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SEPTEMBER

1974

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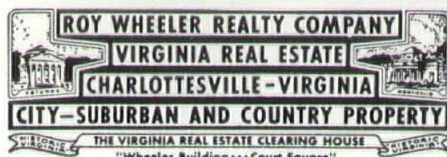
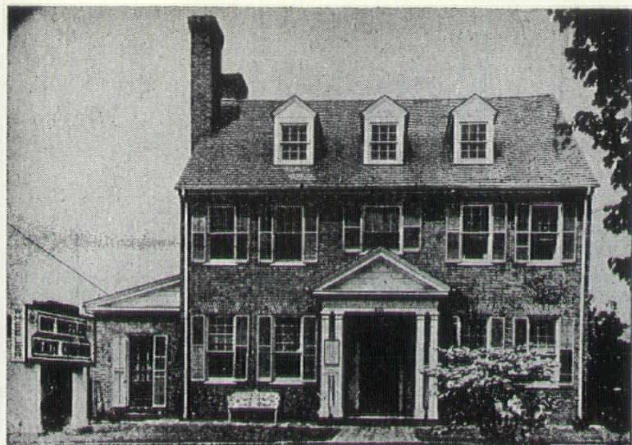
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ON OUR COVER . . . Bourbon Street at Fifth? No, it's the unique Security Federal Savings and Loan Association main office building on the corner of Fifth and Franklin Streets in Richmond. The project is featured by Kjellstrom and Lee, Inc. on page 39 of this issue. (Night photograph by Paul C. Costin)



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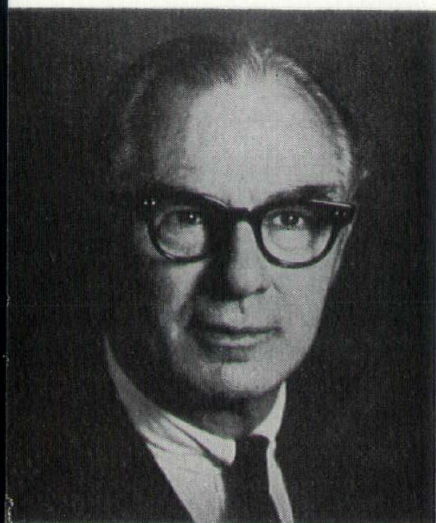
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Clifford Dowdley

"Brother, Can You Spare a Grand"

HAVE you ever seriously thought of what you mean by "money," as in referring to what someone has?—or to what you don't have enough of? We ordinarily use the word to indicate a tangible value, such as worldly goods and/or the financial means to acquire them, with probably the implication of a certain style of living. But since these tangible values are extremely vague and elastic—and, indeed, largely subjective—"money" here is an inexact term.

When people used to say, "I wish I had a little more money," they usually meant they wished for an easement in the strain of making ends meet with perhaps a *little* something over for some modest indulgence. When they said, "I wish I had a lot of money," it meant, unless they were young and ambitiously acquisitive, they simply wished dreamily for things they did not have. Of course, this refers back to more stable times, when there was less money around but when it went further, and when you could reasonably make plans today for fruition ten years hence.

As example, families put money (actual cash money) aside for the future college education of their children; now, what was saved for the last ten years would pay for about one year at a private college. The result is that while an awful lot more people seem to have a lot more money, you no longer hear of people *wishing* for money so often. It's as if the continued inflation is making the value of money more dubious.

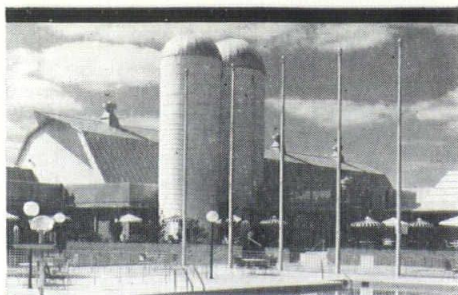
Several of us were led into this subject by an article in the *Richmond Mercury* by a young female teacher in a Hanover County High School. We were not discussing her chief theme, which was that contemporary high school teaching "dehumanized" the teacher as well as the students. Since each of us had taught at one time, at one level or another, we accepted this theme. What had aroused our discussion was the young teacher's point about her students' pitiful paucity of imagination, or aspiration, over their goals in life. On papers with the question, "What do you want out of life?," the majority answered, "Money." The only specificity, within the general money goal, was "a big automobile."

After two decades of sociological experimentation with the public school system, and at a period when money as such had become of dubious value, the majority of high school seniors in one representative school could think of nothing worth working or striving for, no inner state of mind or spirit to attain, and, most alarming of all, nothing they want to *be*: they want only to have.

These young people, with little experience of life, obviously reflect the adult society which philosophically came to support the delusion that purchasing power is everything (or, as Vince Lombardi said of victory, "the only thing") and practically to exist as consumers. Since most of these students showed little aptitude for and no habits of reading, evidently environment had triumphed where artificial school manipulation brought only confusion, and the young students showed the conditioning of consumer-oriented television fare.

In that, impressionable minds are inundated with visions of desirable things to have, the most desirable of which are the big automobiles. But nothing is suggested of the means to obtain these things, nor is any hint given to the quality or even the style of a life that is to partake

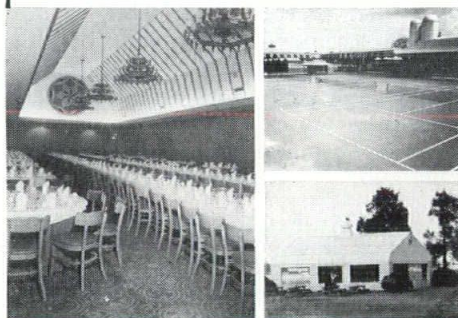
(Continued on page 59)



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SOMETHING NEW FOR STATE'S TRAVELERS

IONS, as well as hundreds of other African animals, now call Virginia home as Lion Country Safari opened its year 20 miles north of Richmond Interstate 95.

A drive-through African wildlife preserve, Lion Country is the first phase of the \$50 million Kings Dominion recreational complex, scheduled for opening next year. When finished, Kings Dominion will be one of the nation's largest entertainment centers, attracting visitors from the eastern U.S. and Canada.

The 120-acre Lion Country, one year under construction, features a three-mile auto "safari" route through a wildlife preserve where hundreds of animals roam free in an authentic African bush setting.

An adjacent "Safari Village" entertainment area includes an African-styled restaurant and bar, several animal exhibits, a children's petting zoo and a variety of live entertainment.

According to Dennis L. Spiegel, General Manager of Kings Dominion, first-year attendance at Lion Country is expected to reach the 800,000 mark, and "Our research indicates that figure will double next year, when all five theme areas open."

Mr. Spiegel notes that about 12 million people live within 50 miles of the park. "We'll be within convenient driving distance for these people, a consideration anyone planning a family outing must take into account," he

adds.

Driving their own automobiles, visitors to Lion Country travel through three sections of the preserve to view different animal species. A system of moats, fences and protective barriers separate the lions from their natural prey and secure the entire animal preserve.

Section one of Lion Country, Tsavo Park, contains most species, including giraffes, elephants, several kinds of antelope and many birds. Through the second section, the Serengetti Plains, prides of lions wander in their natural habitat. The third section, Umfolozi Reserve, has been set aside for specialty animals such as the rare white rhinos, plus ostriches, zebras, hippos and other



antelope species.

"A unique feature of Lion Country," says Mr. Spiegel, is that it's a reverse zoo—the people are enclosed and the animals roam free. Our zoological staff provides the very best care for the wildlife protected here, and a number of these animals are on the list of endangered species."

Security systems on the grounds have been developed and tested at four other Lion Country parks across the nation. In addition, specially trained rangers driving zebra-striped vehicles are in constant motion throughout the preserve.

Following the auto trek, visitors are invited to the entertainment area, set in a jungle village motif. It is the most expensive theme area, per square foot, of any in the U.S.

In it, special exhibit sections are provided for lion cubs, exotic birds and other small animals. An open-air amphitheatre offers a unique trained bird show and a variety of other live entertainment.

In the baby nursery, newly-born ani-

mals are on view and children of all ages enjoy "Pets Corner," where feeding and petting many types of young animals will be permitted.

At "The Hungry Hippo," visitors choose from a light American-style menu in an African-style restaurant with seating inside and outside under two covered patios. "The Elephant's Trunk," a boutique of decorative imported gifts, offers wood carvings, objects of ceremonial art and other souvenirs of Lion Country Safari for sale.

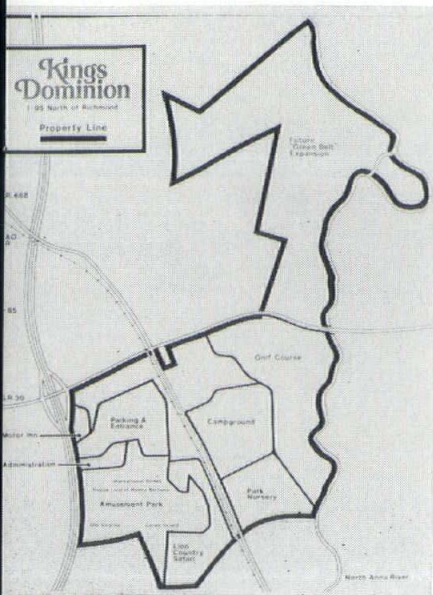
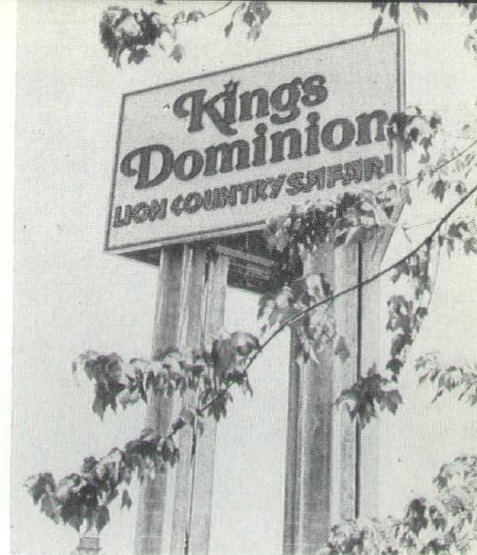
Favorite costumed characters from the famous Hanna-Barbera Saturday morning television cartoon shows, such as Yogi Bear, Scooby Doo and The Flintstones, are on hand to greet and entertain visitors.

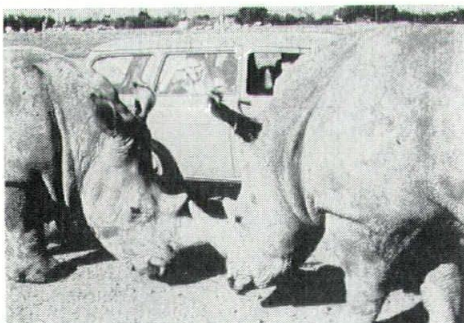
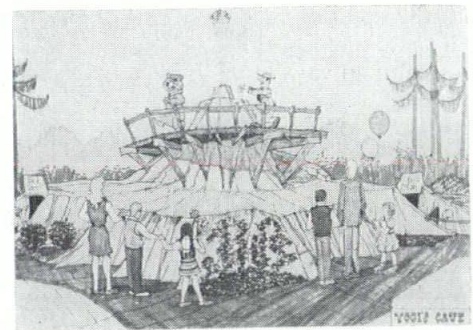
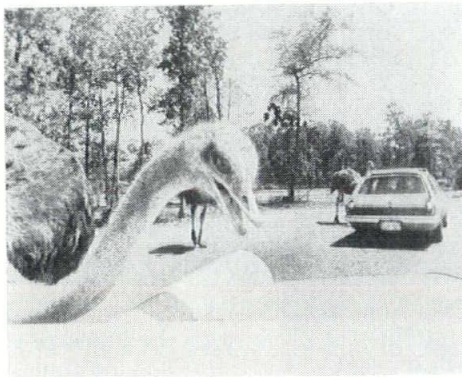
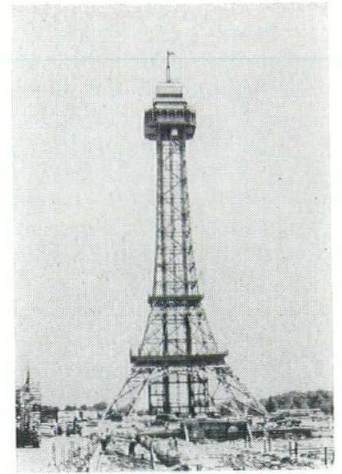
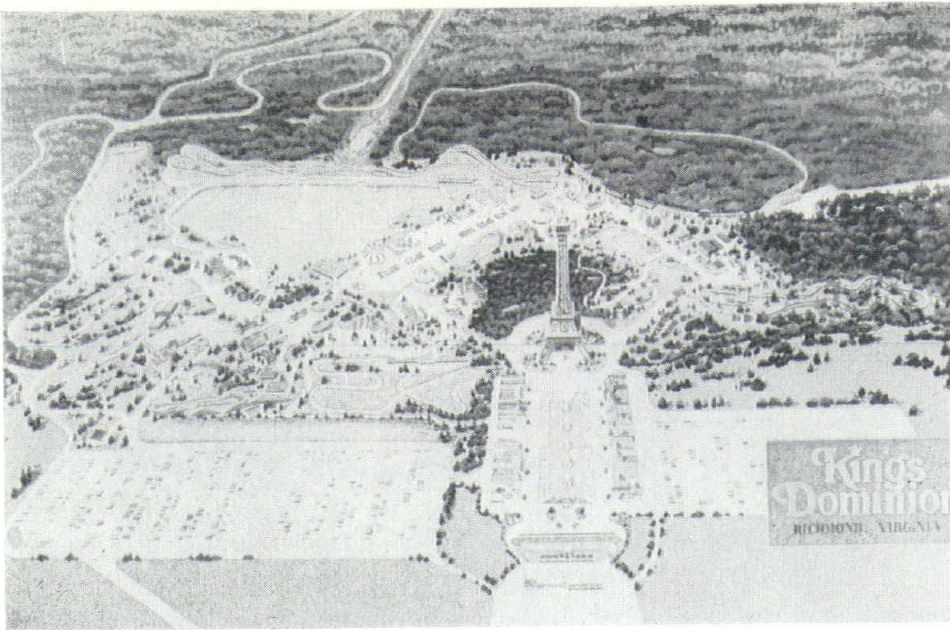
"To Build A Happy Place," a wide-screen Panavision movie, previews the 800-acre Kings Dominion complex and all five themed areas that will open in late spring, 1975.

Lion Country Safari is open every day through September 2nd; weekends only during September and October. The wildlife preserve opens at 9:00 a.m. with the last car admitted at 6:30 p.m. through September 2nd — 4:00 p.m. during September and October. The entertainment area closes one-and-a-half hours later.

Admission charges for Lion Country is \$3.75 per person, with children two years of age and under admitted free. The one price admission includes the safari drive, a narrated tape tour, the Kings Dominion preview center and all live entertainment. Group rates are also available.

As a special treat for visitors this year, the Scooby Doo Roller Coaster is also in operation, one of the many rides that will be available in the other themed areas of Kings Dominion. Actually located in the "Happy Land of





na-Barbera," the Scooby Doo is a miniature by comparison with the giant racing coasters being built in the "Coney Island" thrill ride area.

Starting next spring, the park will offer a wide variety of rides, attractions, live entertainment, merchandise, food service locations and beautiful landscaping. The average stay in 1975 visitors will most likely exceed eight hours.

Visitors to the nation's third most extensive park (ranking behind only two Disney parks) will enter via International Street, highlighted by a story replica of the Eiffel Tower. The street is a shopper's paradise of interesting shops and unique foods.

Four European-styled buildings, designed after Germany, Switzerland, Italy and Spain, line a 300-foot long fountain. The shops will range from an international gift market to an international toy store to a candy factory. A old-fashioned ice cream parlor, a pizza shop, and a two-story delicatessen are included among the many offerings.

One-third the size of the Paris original, the tower will have two high-speed elevators whisking visitors to its 1/2 foot pinnacle. Over 1,000 miles of Virginia countryside will be on view from the state's highest observation point.

From Europe, the park's next theme will be a visit to "Old Virginia." Drawing on the wide geographic and historic aspects of the state, this area will feature a ride where passengers in log-shaped boats will wind through the woods before splashing down in a mill pond.

In a 1,000-seat plantation theater, a minute musical variety show will be presented by just some of the park's talented young entertainers. Other acts throughout the park will range from solo artists to a marching band. The variety will also be present in the music, ranging from Bluegrass to contemporary.

Other features of Old Virginia include driving your own antique auto, riding to the "mountains" on a 19th century steam train, or eating in the park's special basket-styled family restaurant.

"Coney Island" will be the recreation of a turn-of-the-century amusement park—but with modern thrills. The giant twin racing roller coaster dominates the view with its peak of 100 feet and over one-and-one-third miles of track.

