculture's true story.

Growing Threats of Shortages

But confusion now reigns in the minds of many as to what is happening to our food supplies. In spite of the fact that our crops are setting

business co-workers with their increased technological skills, are meeting this challenge by continuing to improve their productivity and efficiency—a factor which is primarily responsible for making the U.S. the world's undisputed agricultural leader. In order to help meet this demand, the federal government is urging a massive agricultural expansion which will put back into use almost every productive acre. It is believed that these measures to increase output will restore approximately two-thirds of the acreage formerly set aside. All restraints are to be eliminated—there are to be no diverted acres, and no schemes to hold down production. I am confident that our farmers will make every effort to cooperate with this program.

Reliable sources have indicated that the world food situation is more serious now than at any time since 1965-67, when substantial shipments of American grain saved many millions of lives in India from possible starvation. The immediate cause of our present problem has been blamed on freakish weather, which brought about either droughts or floods in various parts of the world that caused last year's production to fall far short of expectations in many areas.

According to the Food and Agriculture Organization of the United Nations, (FAO), perhaps 20 percent of the population of developing countries, or 300 to 500 million people, are undernourished in that they receive less than the recommended intake of calories. It has been estimated that approximately 75 million of the children born today in developing countries will die of malnutrition (or a related cause) before they reach 50 years of age.

U.S. Exports Continue to Increase

The U.S., as the recognized world agricultural leader, has been looked on increasingly in recent years as a source of food for both the more affluent and the world's less fortunate nations. Thus, a bad U.S. crop year would probably mean disaster to all foreign countries dependent on our exports. For example, the U.S. has for many years been exporting about 50 percent of its wheat crop, but for 1972 this jumped to about 77 percent and 1973 remained high at about 70 percent. However, for 1974 the percent exported should drop back to near normal levels of about 50 percent of production.

According to the USDA, farm ex-



S. MASON CARBAUGH

ports reached a record high of nearly \$13 billion in fiscal 1973, compared to approximately \$5.7 billion in 1969—more than double in just four years, and 60 percent higher than last year. There are indications this figure will approach \$18 billion in the year ending June 30, 1974, a volume not expected to be reached before 1985 just 2-3 years ago.

Although there is every reason for the U.S. to increase farm production—and agricultural exports—one of my chief goals is that the public develop the proper understanding regarding the need for continued agricultural exports. By this, I mean that the recent rise in food prices; the sale of wheat to Russia last year; continued exports of grains to other countries; and other closely related factors are creating a negative public attitude toward exports.

In my opinion it would be a grave mistake to curtail our exports at a time when they are so critically needed abroad and when the U.S. needs all the dollars it can get to purchase its energy needs. Agricultural exports show much promise in international trade as a means of improving the U.S. balance of payments; and this vital resource, if used properly, can do much to steady the position of the U.S. dollar. Our country must do everything possible to maintain its position of world agricultural leadership, and preserve its reputation for dependability. On a recent fact-finding mission to four European countries, dependability was the most common and most discussed topic I encountered.

With modern marketing now on a worldwide basis, plans should be made to further increase our agricultural exports particularly in view of the growing energy crisis. Food is the

production records, the threats of shortages persist; food prices have risen to higher levels; and public concern mounts over possible threats of even higher prices for basic commodities. Admittedly, these developments are certainly unanticipated, particularly in a country which has been so long recognized as the land of plenty. The situation is compounded by growing predictions of an actual period of world food scarcity.

We are now beginning to believe that maybe all of this "scare talk" isn't just a lot of hot air, as present threats of food shortages are, to say the least, somewhat alarming to Americans who have never felt the pinch before. Our present dilemma has been caused by many complex factors, which I will attempt to explain.

The World Food Situation

As you may know, American agriculture is experiencing an unprecedented demand for farm products. A great many diverse factors have brought about this situation, including increased demand for animal protein; Russian production again falling short of expectations; droughts in India, Australia, and Africa; and the drastic decline of the Peruvian fishmeal industry. The devaluation of the U.S. dollar has also made trade with the U.S. more attractive, although lately the value of the dollar appears to be growing stronger.

American farmers and their agri-

one commodity that many other countries cannot produce and we should promote increased exports of food—particularly in processed form rather than as a raw product. *In the long run, farm exports mean cheaper food for consumers, as production costs decrease when farmers are encouraged to produce at more efficient levels.*

Virginia farmers now export Virginia-produced commodities valued at over \$100 million annually and this amount, when added to the approximately \$250 million worth of farm commodities from other states that are brought into Virginia for processing prior to exportation, provides an overall total of about \$350 million. One out of every 4 acres of the cash crops produced in Virginia is exported, or between 15 to 18 cents of the cash dollar which the farmer receives from exports.

The World Population Explosion

The population explosion is also a definite—but by no means the major—factor in the present world food situation. Based on current projections, the world's population, which is now about 3.5 billion, will likely grow to 6 billion by 2000—or even to 7 billion unless strong birth control measures are instituted. The world's diet-deficient regions constitute a large proportion of the earth's land area, and there is a good chance that food requirements in these areas will more than double by the year 2000.

Some experts claim that the salient fact about the world food situation is that for the last 20 years food production has increased at a rate just slightly faster than that of population—2.8 percent versus 2.6 percent for the developing countries—resulting in a very slight improvement in per capita production and, presumably, in average diet. On the other hand, it has been estimated that the total demand for food—caused by the combination of increasing population and rising levels of living—has been increasing more rapidly than food supplies during the past decade.

Unless agricultural production in the developing countries increases to the unprecedented growth rate of about 4 percent—compared to the present 2.8 percent—it will obviously be impossible to maintain even present diet levels by 1980.

Can the Challenge Be Met

There are many schools of thought concerning the world food situation

which range from optimistic to highly pessimistic, or skeptical. For the short term, qualified observers have indicated that in all probability scarcities resulting from the poor 1972 harvest will be overcome, and low stocks will become replenished. Although the long term prospects are really anybody's guess, and depend largely upon the viewer's perspective, I believe that the right type of positive action on the part of all concerned will produce the desired results, as the world's agricultural capacity is certainly great enough to meet the challenge if proper plans are made and executed.

Even though the U.S. is suffering from the present drain on her food resources which is reacting in many ways, we are still far better off than most of the world. For example, the present U.S. annual growth rate is only about 1 percent, while the world growth rate is approximately 2 percent. Although some researchers have raised the alarm that even our prosperous nation will face grave problems because its growing population consumes huge amounts of our natural resources, no food problem is expected in the foreseeable future.

Like the U.S., no food problems are expected to develop in Virginia, although her growth rate during the past decade has been much higher than that of the nation. Virginia's population is currently estimated at about 4.7 million, and projections indicate that the state will have 5.4 million people by 1980, and 7.2 million by 2000.

What About Food Prices

Although food prices are at a higher level, the cost of everything else consumers buy is also rising in these inflationary times. Ever since 1947—the first year records were kept—the percentage of disposable income spent for food has steadily declined. During these 26 years, it dropped from a high of 26 percent in 1947 to a low of 15.6 percent early in 1973. And, disposable personal income in 1973 was about 10 percent higher than in 1972.

The outlook for 1974 is not as rosy in view of the broad-reaching effects of the current energy shortage situation. Disposable income may show little change, while food prices in some categories may be up substantially. This could cause the percentage of disposable income spent for food to move up into the 16-17 percent range—the highest since the late 1960s. *Even*

with this increased range, however, U.S. citizens will still spend less their income for food than any nation in the world!

The American people can no longer take for granted abundant high-quality supplies of low-priced food. They are simply going to have to face, in addition to the fact that food prices are rising, the fact that food prices are rising because of the many pressures influencing our economy, and may never return to their former low levels. I think you will agree that most of us are continuing to demand more and better food—and a greater variety—and we are willing to pay for it. The record shows that during the past 20 years food prices have increased relatively less than the cost of most other things we buy.

Over the years, farmers have made a tremendous contribution to America's well being. In 1972, farmers received only 40 cents out of each dollar spent for farm-produced food at retail outlets. They deserve to share equally with the rest of our economy, yet their income is still far below that of the average industrial worker. At this point, they are only beginning to recover from many years of low prices and their expenses are continuing to rise. We cannot expect our farmers to keep up their outstanding record of productivity without realizing adequate profits.

The Farmer's Economic Position

Although farm prices recently exceeded 100 percent of parity for the first time in 21 years, farmers are faced with constantly rising production costs, including the price of land, farm labor, equipment, feedstuffs, fertilizer, fuel, and other supplies.

Land values are continuing to rise and more and more productive farmland is being taken over by highways, housing developments, and other non-agricultural uses. Adequate farm labor is almost unavailable although working conditions have been improving and even though mechanization has replaced much of the hired labor. Farmers are having to pay more for production needs, such as fuel, feed, seed, fertilizer, pesticides and various items of necessary equipment. Land taxes have also risen by about 600 percent in the past decade. The current shortages of fuel and fertilizer and other supplies are further complicating the situation; while rising interest rates have added to their financial problems, as most farmers depend a

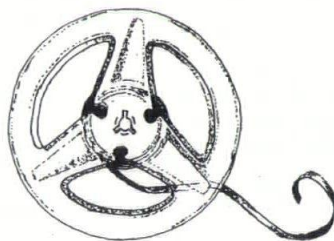
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INFORMING THE CONSUMER: A BIG JOB AT VDAC

By HORACE R. HANSHAW
Information Officer, VDAC



PHOTOGRAPHY



RADIO AND TELEVISION

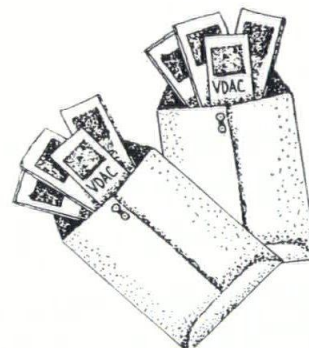
MANY people do not realize it, but the Virginia Department of Agriculture and Commerce (VDAC) is one of the largest—if not the largest—consumer protection agencies of the government. VDAC administers laws directly related to the consumer, plus 40 other laws which indirectly affect consumers.

And, one of the biggest parts of consumer protection is consumer education. As someone so aptly put it, "An informed consumer is the best protected consumer." Informing our citizens of the consumer services that VDAC performs is a formidable task which the Department approaches through several avenues of communication.


Most consumer information put out by VDAC goes through its Information Office in the form of news releases, feature stories, radio and TV broadcasts, brochures and booklets, consumer law fliers, and a monthly newsletter — CONSUMER COMMENTS.

Much of this information goes to the state's news media which further disseminate it to their audiences. A great deal of consumer information is, however, sent directly to citizens and consumer groups requesting it.

CONSUMER COMMENTS, a free, monthly newsletter, is the Department's official, continuing consumer publication directed specifically to Virginians. It is designed to inform them not only of the consumer service activities of VDAC, but of other related topics of consumer interest. A typical issue contains these articles: *Consumers Warned On Gasoline Dangers*; *Tips For The Thrifty Driver*; *Dietary Supplements Contain Poison*; *Some Words of Caution*; *Homemaker's Handbook Ready*; *Butane Refill Danger Cited*; and *Meetings and Hearings*. This publication is mailed each month to members of the news media, educators and other professional people, and interested citizens. Anyone wishing to receive this newsletter may do so by sending his name



BROCHURES & BOOKLETS




Consumers Comments
A MONTHLY NEWSLETTER OF CONSUMER INFORMATION
ISSUED BY THE VIRGINIA DEPARTMENT OF AGRICULTURE AND COMMERCE

February 1974

Especially During the Energy Crisis

Use And Enjoy Your Fireplace



The heat that a fireplace log produces depends on the concentration of woody material, resin, water and ash. Therefore, if you know something about the wood you buy, or logs you cut yourself, you will be able to understand how to mix light and heavy wood to achieve the ideal fire, advises Shirley Wagner in USDA's "Food and Home Notes."

A full cord of dry hickory wood weighs about two tons and is approximately equal in heating value to a ton of hard coal or 200 gallons of fuel oil, according to the Forest Service of the U.S. Department of Agriculture. On a pound to pound basis, heavy hardwoods have about half the heating value of coal and a third of the heating value of oil.

Mix light and heavy wood to achieve the ideal fire. Some of the kinds of wood that will burn longer: Usage orange, dogwood, hickory, beech, hard maple, birch, mulberry, apple, and ash all rate "above all" heat value (based on hickory's value set of 100). Under the heat value of 74 (lighter faster and burn quicker) would be soft maple, cherry, sycamore, dogwood, fir, tulip, or yellow poplar and down at the bottom of the list is the white pine with 50 heat value. (This is only a partial listing to give examples.)

If you're planning on building a fire in your fireplace, remember how to build a safe fire is first, make sure your room is well ventilated, damper open and the fire unobstructed, before lighting fire. Poor ventilation causes the fireplace to smoke. Place a screen in front of your grate to catch any sparks, avoid burning wet or green wood, and keep a fire extinguisher handy. Keep other combustibles at a distance and never use inflammable fluids indoors to light your fire.

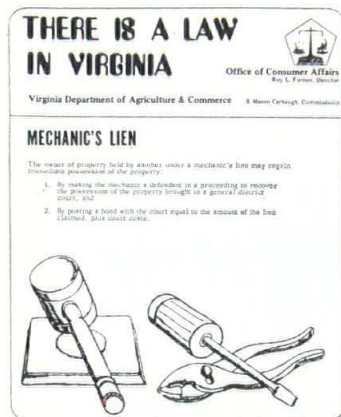
A brochure on "How To Enjoy Your Fireplace" has been prepared by the Forest Service of the U.S. Department of Agriculture and is available free by writing to the Forest Service, Upper Merion, Pa. 19082.

Virginia 27, Number 2
of Annual, Virginia

CONSUMER FLIERS

"There Is A Law In Virginia"

Seven consumer fliers have been completed as a cooperative effort of the State Office of Consumer Affairs and the State Attorney General's Office. These 8½ by 11 inch mini-posters are listed below, with a brief description of each. Persons interested in receiving any of these may request them from the Information Office, VDAC, P.O. Box 1163, Richmond, Virginia 23209. Also available is a list of all VDAC's free consumer publications.



BAIT AND SWITCH ADVERTISING—Illegal for any person to advertise or offer for sale merchandise or service that he either does not intend to sell or does not intend to sell at the price advertised.

DOOR-TO-DOOR SALES—Virginia law provides for cancellation of certain purchases made from door-to-door salesmen.

MECHANIC'S LIEN—The owner of property held by another under a mechanic's lien may regain immediate possession of the property.

ODOMETER LAW—Illegal to tamper with a motor vehicle mileage indicator.

PYRAMID PROMOTIONAL SCHEMES—Virginia law prohibits a pyramid promotional scheme.

SALE OF MOTOR VEHICLES BY LICENSED DEALERS—A motor vehicle dealer must have an automobile inspected by an official inspection station before the vehicle is sold.

UNSOLICITED GOODS—Unsolicited merchandise by mail or delivered may be considered a gift.

and address to CONSUMER COMMENTS, VDAC, P. O. Box 1163, Richmond, Virginia 23209.

The Information Office works closely with the Office of Consumer Affairs—also a part of VDAC. The Office of Consumer Affairs was established in 1970 by an act of the General

Assembly to act as a clearing-house for Virginians having consumer complaints on alleged illegal, fraudulent, deceptive, or dangerous practices. The law also charges the Director of Consumer Affairs with the job of promoting consumer education.

To carry out this obligation, the

Director of Consumer Affairs employs several approaches — the State Department of Education, trade and consumer groups, public hearings and meetings, and speeches. But primarily he and his staff use the information services of VDAC, which have already been mentioned.

Over a year ago, the Office of Consumer Affairs—in conjunction with the Attorney General's Office — began a new series of fliers to alert citizens of possible consumer traps. The fliers are entitled, "There Is A Law in Virginia," are standard letter paper size and are designed either to be posted on bulletin boards or folded into handy brochures. Each flier deals with one particular Virginia consumer law—such as *Door-to-Door Sales* or *Sale of Motor Vehicles By Licensed Dealers*. Thus far, seven fliers in the "There Is A Law In Virginia" series have been completed, and these are available free to the public. VDAC also grants permission to clubs and other groups to reproduce these fliers for their further distribution.

With all of the consumer laws assigned to VDAC, plus continued development and growth of the agency, a relatively new Office of Consumer Affairs, keeping the state's consumers informed is a continual challenge for the Virginia Department of Agriculture and Commerce. But it is a challenge not without reward as Virginians day-by-day are becoming more consumer conscious.