Starting out at the same time, two trains will actually race the entire ride.

all the Virginia Story

Speeds in excess of 65 miles per hour and grades of 50 degrees downhill make it the challenger for the world's most exciting ride.

An antique carousel, rescued from the effects of old age and weather, has been completely restored and will be located here. The carousel, featuring 66 hand-carved wooden horses is valued at over a quarter-of-a-million dollars.

An old-fashioned arcade, several thrill rides, a cable-car skyride, plus more of the food and merchandise areas will be located on the tree-lined Mall. Ornate flower beds and sculptured gardens will add to the nostalgic look.

The most unique and world's largest programmed fountain will be located in the middle of a ten-acre lake. Capable of putting water 250 feet in the air, and lighted by over 300 underwater lamps, the fountain costs over a half-million dollars.

The Happy Land of Hanna-Barbera will be the home for such famous cartoon character favorites as the Flintstones, Yogi Bear, Scooby Doo, The Banana Splits and others. Both in animated and costumed form, the characters will delight children of all ages.

Yogi's Cave will house a wide variety of animation, with several smaller rides for the youngsters. Scooby Doo will have his own magic show, while the Flintstones will perform and also have several smaller rides, too. A trained porpoise show will be performed in a special amphitheater.

A walk through the Happy Land will be a mixture of sights and sounds

from the make-believe world of these world-famous characters.

Lion Country, of course, will be the fifth theme area, but with a streamlined, ground-level monorail train taking passengers through the many African animals. The other attractions open in 1974 will also be on hand for 1975.

To operate such a vast project, nearly 1500 high school and college age summer employees will be hired. They will compliment the full-time staff of 300.

If figures are staggering, consider the over 30 miles of underground utilities. Or the 650,000 board feet of lumber it took to build the giant roller coaster. Or the warehouse building as big as three football fields. Even the 100,000 plants, trees, flowers and shrubs that will be planted are part of the complex and beautiful task of making the theme park a reality.

"We're on schedule so far and, unless we run into some unforeseeable delays such as weather, shortage of supplies or labor, we'll be ready for a May 1975 opening with time to spare," says Mr. Spiegel.

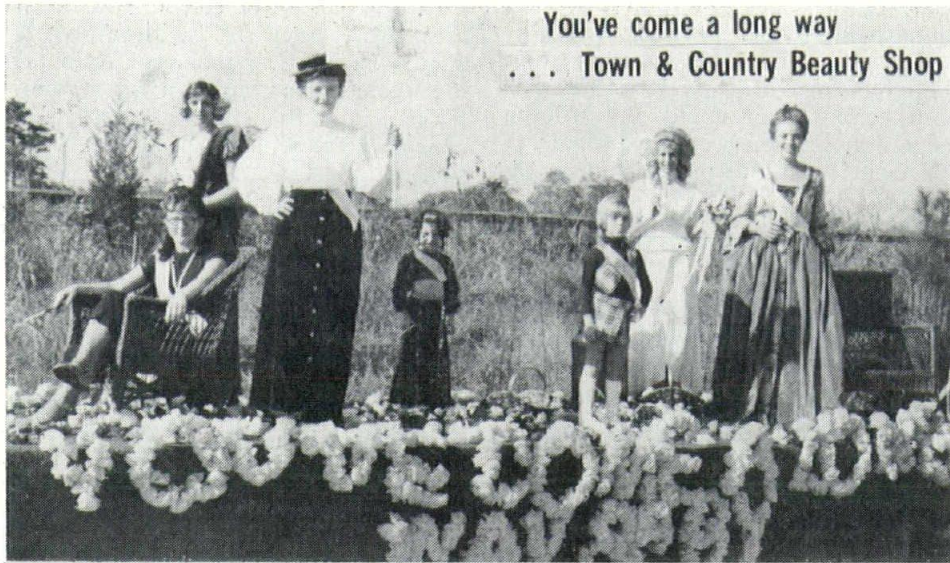
The youthful general manager heads a staff of professionals whose experience includes buildings of the Kings Island complex and, in many cases, operating the old Coney Island amusement park near Cincinnati.

Kings Dominion is owned and operated by Family Leisure Centers, Inc., a joint venture company established by Taft Broadcasting Company and Top Value Enterprises, a sub-

(Continued on page 58)



And . . . A Touch of the Past and Present



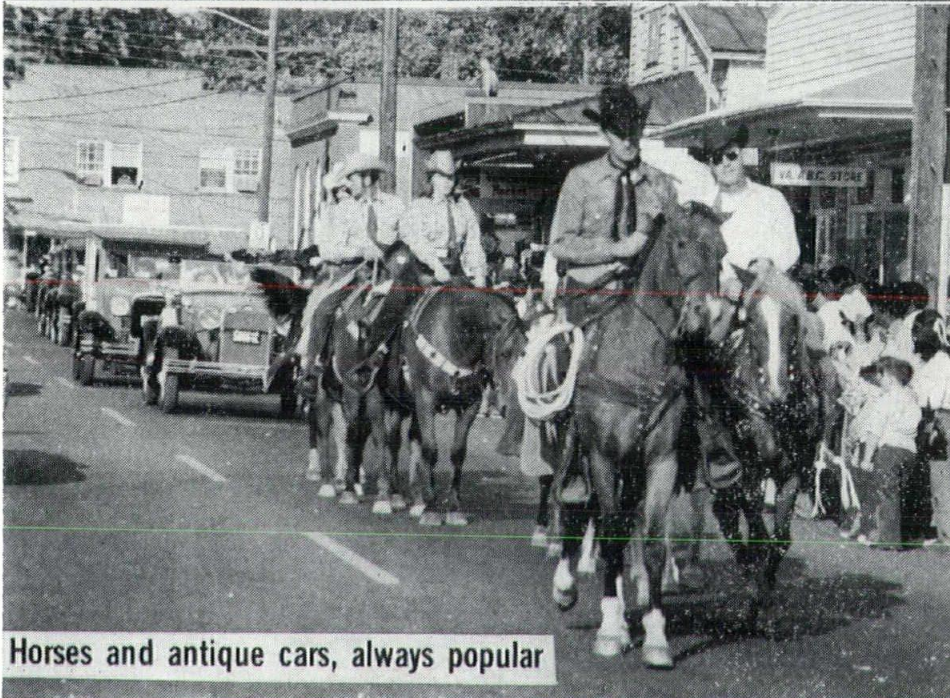
You've come a long way
... Town & Country Beauty Shop

MONTROSS FALL FESTIVAL

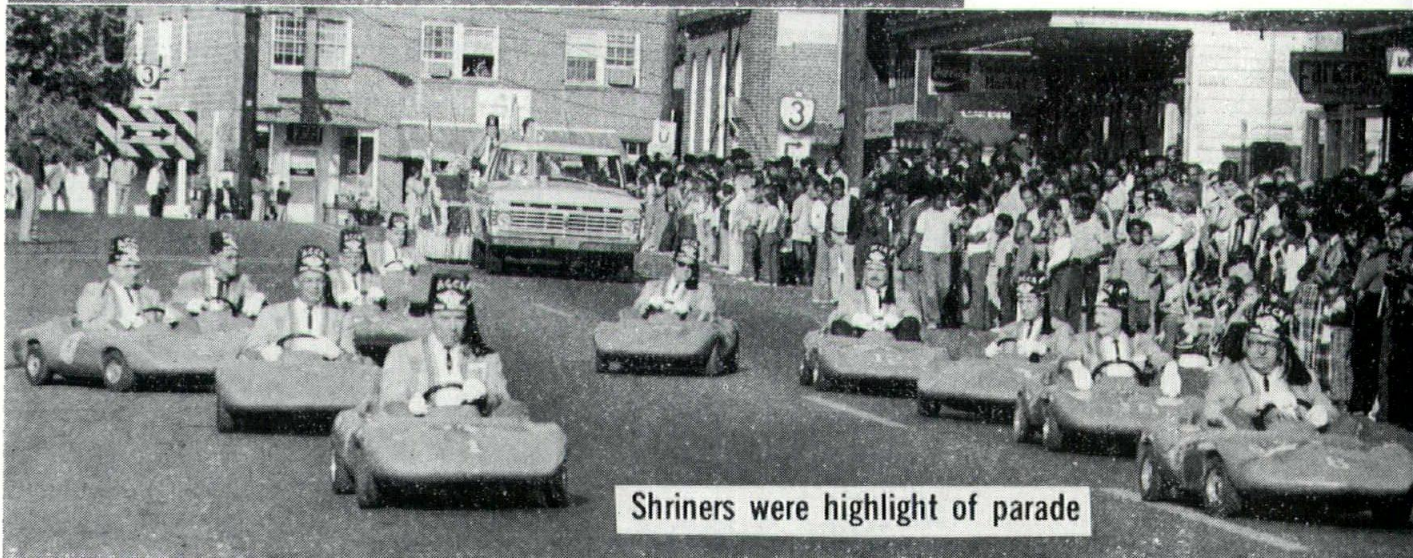
MONTROSS is the County Seat of historic Westmoreland County, the land of the Washingtons and Lees. If you have been planning a visit to the Stratford and Wakefield plantations, there is no prettier time than in October. The countryside about Montross is a riot of color with yellow wild flowers, orange pumpkins, brown cornstalks and myriad of multicolored leaves. And on the weekend of October 18-19, you can join in the fun and festivity at the 17th annual Montross Fall Festival.

This is the Northern Neck's favorite festival. A holiday atmosphere prevails and the little town bustles with excitement as customers stroll from store to store and from one sidewalk concession to another. The Montross merchants pile their counters high with bargains during this special two-day event. Visitors come from far and near to take advantage of the sale priced merchandise and to enjoy the program of colorful activities sponsored by the Montross Chamber of Commerce.

There are many delectable "home sales"—home-cooked goodies provided by local Church and Club groups—in addition to the "non-edible" attractions. Look for the art show, the craft exhibits, antique show, Christmas bazaar, auto show, white elephant show, and other special displays. Throw your vote in the Little Miss contest, Mr. Montross contest, and the decorated bicycle contest. A visit to the Westmoreland County Museum (across the street from the Court House) is a must; admission is free and newly



Horses and antique cars, always popular



Shriners were highlight of parade

lled exhibits include ancient Indian artifacts as well as 17th, 18th and 19th century memorabilia, a room furnished with valuable Washington family pieces and the famous Peale portrait of William Pitt.

A "homecoming" football game at the local high school on the evening of October 18 features the crowning of a homecoming queen. But the big event on the 19th is a colorful Grand parade through the heart of town, featuring bands, floats, antique autos, firetrucks, and what-have-you. The climax of the Festival is reached on Saturday evening when parade trophies are awarded and a drawing is held on the Court House Green to determine the winner of a \$500 cash prize, as well as many valuable prizes contributed by town merchants.

Mark "Montross" on your calendar for October 18-19. It is easily reached by driving east on Route 3 from 1-95 in Fredericksburg; or northeast on Route 360 out of Richmond and turning left onto Route 3 at Warsaw. Step back to history at the nearby historic Montross—then step back quickly into the Festival picture in Montross—and marvel at how gracefully the past has blended with the present in this charming little community in Virginia's Northern Neck.

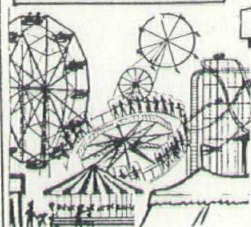
1974's Wonderland of Sight and Sound!

Richmond

State Fair

OF VIRGINIA

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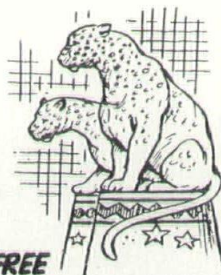
- FIVE MAJOR HORSE EXHIBITIONS
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- PERFORMING ARTS AND CRAFTS DEMONSTRATIONS
- PIONEER FARMSTEAD AND ENVIRONMENTAL CENTER

RACEWAY ATTRACTIONS

- ★ Joie Chitwood Thrill Show September 19 thru 22
- ★ Jack Kochman Hell Drivers September 28-29

FREE GRANDSTAND EVENTS

- ★ Billy Walker Show—Sept. 21 Musical Harts
- ★ Thrasher Brothers—Sept. 22 Musical Harts
- ★ Hank Williams, Jr. Show—Sept. 23 Mike Curb Congregation
- ★ Don Gibson Show—Sept. 24 Mike Curb Congregation
- ★ Clay Hart and Sally Flynn Show—Sept. 25 Mike Curb Congregation
- ★ The Manhattans—Sept. 26 Mike Curb Congregation
- ★ Danny Davis and Nashville Brass—Sept. 27 Mike Curb Congregation
- ★ The Dolly Parton Show—Sept. 28 Mike Curb Congregation



FREE DAILY ATTRACTIONS

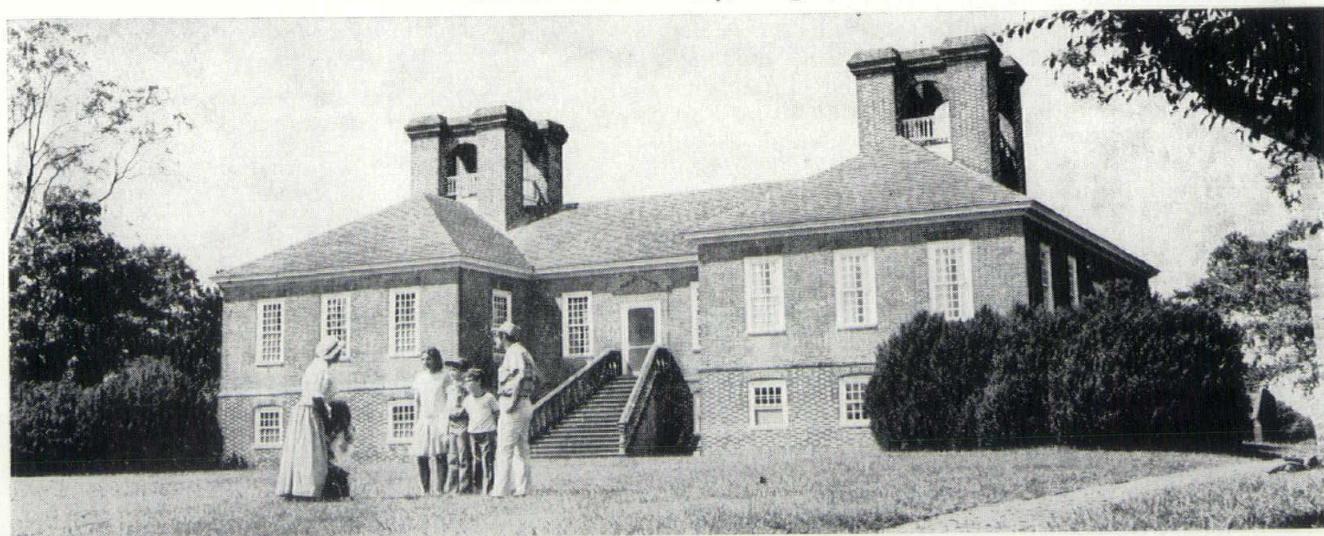
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Westmoreland County, Virginia



Historic Home of the Lee Family

Built 1725-1730 by Thomas Lee. Born here were the only two brothers to sign the Declaration of Independence, Richard Henry Lee and Francis Lightfoot Lee, as well as General Robert E. Lee.

The Original Great House and four dependencies are over 200 years old. New Reception Center with slide presentation and museum recently opened.

1500 acre plantation open every day except Christmas. Plantation Lunch served April through October.

Located: South of Washington, D.C.
US 301 South
East on Virginia Rt. 3

Write for free brochure:
Robert E. Lee Memorial Association
Stratford Hall Plantation
Stratford, Virginia 22558

FALL IN VIRGINIA

(Information from "Virginia Travel and Art Events—1974" Courtesy of Travel Development Department,
Virginia State Chamber of Commerce)

Information is subject to change by the organizations concerned.

SEPTEMBER

INTERNATIONAL CHILDREN'S DAY, Wolf Trap Farm Park for the Performing Arts, Vienna

International Children's Day co-sponsored by Fairfax County Council on the Arts, Wolf Trap Foundation and National Park Service with participation of numerous embassy groups. Ground events free, show twice daily on stage at Filene Center. Second or third weekend in September. For information contact (202) 938-3804.

8TH ANNUAL GUNSTON HALL CAR SHOW, Gunston Hall Plantation, Lorton

Cars in all their glory will be on display for the car show. Show includes antiques, classics, modern classics and sports cars. Picnic on the grounds. Gunston Hall is a registered National Historic Landmark. Contact Gunston Hall Car Show, Gunston Hall Plantation, Lorton, Virginia 22079. (703) 768-3933.

ANNUAL WARRENTON HORSE SHOW, Warrenton

Started in 1898, this event has traditionally attracted the outstanding hunters and jumpers from throughout the U. S. Known for its many coveted championships, the show is held over the Labor Day weekend, with spectators enjoying the many diversified classes. Scene of the Virginia Horse Shows Hunter Seat Equitation Finals. Warrenton Horse Show Association, P. O. Box 535, Warrenton, Virginia 22186. (703) 347-2241.

BAND CONCERT, Wolf Trap Farm Park for the Performing Arts, Vienna

Labor Day Band Concert, 2 p.m. Free, no tickets. Filene Center.

ARTS AND CRAFTS FAIR, Greenwood, Community Center. Held annually in September.

PAGE COUNTY FESTIVAL, Luray

Tours, crafts, special pageant. Held annually in September. Contact Luray Chamber of Commerce. (703) 743-3915.

12TH ANNUAL NEW MARKET ARTS AND CRAFTS SHOW, New Market

The Arts and Crafts show will be held in the historic Henkel House in New Market. Exhibits may be for display only or for sale. Artists and artisans will demonstrate their skills. Admission for Adults 50¢, Children 25¢. Visitors are en-

couraged to visit the local attractions while in New Market. Endless Caverns, Shenandoah Caverns and the New Market Battlefield Memorial Park are all only a few minutes drive from the show. For information contact: New Market Area Chamber of Commerce, New Market, Virginia 22844. (703) 740-3212.

CANDLELIGHT CONCERTS IN THE GOVERNOR'S PALACE, Williamsburg, 8:45 p.m.

29TH ANNUAL VIRGINIA FOLK MUSIC FESTIVALS, Chase City and Crewe

Bluegrass Division—State Championship Contest in Band, Banjo, Fiddle, Dobro, Mandolin, Flat Top Guitar, Male Vocal, Female Vocal and Junior Entertainer held in Chase City, Sept. 7 and 8th. Regular Band Division (Bands with Nashville Sound—Electrified) State Championship Contest in Band, Electric Guitar, Steel Guitar, Male Vocal, Female Vocal, Junior Entertainer and Queen. To be held in Crewe, Va. Sept. 14th and 15th. Gospel Division State Championships in Solo, Duet, Trio, Quartet, Regular Gospel and also Country Gospel. Dates to be set in early spring and held in Crewe, Va. Al Moll, c/o WMEK Radio, Chase City, Virginia 23924.

EXPO '74, AUGUSTA EXPO, FISHERSVILLE AGRICULTURAL FAIR

For further information contact: Mr. Donald Hanger, President, Augusta Expo, P. O. Box 8, Fishersville, Virginia.

3RD ANNUAL ROTARY CLUB HORSE SHOW, Kilmarnock

Twenty-two events in the English Division and 23 in the Western division, with equestrians from the local area and distant points. A Jousting Tournament will also be a part of the full-scale horse show, giving an exhibition of the ancient art of jousting. Contact: George Noblett, Kilmarnock, Virginia 22482.

HAMPTON FAIR DAY, Gosnold's Hope Park, Hampton

Full day of entertainment featuring games, music, skydiving, police and firemen demonstrations, arts and crafts, horse show and fireworks. (In case of rain, fair will be held on September 21. For further information, contact Walter Ponzer, City Hall, Hampton, Virginia 23666 (804) 723-6011.

TOBACCO AUCTIONS, Danville

v. 15 See tobacco sold, hear the chant of the auctioneer. (*) Mr. Charles Waddell, Danville Tobacco Association, 2321 Riverside Drive, Danville, Virginia 24541. (804) 793-6145.

THE 8TH ANNUAL GUNSTON HALL CAR SHOW, Lorton

Antique, Classic, Modern Classic and Sports Cars in competition. Gunston Hall Plantation, Lorton, Virginia 22079. (703) 768-3933.

29 THE STATE FAIR OF VIRGINIA, Richmond

The climax of Virginia's many local fairs. The State Fair of Virginia ranks among the nation's Top Ten Fairs and draws over 700,000 people. Some of the special attractions added to the program this year include: Sept. 21—Billy Walker Show and the Musical Harts; Sept. 22—Thrasher Brothers and the Musical Harts; Sept. 23—Hank Williams Jr. Show and the Mike Curb Congregation; Sept. 24—Don Gibson Show and the Mike Curb Congregation; Sept. 25—Clay Hart and Sally Flynn Show and the Mike Curb Congregation; Sept. 26—The Manhattans and the Mike Curb Congregation; Sept. 27—Danny Davis and the Nashville Brass and the Mike Curb Congregation; Sept. 28—Doug Kershaw Show and the Mike Curb Congregation; also, Sept. 19 thru 22—Joie Chitwood's Thrill Show and, Sept. 28 and 29—The Jack Kochman Hell Drivers. (*) C. L. Teachworth, Manager, P. O. Box 26805, Richmond, Virginia 23261. (804) 329-4437.

30 "PICK YOUR OWN" APPLE ORCHARDS, Roanoke-Lynchburg-Charlottesville-Winchester

Enjoy a family outing in the picturesque orchards of Virginia. The tastiest and freshest apples are those you pick right off the tree yourself. (*) Charles C. Mayes, Fruit Marketing Agent, Virginia Dept. of Agriculture & Commerce, 203 N. Governor St., Richmond, Virginia 23219. (703) 770-3951.

24

2ND ANNUAL CRAFT SHOW, Gristmill Square, Warm Springs

The lovely courtyard of Gristmill Square forms the backdrop for an outdoor exhibit of arts and crafts by area crafts people. Gristmill Square, Warm Springs, Virginia 24484. (703) 839-2231.

26-29

18TH ANNUAL BRIGHT LEAF CELEBRATION HORSE SHOW, Chatham

Thursday, Friday and Saturday, classes will feature walking horses, saddle horses, western horses, roadster horses and ponies. Sunday will feature hunters both inside the ring and outside course. Spacious grounds, bleacher seats, over 120 permanent stalls. Prizes in excess of \$5,000. Sponsored by Chatham Chamber of Commerce and V.F.W. Post 5309. Motel facilities available in Gretna, Danville and Chatham. Inquiries should be addressed to Perry Mitchell, Secretary, Box 399, Chatham, Virginia 24531.

28

150 LAP NATIONAL CHAMPIONSHIP MODIFIED RACE, Martinsville

Race starts at 1 p.m. Adults \$5. Children under 12 free. (*) Martinsville Speedway, Inc., P. O. Box 3311, Martinsville, Virginia 24112. (703) 956-3151.

28

12TH ANNUAL PEANUT FESTIVAL, Emporia

Parade, beauty pageant and coronation of the Queen, all make for a salute to the peanut, a staple crop for this Southside Virginia area. Emporia-Greenville Chamber of Commerce, 312 South Main Street, Emporia, Virginia 23847. (804) 634-2636.

28-
Oct. 5

26TH ANNUAL NATIONAL TOBACCO FESTIVAL, "The Festival for Charity", Richmond

Grand Ball and Hostess Coronation, illuminated Parade, Oct. 4, Princesses' Talent Show, concerts and exhibits, Tobacco Bowl between V.M.I. and V.P.I. and coronation of the Queen of Tobaccoland at halftime Oct. 5, all mark a tribute to the broadleaved plant by the "Tobacco Capital of the World", Richmond. (*) Carlton Duffus, 13 East Franklin St., Richmond, Virginia 23219. (804) 643-3459.

FINCASTLE MAJORETTE FESTIVAL, Wytheville, Withered Field

Held last week in September or early October. Ph. 228-5541.

OCTOBER

FAIRFAX HUNT, Gunston Hall Plantation, Lorton

The Hunt of George Mason and George Washington returns to Gunston Hall with the traditional blessing of the hounds by the rector of Pohick Church, the stirrup cup and the colorful chase. Gunston Hall Plantation is the colonial

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home of patriot George Mason. Contact Fairfax Hunt, Gunston Hall Plantation, Lorton, Virginia 22079. (703) 768-3933.

ANNUAL FREDERICKSBURG DOG MART, Fredericksburg

A parade, dog show, dog auction, hog calling, fox horn blowing, old fiddlers and archery contests and demonstrations along with Indian dances and dog trick acts which began in 1698 when early colonists traded their dogs for the Indians' furs and gold nuggets. Colorful and unique. (*) First Saturday in October. Mr. Kenneth D. Sisk, Massaponax, Virginia. (703) 371-3349.

DIRT ROAD TOUR, Lincoln

A tour of homes in the area of Lincoln, a Quaker community in Loudoun County dating from the 1730's. Tour starts at the Quaker Meeting House which was built in 1817 and features Janney's country general store. Held annually in October.

21ST ANNUAL HARVEST FESTIVAL, South Hill

With the end of summer, this Southside Virginia Area heralds Fall and the end of the Harvest with a country music show, float parade and harvest dance. President of South Hill Jaycees, P. O. Box 613, South Hill, Virginia 23970.

ANNUAL DRIVING MEET, Woodlawn Plantation, Mount Vernon

Horses and carriages from Maryland, Pennsylvania and Virginia competing for trophies. Woodlawn was a gift from George Washington to his nephew, Major Lawrence Lewis, who married Martha Washington's granddaughter, Eleanor Parke Custis. It is located 7 miles south of Alexandria on Rt. 1, 3 miles west of Mount Vernon via Rt. #235. Telephone (703) 780-3118.

1 AN OCCASION FOR THE ARTS, Williamsburg

Williamsburg's annual celebration in honor of crafts, arts, theatre, music, and performing arts. For information, write P. O. Box 363, Williamsburg, Virginia 23185.

1-31 "PICK YOUR OWN" APPLE ORCHARDS, Roanoke-Lynchburg-Charlottesville-Winchester (*)

(SEE September 22-30)

JAMES RIVER JURIED ART EXHIBIT, Newport News

Annual event at Mariners Museum, 1st week in October to 1st week in November.

3, 10, 17, 24, 31 CANDLELIGHT CONCERTS IN THE GOVERNOR'S PALACE, Williamsburg, 8:45 p.m.

4-5-6

ANNUAL WATERFORD HOMES TOUR CRAFTS EXHIBIT, Waterford

Tours of 18th and 19th century homes in the Northern Virginia community that has been kept much in its original state. Artisans and craftsmen demonstrate and offer their products for sale. Area artists exhibit. (*) The Waterford Foundation, Waterford, Virginia 22190.

5

24TH ANNUAL SOUTHEASTERN BAND FESTIVAL, Bristol

From nine states 70 high school bands gather for a parade and to be judged against a standard. An educational event with nationally known adjudicators well recognized in their field. Southeastern Band Festival, P. O. Box 1039, Bristol, Virginia 24201. (703) 669-2141.

5-28

FALL FOLIAGE FESTIVAL, Waynesboro

Horse shows, parades, food, crafts, antiques, and festivals, concerts. Month long celebration. Mrs. Phyllis M. Pendergraft, General Chairman, P. O. Box 396, Waynesboro, Virginia 22980.

12-13

11TH ANNUAL FALL CRAFT FAIR, Richmond

Held second weekend in October the Hand Work Shop, a non-profit organization, opens its restored gardens to Virginia and Maryland craftsmen to sell and demonstrate their work. Demonstrations in weaving, pottery, raku firing, metal sculpture, enamelling, stained glass, jewelry are offered. Approximately forty craftsmen participate. Admission, Adults 75¢, children under 12 with adult, free. Proceeds go into the fund for children's craft classes. Mrs. Ruth T. Sumner, Hand Work-Shop, 316 North 24th Street, Richmond, Virginia 23223. (703) 649-0674.

12-13
19-20

ANNUAL HIGHLAND COUNTY FALL FOLIAGE FESTIVAL, Monterey

Highland County's claim to special fall scene is based on an abundance of beautiful hardwoods plus the beauty of the Maple Sugar Orchard. Scenic drives, homemade mountain foods, displays—all make for a picturesque weekend. Bruce R. Richardson, Jr., Executive Secretary, Highland County Chamber of Commerce, Monterey, Virginia 24465. (703) 468-2025.

13

ART AND CRAFT SHOW ON OLD COURTHOUSE GREEN, Accomac

Sponsored by the Chamber of Commerce and the Art & Craft Guild of the Eastern Shore. Local artists working and displaying their work. Almost a lost art will be the duck carvers as well as wood sculpture, paintings in acrylic, oil and water colors, macrame, leather crafts and numerous articles. No admission. From 1 p.m. to 5 p.m. For information contact Eastern Shore of Virginia Chamber of Commerce, Accomac, Virginia 23301. (804) 782-2460.

20 **ANNUAL FALL FESTIVAL**, Clifton Forge 27

See the beauty and abundance of Allegheny Highlands' forests and mountains. Douthat State Park and 70-acre lake, camps, handcraft demonstrations, art show, flea market, Gristmill, sidewalk artists, pig roast, antique cars, bands and square dance. Hours are 12-9 p.m. Friday, 9 a.m. to 9 p.m. on Saturday and 12-5 p.m. on Sunday. Clifton Forge Chamber of Commerce, 403 E. Ridgeway, Clifton Forge, Virginia 24422. (703) 862-4969.

26 **CHRISTMAS AT OATLANDS**, Leesburg

Mansion decorated according to Carter yuletide memoirs of the 1770's and 1780's. Cider served. Oatlands Administrator, Route 2, Box 352, Leesburg, Virginia 22075. (703) 777-3174.

YORKTOWN DAY, Yorktown

Observance of the day the American War for Independence ended with the surrender by Lord Cornwallis to General Washington on the battlefield at Yorktown, October 19, 1781. Superintendent, Colonial National Historical Park, Yorktown, Virginia 23690. (804) 887-2241.

2ND ANNUAL OUTDOOR ART SHOW, Gristmill Square, Warm Springs

Gristmill Square in the heart of the Allegheny mountains presents the talents of Virginia and West Virginia artists during the height of the fall foliage season. Gristmill Square, Warm Springs, Virginia 24484. (703) 839-2231.

20 **17TH ANNUAL HOUSTOUR AND DRIED FLOWER SALE**, Washington

Sponsored by Trinity Episcopal Church, there will be a tour of historic houses, and demonstrations in macrame, toll stenciling, papier-mache, cornshuck dolls, quit twig and egg decoration. Hours Saturday are 11 a.m. to 5 p.m., and Sunday 1 to 5 p.m. Mrs. C. J. Albright, Rt. 1, Box 50A, Washington, Virginia 22747.

MT. ROGERS FOLK MUSIC FESTIVAL, White Top, Grayson Highlands State Park

Held third Saturday in October. Ph. (703) 388-3331.

BLUEMONT FAIR, Bluemont

In the early 1900's, this small town in Loudoun County was a summer resort for residents of Washington. Each year it revives the good old days with a two-day arts and crafts show, featuring a model train layout with exhibits and slides of the railroad and a tour of the Ebenezer Church. Third weekend in October.

THE FAIRFAX HUNT, Lorton

Including the blessing of the hounds, passing the Stirrup Cup, an 18th century event. Gunston Hall Plantation, Lorton, Virginia 22079. (703) 768-3933.

CARDINAL 500 CLASSIC MODIFIED AND LATE SPORTSMAN CARS, Martinsville

Race starts at 1 p.m. Adults \$9 & \$7, Children 6-12 \$3. (*) Martinsville Speedway, Inc., P. O. Box 3311, Martinsville, Virginia 24112. (703) 956-3151.

29 **OLD DOMINION 500 GRAND NATIONAL STOCK CAR RACE**, Martinsville

Race starts at 1 p.m. Adults, \$10 & \$8; Children 6-12, \$3. (*) Martinsville Speedway, Inc., P. O. Box 3311, Martinsville, Virginia 24112, (703) 956-3151.

29 **100 MILE BICYCLE RIDE**, Mechanicsville-Tappahannock

In cooperation with the League of American Wheelmen's National "Century Run"; ride is round trip from Mechanicsville to Tappahannock. Richmond Area Bicycling Assoc. Inc., 1411 Wentbridge Road, Richmond, Virginia 23227.

BLOOMFIELD PARISH DRIED FLOWER SHOW AND SALE, Washington, Trinity Episcopal Church House

House tour and Handcraft display, dried flower bouquets. Last day of October.

NOVEMBER

16TH ANNUAL OYSTER FESTIVAL, Urbanna

A parade, antique car show, beauty pageant, grand ball, all mark another season for the harvest of the Virginia Oyster by this town by the Rappahannock River, just miles from the Chesapeake Bay. Secretary, Urbanna Chamber of Commerce, Urbanna, Virginia 23175.

A THANKSGIVING HUNT WEEKEND, Charlottesville

In the heart of Virginia's hunt country attend a "blessing of the hounds," special evening entertainment, traditional Thanksgiving Dinner, fine dining and special activities. (*) David E. Plymire, The Boar's Head Inn, Ednam Forest, Charlottesville, Virginia 22901. (804) 296-2181.

AMERICA'S FIRST THANKSGIVING, Richmond

Ceremonies and pageantry, parades and other events commemorate the observance of the First Official Thanksgiving in America, December 4, 1619, at Berkeley Plantation, on the banks of the James River, near Richmond. (*) John T. Hanna, President, Virginia Thanksgiving Festival, Inc., Berkeley Plantation, P. O. Box 1090, Richmond, Virginia 23219. (703) 648-6583.