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MEASUREMENT IS A LANGUAGE

By RAY SCHREINER

Director of Information, VDAC

FOR almost two years now Virginia has had laboratory facilities and personnel making use of weights and measures standards that are the same as those at the National Bureau of Standards of the Department of Commerce in Washington, D. C.

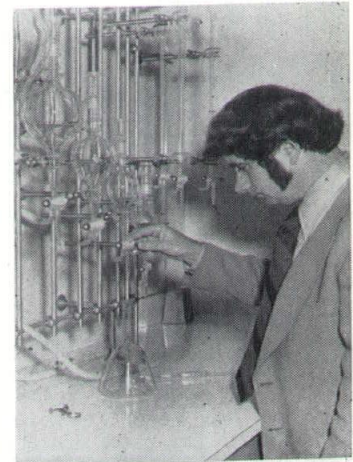
Overseeing the work in the laboratory is Marion W. Cain, the state's Metrologist.

"Measurement is a form of language; standards are the definitions on which the language is based. The laboratory serves our state as a measurement center for government, commerce, industry, educational and research institutions as an integrated part of the National Measurement System," said Cain.

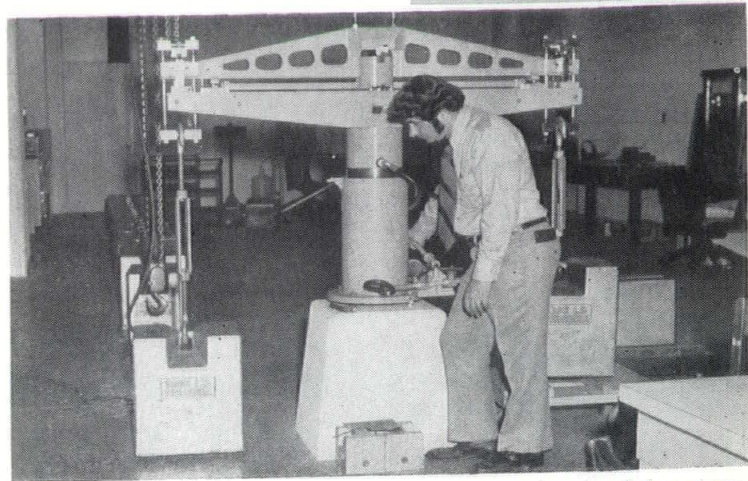
He pointed out, "Over the years it became apparent that the demand for better measurement and measurement service was far greater than the capability of a central governmental agency. So, it was decided by the Federal Government in the middle sixties to equip laboratories in each of the 50 states that would basically have some of the same capabilities as the National Bureau of Standards." Virginia's standards were received by Governor Linwood Holton in June of 1972. They include 13 different items that range in size from a 160 gram capacity semi-automatic precision balance up to a 5000 pound capacity, precision balance. Included in the \$80,000, 95 piece set of instruments are standards in both the U.S. customary system and the metric system.

"Already about 15 to 20 percent of our work is checking metric standards," continued Cain. "This of course will increase as various segments of the economy switch to the metric system."

The standards themselves include mass (weight), length and volume and necessary laboratory instruments all especially designed to meet state weights and measures requirements.



Marion W. Cain, state metrologist, using equipment given to the state by the U.S. Bureau of Standards, tests a glass graduate with state volume standards.



Using one of the largest pieces of equipment in the laboratory, Marion W. Cain, state metrologist, calibrates a field standard 1,000 pound weight that is part of the equipment of the large scale trucks used by VDAC.



James F. Lyles (right) supervisor of the weights and measures section, and James C. Stewart, assistant supervisor, watch as Marion W. Cain, state metrologist calibrates a precision 5 pound mass standard.

Although these new standards give Virginia a further capability in checking weights, they are not the first standards to be used in the state.

Measurement uniformity among the states began in 1836 when Congress authorized the Federal government to supply each state with "a complete set of weights and measures adopted as standards—to the end that a uniform standard of weights and measures may be established throughout the United States."

The Commonwealth of Virginia received a set of weights and measures standards previous to 1843 and a replacement weight set in 1853. Many of these old standards are on display in the Consolidated Laboratory Building.

The pride that goes with a new assignment and challenge was somewhat dimmed after the receipt of the new standards in 1972. For just a week following their installation the James River flooded the laboratory area with the water level climbing to 63 inches. This was one measurement. Weights and Measures would rather not have had to make.

Weeks of painstaking work was necessary to clean the
(Continued on page 48)

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GYPSY MOTH CONTROL . . .

REPERCUSSIONS OF A BIOLOGICAL ACCIDENT

By EDWARD C. ELLETT
Information Officer, VDAC

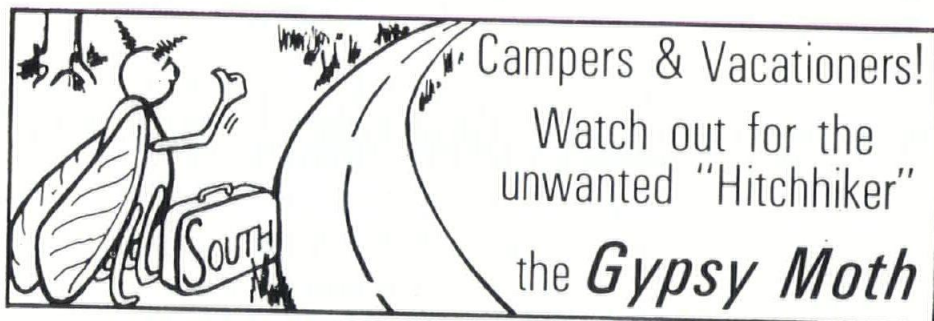
THE Virginia Department of Agriculture and Commerce is presently engaged in a continuing struggle to protect our state from the potential biological threat of a full scale infestation by the gypsy moth—an insect native to the temperate regions of Europe, southern Asia, and Africa. For several years the Department's Division of Product and Industry Regulation, through the Plant Pest Control Section, has maintained the only existing defenses against the destructive forces of the gypsy moth. It has tried to establish its colonies in the Old Dominion. Unchecked, the gypsy moth could cause irreparable damage

and behavioral adaptability of the larvae tremendously contributed to the success of the gypsy moth in its newly found habitat.

The original infestation increased and spread gradually until, by the summer of 1889 — almost 20 years after it was introduced to the United States—the gypsy moth finally attracted public attention to its destruc-

Maine, New Hampshire, and Rhode Island. In 1905 the Federal Government stepped in to aid local governments in control and eradication programs. During the next seven years, both the Federal Government and Massachusetts jointly financed the importation of natural enemies of the gypsy moth from several European countries and Japan.

Nonetheless, the gypsy moth, traveling on air currents as newly hatched larvae (up to a radius of 30 miles) and hitchhiking on unsuspecting carriers as egg masses, moved into New York and Ohio. And, as if a continuing spread wasn't enough, the gov-



This artwork was utilized by the VDAC BULLETIN last summer as a reminder for all Virginians to assist in the prevention of gypsy moth movement into the Commonwealth.

forests of Virginia and, subsequently, the entire forests of the United States. Such an event could be the first tumbling of a biological domino—setting off a chain reaction of unprecedented biological upheaval! However, the chance of this occurrence taking place becomes more and more remote as this department and other state and federal agencies investigate and maintain control and eradication programs throughout areas of gypsy moth infestation.

Such infestation began in the mid-1800's when the state of Massachusetts witnessed an event (perhaps tragedy would be a better choice of words) that would soon alter the biological destiny of the United States. It was then that a French naturalist interested in rearing a new strain of silk worm introduced the *Porthetria dispar*—or as this insect is more commonly known—the gypsy moth, into the environs of Medford, Massachusetts. Even though a very limited number of these moths managed to escape, their great reproductive capacities, nomadic habits, and morphological

adaptive existence. Throughout the state of Massachusetts, the young larvae were engaged in destroying several hardwood tree species by voraciously stripping them of foliage.

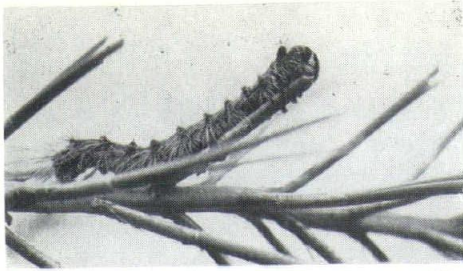
In 1890, the Massachusetts Legislature appropriated money for the first field operations to exterminate this insect which had infested an approximate 200 square mile area in and around the city of Boston. These eradication procedures consisted of applying creosote to egg masses, burning infested trees and shrubbery, banding trees with burlap and sticky materials to either trap the larvae or prevent their ascent of the tree, and spraying with Paris green or lead arsenate.

This action of control worked quite successfully—as a matter of fact, too successfully in a manner of speaking. The infestation was reduced to a point where the legislature decided to discontinue the financing of eradication procedures and all work on this project ended in 1900. During the next five years, populations of the gypsy moth increased tremendously in the old infested areas and spread into

the government had to abruptly discontinue its eradication operations in 1914 because of World War I. Such operations were not resumed until 1922.

During the next ten years, the United States began to see some promise in its eradication programs as infestation levels fell. However, this was false hope because, in 1932, a new infestation appeared in Pennsylvania signalling a renewed outbreak of gypsy moths across the Northeast regions of the United States. In the early 1950s more than 1½ million acres were defoliated in the Northeast as this insect spread over 9 million previously uninfested acres in New York, Pennsylvania and New Jersey. The amount of defoliation in the Northeast has continued to increase steadily since 1958, except for a brief reduction in 1966-68. During this past year, however, more acreage than ever before—1,773,846 acres—was defoliated by the gypsy moth.

With the expected migration of the gypsy moth, Virginia has constantly been vigilant to the possible intrusion of this insect pest. In 1968 at a trailer



The tree-defoliating gypsy moth caterpillar munches its way through thousands of acres of trees during its annual surge. (USDA Photo)

park in Virginia Beach, Plant Pest Inspectors for the Virginia Department of Agriculture and Commerce observed our state's first infestation of gypsy moths. This infestation, which was promptly eradicated, was attributed to an artificial introduction of this insect into the state as a hitchhiker on a house trailer from an infested area in Connecticut.

Later in 1969, the male moth (which is the only one that flies) was taken in survey traps baited with sex lure in Albemarle County. Even though other male moths were discovered at 3 locations statewide in 1970, none of these trappings indicated an infestation (which is characterized by the presence of egg masses or the female moths).

In the following year, it became more apparent that the gypsy moth was destined to enter our state. Male gypsy moths were taken in traps in 1971 at 38 locations using a synthetic sex attractant. With such evidence of migration, VDAC's Plant Pest Control Section stepped up its implementation of a statewide control program designed to utilize biological control measures rather than chemical usage.

As mentioned earlier in this article, biological control of the gypsy moth was initially begun in the United States during the first decade of the 1900s. Chemical usage in control procedures was not of any appreciable note until 1944 when the War Department provided about 100 pounds of DDT to determine its value in gypsy moth control and eradication work at a Pennsylvania test site. By 1957, more than 3 million acres were being sprayed aerially with DDT — provid-

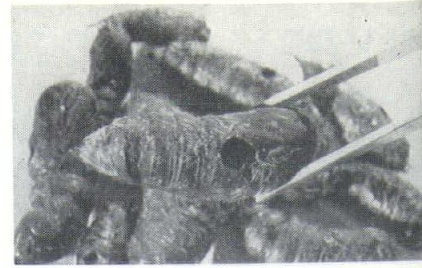
ing substantial effectiveness in gypsy moth control. However, public concern over DDT residues in milk brought a swift phasing out of DDT usage. Since then, a number of insecticides have been used in the battle against the gypsy moth with varying degrees of success. Today, VDAC Plant Pest Inspectors will apply Sevin in limited areas if it becomes necessary to check the spread of a known infestation site. However, extensive usage of any chemical control might create pollution or overkill hazards. So, the emphasis on control and eradication has been more strongly placed on biological control which includes,



This denuded forest near Trenton, New Jersey is shown in July 1970 with all leaves stripped from the trees as a result of gypsy moth caterpillar attack. (USDA Photo)

among other resources, the use of parasites and predators.

As an import to the United States, the gypsy moth existed without natural enemies until such biological controls were introduced in 1906 by Massachusetts. Nonetheless, the gypsy moth had a tremendous head start on the imported parasites and this control program floundered! In recent years, the Federal Government and several involved State Governments have revived the parasite rearing programs (incorporating parasites which



Dead gypsy moth pupae show signs of cause of their death—a round hole through which parasitic wasps emerged. (US Photo)

do not adversely affect the native ecology of the United States).

At the Plant Pest Laboratories of the Virginia Department of Agriculture and Commerce in Richmond and Norfolk, lab personnel are actively engaged in rearing several gypsy moth parasites including *Coccygomimus tuncellae*, *Brachymeria intermedia*, *Compsilura concinnata* and *Palexor inconspicuoides*. In 1972, VDAC made its first reared parasite release of colonies (250 per colony) of the parasite, *Brachymeria intermedia*. Colonies of an exotic *Ichneumon* parasite. Releases of other parasites their numbers increase are planned. Virginia in an attempt to establish presence of a natural biological enemy of the gypsy moth.

Of course, biological control is solely limited to the release of parasitic insects. As early as 1970 gypsy moths were being captured in Virginia with the use of traps baited with disparlure, a synthetic gypsy moth attractant. The male moths mistaking these traps for the real female are entangled in a glue-like substance inside the trap. This method of male competition has assisted in reducing the number of male moths in Virginia and has provided a reliable method of surveying the extent of gypsy moth presence statewide.

Another control program carried on in Virginia is the release of sterile gypsy moths. In an effort to overwhelm the natural male moth population, cobalt irradiated sterile moths were released at six suspected infestation sites in Virginia. Two

(Continued on page 49)



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FESTIVAL IN THE PARK - ROANOKE

"The Way It Was—1920s"

■ Festival in the Park, a unique blend of art, music and entertainment for people of all ages, returns to Elmwood Park in Downtown Roanoke Friday, May 31, through Sunday, June 2. Now in its fifth year and titled Festival V, this year's festival for the first time features a theme in addition to the most popular attractions from past years.

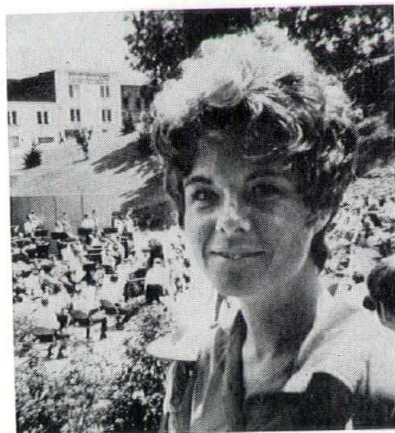
The theme is "The Way It Was—1920s," and it will be coordinated with all parts of the festival in decorations, costumes, music and period pieces from the era.

And there's plenty to coordinate with. The Festival from the beginning has featured the Sidewalk Art Show, one of the largest outdoor shows in the East. Some 1,200 works of art were entered last year by more than 900 artists. The show is open to all artists; entry fees are low, and more than \$5,500 in prize money was awarded last year. Most exhibited works are for sale. The Sidewalk Art Show will be in its 16th year. It was held on a quaint street in Downtown Roanoke for a number of years before moving to Elmwood Park and becoming a part of the festival.

The program also includes a "big band" concert Friday evening featuring music from the 20s to the present; country and bluegrass music Saturday afternoon, and a musical religious drama followed by a modern music concert Sunday afternoon.

Several activities are designed especially for children. These include wood and glue sculpture and paint-ins. Small groups flock to the Roanoke Valley Children's Theater's "make believe make-believe" tent to have their faces painted like clowns, pixies and elves. Roanoke City's parks and recreation staff operates a "Kiddie Korral" as a supervised play area for small children so their parents can take in the art show and concerts.

All events are free to the public. The Junior Woman's Club of Roanoke sells hot dogs, soft drinks and desserts, as



Lucy Hazlegrove — one of Festival Founders.

well as a chicken dinner during the Friday evening concert. Half the profit goes back into the festival budget, and half is used for the club's community service projects. Festival balloons are sold, and all of the money from this venture goes into the festival budget.

Festival in the Park appeared to burst on the scene in 1970 as an instant success. Even the press was caught by surprise. Despite advance contacts and publicity, there was hardly any coverage of the event itself. The crowd that weekend was estimated by the police department at more than 70,000. Since that time, the crowd has been estimated more conservatively at about 50,000, which still makes Festival in the Park the biggest audience attraction in western Virginia.

Few people remember, however, that Festival I was preceded by a dismal failure which attracted hardly anybody. Enough mistakes were made to fill several bushel baskets.