VIRGINIA AMATEUR FIELD TRIAL ASSOCIATION MEET, South Hill

From East of the Mississippi River come bird dog owners with dogs of all ages to compete over special courses for coveted trophies. Located at Camp Pickett, Blackstone, Virginia. Parke C. Brinkley, 1131 Litton Lane, McLean, Virginia 22101. (703) 356-2273.

COLONIAL WEEKENDS in Williamsburg

(*) Richard Tate, Reservations Manager, P. O. Box B, Williamsburg, Virginia 23185. (804) 229-1700. (ALSO in January and February).

3 ANNUAL MONTPELIER RACES, Montpelier Station

See flat race and steeplechase races on the estate of Mrs. Marion duPont Scot. Feature race is the Noel Laing Handicap. Located near Orange, Virginia. Chester C. Hazard, Montpelier Station, Virginia 22957. (703) 672-2217 or 672-1162.

3-4 ANNUAL CHRYSANTHEMUM SHOW, Crossroads Mall, Roanoke

800-900 blooms, three to four divisions, and judging. Admission free. Roanoke Valley Chamber of Commerce, P. O. Box 20, Roanoke, Virginia 24001. (703) 344-5188.

10 SOROPTIMIST HOUSE TOUR, Accomac

A tour of Eastern Shore homes with interesting architecture and interior furnishings. Public and private buildings. Tea will be served. Block tickets available. Sponsored by the Accomack County Soroptimist Club to be used for their scholarship fund. Hours 2 p.m.- 5 p.m. Mrs. Grace Ross, Box 336, Accomac, Virginia 23301. (703) 787-3899.

23-30 WATER FOWL WEEK AT CHINCOTEAGUE NATIONAL WILDLIFE REFUGE, Chincoteague

Every day from 9 a.m. to 5 p.m. the refuge will be open for visitors to view the fowl arriving at their winter headquarters. Winter home for thousands of snow geese. No admission. Contact the Chincoteague National Wildlife Refuge, Chincoteague, Virginia 23336.

30-8TH MANASSAS JAZZ FESTIVAL, Manassas

Dec. 1-2 Legendary jazz greats perform traditional jazz in a relaxed, informal concert-cabaret setting. For tickets and information contact Mr. Johnson McRee, Jr., P. O. Box 458, Manassas, Virginia 22110. (703) 368-2137.

DECEMBER

"AM AHL AND THE NIGHT VISITORS," Richmond

"Amahl and the Night Visitors" will be presented on Sunday, December 1, 1974 at 4 p.m.

in the Mosque. This is the Richmond Department of Recreation and Parks' annual Christmas gift to the City of Richmond. Admission is free. Department of Recreation and Parks, 900 Broad St., Richmond, Virginia 23219.

COLONIAL WEEKENDS in Williamsburg

(*) Richard Tate, Reservations Manager, P. O. Box B, Williamsburg, Virginia 23185. (804) 229-1700. (ALSO January and February).

CHRISTMAS IN CHARLOTTESVILLE, Charlottesville

In an old English setting enjoy Christmas Wassailing the traditional Yule Log, bringing the ceremonious Boar's Head, caroling, and door bonfires—all at this special time of year. (*) David E. Plymire, The Boar's Head Inn, Ednam Forest, Charlottesville, Virginia 22901. (804) 296-2181.

12TH CHRISTMAS HOUSE, Big Stone Gap

June Tolliver House aglow with candlelight and Christmas decorations of the 1800's celebrate Christmas with carol singing and the customs of the era, a flower show, music and a Nativity scene tells the Christmas story on the stage. The "Trail of the Lonesome Pine" drama. The June Tolliver Craft Shop offers unusual Christmas gifts and decorations of native materials. The John Fox, Jr. house serves as both a museum and a memorial to the Fox family, where the famous author lived and wrote the "Trail of the Lonesome Pine" and many other novels and short stories. The house was built in 1888, and is filled with beautiful furnishings and memories of the family. Guided tours are conducted through the house each day except Monday—Tuesday thru Friday—10 a.m. to 5 p.m.; Saturday—1 p.m. to 5 p.m.; and Sunday—2 p.m. to 6 p.m. Admission charges, Adults \$1; Children 50¢. A tea is offered at the Yule season in the mansion. June Tolliver House, Jerome & Clinton Streets, Big Stone Gap, Virginia 24260. (703) 523-1235.

CAROLS BY CANDLELIGHT, Gunston Hall Plantation, Lorton

Eighteenth century carols sung by choirs in candlelit mansion decorated for Christmas in the traditional manner. Gunston Hall Plantation is the home of George Mason, author of the Virginia Declaration of Rights. Contact: Carols by Candlelight, Gunston Hall Plantation, Lorton, Virginia 22079. (703) 768-3933.

YWCA SCOTTISH CHRISTMAS WALK HISTORIC ALEXANDRIA

Special activities of Christmastide in "Washington's Home Town" relive in part Christmas as it was in the days of George Washington and our founding fathers. Bagpipe bands parade blocks and onlookers parade with bands. Scott

dances, fashions and foods are a highlight. YWCA, 602 Cameron St., Alexandria, Virginia 22314. (703) 549-0111. Or Ramsay House Visitors Center, 221 King St., Alexandria, Virginia 22314. (703) 549-0206.

ANNUAL CAROLS BY CANDLELIGHT, Woodlawn Plantation, Mount Vernon

Carols sung in an early nineteenth century mansion lighted with candles. A harpist also will be featured. Woodlawn is a late Georgian mansion completed in 1805 for Eleanor Custis Lewis, granddaughter of Martha Washington and foster daughter of George Washington. It is located 7 miles south of Alexandria on Rt. 1, 3 miles west of Mount Vernon via Rt. #235. Telephone (703) 780-3118.

CAROLS BY CANDLELIGHT, Gunston Hall

The candlelit Hall decorated for Christmas in traditional 18th century manner. Harpsichord and Choir. Gunston Hall Plantation, Lorton, Virginia 22079. (703) 768-3933.

CHRISTMAS WITH THE ELKS, Bedford

The Elks National Home turns on their famous lighting display that attracts upwards of 100,000 persons who come to enjoy the intricate designs. Doral E. Irvin, Elks National Home, Bedford, Virginia 24523. (703) 586-8232.

HOLIDAY SEASON IN WILLIAMSBURG

A two-week observance of colorful customs and contemporary events that capture the gaiety and tradition of Virginia's colonial capital of Christmastide. Many special events scheduled including tours and colonial dining. (*) Richard Tate, Reservations Manager, P. O. Box B, Williamsburg, Virginia 23185. (804) 229-1700.

ANNUAL CHRISTMAS PROGRAM, Wolf Trap Farm Park for the Performing Arts, Vienna

Christmas Carols with a U.S. service band. Sunday prior to Christmas, 4 p.m. Free. Filene Center, Call: (202) 938-3810.

"THE NATIVITY," Richmond

Richmond's Annual Christmas, Pageant, 6 p.m. Carillon-Byrd Park. The cast of Richmond citizens depict six scenes of the Nativity. Told in tableau form. No charge. Xenophon Morris, Department of Recreation and Parks, 900 E. Broad St., Richmond, Virginia 23219. (804) 649-5668.

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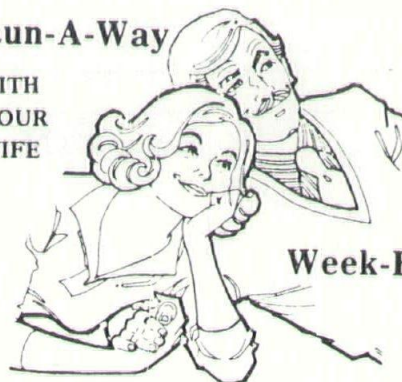
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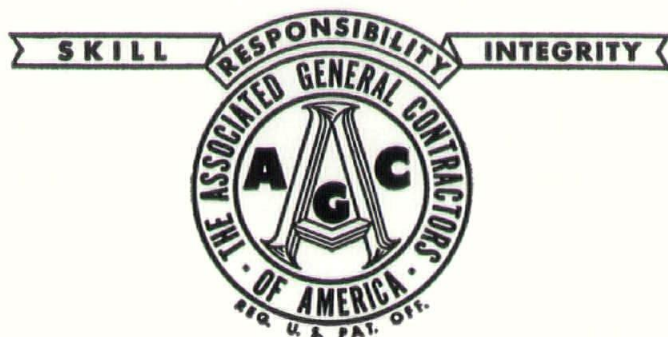
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VIRGINIA A.G.C. REVIEW

OFFICIAL SECTION VIRGINIA BRANCH A.G.C.



FEATURING NEWS FROM VIRGINIA BRANCH A. G. C.

- MID-YEAR BOARD MEETING
- VA. BRANCH LEADERSHIP CONFERENCE • SPREADING THE AGC STORY
- VA. CONSTRUCTION INDUSTRY CONFERENCE, SYMPOSIUM
- HARRY G. LEE APPOINTED TO STATE COMMITTEE
- ROANOKE VALLEY "JOB FAIR" • ROANOKE VALLEY "CAREER DAY"

ALSO PRESENTING PROJECTS OF NOTE

FRANK B. McALLISTER, INC.

The Union Bank & Trust Co.

DeLUCA CONSTRUCTION CORP.

The Riverside

KJELLSTROM AND LEE, INC.

Security Federal Savings & Loan Association

ENDEBROCK-WHITE CO., INC.

Jennell Funeral Home

MONTGOMERY CONSTRUCTION CO., INC.

Cooperative Building & Loan Association

MID-YEAR BOARD MEETING

TIDES INN

IRVINGTON

June 30-July 2

■ The Virginia Branch held its Mid-Year Board of Directors meeting at Tides Inn, Irvington, June 30-July 2.

The turnout was excellent with only two absentees. This was a two day affair held jointly with the Leadership Conference of District Presidents and Committee Chairmen. Many routine and administrative matters were handled in a swift but thorough manner by President Alex Alexander.

Action taken on the first day concerning the membership included recommending the nomination of Robert M. Dunville as National AGC Director from Virginia. Due to a change in the National AGC By-Laws, Virginia will now have three elected directors. Now serving as elected directors from Virginia are R. E. Lee, R. E. Lee & Son, Inc., Charlottesville and Aaron J. Conner, Aaron J. Conner, General Contractor, Roanoke. Robert Dunville has served for several years on the National Board as an appointed director.

The number of directors appointed by the president has been drastically decreased and the number of elected directors has been increased. You will receive shortly a nominating form. The Virginia Branch Board of Directors recommended that you nominate Robert M. Dunville to represent Virginia on the Board of Directors of the Associated General Contractors of America, Inc. This form must be returned to the National AGC office by *September 15th*.

There were Committee Reports:
By-Laws Study.....Aubrey S. Bass, Jr.
Community College Study...Ned Brown
Legislative Platform—

Robert M. Dunville
Contract Forms & Specifications—

John Poindexter
Out of Country Management Conference.....J. R. Houck
Convention—1975—

Gordon S. Maynard
Public Relations.....Jack Houck

An excellent presentation by Martin/Remick/Moore—Public Relations firm

was made under the direction of Jack Houck. An exciting and expanded Program is planned for the Virginia Branch in 1975. You will be kept informed as plans are formulated.

The following new members were approved and we welcome them into our membership:

REGULAR MEMBERS

Coleman-Adams Const. Inc., Lynchburg; H. Peyton Hall-BUILDER-Contractor, Saluda; Allen M. Campbell Co., Tyler, Texas.

ASSOCIATE MEMBERS

Chisman Co., Inc., Hampton; The Kroger Company, Salem; Northside Electric Co., Richmond; Old Dominion Contractors, Wytheville; A & H Contractors, Inc. Roanoke.

Social activities included a reception on Sunday evening followed by a delicious Seafood buffet. (The best soft

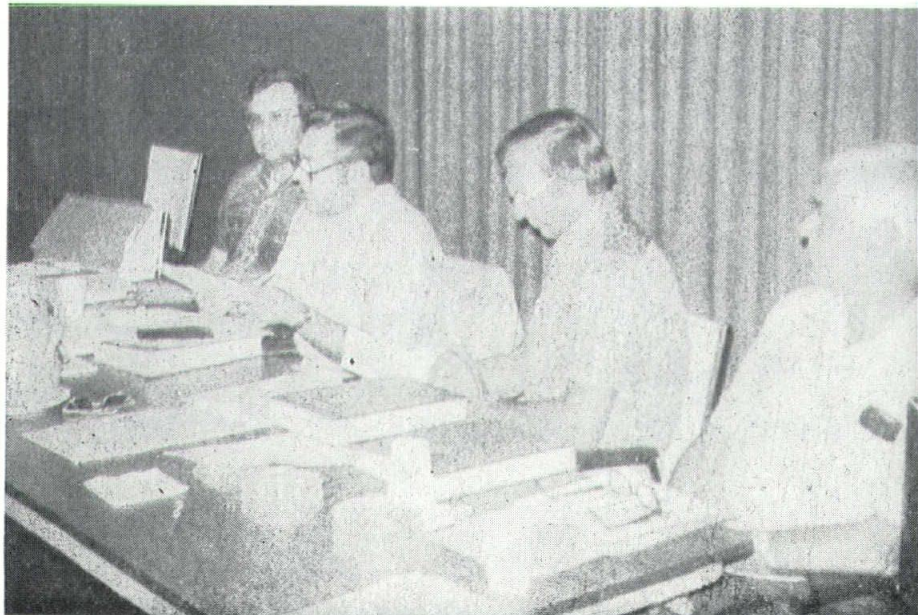
shell crabs in the world.) On Monday evening, the group of approximately 70 enjoyed a Luau at the pool side.

The annual AGC Tennis Championship was again won by Alex Alexander—defeating Gene Thomas and S. Lionberger. (I guess that figure, President beat the 1st Vice President and the 2nd Vice President.)

The AGC Golf Classic held at famous "International 18" proved to be a real "nightmare" for 20 of the Hitters attending the Board of Directors meeting at Tides Inn.

Fine awards were presented by President Alexander at the Monday night Luau and in spite of a bad thunderstorm, the plaudits went to the following:

Longest Drive—Fred Amos
Closest to Pin—Dave Reed
Longest Putt—Ed Cothran, Jr.
Low Net Score—Ed Cothran, Sr.
Low Gross Score—Harry Lee

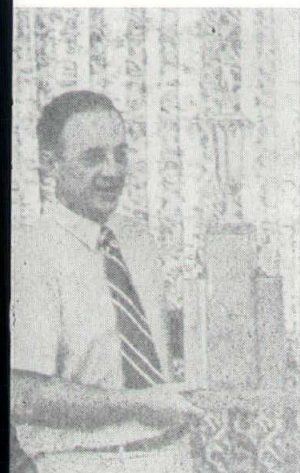


Officers Presiding at Board Meeting: left to right—Second Vice President Samuel L. Lionberger, Jr., Vice President S. Lewis Lionberger Co., Roanoke; President Alexander Alender, President Alexander Building Construction Co., Richmond; First Vice President G. Thomas, President Thomas Construction Co., Alexandria; Secretary-Treasurer John Poindexter, Vice President Estimating, Basic Construction Co., Newport News.

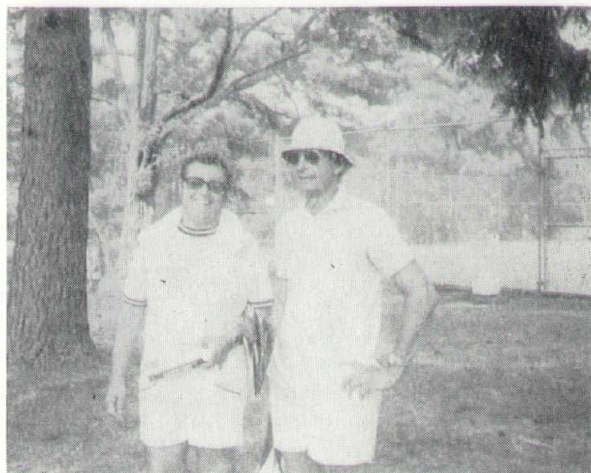
Harry Lee also received the "AGC Traveling Trophy" for 1974 with his striking Low Gross Score of 82. At that round of golf on this course, congratulations, Harry!!! All golfers agreed that given another crack at "this monster," they'd tear it. Where have we heard that before? We won't mention any names for the

high scores, only to say that Bob Rosenbaum played with determination.

Please note: It looks like that tennis "Grudge" match between Alex Alexander and Gene Thomas is becoming an annual affair. Gene admitted that Alex beat him "fair and square." We look forward to keeping our eyes on this annual affair.



Harry G. Lee, Vice President and Secretary of Kjellstrom and Lee, Inc., Richmond, shown receiving golf trophy for Low Gross Score.



Alex Alexander, President of the Virginia Branch AGC and Alexander Building Construction, Inc., Richmond, after defeating Vice President Gene Thomas, President of Eugene Thomas Construction Co., Inc., for the Virginia Branch AGC Tennis Championship.

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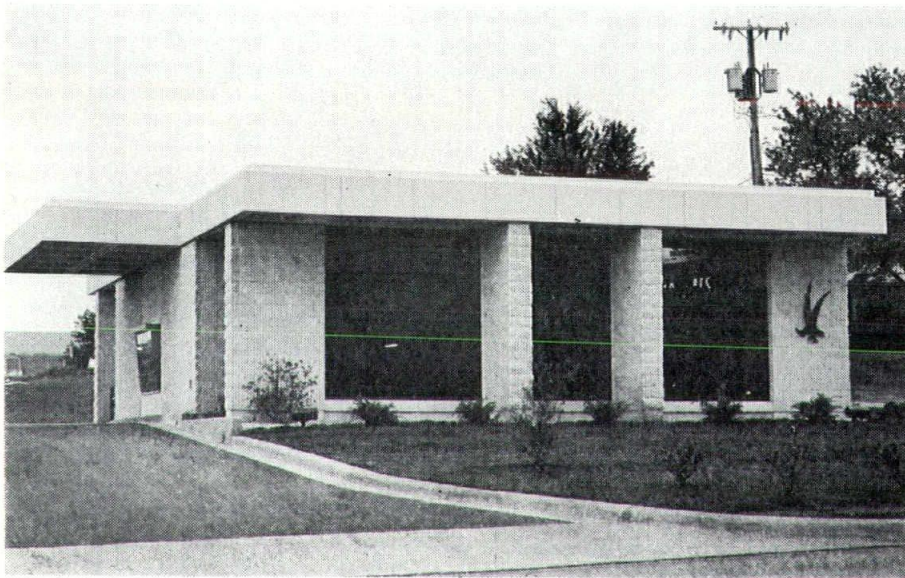
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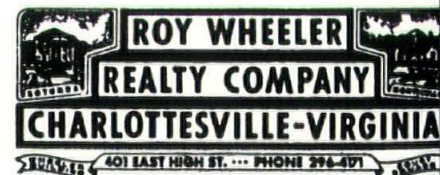
VIRGINIA BRANCH LEADERSHIP CONFERENCE

■ The Virginia Branch AGC May Year Leadership Conference was held in conjunction with this year's May Year Board Meeting at Tides Inn, June 30th through July 2nd.

The Conference is a new concept initiated by the Virginia Branch AGC and was initiated to get district presidents and committee chairmen more involved with the activities of the state branch.

The first conference was held in Williamsburg in April of this year and was attended by 16 members who were either district presidents or committee chairmen. Those who could not attend sent representatives to participate in the conference. Many worthwhile suggestions pertaining to various aspects of the operations of the Virginia Branch AGC were offered by the attendees for consideration by the executive director and board of directors.

Among those who have attended both conferences were: Sid Galloway, Chairman, Ethics and Trade Practice Committee; Ed Cochran, Chairman, Environmental Control Committee; Bill Bryson, Chairman, Safety Committee; Jack Houck, Chairman, Office of Country Management Conference Committee; Barry Bowles, President, Southside District; T. B. Tisdale, President, Piedmont District; and Ed Cochran representing "Sonny" Showalter, President, Central District. The next conference will be held in Richmond and those who wish to attend are more than welcome to do so. We are looking forward to both a good meeting and an excellent turnout.



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WRITE General Material & Brochures

Spreading the AGC Story

In the past year the Virginia Branch Public Relations committee has run the continuing process of spreading the AGC story. Ads aimed at public and industry awareness have been placed in the *Commonwealth Magazine*, *Richmond Magazine*, *The Virginia Record* and various state newspapers. It has been a beginning, but only that. A beginning.

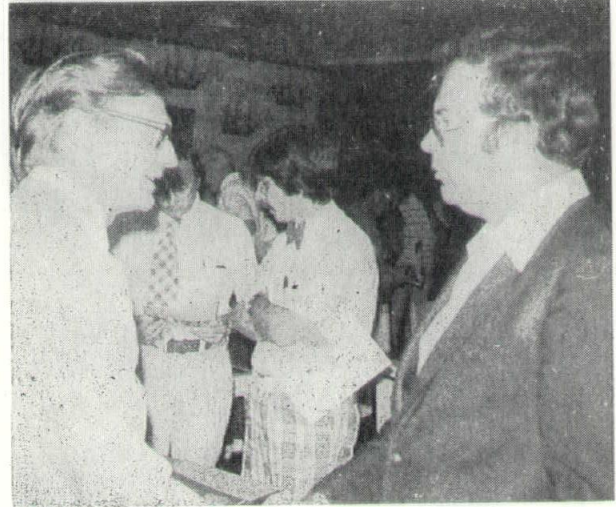
The committee feels that public relations cannot be isolated as a function unto itself. Awareness is a goal, but part of the effort is to aid in recruiting new members, convincing young people—especially college bound young people—that construction is a challenging and rewarding career, and promoting the AGC as the industry spokesman in Virginia. Decision makers both industry and government need to be made aware of the collective force of the AGC membership. And made aware that Virginia contractors have the construction capabilities they are now looking outside the state to find. For 1975, the PR committee is recommending an expanded advertising and public relations program—a natural outgrowth of what was started last year. First and foremost in the program is a prestige booklet telling

about the goals, aims and organization of the AGC in Virginia. It is for distribution to legislators, prospective members, career counselors, industry executives, members, and others with a need or desire to know more about the AGC. Two ads drawn from this

booklet are planned to run in various magazines.

In addition to the planned, budgeted program, there are a number of important recommendations for better public relations that are interconnected with the program. One would be to print an inexpensive folder drawn from the booklet. This could be printed in large numbers and given away at Job Fairs, Career Days or mailed to students and others. Slicks of the statewide ads can be furnished for reproduction in various sizes in local papers, yearbooks, magazines and programs. Billboards can be provided for placement by individual contractors or districts. Professionally produced radio spots can be furnished on the same basis. Bumper stickers and buttons are available, and a slide presentation should be produced to effectively present the AGC to groups and gatherings.

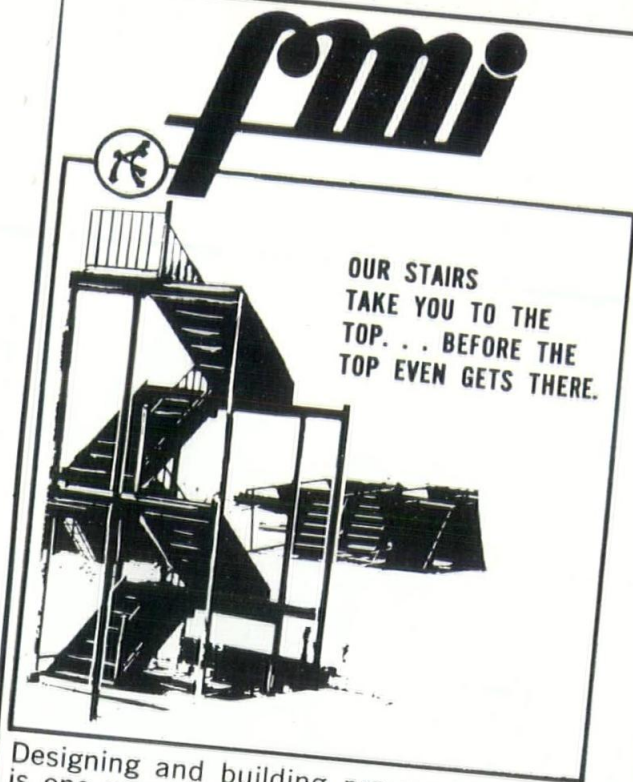
More is not necessarily better. But there is a minimum that needs to be done if a message is to be effectively presented. The importance of multimedia cannot be exaggerated, because awareness of a message is multiplied through reinforcement. At present, the Virginia Branch of the AGC is making a start. But there is much more to be done before the message is effectively presented to the State of Virginia.



In the foreground, Bob Moore, of Martin-Remick-Moore, AGC Public Relations firm, talks with Sam Lionberger, Vice President of S. Lewis Lionberger Co., Roanoke. Ted Remick and Barry Kauffman, also of the PR firm, confer in the background.



Ads run by Virginia Branch AGC Public Relations Committee have been mounted on hard board posters for display purposes. The displays shown above are used at various meetings, job fairs, career days and other such occasions.



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Virginia Branch-Associated General Contractors of America
Virginia Association of Plumbing, Heating, Cooling Contractors
Virginia Road Builders Association
Virginia Association of Contractors, Inc.
National Electrical Contractors Association, Virginia Chapter
Builders Exchange of Richmond, Va., Inc.
Builders & Contractors Exchange, Inc., Norfolk, Va.
Virginia Bankers Association
Peninsula Builders Exchange, Inc.
Northern Virginia Chapter-Associated Builders & Contractors, Inc.
Virginia Building Material Association, Inc.
Virginia Brick Association, Inc.
Virginia Ready-Mixed Concrete Association
Peninsula Housing & Builders Association
Plumbing Heating & Cooling Contractors Association of Richmond
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Virginia Aggregates Association, Inc.
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Virginia Savings & Loan League
Member Manufacturers Association of Virginia
Virginia Concrete Masonry Association
Virginia Society of Professional Engineers

For Additional Information Contact:

James F. Duckhardt, Secretary
Virginia Construction Industry Conference
P. O. Box 6775
Richmond, Virginia 23230
Phone: (804) 359-9288

VIRGINIA CONSTRUCTION INDUSTRY CONFERENCE

Symposium

AUGUST 7, 1974

THE RICHMOND HYATT HOUSE

Mr. J. A. (Buddy) Kessler, R. E. Lee & Son, Charlottesville, Va., who serves as chairman of the VCIC announced that a one day meeting was held August 7, 1974, at the Richmond Hyatt House.

This one day seminar addressed itself to some of the major problems facing the Construction Industry.

Inflation Impact on Construction

- Rising prices and the use of escalation clause
- Increasing cost of money

Material Shortages

- Delays in Construction
- Design & Substitution Problems

Labor Rates

- Effects of lifting wage controls for both Union & Open Shop Contractors

Va. Community College System

- Are they offering sufficient technical courses?
- Are they getting too liberal and socialistic?

Speakers and panel members were representative of all segments of the industry and National and State Governments.

The Construction Industry is facing some serious problems in the future. The purpose of this conference was to (1) Define the problems, (2) Discuss areas of mutual interest, (3) Coordinate efforts and actions, (4) Develop possible course of action.

The VCIC won't solve all the problems, but through meetings such as this we will develop a better understanding of each others' problems and be better informed to plan for the future.

This conference was open to all AGC Members as well as members of all the other Associations.

PARTICIPANTS

VIRGINIA CONSTRUCTION INDUSTRY CONFERENCE

1.



J. A. (Buddy) Kessler
R. E. Lee & Son, Inc.
Charlottesville, Virginia
Past President, Virginia Branch
AGC

6.



Dr. John Muench
Forest Economist
National Forest Products
Association
Washington, D. C.

2.

Aaron Sabghir
Construction and Building
Program
United States Department of
Commerce
Washington, D. C.



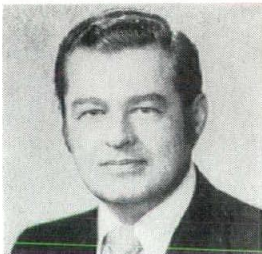
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William E. Lee, Jr., District Sales Manager
Industrial Construction Products
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Atlanta, Georgia

8.

Curtis Jernigan
Division Sales Manager
Citadel Cement Corp.
(Formerly Lone Star Cement Division
Norfolk, Virginia)

3.



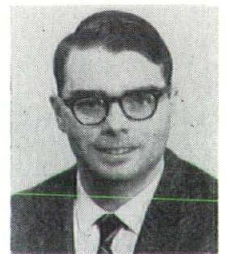
Alexander Alexander
Alexander Building Construction
Company
Richmond, Virginia
President, Virginia Branch
AGC

8A.

J. L. Gammon
District Manager
Bethlehem Steel Corp.
Richmond, Virginia

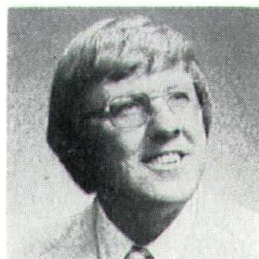
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William Detty, Staff
Engineer
Brick Institute of America
McLean, Virginia

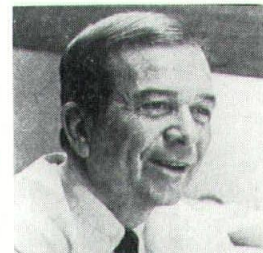


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Association of Virginia

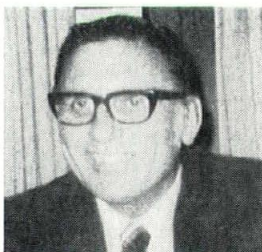


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(FAIA)
Vosbeck, Vosbeck, Kendrick
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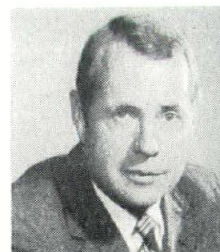
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Association

11.

Ralph O. Harvard, Jr.
Vice President, Mortgage
Division
Virginia Federal Savings &
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Virginia Savings & Loan
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SYMPOSIUM

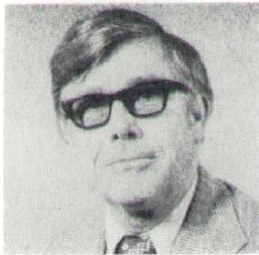
RICHMOND HYATT HOUSE - AUGUST 7, 1974



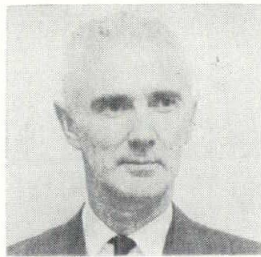
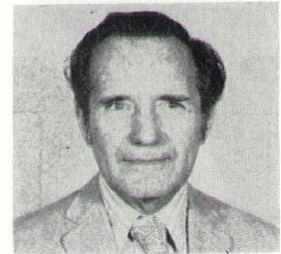
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Commonwealth of Virginia
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James W. Rushing
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Virginia Association of
Contractors, Inc.
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18. **William F. Kayhoe**
Kayhoe Construction Corp.
Richmond, Virginia
Education Committee-
Virginia Branch AGC



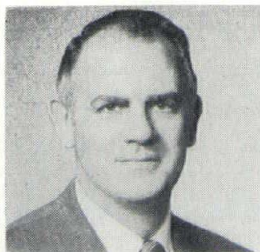
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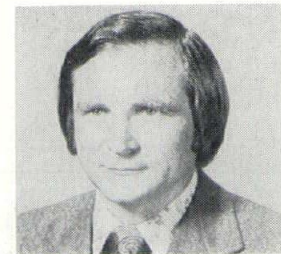


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Dr. Dana B. Hamel
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Richmond, Virginia



20. **Herman F. Blake**
Hallmark Homes
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President, Home Builders
Association of Richmond



Honorable Herbert H. Bateman
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Member Joint Legislative
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Harry G. Lee Appointed to State Committee



Mr. Harry G. Lee has been appointed by President Alexander of the Virginia Branch AGC to serve as a representative from the association on an Advisory Committee to review Section 432.0 of the BOCA Basic Building Code for the state of Virginia.

Mr. Lee is Vice President and Secretary of the firm of Kjellstrom and Lee, Inc., Richmond and serves on the board of directors of the Virginia Branch AGC.

Mr. Lee was born in Richmond and attended Thomas Jefferson High School. He received a B.S. degree in civil engineering from Virginia Military Institute in 1947. Mr. Lee is an active member of several civic organizations in the city of Richmond.

Mr. N. David Kjellstrom, President and Treasurer of Kjellstrom and Lee, Inc. was appointed as an alternate to serve on this committee.

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UNITED STATES COAST GUARD

VIRGINIA PILOT ASSOCIATION NORFOLK—NEWPORT NEWS

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Reeves Bros., Inc.

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BUENA VISTA, VIRGINIA

Roanoke District AGC Mans Booth At "JOB FAIR"

■ The Exhibit Hall of the Roanoke Civic Center was the scene of the Roanoke City Public Schools and the Roanoke County Public Schools Annual Job Fair.

The Job Fair provides senior high school students, grades 10 through 12, with information concerning specific entry-level job opportunities in the Roanoke Valley and Technical Training opportunities in the Valley and surrounding area.