But the failure did generate a tiny ray of light—enough for a few people to see the potential. Mrs. Lucy Hazlegrove, representing the Junior League of Roanoke, led an intensive campaign to bring together a number of organizations to work on the festival. The Junior League was interested in uniting community resources to bring art and culture to the public. The Roanoke Valley Chamber of Commerce was interested in events which would bring visitors to the area.

Downtown Roanoke, Inc., was interested in activities which would bring people downtown and prove that a downtown park can be a valuable asset. The City of Roanoke had just com-

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WACHAPREAGUE, VA.



Crowd throngs through sidewalk art show



"Stick-up" wood and glue sculpture is a thriving attraction.

FESTIVAL V SCHEDULE

FRIDAY, MAY 31

6:30-8:30 p.m.—Big Band concert and chicken dinner.

8:30-11 p.m.—Dance to the music of the Stylists.

SATURDAY, JUNE 1

8-10 a.m.—Registration for Sidewalk Art Show.

10 a.m.-5 p.m.—16th Annual Sidewalk Art Show.

Kiddie Korral, wood and glue sculpture, make believe make-up, marionette shows (times to be announced), Wonju, Korea, sister city exhibit, blacksmith Dick Angle.

1-4:30 p.m.—Country music by King Edward and the Knights Blue Grass concert.

SUNDAY, JUNE 2

1-6 p.m.—Sidewalk Art Show.

1-2 p.m.—Religious musical drama.

2-3:30 p.m.—Modern music concert.

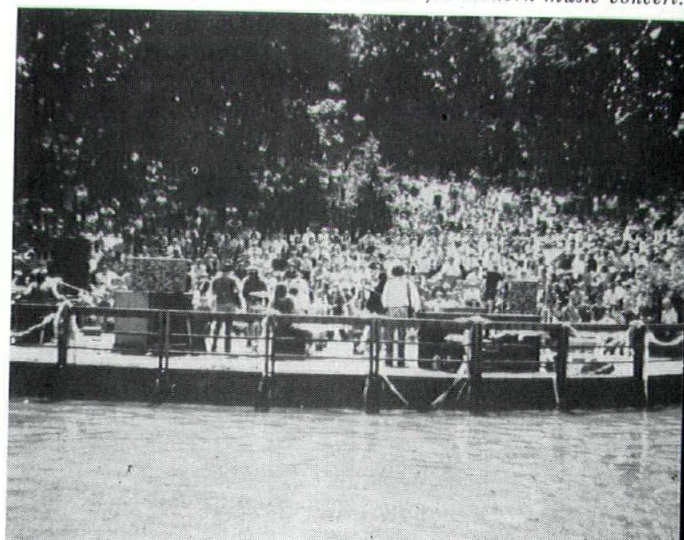
3:30-6 p.m.—Modern music concert by the Royal Kings.

6 p.m.—Presentation of Art Show awards.

All Saturday activities continue on Sunday afternoon, except Marionette shows.

Make believe make-up draws participants and peepers.

Crowd fills amphitheater and hillside for modern music concert.



eted extensive improvements in the
rk and wanted to see the public use
ese improvements.

The Junior Woman's Club wanted to
volve its members in a worthwhile
community project. The Roanoke Fine
Arts Center wanted to continue to en-
large and improve the Sidewalk Art
Show.

All of the organizations, the city and
the Roanoke Valley Children's Theater
are now represented on the board of
Directors of Roanoke Festival in the
park. The board started planning for
Festival V before Festival IV was over,
and it has been that way since 1969.

At first the festival was financed en-
tirely by contributions from the spon-
soring organizations represented on the
board. A grant from the National En-
dowment for the Arts through the Vir-
ginia Commission of the Arts and
Humanities helped in 1972.

Since that time, the board has as-
signed itself the very tough task of
making the festival sustain itself as
much as possible, although admission
is not charged for any activity. Spon-
soring organizations still make contri-
butions, but sale of food and balloons
has helped take some of the pressure
off.

Even so, the budget is small. Mrs.
Sally Lynch, now in her third year as
festival president, doesn't worry about
money.

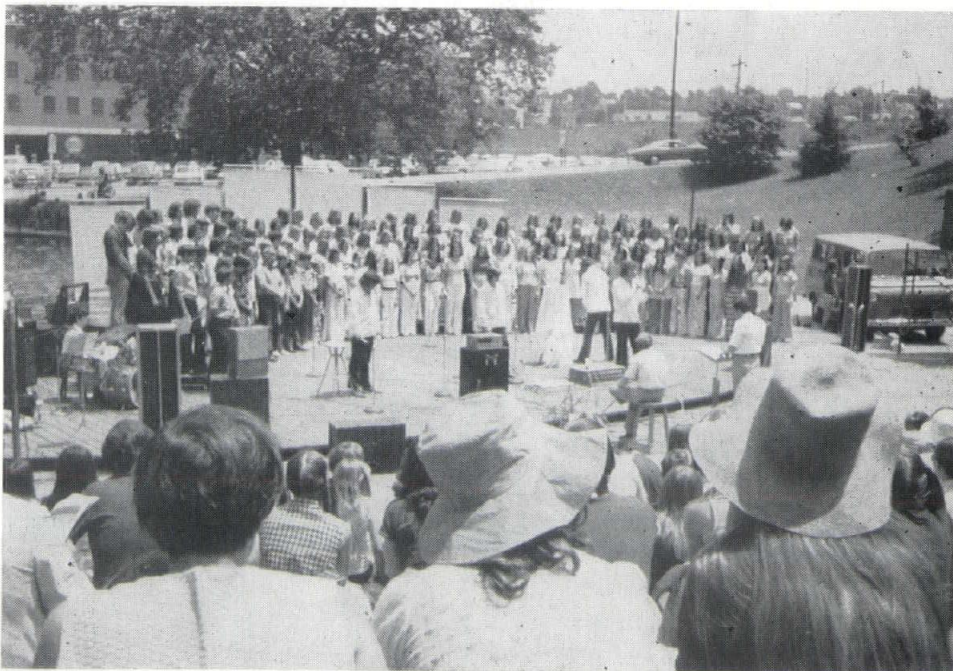
"Everybody works for nothing, ex-
cept the professional musicians, and
half of this cost is shared by the Amer-
ican Federation of Musicians perform-
ance trust fund," she says. "We stick to
things we know we can do well; we
feature talent we already have in this
area, and we are very particular about
protecting the quality and integrity of
everything in or connected with the
festival."

The formula is not as simple as it
sounds, but it works. As Sally Lynch
puts it, "all the thousands of people
who attend seem to enjoy themselves,
and that's what really counts."



Wonju, Korea, sister city exhibit is always popular.

Religious musical drama in progress at Festival V



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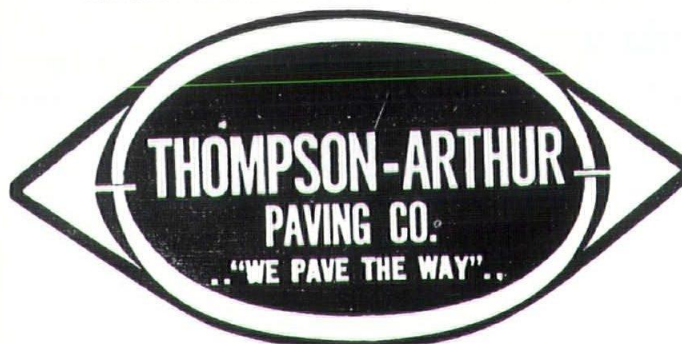
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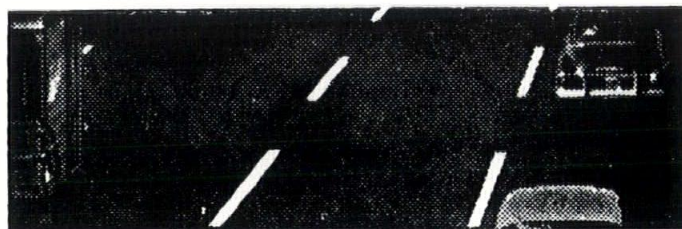


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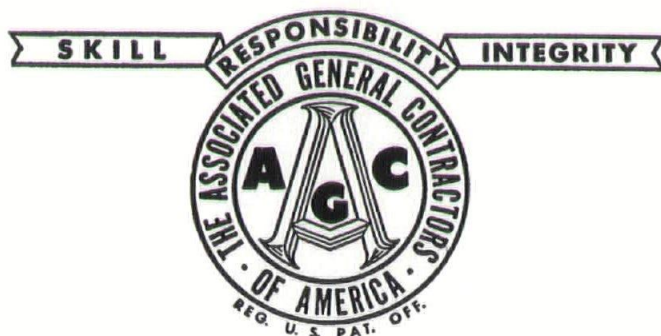
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OFFICIAL SECTION VIRGINIA BRANCH A.G.C.



FEATURING NEWS FROM VIRGINIA BRANCH A. G. C.

- VA BRANCH ELECTIONS
- EDITORIAL COMMENT BY TEER
- CREECH YEAR'S END REMARKS & REPORT
- NATIONAL LEGISLATIVE MEETING
- HOWARD ADDRESSES MUNICIPAL-UTILITIES DIVISION
- SIR AWARD—1973
- SAFETY SEMINAR
- MORE CONSTRUCTION ACTIVITY
- VA. BRANCH SUPPORTS VOCATIONAL EDUCATION PROJECT
- AGC NEWS NOTES

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ALEXANDER BUILDING CONSTRUCTION	Gateway Apartments
BARKER CONSTRUCTION CO., INC.	The People's Bank & Trust Co. of Henrico

VIRGINIA BRANCH AGC ELECTS OFFICERS



New Officers for Virginia Branch AGC (Left to Right), John E. Poindexter, Basic Construction Co., Newport News, Secretary-Treasurer; Samuel L. Lionberger, Jr., S. Lewis Lionberger Co., Roanoke, 2nd Vice President; A. Eugene Thomas, Eugene Thomas Construction Co., Inc., Alexandria, 1st Vice President; and Alexander Alexander, Alexander Building Construction, Inc., Richmond, President.

■ Alex Alexander was installed as President of the Virginia Branch Associated General Contractors of America at the Banquet ending the three day annual convention held at The Homestead, Hot Springs, Virginia, January 13-15, 1974. Mr. Alexander is President of Alexander Building Construction Inc., Richmond. Other officers elected were: A. Eugene Thomas, Eugene Thomas Construction Company, Alexandria, First Vice-President; Samuel L. Lionberger, Jr., S. Lewis Lionberger Company, Roanoke, Second Vice-President; John E. Poindexter, Basic Construction Company, Newport News, Secretary-Treasurer.

The following men were installed as new members of the Board of Directors: Charles T. Lambert, first term, R. D. Lambert & Son, Inc., Chesapeake, representing the Tidewater District; E. T. (Ned) Brown, first term, John W. Daniel & Company, Inc., Danville, Director-at-large.

These two men join the newly elected officers and the following men to form the Virginia Branch AGC Board of Directors: J. W. Creech, immediate past president, J. W. Creech,

Inc., Norfolk; L. B. Duke, Duke Construction Company, Norfolk; Clyde T. Green, Jr., Daniel Construction Company of Virginia, Richmond; Herbert H. Frazier, Frazier Construction Company, Altavista; Harry G. Lee, Kjellstrom and Lee, Inc., Richmond; F. Warren Martin, re-elected, Edward van Laer, Inc., Charlottesville, representing the Piedmont District, Richard E. Phillippi, Jr., Richard E. Phillippi, Inc., Wytheville; H. Arnold Prillaman, Prillaman & Pace, Inc., Martinsville; and, Ralph D. Shockey, Howard Shockey & Sons, Inc., Winchester.

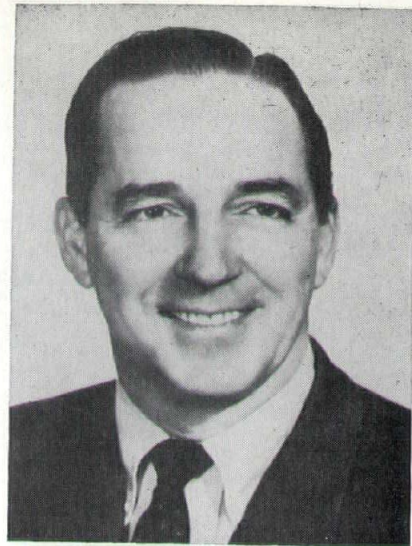
Mr. Robert F. Rosenbaum, Roanoke Engineering Sales Co., Inc., McLean, and Philip R. Brooks, Lone Star Industries, Inc., Richmond were elected to the Associate Advisory Directors, joining the following already serving in this capacity: W. B. Booth, Bat Masonry Company, Inc., Lynchburg; Jack C. Turlington, C & T Mechanical Corp., Richmond; D. W. Reed, Jr., John W. Hancock, Jr., Inc., Salem; Walter L. Tucker, Jr., Hall-Hodges Company Inc., Norfolk. Mr. D. W. Reed, Jr., was re-elected as chairman.



Editorial Comment

by PRESIDENT NELLO L. TEER, JR.

(From CONSTRUCTOR—Dec. 1973)



Nello L. Teer, National AGC President and President of Nello L. Teer Company, Durham, N. C.

For the first time in our history we are facing a very serious shortage of the fuels on which this country runs. There is no question that it will affect not only our businesses but our personal lives as well. In fact, our lives and everything we do for the next few years will not be the same.

As far as your businesses are concerned, I recommend that you do not bid a single job from this day on without taking into consideration the fact that, barring a miracle, you will not have enough fuel to complete the job on schedule.

In our recent conversations with Governor Love and other officials concerned with the allocation of fuels we have been unable to secure any type of guarantee with regard to allocations, even for federal projects. I would not expect this kind of aid to be forthcoming at a later date either. What we have found is a willingness to consider each situation on a case-by-case basis, under either an Act-of-God or scarce materials provision, but this isn't much comfort.

We have pointed out to the proper officials that the present fuel allocation system turns competitive bidding into a form of Russian roulette; that by limiting a contractor to a percentage of the fuel he used in the corresponding month in 1972, bidding is automatically restricted to those companies who happened to be working at that time. Other contractors, not working then, but with big jobs now or the prospect of them, are placed in an impossible position. We carefully pointed out that this system was obviously designed for manufacturing and other nonfluctuating industries, and that it will create havoc in construction.

We have also pointed out in these conversations that lack of fuel to run a construction job almost automatically means our work force will be out on the streets within 24 hours. Because we are the nation's largest employer, and because the results of a job shutdown are so immediate, the effect on total national unemployment will be dramatic. Again, in this area, do not look for any substantial relief. We are hoping, at best, to have the allocation made on the basis of your annual, rather than your monthly usage last year. That change would allow you to adjust your usage within the current year according to when it would do you the most good.

There is no doubt that all of us will have to make sacrifices. Some will cost us simply dollars and cents, and others will mean, at least temporarily, changing the way we live. But these sacrifices will go to pay for a goal that is every bit worthwhile. That goal is to fill the energy needs of this country, and to fill them independently of any other nation, so that no more must we feel the threat of blackmail.

During the national crisis, we will continue every effort to see that the unique nature of the construction industry is recognized by those in policy-making positions.

We have all seen lists of ways to conserve energy, especially fuels. Conservation in our industry is vital, simply because we use so much of the limited supply of fuels. In these times it is important to conserve fuels, and to impress upon the public that we are doing so.

I appointed an AGC Energy Crisis Committee last May to develop information on what the energy shortages we are now encountering would do to the construction industry and to make recommendations to alleviate those problems. Our concerns and recommendations have been presented to the Office of Oil and Gas, the major federal construction awarding agencies, all members of Congress, all state highway departments, the press, the Oil Policy Committee, and Governor Love. The awarding agencies, the Congress, and even the press seem to share our concern. I regret to say that the Administration has paid virtually no attention to the needs of America's largest industry—construction.

Nello L. Teer, Jr.

PAGE TWENTY-THREE

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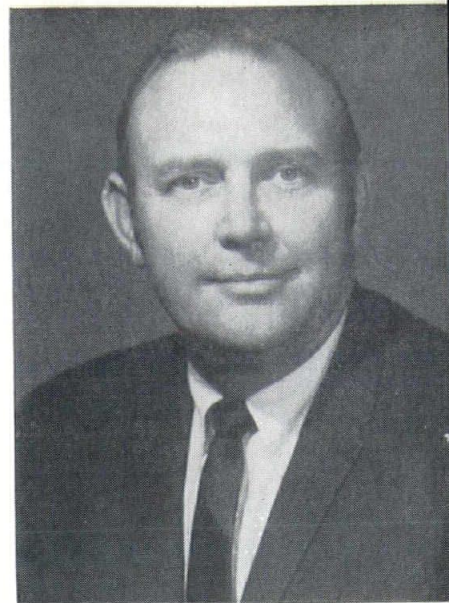


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PAUL N. HOWARD ADDRESSES MUNICIPAL- UTILITIES DIVISION



Paul N. Howard, Jr., National AGC Vice Chairman of Municipal-Utilities Division and President of Paul N. Howard Co. Greensboro, N. C.

■ Paul Howard, Vice-Chairman National AGC Municipal-Utilities Division and past president of the Carolinas Branch AGC, discussed Municipal-Utilities construction. He explained what the Carolinas Branch AGC had done in the field. He discussed programs that pertained to Municipal-Utilities Construction at the National level. This segment of construction is increasing in volume at a rate exceeding all others. However, he warned of curtailment of Federal Funds.

On our return to the Virginia Branch Office, we received notice that President Nixon has impounded \$3 billion of the \$7 billion which Congress had authorized for construction of sewage treatment plants and related facilities for fiscal year 1975.

The Federal Water Pollution Control Act of 1972 authorized \$5, \$6, and \$7 billion for Fiscal Years 1973, 1974 and 1975 respectively, for a total authorization of \$18 billion. The Administration had previously impounded \$6 billion of the FY 73 and FY 74 funds, and this recent action brings the total to \$9 billion impounded of the \$18 billion authorized. \$3 billion of funds which were supposed to be available for FY 73 and FY 74 have not yet been sent to the states.

Below is the amount to be allocated to Virginia from the \$4 billion to be made available. Also listed is the amount Virginia would have received if the \$7 billion were available.

State	\$4-billion allotment	\$7-billion allotment
Virginia	98.5	175.3

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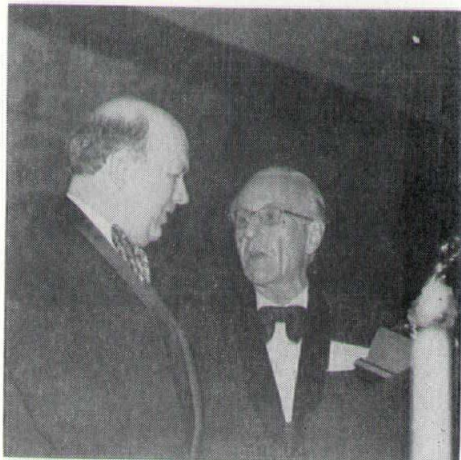
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SIR AWARD-1973



James F. Hope, President of Reid & Hope, Inc., Suffolk, receives Virginia Branch AGC SIR Award from Samuel H. Shrum (Right), President of Nielsen Construction Co., Inc., Harrisonburg, and Chairman of the Virginia Branch AGC Awards Committee.

Mr. James F. Hope, Reid and Hope, Inc., Suffolk, was presented the SIR Award for the year 1973 at the Virginia Branch Annual Convention at the Homestead January 13-15, 1974, for his outstanding contributions of SKILL, INTEGRITY AND RESPONSIBILITY to the construction industry. The SIR Award is the construction industry's highest honor. In the form of a fifteen inch gold statuette modeled from a painting by Norman Rockwell entitled "The Spirit of Construction." It recognizes extraordinary contribution and achievement on the part of individuals who serve the industries and professions which build the region. It's our Pulitzer, Oscar and Nobel Prize rolled into one.

The letters SIR are adopted from the initials of the AGC Slogan—Skill Integrity — Responsibility. Possible recipients of the SIR Awards might include architects, engineers, general contractors, subcontractors and construction supervisors. Construction industry suppliers, manufacturers and service firms are eligible too and a special category has been included for associations, government representatives, the press, educators and others. Mr. Hope is the president of Reid & Hope, Inc., Suffolk, and served as president of the Virginia Branch in 1959. He is also very active in civic affairs in his home town having just been elected Mayor of the City of

tell the Virginia Story

Suffolk at a ceremony merging Nansemond County with Suffolk, making Suffolk the fourth largest city in area in the United States.

Mr. Hope joins the distinguished group of past recipients: B. F. Parrott, Sr., B. F. Parrott and Co., Inc., Roanoke; R. E. Lee, R. E. Lee and Son, Inc., Charlottesville; Samuel H. Shrum, Nielsen Construction Company, Harrisonburg; H. L. Rosenbaum, Sr., Roanoke Engineering Sales Co., Inc., Roanoke; Sidney W. Galloway, Honorary Member, Richmond; and last year's winner, F. L. Showalter, Sr., F. L. Showalter, Inc., Lynchburg.

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VIRGINIA BRANCH SAFETY SEMINAR

JANUARY 15, 1974



Virginia Branch AGC Vice President, A. Eugene Thomas, President of Eugene Thomas Construction Co., Inc., Alexandria, introduces speakers at the Virginia Branch AGC Safety Seminar. Left to Right are William G. Bryson, Chairman of the Virginia Branch AGC Safety Committee and Safety Director of Tidewater Construction Corp., Norfolk; Clayton P. Deane, Director of Construction Safety, Department of Labor & Industry, Richmond; and Lapsley C. Ewing, Jr., Area Director, U. S. Department of Labor, Occupational Safety & Health Administration, Richmond.

■ Safety was a topic discussed at the Virginia Branch AGC Annual Convention on January 15, 1974 at the Homestead, Hot Springs. The Virginia Branch Contractors are vitally interested in continuing good safety practices among their employees.

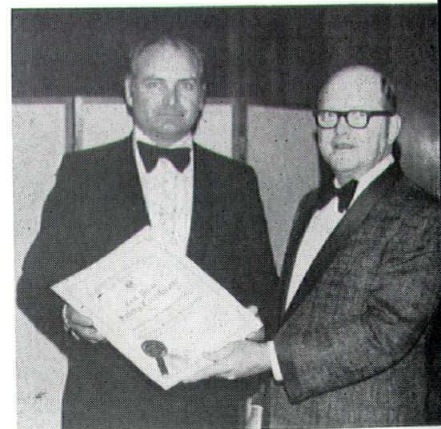
This year's convention featured a Safety Seminar at which an updated report on OSHA was presented. Mr. W. G. Bryson, Chairman of the Virginia Branch AGC Safety Committee acted as moderator for this seminar. Guest speakers who provided insight on OSHA were Mr. Neil Ewing, Jr., Area Director U.S. Department of

Labor, Occupational Safety and Health Administration and Clayton P. Deane, Director of Construction Safety, Department of Labor and Industry, Commonwealth of Virginia. Both speakers provided the association's general membership with current vital information on OSHA as it pertained to the construction industry in the Commonwealth of Virginia.

In addition, Mr. Harry G. Lee, District Representative of the Virginia Branch Safety Committee presented a Ten Year Safety Certificate and a One Year Safety Certificate for the year 1972 to the Tidewater Construction Corporation of Norfolk. Mr. W. G. Bryson, Safety Director for the Tidewater Construction Corporation, accepted the awards on behalf of the corporation.

A Five Year Safety Certificate was presented to Daniel Construction Company of Richmond. These awards

recognize the outstanding safety programs and safety records of both construction firms.



William G. Bryson, Safety Director of Tidewater Construction Corp., Norfolk (Left) shows ten-year certificate to James F. Duhardt, Executive Director of the Virginia Branch AGC.



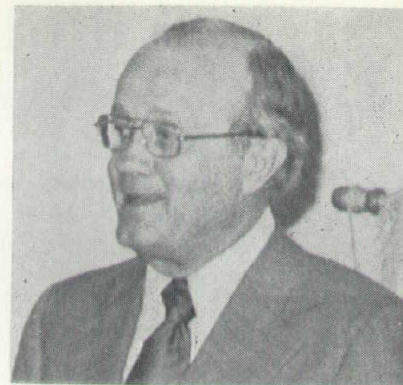
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NATIONAL AGC LEGISLATIVE COMMITTEE MEETING REPORTED BY DUNVILLE



Robert M. Dunville, President of Robert M. Dunville & Bros., Inc., Richmond, Chairman of the Virginia Branch AGC Legislative Committee, member of the National Legislative Committee, and a National AGC Director.

Mr. Robert M. Dunville, President of R. M. Dunville and Brothers, Inc., Richmond, recently attended the National AGC Legislative Committee Meeting held in Washington, D. C. Mr. Dunville is a member of this committee as well as the board of directors. He was quite impressed with this meeting and submitted the following report:

This is by far the most informative, and I would say successful, legislative committee meetings that I have attended. Our new secretary, Mr. Warren S. Richardson, had prepared in great detail and clearly the program which we followed. The purpose of this meeting as I understand was to review the legislative efforts of the national board.

We had four outstanding speakers who were on committees actively sponsoring legislation vitally affecting the association and its members, among which were Senator Lloyd M. Bentsen, Texas and Representative Don H. Clausen, of California, one of the ablest in the House of Representatives serving on two committees, Interior and Insular Affairs and Public Works. Representative Clausen pointed out the facts that politics is not a new ball game and we are all going to have to work in our districts back at home to see that we are represented by people that can present our positions and support the positions of the construction industry. He stated that most Congressmen are anxious to hear from their districts and that we should tell them what we are for, why we are for it and what the results will be if our positions are not supported. He pointed out that we should be on the lookout for meetings on workman's compensation which are being carried on throughout the country, and it was pointed out by one of our members from California that at the present stage the meetings are being pretty well dominated by the labor unions and their business agents.

It is important that we get our program and our representation at these meetings and see that we have an opportunity to present our positions. Usually, the TV cameras are on hand and news releases are given that up to now are representing only one side of the picture.

It was the consensus of the Legislative Committee that we should take a positive position on mass transit, that it is a problem of serious proportions but that the raiding of the highway trust fund is no solution to the problem and that should be attacked directly with a program to place enough funds on an equitable basis to be of sufficient amounts to do the job instead of killing the goose that laid the golden egg by robbing highway trust funds thereby reducing the highway travel and the tax that results from highway travel which serves as a source of the highway trust fund.

A Congressional handbook has been prepared by the Chamber of Commerce and was made available to us which is most helpful in locating the committees on which your representatives are members. This booklet can be secured from the Chamber of Commerce or possibly from AGC National headquarters.

There is a folder representing the voting record of each representative and Senator of the United States compiled by states, and it is most illuminating. This is available through your local state branch. It is most interesting to note the record of our Virginia legislators as shown in the rating of Congress and Senate by AGC. Incidentally, they received a vote of thanks from the members present at our meeting.

The National AGC Convention will be held in San Diego on March 8-13. Anyone who has not attended a national convention should allow himself the experience of so doing. You will then grasp, I believe, the great work that the association is doing for the construction industry. The dedication of some of these members is unbelievable.

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VIRGINIA BRANCH SUPPORTS VOCATIONAL EDUCATION P.R. PROJECT

■ The Virginia Branch AGC responded to a request from the Virginia State Advisory Council on Vocational Education at their board of directors meeting January 14, 1974. The request was for financial support of the Vocational Education Public Information Project starting in Virginia.

Through the initiation of the Virginia State Advisory Council on Vocational Education, the National Advisory Council on Vocational Education

has designated the State of Virginia as a selected target area in a nationwide public information project. The purpose of the project, which the Virginia Council will control and direct, is threefold:

1. To enhance the image of vocational education.
2. To develop a statewide communication system which can guide people of all ages into vocational education programs.

3. To demonstrate how Virginia business, industrial and educational communities can participate in a successful national model.

The media of television, radio and brochures will be utilized to make vocational education more widely known and more attractive to prospective students, parents, employers, board of education members, teachers, guidance counselors and the lay public in general. Whenever possible, the production costs of these public information materials will be underwritten by private funds from business and industry, with the production of such materials being professionally performed. The cost of the materials will be \$10,000.00.

A communications center will be based in the office in the Virginia State Advisory Council on Vocational Education. This center will be directed by a professional staff member. A record will be kept of all inquiries coming into the center, as well as referrals to the local educational systems.

The following public information materials were planned as of this writing, for a February production:

1. Three 60-second color television films, 20 prints each
2. Three 30-second color television films, 20 prints each
3. Three 30-second radio tapes, 20 prints each
4. 10,000 brochures

The materials will depict occupational opportunities for:

1. High School Youth
2. Adults
3. Handicapped and Disadvantaged

President Alex Alexander presented a check for \$1000.00 to Dr. Rufus V. Beamer, executive director of the Virginia State Advisory Council on Vocational Education.

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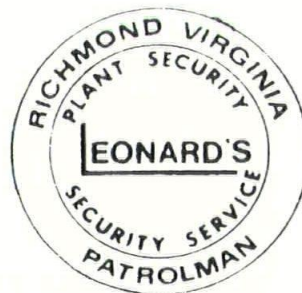
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NATIONAL AGC PREDICTS MORE CONSTRUCTION ACTIVITY

Construction activity during 1974 is expected to increase at least 7.4 percent (real growth) to approximately \$144 billion if the industry receives adequate fuel and materials, according to our National AGC Office.

AGC's annual economic forecast for the construction industry predicts a sizeable increase in the overall demand for construction services. Much of this increased demand will come from the pressing need to increase the domestic capacity of such vital sectors of the economy as power generation facilities and pipelines (up 27%), steel and other material processing (up 30%), waste treatment plants (up 25%), and transportation facilities (up 36%).

If sufficient allocations of fuel and materials are made, construction activity in the nation during 1974 will surpass 1973 dollar volume by at least \$10 billion. This continuing upturn in the nation's largest industry may be the only bright spot in the generally gloomy economic outlook for 1974.

The forecast by the AGC is a result of an in-depth study and assessment of current conditions affecting the construction industry. The analysis by Benjamin Ronis, staff economist for the AGC, the national management journal published by the AGC, shows how recent shortages, which have had a generally negative effect on other sectors of the national economy, are behind much of the demand for new construction. Decisions to lessen dependence on foreign production of basic materials by increasing domestic capacity in almost every industry are a direct result of the recent Arab oil boycott.

After the first quarter of 1974, the remainder of the year however should

produce a steady increase in construction activity.

In a recent survey of the Virginia Branch members concerning the effects of the fuel and material shortage, the following results were obtained:

28% of the contractors replying, stated their 1973 volume was cut back on an average of 12% due to shortages in fuel and material. Fuel shortages were indicated as below:

35% Gas
14% Diesel
11% Propane

The most frequent material shortages were indicated as below:

42% Steel
35% Re-Bar
25% Cement
21% Wire Mesh
14% Lumber

In forecasting the effects of the shortages for 1974 — 72% believed work would be cut back on an average of 11%. 28% reported laying off workers because of the shortages.

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YEAR'S END REMARKS

By J. W. CREECH

When I took office last year, we had problems. So much help was made available to me a year ago that I was afraid we'd solve all the problems and would have to disband the organization at the end of my term. I am happy to report to you that we have solved many of these problems, but there are still some left to be solved. Of course, there will be more for the new administration. The Virginia Branch has had a successful year, and the new administration will have a good basis to start from.

When I was installed as your president last year, I recommended five vital areas for your special consideration. The first was the legislative program. The Virginia Branch AGC directed its attention strongly last year to the legislative program, which you are all familiar with, and I know you agree that it is needed for our industry. The proposed bills are in good order and the General Assembly is in session. Our very capable legislative representative, Bob Dunville, will continue to pursue these items as he has done so vigorously in the past and, hopefully, to a satisfactory conclusion. We have paved the way, you and I, by building a continuous relationship with our local legislators and by taking an active role in the civic and political life of the Commonwealth, so as to deserve their attention when we call upon them. Each of our ten districts has had legislative meetings with good attendance and response.

The second area, our education program, is closely tied in with the legislative effort, and has also paid big dividends. By staying abreast of developments, we have been effective. By doing our homework, we have been able to give guidance and direction to those who can help us in Richmond and Washington. We continue to monitor the O.S.H.A. enforcement program, and will be watching all the new bills in the General Assembly to see that the bad ones are identified in time to be defeated.

In the third area, the upgrading of the ethics of our industry, I'm proud to say that a high standard of conduct prevails among the members of this association and I sincerely believe we are having an impact upon the entire industry.

tell the Virginia Story

I called for closer business cooperation between members, and I feel the response was outstanding. We have closed ranks and met our common problems as partners and colleagues, without abandoning the healthy and honorable competition which must remain a keystone of the contracting business. In this connection, we can take satisfaction in the organization of the new Virginia Contractors Industrial Council with our own Buddy Kessler as chairman.

Finally, I urged attention be given to our public image. We made a good start on this commitment by designing an advertisement for the Commonwealth magazine, and we have budgeted a sizeable amount in 1974 for expanding this important phase of your organization's program.

All our committees have done a good job this year, and I am sure that any of the work that has not been completed will continue to receive the full attention of the newly appointed committees.