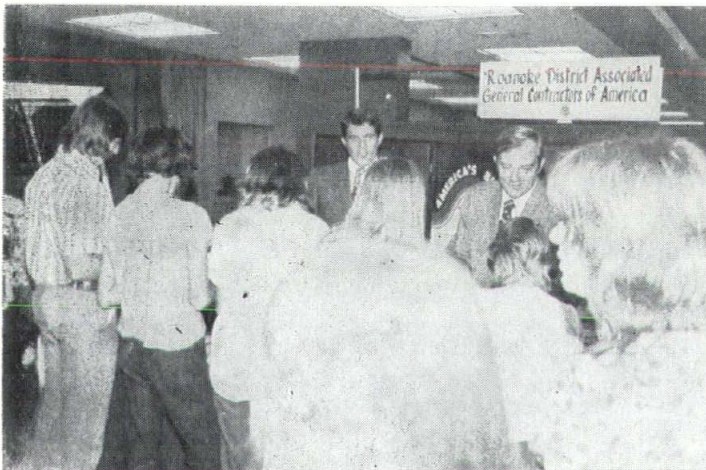
The Job Fair affords senior high students a look inside the world of work and is intended to help them in arriving at a decision regarding future career opportunities available to them. The "broad spectrum of jobs" shown the young people is intended to aid them in making a career decision.

Forty businesses demonstrated jobs in major (key) categories: Manufacturing, Trades, Skills, Sales, Services, Transportation, Health-Related Occupations, Building Trades, Government and Military positions. Representatives dis-

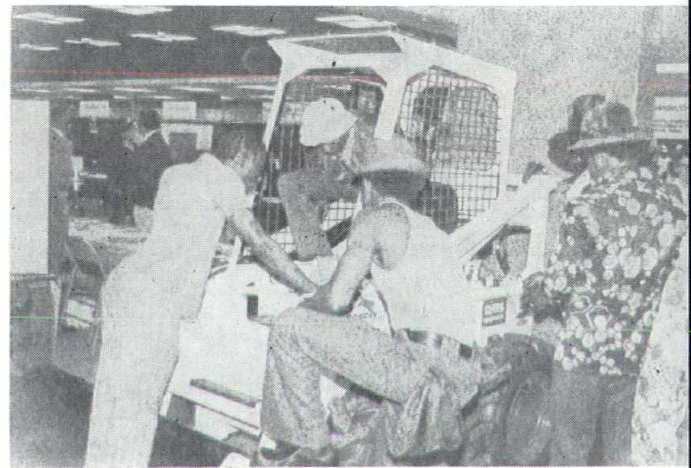
cussed what entry-level job opportunities were available and how to go about obtaining these positions. The Roanoke Valley District of the Associated General Contractors sponsored a booth to bring to the students information concerning the construction industry in the Roanoke Valley.

Information was made available as to the types and availability of jobs in the construction industry. In addition the students were given hand-outs listing the names of the various firms where they might seek additional information or employment. The AGC booth was manned by members of the Roanoke Valley District AGC who volunteered their time to talk and discuss with the students various opportunities in the construction industry.

It was estimated that between 8,000 and 10,000 students attended this year's Job Fair and walked away much better informed on the employment opportunities in the Great Roanoke Valley.



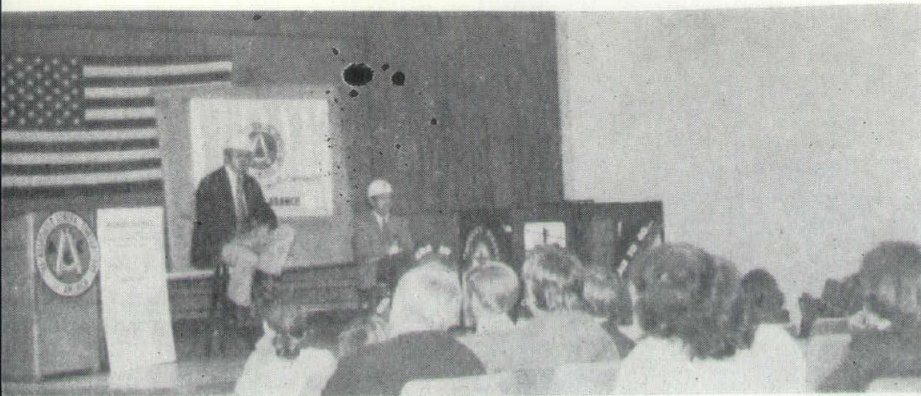
Jay O'Brian and Blain Clower man the Roanoke District AGC booth at the Job Fair, obviously business was brisk at the construction oriented display.



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Sam Lionberger (on stool) and Bill Watts talk to students at Northcross High School in Roanoke, during "Career Day."

LIONBERGER AND WATTS ARE "CAREER DAY" SPEAKERS

Sam Lionberger and Bill Watts were guest speakers recently at the annual "Career Day" at Northcross High School in Roanoke. Mr. Lionberger and Mr. Watts are general contractors in the Roanoke Valley and members of the Roanoke Valley District, Associated General Contractors of America.

The Purposes of a "Career Day" are two-fold. First, it provides the students an opportunity to find out what type of jobs are available in the construction industry and also what the construction industry is all about. Second, it gives them the opportunity to ask specific questions pertaining to the industry in their locality, in this instance, the Greater Roanoke Valley.

Many members of the AGC, like Mr. Lionberger and Mr. Watts, are asked to volunteer their time to enlighten high school students about job opportunities in the construction industry.

Our members welcome the opportunity to talk to these high school students as they are an important source in the labor market.

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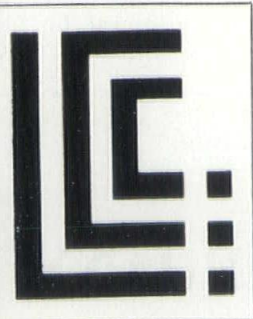
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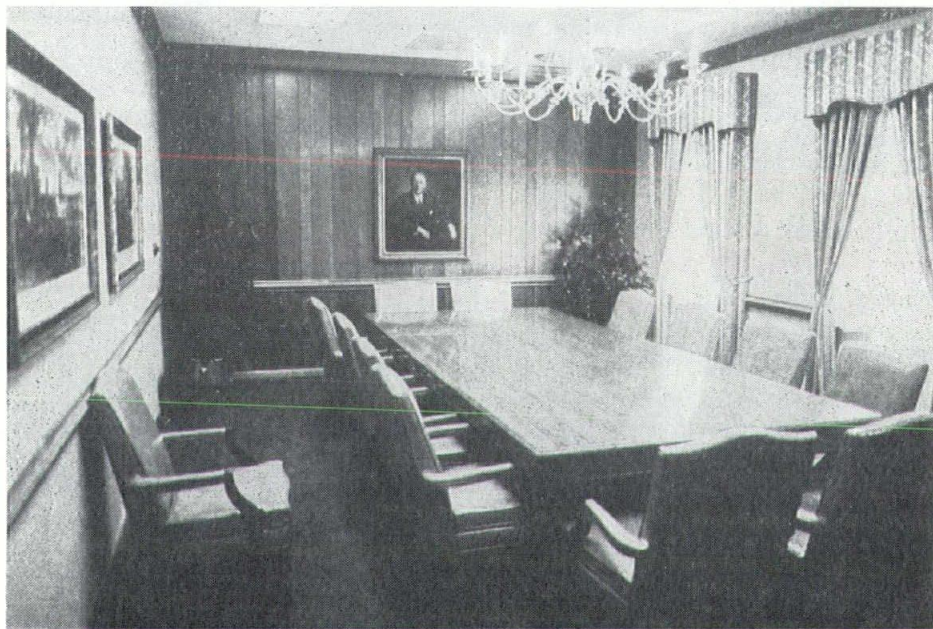
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ON Monday morning, June 1, the Union Bank and Trust Company began the banking day in Bowling Green, at their new \$800,000 headquarters building on the east side of Main Street.

The bank directors joined office and staff in a brief ribbon cutting ceremony on the front walk at 9:00 a.m.

The formal opening and Public Open House festivities were held on Saturday, June 8, with building tours and a variety of activities.

The spacious brick building, this home for the institution in its 72-year history, is of traditional design with some of the most modern in banking equipment. The structure has nearly 20,000 square feet of floor space on three floors. Areas include 10,100 square feet on the first floor lobby and general banking quarters. Some 6,500 square feet is provided on the second floor, and approximately 3,000 square feet in the basement.

At the front entrance are two exterior, sheltered bulletin boards for community information and community announcements.

The center of the main banking floor is a lobby 45 by 71 feet, around which are officers' working areas, the various service desks, the main vault, conference room and board room. Furnishings blend the warmth of the Colonial-inspired building with the conveniences for speedy, modern banking service.

The tellers' counter and check department provide service areas for 13 tellers. These furnishings are in a warm walnut color, with woodwork and interior in raised paneling. St. Genevieve golden vein marble adds a richness of detail to the tellers' counter and bank throughout the lobby.

Colors and tones of the interior were correlated with the mural by Caroline County Artist Sidney F. Kin

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JAMES W. THOMPSON
CONSULTING ENGINEER
ELECTRICAL & MECHANICAL

HENRY P. SADLER
CONSULTING ENGINEER
STRUCTURAL

AMERICAN FURNITURE & FIXTURE CO., INTERIOR DESIGNER

which covers the entire wall behind the tellers and the vault receptionist. The painting depicting some highlights of the history of the county and surrounding area, is seventy-one feet long, eight feet tall and has nineteen scenes. The undertaking was commissioned by the bank in August 1973 and was seven and one-half months to its completion in March 1974.

Three large brass chandeliers enhance the lobby. Carpeting is a bronze green and extends into the offices to relate to the main banking area. Wall-covering is a yellow-green with off-white trim and wainscot. Hand-printed linen fabrics for upholstery and window treatments maintain the mood of colonial architecture. Furniture is almost entirely of 18th Century design. Another traditional touch is the open metal "X" design railing which divides the lobby from areas with other work functions.

The board room has green carpet and green and gold window treatment, damask cornice and side panels. A traditional old brass chandelier hangs over the custom-built board table.

Other similar, harmonizing colors and furnishings have been used in the various office and conference working areas. The office of bank president Walter Mahon has rust color carpet, lighter buff wallcovering and traditional linen fabric for draperies and upholstery. Furniture arrangement includes desk, chairs and a conference table.

A major feature of the new building is new equipment for customer service and convenience, officials state. For example, the massive vault, with numerous automatic and protective locking mechanisms and alarm features, has a carbon steel door which is nearly one foot thick. It is hung on a continuous hinge and swings a full 30 degrees.

Safe deposit boxes in a variety of sizes are provided, and there are three private booths for customers of safe deposit services. In addition, there is a nearby small conference room for the convenience and privacy of family members and others working with personal or business papers and documents.

Another addition in 24-hour banking equipment for safety and convenience during night hours, holidays and weekends in addition to every day use, is the Polaris after-hour depository. Well lighted and located near the sidewalk on Davis Court Street, this stainless steel installation is a depository for

either bags or envelopes and for both commercial and individual deposits.

The "Space Age" areas of the new bank building, which perhaps are most "unlike" the former 1912-built banking quarters, are the drive-in visual auto tellers, including a double "Thru-way" drive-in banking window. This extensive system of windows, driveways and parking areas is to the back or East side of the building.

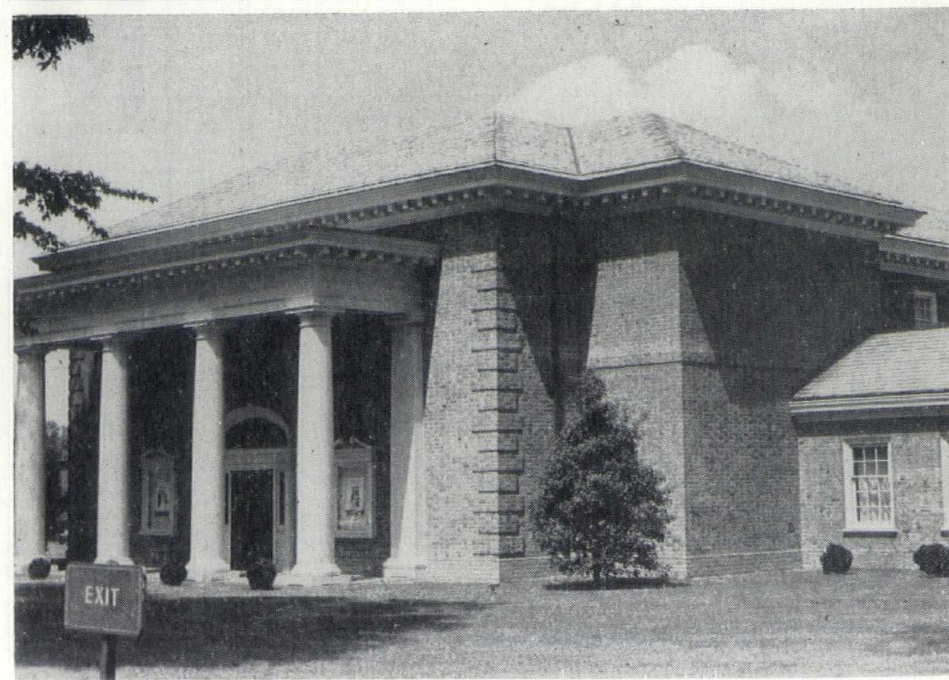
Frank B. McAllister, Inc., of Richmond, was general contractor and handled foundations, concrete and carpentry.

Subcontractors and Suppliers (Richmond first unless otherwise noted)

Gordon Torrice, Bowling Green, excavating; Boschen Masonry, Inc., Ashland, masonry; Welding Service Co., steel & handrails; J. B. Eurell Co., fibered roof deck; N. W. Martin

& Brothers, Inc., roofing & waterproofing; Miller Mfg. Co., Inc., windows, paneling & millwork; PPG Industries, window walls & glazing; Lowe's of Richmond, structural wood; and, W. W. Nash & Sons, Inc., painting & fabric wall finish.

Also, E. S. Chappell & Son, Inc., weatherstripping; A. Bertozzi, Inc., insulation & plaster; Consolidated Tile Co., acoustical & resilient tile; Oliva & Lazzuri, ceramic tile, marble & slate; Architectural Hardware, Inc., steel doors & bucks; Electrical Construction & Service, lighting fixtures & electrical work; Westover Plumbing & Heating, Inc., plumbing fixtures, plumbing, air conditioning, heating & ventilating; L. H. Gay Elevator Co., Inc., elevator; Pleasants Hardware, hardware supplier; P. C. Goodloe & Son, Inc., Fredericksburg, asphalt paving; and, Roanoke Engineering Sales Co., Inc., plastic toilet compartments.





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DeLuca Construction Corp. of Fairfax, was general contractor and handled carpentry.

Subcontractors & Suppliers

Atlantic Excavating, Warsaw, excavating; Lee Turzillo, Brecksville, Ohio, piling & foundations; Ralph D. Mitchell Construction Co., Inc., Bethesda, Md., concrete; United of Norfolk, Inc., Grafton, masonry; Perrin & Martin, Inc., Arlington, roofing, plumbing fixtures, plumbing, air conditioning, heating & ventilating; and, TAPCO Wall Systems, Inc., Springfield, windows & window walls.

Also, Alvis Lewis Co., Oxon Hill, Md., painting; Alexander Waterproofing Co., Inc., Richmond, waterproof-

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THE RIVERSIDE, billed as being "for discerning people who want secluded luxury waterfront condominium away from the crowds," is located at historic Tappahannock. It was created by Hobbs Hole Associates of Arlington, who chose the site on the Tappahannock River for its documented pollution-free characteristics.