The officers and directors of this association have done an outstanding job. The attendance at all board meetings has been very good. All board members have shown a deep interest in the success of the Virginia Branch. I want to say thanks to them for the cooperation they have given, which has been a tremendous help in making this a very successful year for the Virginia Branch AGC.

My visits to many of the ten districts this year were a great experience for me. The district presidents and the members as well were always very cordial and receptive, and I want to thank them for the warm hospitality I received. I am very sorry that I missed two of the districts, and I apologize; but time would not permit me to visit on the schedule of their meeting dates. Thanks to all the dis-



Joseph W. Creech, President of J. W. Creech, Inc., Norfolk, makes last report to the membership of the Virginia Branch AGC as his term as president ends.

trict officers and presidents for a job well done.

I would be remiss if I did not tell you of the fine work of our staff in Richmond during the year. Jim Duckhardt has been very helpful to me in performing my duties as president. Jim has also shown that he can handle the job of finance well and our treasurer's report shows the good job he has done. The staff has always been ready and willing to perform any task. Serving as president of an organization like AGC and running your own business sometimes seems impossible; and would be, I am sure, if it were not for the cooperation and help that the staff has given to me. I want to take this opportunity to thank all the staff for a job well done.

I have told you about the work of our staff in Richmond, and the officers

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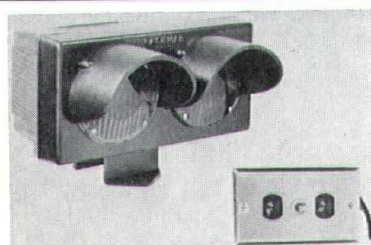
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LETTER-LITES, Copyrighted trademark. U.S. Patent Nos. 2,853,595, 2,965,750, 3,008,039, 3,049,613, 3,067,974, 3,089,951 and other Patents Pending. Canadian Patent No. 569,073. Additional Patents Applied For.

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and directors. There is one person on that staff that has been there longer than almost any of us, and this person is still doing a fine job. Everyone here knows of whom I speak, because she and her husband have done all the work at our conventions for almost ever since I can remember. Therefore I want to say my special thanks to Irene and Hoye Tiller for the fine cooperation that they have given to me and for the long service that she has given to the Virginia Branch AGC.

Shortly after I took office last year I attended the AGC National convention in San Francisco, and in September, attended the board of directors meeting in Toronto. These meetings were most interesting, and I learned more about the real asset that the AGC is to the Virginia Branch. Of course, this was not my first attendance at a National convention or board of directors and committee meeting. These meetings have always been very interesting, and I can tell you that the best way that I know of for you as AGC members to really see what AGC is all about, and to know what it means to our industry is to attend the next National convention and sit in on as many of the committee meetings as time will permit. You will find a dedicated group of men from all over the U.S.A. discussing the problems of our industry and taking steps to improve conditions where possible. I strongly recommend that you attend the National conventions whenever you have an opportunity.

Lastly, my conviction that AGC is the finest organization for contractors to work together for the common cause for our industry has been greatly enhanced by serving a term as president. I want to thank you for the opportunity and for the fine cooperation that the membership has given to me, and I pledge my total cooperation and support to your incoming president. Let us all continue to work together as a team, and we shall succeed.

I thank you.

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RESIDENT'S REPORT TO THE GENERAL BUSINESS SESSION

1974 was a triple AAA year for the Virginia Branch AGC. A year of activity, action and accomplishments. I am proud to have played a part and that much progress was made. This was only possible through the cooperation, work and dedication of our committees, their chairmen, the district presidents and many, many other members of the Virginia Branch. To mention the Virginia Branch staff, who have been kept "hopping" throughout the year. We worked off about 100 lbs. between Jim Duckhardt, Chairman Bencivenni and Irene Tiller. As you can see, I didn't work quite as hard as these folks but I enjoyed serving as president. I enjoyed attending meetings in most all areas of the state and meeting many members that I did not know previously. It has been a truly rewarding experience. I can't say I am not glad it is over, but I can say I am glad I had the opportunity to serve.

I believe that we have had more committee Meetings, District Meetings, Seminars and other activities than any previous year.

We have had 44 District Meetings. This includes 10 Legislative Meetings. The first time we have had one in each district. We have had 6 various Seminars with a total attendance of 364. We have had 33 Committee Meetings and conferences in addition to our Annual Legislative Luncheon in Washington and 3 Board of Directors meetings since our last convention.

Following my remarks, Executive Director Jim Duckhardt and various other members of the Virginia Branch will report in more detail on many of the actions and accomplishments for the year 1973.

Yesterday, at the Board of Directors meeting, I expressed my gratitude to the members. I would like to again express my sincere appreciation to all members of the board for their support and cooperation during the last year. Most of these board members will serve again this year and I can assure our new president that he will have a most able and willing group of men to work with. . . . Thank you.

tell the Virginia Story

Virginia Branch AGC News Notes

Honorary Member

Mr. J. V. Richardson was unanimously elected as an Honorary Member of the Virginia Branch AGC at the Board of Directors Meeting, January 13, 1974, the Homestead, Hot Springs.

Mr. Richardson has been a registered General Contractor in Virginia since Oct. 1948 and has been a prominent builder in Southside Virginia. He has been a member of the Virginia Branch since 1956. Mr. Richardson is retiring from active business. The firm under the same name will continue to operate.

Members in the News

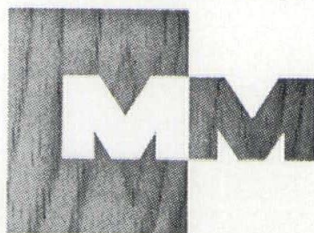
• Mr. Harold I. Miller, President of Miller Bros. of Arlington has been appointed to serve on the National AGC Tellers Committee for 1974. Mr. Miller has been active in AGC affairs and served as President of the Vir-

ginia Branch AGC in 1968. Our congratulations to Mr. Miller on this appointment.

• Mr. Philip R. Brooks, manager-contract sales, Lone Star Industries, Inc. was recently elected as a director of the newly organized Bank of Virginia-Petersburg, Petersburg. Mr. Brooks was also recently elected to the Associate Advisory Board of Directors of the Virginia Branch AGC. Our congratulations to Mr. Brooks.

• Tidewater Construction Company of Norfolk, recently announced three new promotions within their company. J. R. Liles has been named Executive Vice-President. He had been Vice-President in charge of Tidewater's Heavy Construction Division. J. L. Freeman and J. S. Liles have been named Vice-Presidents. Our congratulations to these gentlemen on their new assignments.

• Phillips Machinery, Inc., with headquarters in Richmond, has announced the election of Foster R. Moore as a vice-president of the firm and also to the Board of Directors. Mr. Moore will now become a member of Phillips' overall management team and will also be responsible for further developing Phillips' business activities in the Northern Virginia area. Our congratulations to Mr. Moore on his promotion.



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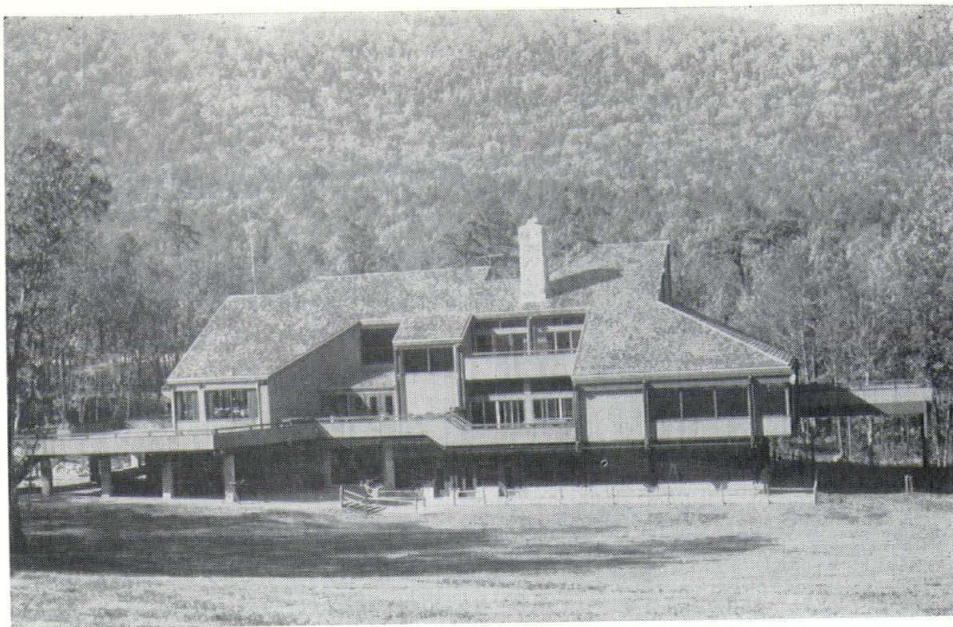
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DISPLAY DIVISION is geared to develop and produce custom-tailored permanent display and merchandizing fixtures.

BOX DIVISION specializes in the manufacture of boxes to a variety of industries; such as beverage cases, milk and bread boxes, fruit and vegetable crates.

MILLWORK DIVISION to architectural specifications according to plans; specializing in residential, institutional, commercial and industrial millwork.

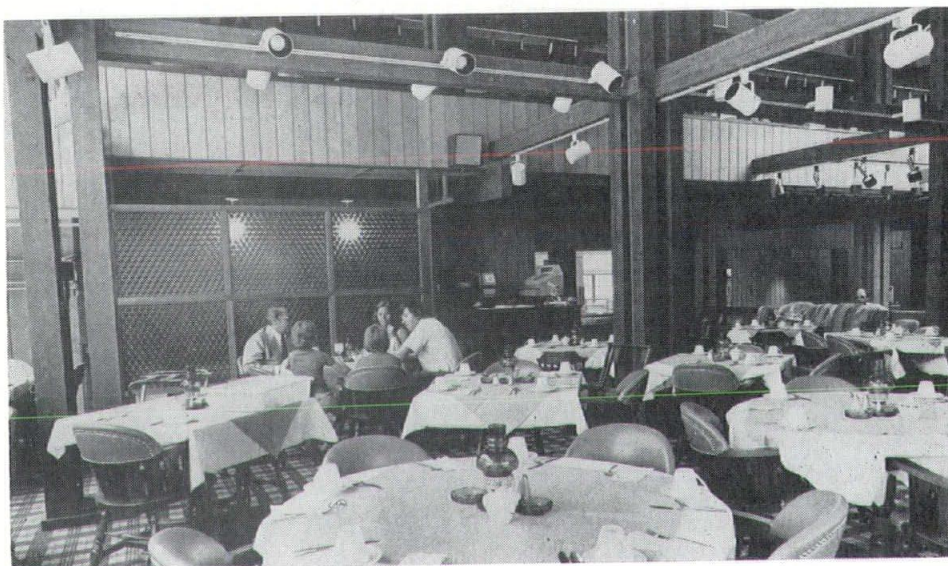
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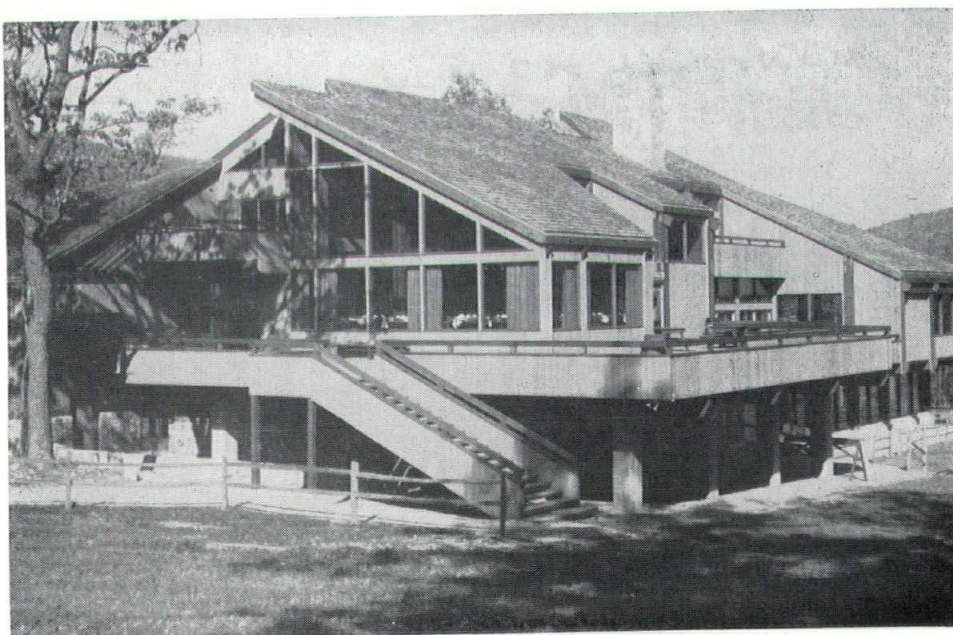
**NIELSEN
CONSTRUCTION
CO., INC.**

PRESENTS . . .

MASSANUTTEN SKI LODGE



**B. A. BERKUS ASSOCIATES
ARCHITECTS**



*(Excerpt From Ski South Article by
Richard Wells)*

• For those of you who haven't read about Massanutten, it's a mammoth four seasons resort complex nestled beneath Massanutten Peak in the historic Shenandoah Valley, 12 miles east of Harrisonburg. The 5,000-acre community is Virginia's answer to Beech and Sugar Mountain, offering the resort facilities of Beech and the skiing of Sugar. A ridge encircles most of the 5,000 acres creating a natural bowl called The Kettle, a mile wide and several miles long. Inside the bowl

the new \$1 million lodge, the ski slopes, golf course under construction, and new condominium units ready to rent or buy. Planned is a convention hotel, a shopping village ala Vail, offices, etc. Once inside the Kettle, the quality of the development becomes apparent. In fact, general manager Len LaSalla received a rare accolade from HUD investigators who visited the area and were impressed by the quality of the development.

Special emphasis on the skier's needs is apparent in the juxtaposition of the parking lots and the base lodge. Apparently the person who built the parking lots knows the agony of carrying skis, boots and poles a quarter mile back to the car after a day of skiing.

The lodge, an architectural masterpiece of native fieldstone and Oregon cedar. It is complete with all skiing services on the lower level, a cafeteria and observation decks on the middle level and a gourmet dining room and private bar, The Peak, up top.

The general contractor for the Lodge, Hansen Construction Co., Inc. of Harrisonburg, also handled excavating, foundations, concrete work, masonry, windows, carpentry, paneling, waterproofing, weatherstripping, insulation, wood flooring and millwork.

Subcontractors and Suppliers

From Harrisonburg were: Superior Concrete, ready-mix concrete; G. A. Argent Construction Co., Inc., built-up roofing; James F. Logan, plaster; Farrel Ansley, Tile Contractor, ceramic tile; Matwile Tile Co., resilient tile; and, Middleberger Brothers, Inc., plumbing, conditioning, heating & ventilating. Others were: Augusta Steel Corp., iron, steel, steel grating & handrails; Cedar Roofs of Richmond, Inc., Richmond, wood shingle roof; Nathan H. Asley, Penn Laird, stone work; James Carr, Inc., Kensington, Md., structural wood; PPG Industries, Roanoke, painting & sliding door; Brewer Paint & Wallpaper Co., Greensboro, N. C., painting; and, Manson & Utley, Inc., Charlottesville, acoustical.

And, Baker & Anderson Electric Co., Winchester, electrical work; Kohler of Kohler, Kohler, Wisconsin, plumbing fixtures; Dominion Elevator Co., Inc., Salem, dumbwaiter; Pleasants Hardware, Richmond, hardware supplier; Crawford Sprinkler Co. of Charlotte, Charlotte, N. C., sprinkler system; U. S. Plywood, Richmond, wood doors; Eastern Sales & Equipment Service, Roanoke, food service equipment; B. Eurell Co. of Va., Richmond, ornamental decks; and, Valley Steel Corp., Salem, reinforcing steel.