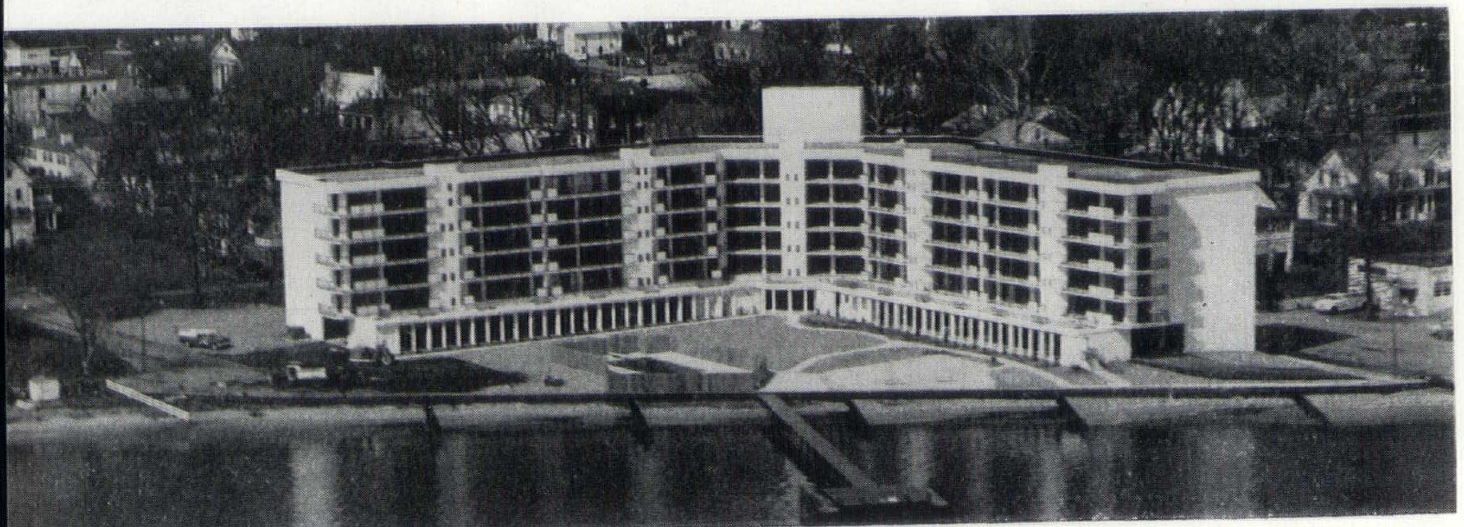
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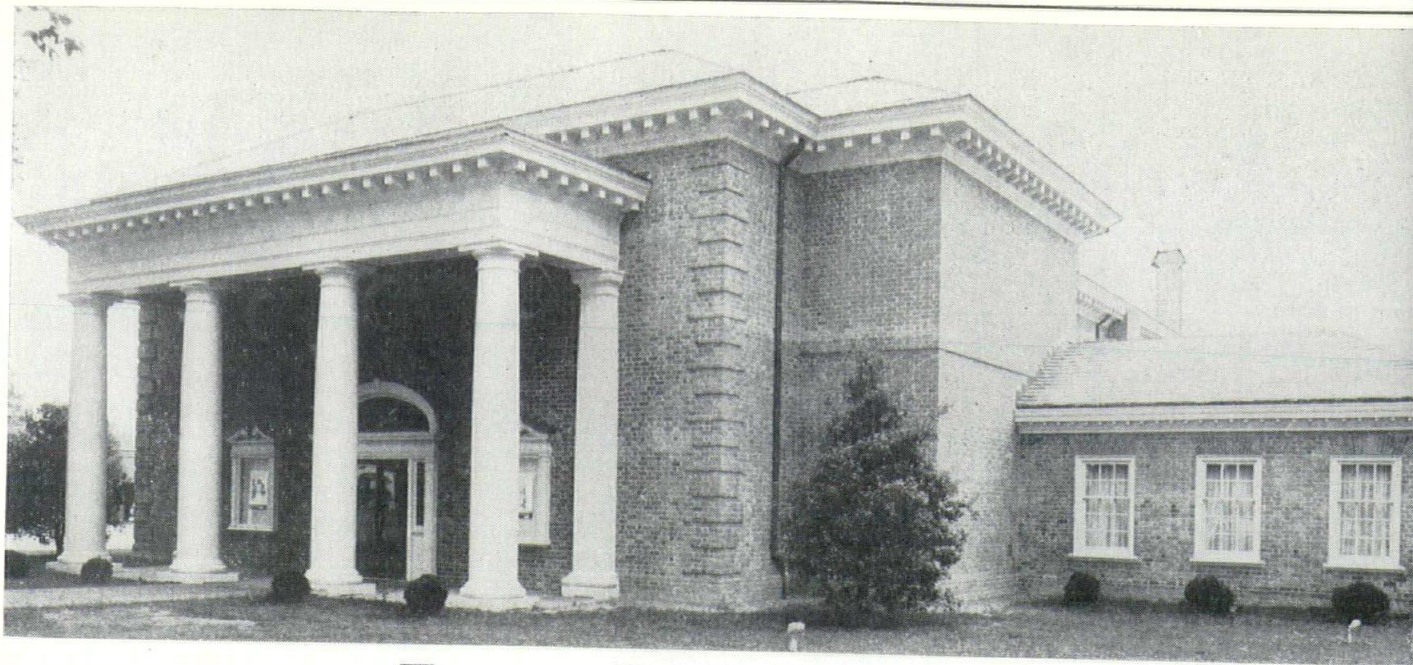
refrigerators with ice makers, and washers and dryers are some of the features included.

The amenities include a private pool, shuffleboard, an equipped party room and a landscaped promenade roof deck. The Riverside's private boat dock is ideal for the fishing and sailing enthusiast, while for the less active, the view across the water is an endless vista of rolling Colonial American farmland.

Enhancing the beauty of this unspoiled environment are the Riverside's

ing; C. J. Coakley Co., Inc., Falls Church, insulation; O'Ferrall, Inc., Richmond, acoustical; McClary Tile, Inc., Alexandria, ceramic tile; Dale Lumber Co., Falls Church, millwork; City Steel Door, Bronx, N. Y., steel doors & bucks; Fred S. Gichner Iron Works, Inc., Beltsville, Md., handrails; Continental Electrical Contractors, Inc., Fairfax, lighting fixtures & electrical work; Otis Elevator Co., elevator; Fries, Beall & Sharp Co., Springfield, hardware supplier; and, Larry Clime, Arlington, pool.





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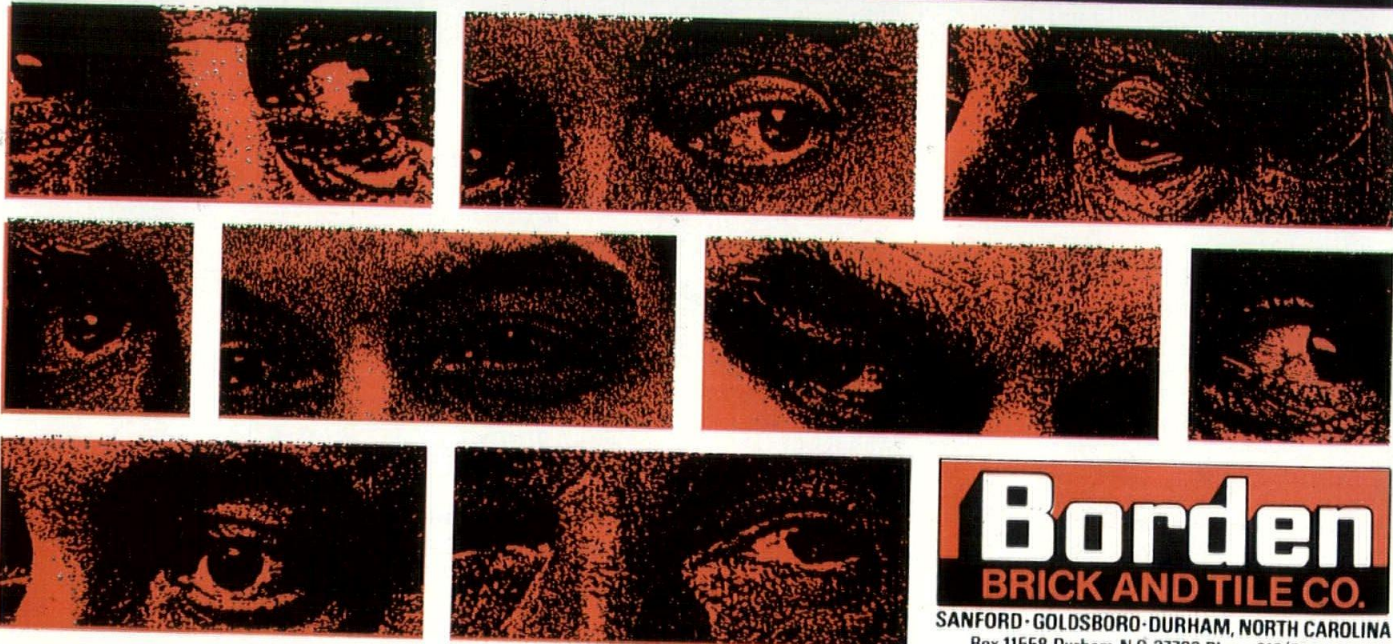


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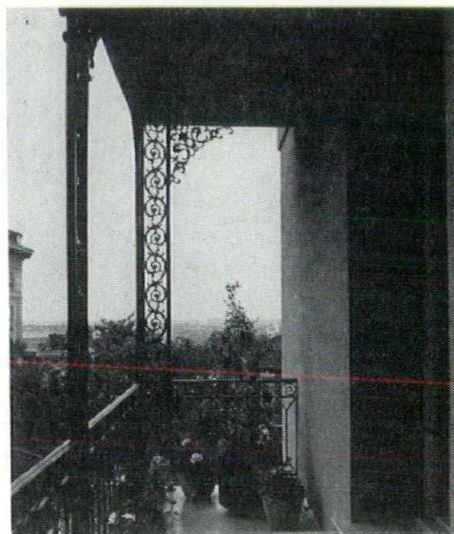
MAIN OFFICE

CHARLES G. ANDREY AND ASSOCIATES
ARCHITECT

PHOTOGRAPHY BY PAUL C. COSTIN



Courtyard—authentic fountain was purchased on Royal Street in New Orleans.



Third floor gallery—overlooking the James River.

THE Haase Building, now the home of the Security Federal Savings and Loan Association, was constructed in the 1920s and consists of steel columns and beams with concrete joists and floors, and 16" thick brick exterior walls. Floor and roof joists were formed with corrugated metal pans left in place. Column fireproofing was brick or gypsum block, plastered, and beams were furred and plastered. Interior partitions were plastered gypsum block, and exterior finish was brick with limestone and granite trim, including sills, ledges, surrounds and figureheads. The building is 31' x 143' with full basement, 1st, 2nd, 3rd floors and a 31' x 63' mezzanine in the southern position between the 1st and 2nd floors.

Demolition work began on the east elevation. The primary task was to establish a reference plane over the entire side of the building in order to determine the new feature projections and depressions desired by the architect. Once this plane was established,

all existing projections were cut back or removed, the parapet wall and cornice were removed and depressions were cut into the brick. Approximately half of the window openings were closed, with the remaining being converted to double hung window sash and french doors. Two large openings were cut into the first floor wall for fixed window sash. Stucco on metal lath was used to obtain the new finish and profiles, including the formation of cornice, dentil blocks, key stones, arch capitals and vertical/horizontal accents.

The existing main entrance (north elevation) and retail display window were removed, and the new main entrance located 15' south into the building. The concrete floor (basement ceiling) in the resultant area was removed and replaced to allow for a slate parterre floor and 7' x 7' pool with cast iron fountain. The display window openings were modified to four large arches and a fifth arch was cut into the west exterior wall. Ceiling height in the patio is 17' since the mezzanine level in the southern portion of the building only.

Balcony floors and roofs are supported by flat steel bars extending through the exterior walls and bolted to existing concrete floor joists. Treated tongue and groove wood flooring was attached to wood sleepers on the steel bars and all balcony construction exposed to view from below.

Interior renovation in all areas was complete and thorough and based on

(Continued on page 43)



The public floor—pewter chandeliers and authentic 18th century pastoral over the check desk create a traditional atmosphere and carry the concept from the exterior into the interior.

Why New Orleans?

SECURITY Federal Savings and Loan Association commenced business at Sixth and Franklin Streets in Richmond on December 4, 1954 with approximately 800 square feet of space. The Association grew rapidly and during its nearly twenty years at the Sixth Street location the firm had to expand twice. When it became necessary to expand a third time, there was no space for expansion. Security then purchased the three-story building at the corner of Fifth and Franklin Streets, known as the Haase Building, and owned by the Haase family who for many years were well known as furriers in Richmond.

There were three reasons for the decision to do a New Orleans type restoration on the building. First, it was that the Old World charm of a beautiful building with a courtyard, fountain, balconies, and many flowering plants would add much to the heart of Downtown Richmond, and at the same time it would provide a truly distinctive Home Office for Security Federal. Second, after a complete analysis it was determined that the New Orleans type construction had a cost advantage over other types of renovation. Third, prominent Virginians had a major role in the acquisition of that part of our country known as the Louisiana Purchase. Thomas Jefferson was President of the United States, James Madison was his Secretary of State, James Monroe was a negotiator of the purchase from Napoleon Bonaparte, and Meriwether Lewis and William Clark surveyed the new territory for the Federal Government. It was most appropriate that Security Federal, a savings and loan association, provide this monument to history as the Association is also engaged in the expansion of our Nation by encouraging thrift and providing the means for home ownership.

The Louisiana Purchase and Virginia's connection is tastefully portrayed in Security Federal's lobby by large oil portraits of Thomas Jefferson and James Madison by artist David Vette, and a 13 foot mural of the United States by Jack Woodson depicting the Louisiana Purchase with portraits of Monroe, Lewis, and Clark. This New Orleans concept has been enthusiastically accepted in Richmond. From the exterior, with its authentic galleries (in New Orleans balconies are known as galleries), through the large arches with their massive wrought iron

(Please turn the page)



Very contemporary Mortgage Loan Department with smoked plexiglass partitions and Boulevard of trees.



Guest area in the office of Edwin B. Brooks, Jr., President of Security Federal.



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Why New Orleans?

(From page 41)

ates into the charming courtyard with e three-tiered fountain that came all e way from Royal Street in New Orleans, to the beautiful lobby with seventeen foot plaster beam ceilings and its original oil paintings and pewter chandeliers, the "Old World" theme beautifully executed.

The paintings, wall hangings and sculpture used throughout the building in both contemporary and traditional areas were purchased from Virginia artists. The color schemes in the various areas emanated from the tones of the individual paintings.

Another interesting feature of the building is the blending of the traditional theme on the first floor with a contemporary concept on the second and third floors. The motif on these two floors is a black and white color theme accented with bright colors in carpeting, furniture, paintings, and even wall hangings. There is a plethora of plantings throughout these areas which add much to the warm, friendly atmosphere. Each office has its own distinctive decor and visitors are never bored with the feeling of sameness as they tour the building. Rather, they are treated to an exciting new panorama of exquisite combinations of paintings, paintings, wall hangings, and furniture at all points throughout the building.

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CHARLES CITY, VA.

Security Federal

(From page 40)

the owner's desire to blend New Orleans traditional with a contemporary business atmosphere. The lobby has 17' ceilings also with 15" plaster beams, recessed lights and two large pewter chandeliers. Walnut stained domestic birch woodwork is extensive in this area and includes 4' raised panel wainscot, check desk and tellers' counter, window sash and trim, raised panel doors and two-member base. The raised panel wainscot pattern is repeated along the tellers' counter and over all window and door openings. The circular transom panels over entrance doors are repeated in two arched windows which form the north wall of the mezzanine lounge and overlook the lobby.

On the second and third floors, existing partitions were reused where possible and new acoustic or drywall ceiling was installed throughout. Full height gray plexiglas partitions were provided on these floors including a hexagonal conference room. A portion of the existing brick wall was exposed and accent lighted in this area.

New mechanical and electrical systems were installed throughout and the existing elevator modernized and renovated. Sound and security systems were provided according to the owner's needs. Complete exterior lighting was designed to highlight the stucco details, trim, and the custom wrought iron work.

Kiellstrom and Lee, Inc., of Richmond, was general contractor and handled carpentry and millwork installation.

Subcontractors & Suppliers

(Richmond firms unless otherwise noted)

Blakemore Construction Corp., pav-

ing; Diversified Construction Industries, Inc., Ashland, miscellaneous steel; Bowker and Roden, Inc., reinforcing steel; Holmes Steel Co. & Richmond Roofing Co., Ashland, new roofing; Alexander Waterproofing Co., Inc., renovated roofing & waterproofing; H. Beckstoffer's Sons, windows, paneling & furnished millwork; and, Allied Glass Corp., glazing & plexiglass partitions.

Also, James G. Day Painting & Decorating, painting & wall covering; E. S. Chappell & Son, Inc., weatherstripping; F. Richard Wilton, Jr., Inc., acoustical, plaster & stucco and resilient tile; Leo H. Bourne Tile & Marble Contractor, Inc., Quinton, slate patio, J. S. Archer Co., Inc., steel doors & bucks; Bernier & Maxey Electrical Contractors, Inc., electrical work; Dominion Heating & Air Conditioning, Inc., mechanical; Pleasants Hardware, hardware supplier; and, Greendale Ornamental Iron Co., wrought iron work.

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JENNELL FUNERAL HOME

CARLTON GOODWIN, ARCHITECT

JENNELL Funeral Home relocated to its new facilities on Jefferson Avenue at Richneck Road, Newport News on December 7, 1972. This easily accessible location is just one mile from each one of two exits off Interstate 64, one mile north of Patrick Henry Airport and one-half mile north of Patrick Hospital. This location is extremely easy for out-of-town clients to reach, avoiding headaches of city traffic.

The three-generations-old Caffee Funeral Home was purchased by M. Scott Jennell in 1965 from J. Hugh Caffee and F. Maynard Caffee, last of the family operating the funeral home in Newport News since February 1891. At that time, Mr. J. Hugh Caffee was 83 and still active in the funeral home. In August 1968, the name changed from Caffee Funeral Home to Jennell Funeral Home and the Jennells con-

tinued to operate at the West Avenue facility until the move in December.

The new facility is an informal building when compared with the usual red-brick and white-columns standard. There is parking for over 200 automobiles.

Cedar siding painted Williamsburg green face front and rear and the roof is of cedar shingles. The decor is a combination of old and new with a view toward preserving the best of the past in furnishings and maintenance ease of new building innovations.