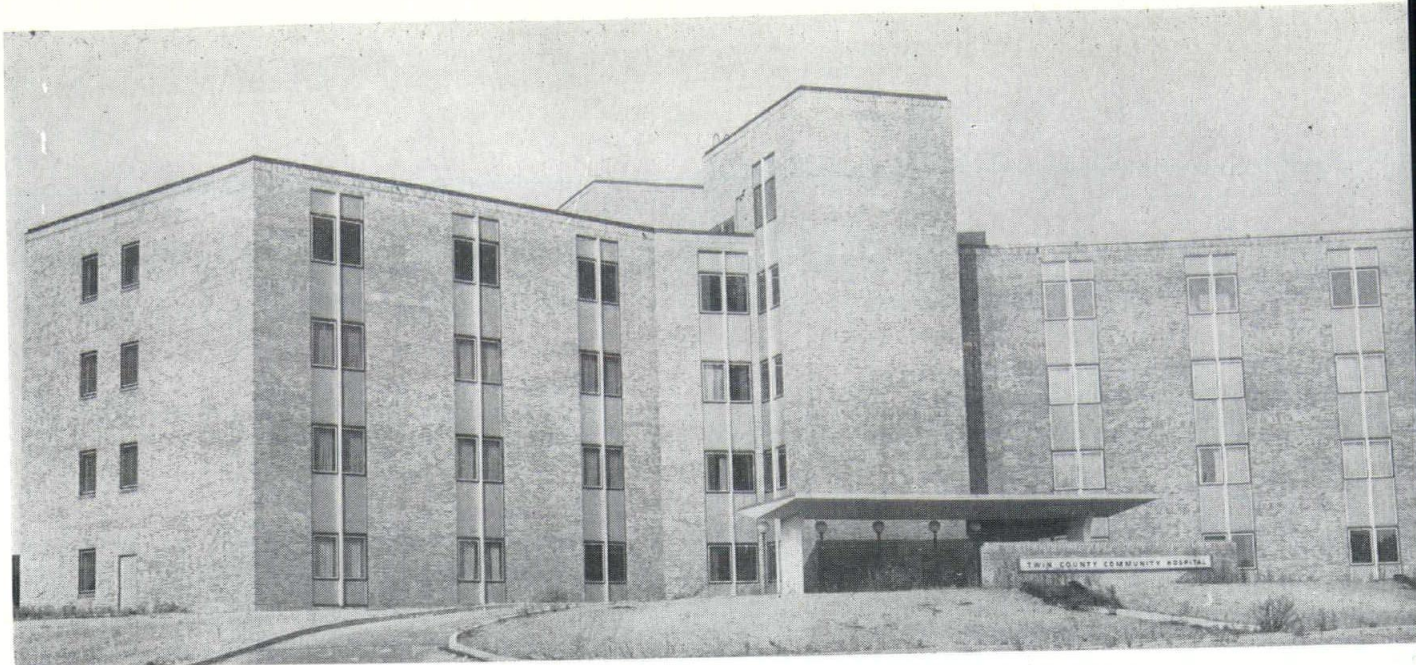
ell the Virginia Story



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J. E. DAVIS & SONS, INC. PRESENT...

TWIN COUNTY COMMUNITY HOSPITAL

MEDICAL DESIGN ASSOCIATES
ARCHITECTS

• Twin County Community Hospital, a nonprofit organization, was organized in early 1967 by a group of civic-minded citizens from the Galax-Carroll-Grayson area who recognized the needs for a modern community hospital. The first formal meeting of the hospital advisory board was held in May 1967. A contract was made with a well-known hospital consultant for a formal survey outlining community needs for the hospital facility. The results and recommendations were favorable. The need for a new hospital was strongly supported

by area physicians. The city of Galax donated the building site and a fund-raising campaign for \$2,000,000 was then launched and attained. This, along with \$2,239,847 from Hill-Burton and \$581,497 from the Appalachian Regional Commission, enabled the construction of the present facility. Again in 1972, another \$875,000 follow-up campaign was conducted to complete and equip the new hospital. Once again, the citizenry responded to the challenge. The hospital will represent an investment of approximately \$5½ million.

The new 100,000 square feet hospital is planned as a full service, 104-bed facility designed for expansion and planned to incorporate the latest concepts of modern medical care. When prime consideration was given to physical facilities, special emphasis was placed on providing an environment of comfort and esthetics—an environment that would assist an efficient function program in treatment of a patient.

From the 33-member advisory board a 16-member board of trustees was pointed to serve as the governing authority of this nonprofit, nonsectarian hospital. The trustees give freely of their time and talent without remuneration.

The chief administrative officer of the hospital is the administrator. He is pointed by the board of trustees and is responsible to this board for the efficient operation of the hospital. He is assisted in this work by an administrative staff and by department heads, each of whom is responsible for a segment of hospital operation.

The general contractor, J. E. Davis & Sons, Inc., of Galax, also handled foundations, masonry, roofing, painting, plastic wall finish, paneling, weatherstripping and insulation.

Subcontractors & Suppliers

H. D. Crowder & Sons, Inc., of Hillsville, excavating, concrete; Steel of

(Continued on page 49)



MILTON L. HAMMOND, INC.
PRESENTS . . .

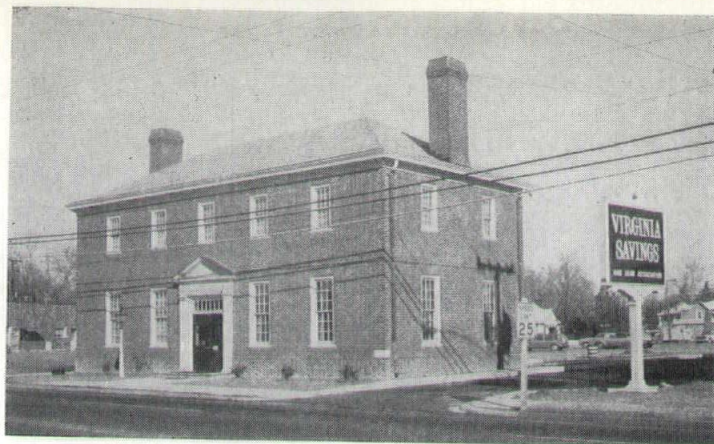
VIRGINIA SAVINGS AND LOAN ASSOCIATION **Tappahannock**

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ASSOCIATED ARCHITECTS

TORRENCE DREELIN, FARTHING & BUFORD
CONSULTING ENGINEERS, STRUCTURAL

MRS. GEORGIA WHITE
INTERIOR DECORATOR

PHOTOGRAPHY BY E. RUSSELL LANDERS



View of exterior from church lane

• The new office building for Virginia Savings and Loan Association in Tappahannock was opened for business on November 26, 1973, and was officially opened with Grand Opening ceremonies on December 14, 1973. Designed by C. W. Huff Jr. and J. Carl Morris, Associated Architects, of Richmond, the bank is located at the corner of Rt. 17 and Earl Street in Tappahannock, on the lot adjacent to their former office.

Designed in the Georgian style, in keeping with the town founded in 1680 under the name of Hobb's Hole, this building's Colonial appearance follows the recommendations of The Comprehensive Plan for the Town of Tappahannock (1971). The two-story structure is visible from Church Lane, Earl Street and Charlotte Street, and is attractive from all angles.

Structural details of the air conditioned facility include: exterior walls of brick; drywall interior walls; Hendricks roofing; wood, double-hung windows; and floors of resilient tile and carpeting.

The general contractor, Milton L. Hammond, Inc. of Tappahannock, also handled excavating, foundations, carpentry and insulation.

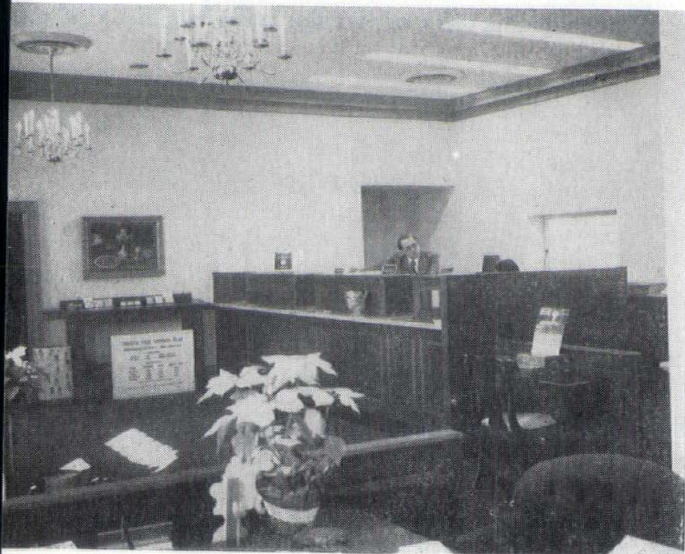
Subcontractors & Suppliers

From Tappahannock were: Essex Concrete Corp., concrete; Bareford Brothers, painting; Barton & Ware, lighting fixtures, electrical work & plumbing, air conditioning, heating & ventilating; and, Peebles Supply Corp., Kohler of Kohler plumbing fixtures.

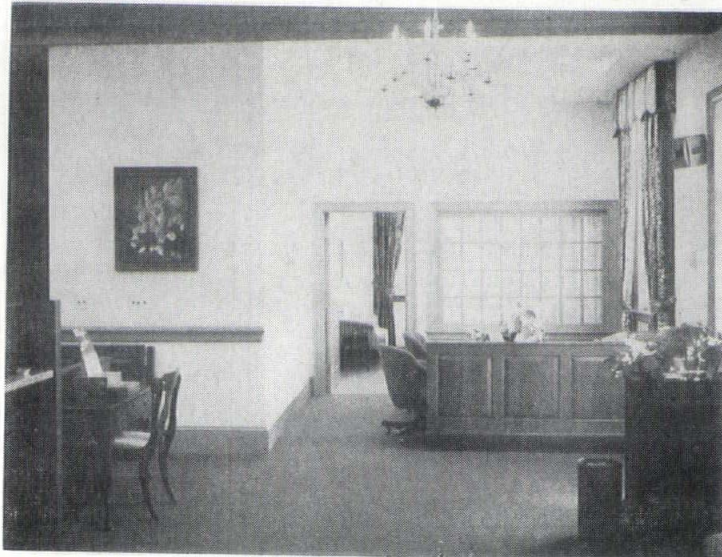
Richmond firms were: Eastern Building Supply Co., brick supplier; Concrete Pipe & Products Co., Inc., block supplier; N. W. Martin & Bros., Inc., installed Hendricks roof; Economy Cast Stone Co., stone work; H. Beckstoffer's Sons, windows, glazing & millwork; S. Chappell & Son, Inc., waterproofing & weatherstripping; Fendley Floor & Ceiling Co., acoustical & resilient tile; F. Richard Wilton, Inc., drywall; and, Pleasants Hardware, hardware supplier.

Others were: Raymond E. Sisson, Heathsville, masonry contractor; Montague-Betts Co., Inc., Lynchburg, steel & handrails; James H. Farr, Inc., Kensington, Md., structural wood; Lowman Tile Co., Saluda, ceramic tile; Robert E. Diggs, Cardinal, paving; and, LeFebure Corp., Fairfax, drive-in window, tellers' counters, night depository & vault.

View from receptionist's desk, showing tellers' area.



View from lobby to receptionist's desk and door to manager's office.



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GATEWAY APARTMENTS

Henrico County

ARMSTRONG AND SALOMONSKY, LTD
ARCHITECTS

MIRGE CHRISTAIN,
EVERETT WADDEY
INTERIOR DESIGN

• The Gateway is a 202 unit apartment project located on Parham Road in Western Henrico County. The project was specifically designed as a young adult community that could provide an environment suitable to the residents as the axis of their social life. The unit mix consists of 148 one-bedroom apartments, 48 two-bedroom apartments and 6 efficiency units. A club facility complete with game rooms, kitchen facilities, showers and saunas is the focal point of the site fronting on the main highway. Immediately adjacent to the club building is the swimming pool and whirlpool bath which provides a most inviting view from the sundeck atop the club building. Adjacent to the swimming pool a double tennis court is available for pleasure of the residents.

Each unit is fully carpeted; drapes and venetian blinds are provided along with such extras as frost-free refrigerators, dishwashers, marble vanities, ceramic tile flooring in baths and air conditioning. All utilities are included in the rent except a telephone. The building construction was started in September 1972 and by December 1, 1973, the project was completed in its entirety along with full rentup on all units. This was achieved without advertising. The project's location on Parham Road and situating the club facilities and the first apartment structure adjacent to the busy thoroughfare, provided all that was necessary to attract tenants.

The structures use a slab on grade for the first floor construction and Truss Joist—light weight concrete floor system on the second floor. The exterior walls are 5/8" thick redwood plywood siding applied directly to the studs.

The site was a most difficult one to build on because of the fact that prior

to construction it was a natural drainage area for the surrounding areas. Extensive storm sewer work was provided along with a large volume of earth fill in order to make the site as attractive as possible. Great care was taken of the lawns and landscaping to provide a finished look as soon as the buildings were completed. Sod was used in many areas to provide a high curb appeal factor.

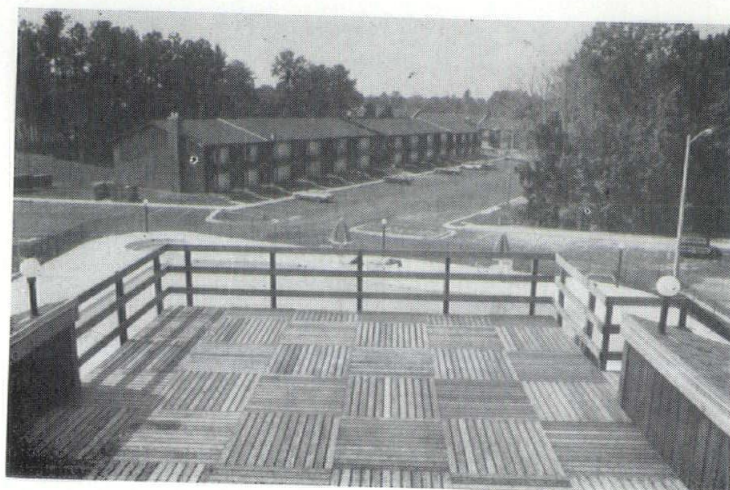
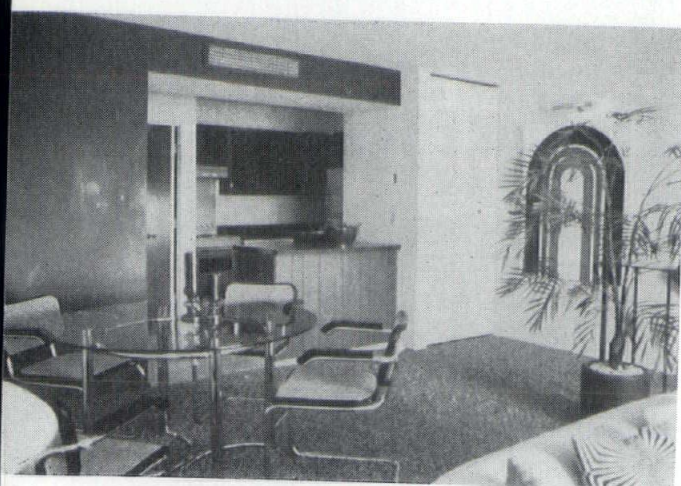
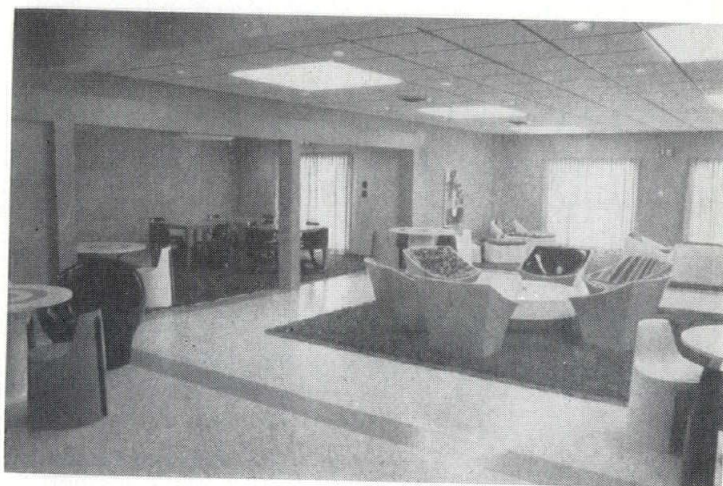
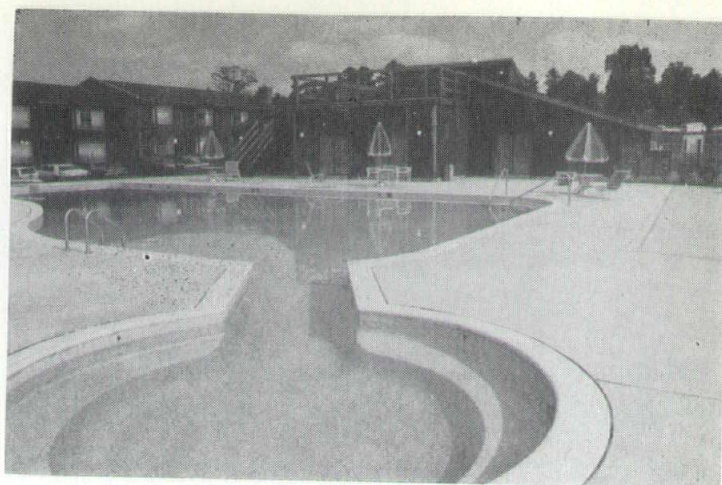
The general contractor, Alexander Building Construction of Richmond, also handled carpentry and millwork.

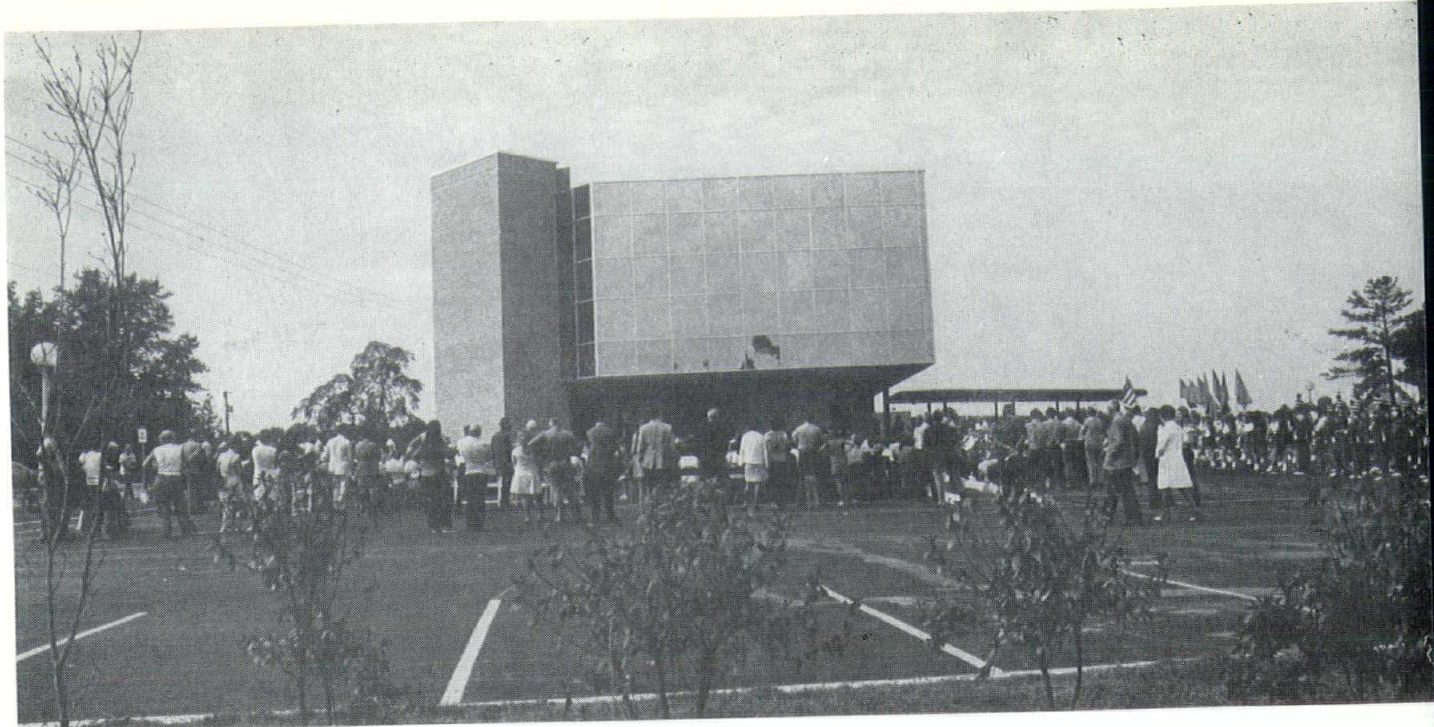
Subcontractors & Suppliers
(All Richmond firms)

P. E. Eubank & Co., excavating; Century Concrete of Richmond, foundations; Lone Star Industries, Inc., supplied concrete; J. Carrington Burge masonry contractor; Redford Brick Co. Inc., masonry supplier; Wheeling Corrugating Co., steel; W. A. Patterson, Roofer, roofing; Alenco Window Door, windows; Truss Joist Co., structural wood; Wickes Lumber, carpentry; and, R. L. Gathright, painting.

Also, Manson & Utley, Inc., weatherstripping; Weiler Insulation Co., insulation; Allied Interior Wall Construction Co., drywall; Crump Floor & Tile, Inc., ceramic tile & resilient tile; Republic Lumber & Building Supply Corp., Miller Manufacturing Co., millwork; Hungerford, Inc., electrical work; plumbing, air conditioning, heating, ventilating; Pleasants Hardware, Schlage hardware; and, Lee Hy Paving, paving.

Included were: Lighting fixtures; Progress Lighting; Plumbing fixtures; Case, Venetian Marble & Fiberglass Sinks; Heatilator Fireplaces; Duvina Spiral Stair; Toivo Saunas; and, Whirlpool Appliances.





BARKER CONSTRUCTION CO., INC. PRESENTS ...

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JOHN HARRIS
CONSULTING ENGINEER
MECHANICAL & ELECTRICAL

J. K. TIMMONS & ASSOCIATES
SITE ENGINEER

EVERETT WADDEY—A LITTON OFFICE PRODUCTS CENTER
INTERIOR DESIGN

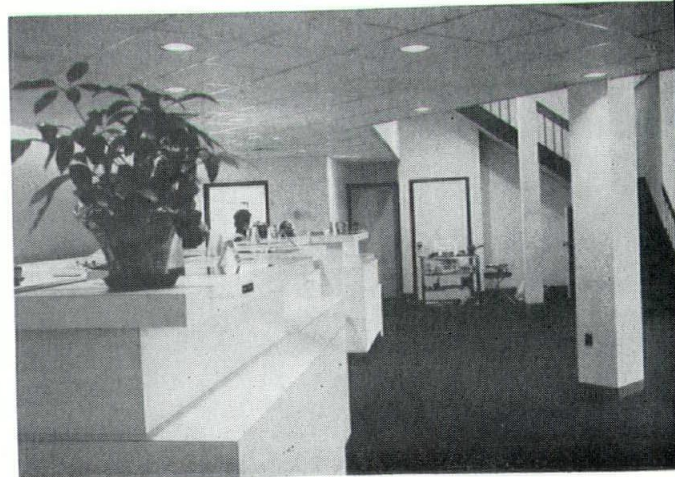
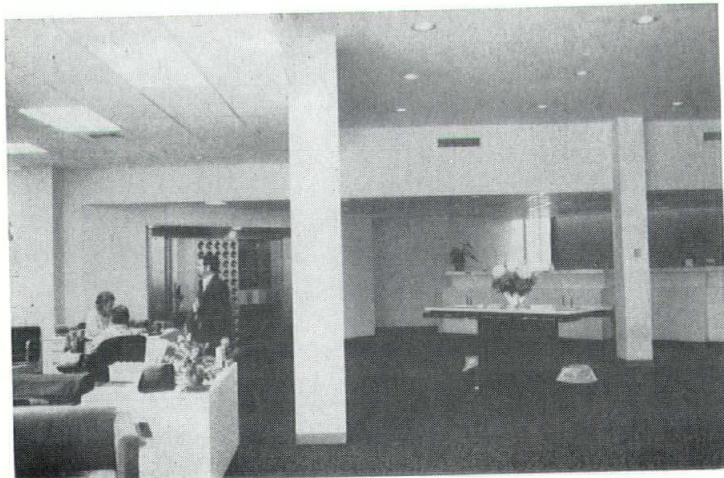
• This three-story glass and stone building located on Parham Road at Interstate 64 contains the main facilities for this newly chartered bank in Henrico. Since the bank expected a rapid growth, over one-third of the building contains expansion space which is now being leased to a law firm and a construction company. In addition to the six inside tellers, the bank features eight drive-up tellers which are presently open from 8:00 a.m. to 12:00 midnight.

The building requirement of this dynamic and exciting organization resulted in the bold appearance of a mirror glass box visually supported by two massive stone piers. The excitement carries through from the exposed aggregate concourse to the multi-level ceiling and angular lobby, to the unusual angular office spaces located on the second floor. The main bank lobby features purple carpet complemented by white and gray walls with cranberry

and white furniture. The second floor features basically grays complemented by oranges, blues, reds, natural wood and unusual colorful murals.

The reflected mirror glass curtain wall, is an energy conservation material which has resulted in a 20% saving in air conditioning operating cost. The entrance doors, first to be installed in this area, are a new design in safety doors with the users in mind.

Only ten months elapsed from



ay of architect interview to day of opening. The clients required this ex-
 editious building program which dic-
 tated a negotiated contract for construc-
 on and a study of availability of ma-
 terials and workmen. This project is a
 xtbook study of owner, architect, engi-
 eer and contractor team work. Founda-
 tions were completed and the build-
 ing was out of the ground before interior
 ans were drawn.

The general contractor, Barker Con-
 struction Co., Inc. of Richmond, also
 handled foundations and carpentry.

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Subcontractors & Suppliers (Richmond firms unless otherwise noted)

Lone Star Industries, Inc., concrete;
 Southern Brick Contractors, masonry;
 Diversified Construction Industries,
 Inc., steel; J. B. Eurell Co., Zonolite
 roof deck; R. Willison Roofing Co.,
 roofing; Sash Door & Glass Corp., win-
 dows, window walls & glazing; Frick,
 Vass & Street, Inc., painting; A. Ber-
 tozzi, Inc., plastic wall finish, plaster &
 drywall; Lee Hy Paving Corp., paving;
 Fendley Floor & Ceiling Co., acoustical
 & resilient tile; Kidwell Turf Farms,
 Culpeper, sod; Laird's Nurseries & Gar-
 den Center, Inc., shrubs; American Fur-

niture & Fixture Co., Inc., bank fix-
 tures; Miller Manufacturing Co., Inc.,
 millwork; J. S. Archer Co., Inc., steel
 doors & bucks and folding partitions;
 R. L. Dixon, Inc., lighting fixtures &
 electrical work; Reames & Moyer, Inc.,
 plumbing fixtures, plumbing, air condi-
 tioning, heating & ventilating; Virginia
 Elevator Co., Inc., elevator; and, Pleas-
 ants Hardware Co., hardware supplier.

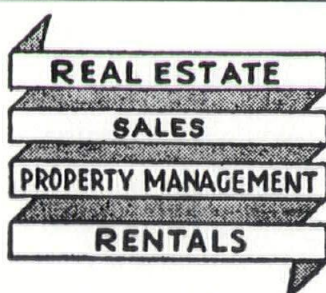
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FOR THE RECORD

Banks Merge

The Farmers National Bank of Salem, Virginia, and First Virginia Bankshares Corporation, Fairfax County, Virginia, have entered into an agreement under which Farmers National Bank of Salem will become an affiliate of First Virginia, pending approval by the bank's shareholders and appropriate government agencies. The announcement was made jointly by Ralph A. Beeton, chairman and president of First Virginia Bankshares Corporation and C. E. Webber, chairman of the Farmers National Bank of Salem.

The agreement provides that shareholders of Farmers National Bank of Salem will receive 13 shares of First Virginia common stock for each share of Farmers National Bank of Salem stock they currently hold. The number of shares each stockholder of the bank is to receive may be adjusted upward or downward at the time the transaction is closed, depending on market conditions. The agreement further proposes that the affiliation will be accomplished by a merger between Farmers National Bank and First Virginia Bank of Roanoke Valley, a state chartered, Federal Reserve member bank.

Founded in 1871, Farmers National Bank has total resources of approximately \$42 million. In addition to its main office, the bank operates six branches, three in Salem City and three in Roanoke County. First Virginia Bank of Roanoke Valley was organized in December of 1972 and has assets of approximately \$4.3 million. All of the stock of First Virginia Bank of Roanoke Valley is owned by First Virginia Bankshares Corporation, and the bank has three offices, two in Roanoke County and one in Roanoke City.

First Virginia Bankshares is the old-registered bank holding company in Virginia, has assets of over \$1 billion and is headquartered in Fairfax County. There are 21 First Virginia member banks which operate 154 offices in 67 counties, cities and towns throughout the state. The First Virginia group also includes Arlington Mortgage Company, The Trust Company of First Virginia, First General Financial Services, Inc., and several other member companies.

See the Virginia Story

Richmond Agency Wins 6 ADDY Awards

• Lin Lockhart Inc., recently won 6 awards (including 4 firsts) in the annual "ADDY" awards competition held by the Advertising Club of Richmond, Virginia.

First place for consumer magazine campaigns and multiple page ads, as well as second place for brochures went to Bede Aircraft Inc. of Newton, Kansas. In fact, Lin Lockhart swept the brochure competition with a first for Skipper's Pride marine products, second for Bede Aircraft, and third for Dibrell Brothers, Inc., of Danville, Virginia. Their sixth award was a first place in the single-page black and white trade publication category for Ideal Fastener Corp. of Oxford, North Carolina.

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Metro Richmond Chamber Names PolICASTRO

The Metropolitan Richmond Chamber of Commerce has named Thomas J. PolICASTRO as Group General Manager for Economic Development. He will be responsible for the chamber's program to create new jobs in the Richmond area through expansion of existing firms and by attracting new business, according to Charles G. Hall, Executive Vice President of the Chamber. He began his duties with the Chamber in March. For the past two years PolICASTRO has served as director of business management and industrial development for the Crane Center for Economic Development, Crane, Indiana. In this position he has worked with local officials and state and federal agencies on various programs to enhance economic and community development in southern Indiana.

One of his major programs in Indiana was assisting management of a General Electric branch plant in solving a severe productivity and personnel problem, resulting in expansion of 50 additional positions.

He has also completed a feasibility study for Armour, Inc. that will be carried throughout the corporation. The project will result in a \$6 million capital investment in southern Indiana and increased employment of 460 over 10 years.

Still another of PolICASTRO's major projects is a feasibility and economic impact study for a consortium of businessmen in an agri-business operation. This project will result in a \$17.2 million capital investment and 670 new jobs.

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has assisted several businessmen projects to initiate new companies and expand existing firms. He has also organized and assisted local development groups to maintain community involvement in such programs as industrial location, industrial park development, housing and public works projects.

Policastro received his B.S. degree in business administration and Master's Degree in public administration from Pennsylvania State University. While at Penn State, he was involved in several economic and community development projects and directed a six-month study of housing projects in Altoona, Pa.

Prior to graduation, Policastro served three years in the Army and three years as Director of Operations for an FM radio station.

**Merger With DBC
Affiliate Approved**

• The merger of The Peoples Bank and Trust Company of Fairfax, Virginia, into Dominion National Bank, Falls Church, Virginia, has been approved by the Comptroller of the Currency. Upon the merger's becoming effective, the resulting bank will operate under the name and charter of Dominion National Bank, an affiliate of Dominion Bankshares Corporation, a billion dollar statewide bank holding company headquartered in Roanoke.

The board of directors of each bank approved an Agreement to Merger dated June 27, 1973, and stockholders of both banks approved the agreement on February 26, 1974.

The Peoples Bank and Trust Company had total resources of \$19.2 million as of December 31, 1973, and operates five banking offices in Fairfax County. Upon consummation of the merger, Dominion National Bank

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ll have total resources of some 03.5 million and seventeen banking ices serving Alexandria, Annandale, lls Church, McLean, and Fairfax ounty.

E. H. Ould chairman and chief ex- cutive officer of Dominion Bank- shares Corporation, stated, "Increased abilities realized in the bank formed rough this merger will enlarge the spectrum of banking services for in- dividuals and businesses in the dy- mic Northern Virginia area it ves."

Dominion Bankshares Corporation ll operate 81 banking offices roughout Virginia when the merger finalized. In addition to Dominion ational Bank, its affiliate banks are: umberland Bank & Trust Company, adquartered in Grundy; Dominion ational Bank of the Peninsula, head- artered in York County; Metropoli- a National Bank, Richmond; First ational Bank of Norfolk, Southamp- n County Bank, headquartered in ourtland; The First National Ex- ange Bank of Montgomery County; he First National Exchange Bank of rginia, headquartered in Roanoke; d The First National Exchange ank of Washington County.

Bank-related affiliates of the holding mpany are: Fitton Insurance gency, Inc., Metropolitan Data Serv- es, Inc., and Metropolitan Mortgage nd, Inc., headquartered in Alex- dria; State Mortgage Corporation, adquartered in Martinsville; and ominion Leasing Corporation, Roa- ke.

Three Promotions Listed by Fidelity

Three promotions have been made Fidelity National Bank, Lynchburg, cording to an announcement by wis B. Goode, Jr., President. The omotions were approved at a Board irectors meeting held on Nov. 14. Those receiving promotions are: illiam F. Conde, Bond Officer, to sistant Vice President; Thomas W. eane to Assistant Vice President and homas W. Davis to Installment Loan ficer.

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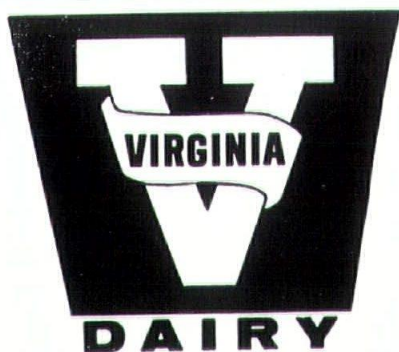
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Food: A Changing Situation

(Continued from page 10)

entirely on outside operating capital.

Certainly farmers cannot be expected to continue farming in these inflationary times unless they can make a decent income, although I am confident they will continue to produce when there is hope for a profit. The same applies to the entire industry of agriculture, as meat packers will continue to slaughter if they can realize a reasonable return on their investment; transporters will continue to haul produce to market when they can receive more than they pay out in costs; and retailers will remain in business if they can realize enough profit to justify their operations.

There is absolutely no justifiable reason to think farmers are getting rich simply because farm prices have risen: the truth is that they must offset higher production cost, and they are only now beginning to realize more adequate returns on their investments. This trend must continue, as an economic revitalization must take place within the industry of agriculture—it is very much like a patient in need of a transfusion. This goal can be achieved, and the patient restored to good health, provided more adequate returns on investment are received throughout the industry of agriculture and rural Virginia.

Measurement Is A Language

(Continued from page 13)

equipment that suffered heavily from the thick gooey mud that caked and hardened on the equipment. Some equipment could not be used again and had to be replaced. There was so much water in the offices that wooden desks floated across the room, papers slid in the water, and typewriters because their weight slid off the desks to destruction.

But this was only a temporary setback, and within months of the lowering of the waters the laboratory was back in business again.

Today the state standards are serving every citizen of Virginia with specific benefits directly and indirectly. Weights and measures that assure that a gallon of gas is a gallon, a yard of material a yard and an 8 ounce package of coffee flakes is eight ounces can be checked against these standards for accuracy. The citizen is just one beneficiary.

Businesses, other laboratories and scientists in research can all make use of the services provided by these facilities.

George Washington in his first inaugural Message said, "uniformity in the currency, weights and measures of the United States is an object of great importance, and will, I am persuaded be duly attended to."

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Gypsy Moth

(Continued from page 16)

ners of 278 sterile male gypsy moth pae were released at each of nine ints using the 1971 positive trap e as the center release point and ht release points one-half mile from ter at equal distances apart in a cle. In three release sites in Eastern rginia, sterile males were released ice at two week intervals or about 000 for each of three sites. At one e in Eastern Virginia and two sites Smyth County, releases were made ar times at two week intervals of 000 per site. Of course it would quite difficult to assess the results these releases; but, if an infesta- n were established, the sterile male oths should have competed with any tural males present.

As you can readily see, Virginia, un- e Massachusetts in the 1900s, has ly recognized the potential danger an unchecked gypsy moth infesta- n statewide. This Department has ade—and continues to make—dymic progress in its gypsy moth con- l program. However, the battle is t won yet—and the future of Vir- ia's woodland and, perhaps, the te itself, rests in our ability to com- t and favorably compromise with e existence of this ecological threat the gypsy moth.

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(Continued from page 36)

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Others were: King's Welding, Galax, waterproofing; Harman Ceiling & Partition Co., Roanoke, acoustical & resilient tile; J. W. Jackson, Kingsport, Tenn., plaster; Winston Tile Co., Clemmons, N. C., ceramic tile; Superior Fireproof Door & Sash Co., Scarsdale, N. Y., steel doors & bucks; D. W. Allen & Son, Hillsville, lighting fixtures, electrical work, plumbing fixtures, plumbing, air conditioning, heating & ventilating; Otis Elevator Co., Richmond, elevator; and, Bailey-Spencer Hardware Co., Lynchburg, hardware supplier.

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The Legend of Scott Fitzgerald

(Continued from page 7)

This novel was his most ambitious and, although flawed and uneven, many ways his best. The reviews were mixed. Some were highly favorable while the left critics (believing even one should write about the depressed and proletarians) were predictably hostile. Mostly the time was past such a novel, about expatriate idlers and rich neurotics. The novel's modest sale was, by the standard of his earlier successes and his expectations, a disaster to Fitzgerald, and, worst of all for him, the novel made no real splash and was soon forgotten by the public. So was Scott Fitzgerald, as the *Jazz* Age—whose excesses he had lived through—became as remote as Babylon.

By then Zelda had suffered her third breakdown and the Fitzgeralds had returned to America, where she went into her third institution, Sheppard Pratt in Baltimore. With mounting debts (mostly from advances by his agent, Harold Ober, and his publisher, Scribners), Fitzgerald faced the decline of his ability to turn out his stories for the *Saturday Evening Post*. His by then chronic drinking caused him to lose control of the discipline which produced the magic quality of his fiction, and, despite revisions by his long-suffering agent, the *Post* began to reject his work. When he could make a sale, instead of paying off his debts, the lost man squandered money like a drunken lord. Just short of his fortieth birthday, he began to break down physically.

At the very bottom, he wrote the confessional essays (collectively called *The Crack-Up*) which appeared in the then new and not prestigious *Esquire*. As an indication of his comedown, the magazine paid him between \$250 and \$350 for his work against the *Post*'s \$3,500 for a story, which in those days placed Fitzgerald among the country's highest paid magazine writers. The

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publication in *Esquire* of these highly personal confessions of his crack-up (it had been only a mediocre career of most of the things left in my hands, even of my talent") did his reputation no good at the time. Several of his contemporaries, then at the peak of their own fame, wrote chastising him for the self-pitying exposure of his weaknesses and for a sick self-indulgence in the midst of great world events.

Later, however, *The Crack-up*, published after his death in book-form, was used in the posthumous legend to indicate that Fitzgerald's crack-up was the inevitable aftermath of the "roaring twenties." This is a false premise. Fitzgerald's downfall was caused (to quote George Meredith) "by what is inside within." Spoiled and self-indulgent, he showed the same traits in childhood, at the Newman School and Princeton—all in the pre-World War I era—that became more pronounced with success. His success happened to come in the twenties and his early work caught the spirit of the so-called Jazz Age, but the youth which he personally typified—such as the perennial Princeton undergraduates—could be manifestly few in the United States.

After *The Crack-Up* Fitzgerald's last four years, with Zelda permanently institutionalized, were spent in Hollywood where he tried with only moderate success, and the usual disappointments and heartache, to make a go of screenwriting in the studios. His health was failing badly and, while he tried to stay off the bottle and did end the chronic drinking, he went on periodic binges in which he behaved like a madman. During most of this period he was helped and companioned by Sheila Graham, an ambitious London film-product who would develop into a successful Hollywood gossip columnist. Miss Graham was very loyal to Fitzgerald and tried, mostly with success, to be "a good influence."

After his death by heart-attack in 1940, she wrote extensively about him. Although this publicizing of the as-

sociation did her own career no harm, her books were among those that contributed to the legend which began to grow in the 1950s, along with a "Fitzgerald revival," which seems to be still going on.

At the time he died, I lived near him in Hollywood (in the neighborhood around the since demolished Garden of Allah and the old Schwab's drugstore) and was familiar with some of the details of the circumstances. Several years later, after World War II had intervened and before the legend began. I was talking in New York to an old friend of mine who was then the brilliant editor of a national magazine. In discussing story ideas, I suggested to my friend a story loosely based on Fitzgerald's end and relationship with Sheila Graham, which was not then generally known. My editor friend scoffed and said, "Who'd want to read about a washed-up drunk?"

While my friend was wrong about readers for Fitzgerald (although he may not have been at that time, 1946 or 47), his 'washed-up drunk' fairly

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well summarized the opinion of professionals in the publishing business who were around Fitzgerald's age like my friend, eight years younger. In fact, my friend had himself been "boy wonder" as an extremely hard some editor at the age of 22 in the late twenties, when he had known Fitzgerald and seen some of his *Post* rejects. This editor, with his own far and an enormous salary plus an electric expense-account, was accustomed to dealing with Big Name writers with only a modicum of Fitzgerald's native gifts, kept hard at their work and lived responsible lives; and his contempt for Fitzgerald was for a professional who squandered his God-given talents in wasteful self-indulgence and sophomoric exhibitionism.

For the big magazine editors, and the professional writers who wrote for them, appreciated Fitzgerald's professionalism as his academic critical admirers never did. Where the professionals admired the craft in Fitzgerald's commercial stories, the academic critics regarded his *Post* stories as trivial which prevented him from devoting all of his time to novels. Now, no one forced Fitzgerald to write for the *Post*. He wanted a lot of money, he wanted to live like the rich. That was his choice. As Sartre put it, a person is "the sum of his choices," and Fitzgerald was a person as well as a writer. The academic critics seem to divide Fitzgerald into several categories, while all of his actions were manifestations of the one unstable person.

Fitzgerald himself showed a distorted recognition of this in *The Crack-Up* when he wrote that "I would cease any attempts to be a person . . ." and ". . . I have now last become a writer only." To want to cease to be a person is of the very essence of "crack-up," and of course he never did (or could have) lived as a writer only," but the idea suggested a desire to cease to be the kind of person he was. From those depths he began to grow in painful self-knowledge, and in the year of his death wrote his daughter (at Vassar, largely on the loans of friends) that "the redeeming things are not 'happiness and pleasure' but the deeper satisfactions that come out of the struggle." At the end he was struggling on, among other things, a novel that was to be a work of art.

Thus, the glib condemnation of Fitzgerald by professional contemporaries misses much of the inner man, his suffering and late capacity for growth and the quality of purity that remained for

er untouched, just as the academic
tics (now the loudest in extolling
n) were inclined to underrate his
ent in his lifetime. Today the leg-
d, making him larger than life,
ich seems to transform the twenties
o a Fitzgerald cycle, also misses the
ntessential man. For Fitzgerald was
heart—what we are in short supply
today—the traditional, unquench-
e romantic.

He was a romantic about the whole
America, in the entire sweep of its
story. At the end of the twenties dec-
e, he wrote of his "gratitude" and
adness that America was there . . .
d that in the heart of the leaderless
ople the old generousities and de-
ions fought on. . . . The best of
merica was the best of the world.
. France was a land, England was
people, but America, having about it
l that quality of an idea, was harder
utter . . . *It was a willingness of the
art.*" (Not his italics.)

Today, 45 years later, probably no
sitive adult observer would hold
h feelings for America; or if some
alists or optimists did have such
lings, it is unlikely there would be
y Fitzgeraldian romantic to utter
m. Perhaps a basis for his revival
an unconscious longing for the lost
nanticism and lost innocence of the
ion which Fitzgerald reflected.

But it is false to him and to the
enties to identify him solely with the
z Age and to reduce the twenties to
Fitzgerald legend of "the beautiful
d damned." That decade had the
st intense and innovative creative
ivity of any period in America and
ks with the great creative eras of
Western world. With all the wild
ties and speakeasies and new styles
women—the bobbed hair and short
rts, the rolled stockings and cloches
his period when everything seemed
y and anything seemed possible,
s strongly characterized by roman-
sm and innocence. The popu-
songs of the day in their lilting
nanticism and enchanted innocence,
expressed what Fitzgerald called "a
lingness of the heart."

However, this romantic innocence,
ed on a willingness of the heart,
s not limited to the twenties. These
re characteristics of an old America
ich, to a large extent, continued on
ough the depression. Although the
ties saw the rise of the proletarian
sters and the fashionable embrace
communism by highly paid Holly-
od screenwriters, the songs and

novels were still dominated by the
romantic strain: the biggest selling
novel and most successful picture up
until that time was *Gone With the
Wind*.

Also, for those of us who had sur-
vived the depths of the depression and
won some modicum of security, the
period from the mid-thirties to World
War II was really a very fine time:
living was so cheap that a little money
went a long way and there was that
feeling (the essence of romanticism)
that individuals controlled their own
destinies. For many of us, in fact, the
thirties, except in superficial details,
were not significantly different from
the twenties, and the novel on which
Fitzgerald was working in 1940 was
based on—what would today be re-
garded as—an old-fashioned roman-
tic hero, in that he believed himself to
be in control of his own destiny.

It was after World War II that the
romantic innocence began to fade in
America. Whether or not this was
coincidental, its fading was contem-
poraneous with the beginning of the
Fitzgerald revival. Now that nudity
and crudity and violence have become
the characteristics of motion pictures,
and non-stories about non-people—
"spiced up" by foul language—the
characteristics of novels, the revival
has reached such proportions that a
motion picture studio, such as those
that broke the heart of Fitzgerald
when he was trying to work as a
screenwriter, paid his daughter \$350,-
000 for the rights to *The Great Gatsby*.

Doubtless this incarnation of Fitz-
gerald will pass as a fashion, just as
he passed as a fashion in his lifetime.
But while this revival is a sort of nos-
talgic fashion, it would be beneficial
if interested persons would see Scott
Fitzgerald in the perspective of his
whole era—the first forty years of the
20th century—and as an entire per-
son. Flawed and confused, romantic
and idealistic, with the immaturity of
a romantic and no less humiliated by
life for bringing the humiliations on
himself. Judging by the first offerings
in television and pictures, we seem
likely to get less Fitzgerald and more
manufactured twenties nostalgia—that
meticulous attention to physical de-
tails which Hollywood offers as a sub-
stitute for substance.

This is unfortunate, for Fitzgerald's
true story, not this legend of the
twenties, has much to tell us about
ourselves and about what we have lost.

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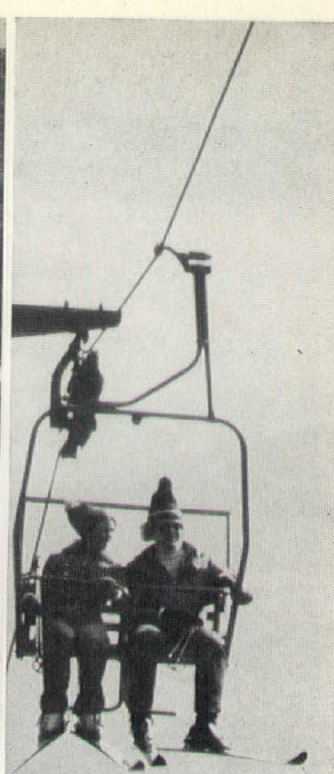
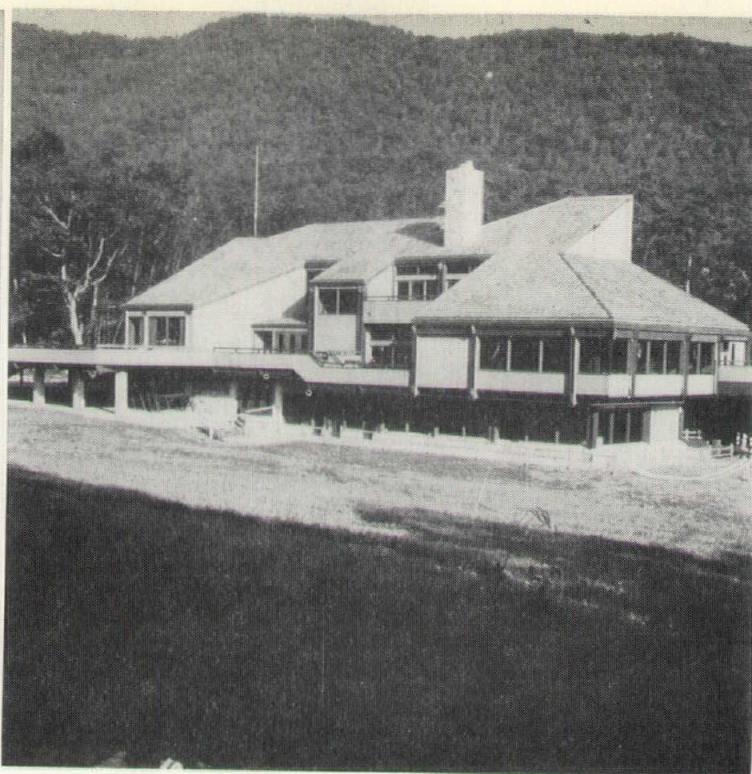
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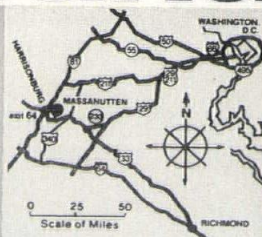
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