During inclement weather, motorists are able to drive through one end of the building, discharging and picking up passengers. There are doors on front and back that can be closed during services and for storage of funeral home vehicles at other times, allowing family cars to be parked here

so that they may load and unload inside the building.

The 33' x 57' chapel will seat 228 people on upholstered pews of orange and gold. The chapel has a private section for the family which seats 50 people and a 104 year old step-up pulpit purchased from an Illinois church. The funeral home is a one-story building except for the roof over a cathedral ceiling in the chapel.

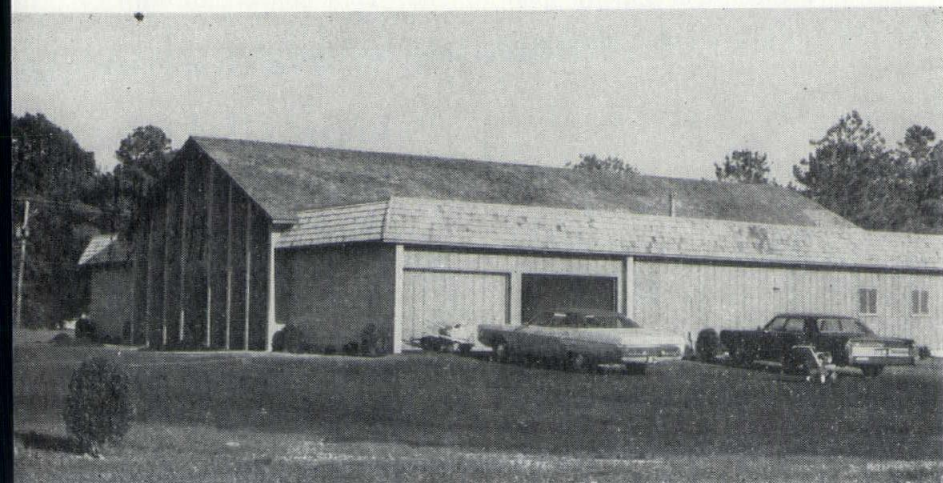
A 10' x 62' foyer allows for a more expedient ingress and egress to all areas of the building. Soundproof movable wall adjacent to the chapel allows for overflow with a seating capacity of 50 to 60 people.

Focal point of the chapel is not only lovely to look at but is functional. Doors are designed so that flower sprays can be hung as a backdrop for caskets. When the funeral service is completed the doors can be opened and flowers removed with considerable ease and speed to waiting flower truck. The casket is also rolled out the same doors to the hearse. All can be done under cover.

The lounge area situated to the right of entrance has glass from ceiling to floor and overlooks an evergreen garden with a tree growing through an opening in the roof, atrium style.

The antique furnishings give a gracious appearance to three large visitation rooms which are situated so that they do not conflict with traffic flow to any one area.

The operating room is painted in a soft shade of green with bayberry wall



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tile and red quarry brick tile floor. The room is off the hallway leading into the garage.

The display room is 30' x 30' and the wall is decorated celery green with matching carpet. Casket stands are wood grain vinyl. The room is high lighted in the center by a grouping of red velvet chairs and oriental area rug.

The ladies powder room is decorated in Chinese red with white satin vinyl wall covering.

The business office located off the entrance to the display room is decorated with alabaster walls and Chinese red accent wall. A square grand piano obtained from an Ohio antique shop makes a very handsome desk and addition to the room.

The Jennell's make their home the funeral home in private quarters located in the rear of the building.

Carlton Goodwin was the architect and H. Lewis Dudley handled the landscaping.

Endebrook-White Co., Inc., of Newport News, was general contractor and handled excavating, foundations, concrete, structural wood and carpentry.

Subcontractors & Suppliers

From Newport News were, Deu Decorating Co., Inc., painting; Weaver Brothers, Inc., paneling & millwork; G & G Tile Co., Inc., ceramic tile & resilient tile and, A. M. Saved Co., lighting fixtures & electrical work.

Hampton firms were: Virginia Steel Inc., steel; Heath Roofing Co., Inc., roofing; Walker & Laberge Co., Inc., glazing; and, Air Control, Inc., plumbing fixtures, plumbing, air conditioning, heating & ventilating.

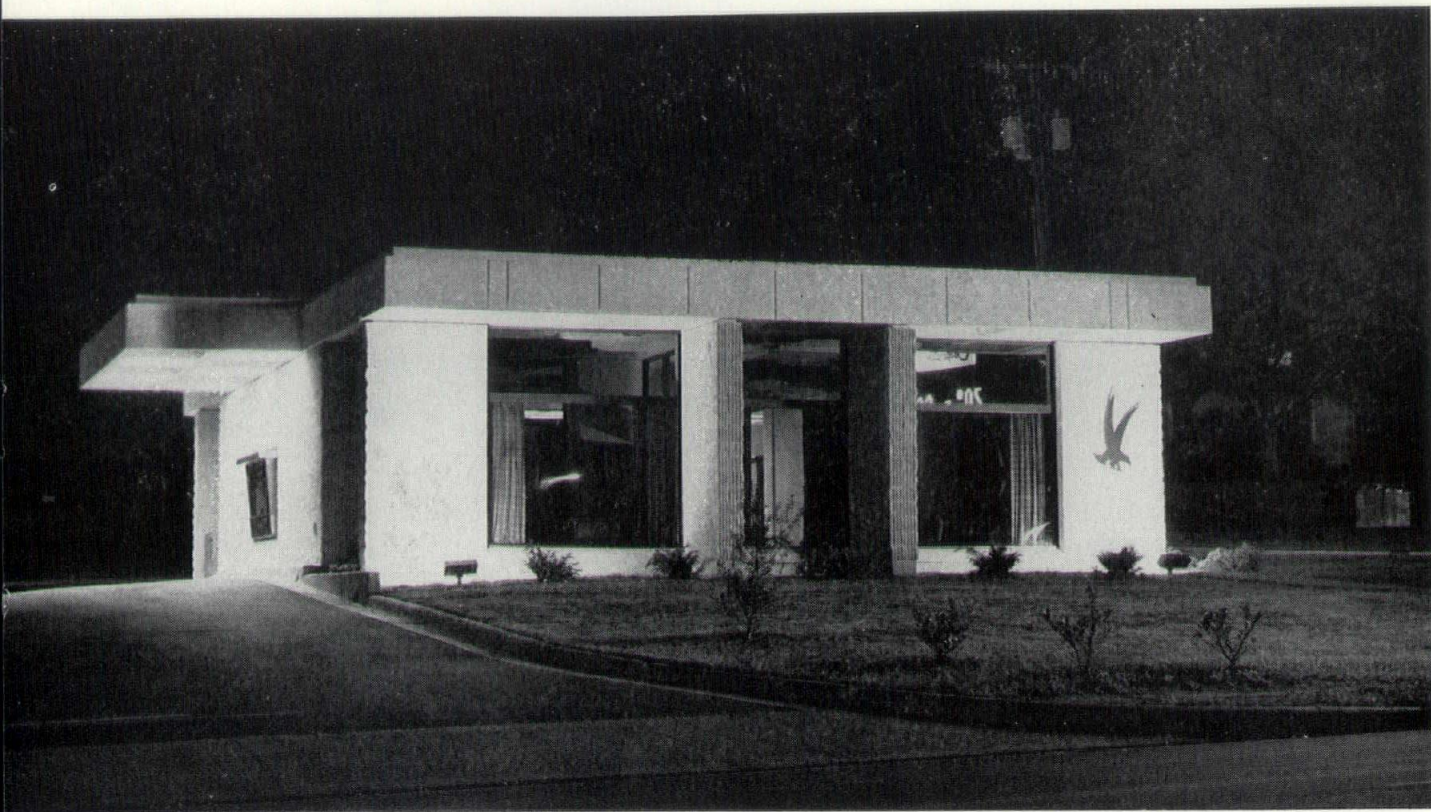
Others were: Capital Masonry Corp., Richmond, masonry; Lincoln Window & Door Co., Portsmouth windows; Virginia Construction Specialties, Inc., Tabb, insulation, acoustical & plaster; Door Engineering Corp., Norfolk, steel doors & buck and, Tom Jones Hardware Co., Inc., Richmond, hardware supplier.

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INTERIOR DESIGN BY THE ARCHITECT



TO achieve spacial awareness and orderliness of elements was the goal of Cress-Rhodes and Associates, the architects for this beautiful new building. The spacious vaulted ceiling was created by using 4' square fiberglass forms and reinforced concrete. Later the forms were removed and the exposed concrete was treated with a textured plaster spray. The voids were then utilized for light fixtures, giving a gracious illuminated ceiling.

The exterior ribbed effect was achieved by using white fluted, split face concrete masonry units, carefully placed to achieve continuous vertical elements and located to provide a feeling of openness to the passerby, yet achieve a sense of solidarity to enhance the association's image.

First consideration for the interior was the operational aspects of the association. Once achieved, texture and contrasts were accomplished through creative use of white marble aggregate inserts at each teller's position, flanked by masses of walnut paneling. While

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the walls are off-white, color accents were attained through the architect's careful selection and coordination of fabrics, furniture, carpets, and draperies.

Montgomery Construction Co., Inc. of Lynchburg, was the general contractor and handled foundations, concrete, carpentry, paneling, weatherstripping and insulation.

Subcontractors & Suppliers

(Lynchburg firms unless otherwise noted)

KEC Construction Co., Forest, excavating; Leland E. Pribble, masonry; Construction Products Co., Inc., steel doors & bucks and handrails; Woodall & Lang, Inc., roofing & waterproofing; PPG Industries, Roanoke, windows, window walls & glazing; G. C. Scott & Sons, painting; and Lewis Brown, plastic wall finish & plaster.

Also, Kennedy's resilient tile; Taylor Bros., Inc., millwork; Hamilton Floor Fashions & Tile, Inc., acoustical; Rovi Electric, lighting fixtures & electrical work; Allstate Plumbing & Heating, Inc., plumbing fixtures & plumbing; Southern Air, Inc., air conditioning, heating & ventilating; Bailey Spencer Hardware Co., Inc., hardware supplier; Mfg. Forms Co., Ashtabula, Ohio, concrete forms; and Diebold Inc.—Sales & Service, Roanoke, bar equipment.

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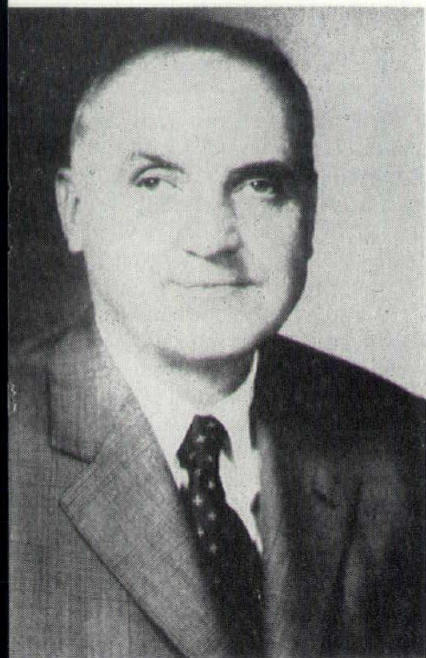
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FOR THE RECORD

Wheat To Receive 1974 Thomas Jefferson Award



James C. Wheat, Jr., chairman of First Securities, Inc. and a figure in urban progress here during the past decade, will receive the 4 Thomas Jefferson Public Service Award. The award is presented each year to an outstanding Virginian by the Old Dominion Chapter of the Public Relations Society of America. The honor will be officially bestowed on Wheat at the Thomas Jefferson

Awards Banquet at the John Marshall Hotel in Richmond, September 20.

A native of Richmond, Wheat is a graduate of Virginia Military Institute. Despite his total blindness, Wheat has established himself as a leader in business and community service. He climbed the ranks in the firm founded by his father from a clerk's position in 1945, to chief executive officer in 1966 to chairman of the board and of the executive committee. A dedicated community servant, Wheat served on Richmond City Council from 1964 to 1969 as a strong and inspiring supporter of progress for downtown Richmond. Wheat is a past president of the Metropolitan Richmond Chamber of Commerce, a director of several Virginia corporations and a recipient of numerous awards recognizing his civic activities.

Established in 1962, the Thomas Jefferson Award commemorates Jefferson's devotion to the principles of individual freedom, leadership and public service. Distinguished recipients of the award are selected on the basis of their personal dedication to these same principles.

Last year's recipient was Richard S. Reynolds, Jr., chairman of the board and president of Reynolds Metals Company of Richmond.

CUMMINS VIRGINIA NAMED BY MINNEAPOLIS FIRM

• A Richmond company has been named authorized "Pit Stop" sales and service dealer for Thermo King Corporation, Minneapolis, Minn., world's largest manufacturer of transport refrigeration units for trucks, trailers, railway cars, ships, and other conveyances.

The new dealer is Cummins Virginia, Inc., 3900 Deepwater Terminal Rd. William F. Mohr is owner and president of the firm, assisted by T. P. Bagley and M. C. Clark in sales; C. C. Lortz, service, and O. K. Spence, parts.

Thermo King uses the Pit Stop designation as a symbol of fast, efficient service. All dealers must meet factory standards of proficiency and identification.

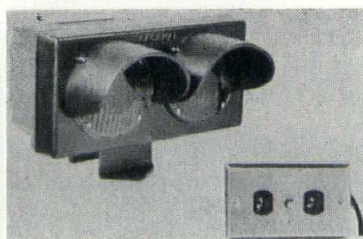
They are all available to customers 24 hours a day, seven days a week; have mobile facilities for field maintenance; maintain a complete inventory of factory-authorized replacement parts; have skilled, factory-trained mechanics, and help train customer personnel in addition to providing other benefits.

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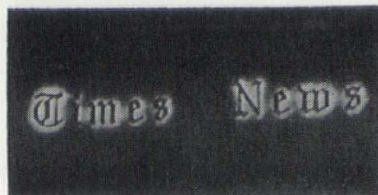
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Professor Looks at Dracula: The Man . . . and the Myths

By LAWRENCE DOTOLO

(Editor's Note: Lawrence Dotolo is an instructor of English at ODU. He is currently teaching courses on "The Literature of Terror and the Supernatural" at the university. He has been actively engaged in researching the literature of Edgar Allan Poe for his doctoral dissertation at Marquette University.)

THE FOG MOVES SLOWLY over the grounds of an English manor. The silence of the night is broken only by the flapping of the wings of a large bat as it flies in a circular motion towards manor house. The bat bangs against the window, and suddenly the form of man materializes on the balcony in front of the window.

The window opens and a beautiful woman attired in a flimsy and appealing nightgown appears. She beckons the man on the balcony to her as she moves slowly towards the bed. The man, wearing a long, black, flowing cape, follows her. The young lady reaches the bed and sits down; the man approaches and bends over her. At first the audience believes that he will kiss her, but instead he glares into her eyes, then slowly places his mouth on her neck! The man then begins to satisfy his desires: he drinks her blood! Now the audience knows that the figure is not

that of a human, but rather the horrible form of Dracula, the vampire who satiates himself upon the blood of innocent victims.

This, for the most part, represents a typical Hollywood rendition of the Dracula myth. I indicate myth, that in essence is what it is. Thanks to the genius of a hack writer named Bram Stoker, modern man has been deluged with stories of the undead night-stalkers, blood-suckers, and, of course, the king himself, Count Dracula. Americans, for some odd reason, seem to be infatuated with the Dracula myth. All one has to do to verify this phenomenon is to turn on his television, where with increasing frequency one can observe some form of the Dracula myth being shown for the gratification of those who like blood and sexual action implicit in the act of vampirism. But a careful observer should ask: what does all this have to do with Dracula?

The answer to this is rather simple, though shocking to most. Count Dracula (which isn't really his name) was a sixteenth century Wallachian Prince who ruled on occasion from the years 1448-1476. He never lived in Transylvania, though Wallachia borders Transylvania, and both were part of the Ottoman Empire. Dracula, whose real name was Vlad Tepes, was often referred to as Vlad the Impaler because of his rather unique way of eliminating his foes; however, he was a fierce and courageous warrior. He fought against the Turks, and during the times when he was imprisoned and ransomed, even distinguished himself in battle against his fellow Christians. His father, Vlad II was known as Dracul, which means Devil, a name that he earned through his cruel and inhumane treatment of those who opposed him. Vlad the Impaler, Dracula, which means son of Dracul, continued where his father left off.

Vlad the Impaler was extremely cruel to friend and foe alike. He had utter disregard for human life and would with slightest provocation have his victims impaled. The methods of impalement varied, but all were extremely slow and bloody. His fame quickly spread, and great deeds of horror were associated with him. Many were probably true, but undoubtedly many were exaggerated.

Vlad Tepes (Dracula) died on the day of battle. The information surrounding his death is speculative, but it is known that his head was cut off, impaled upon a pole and sent to the ruler of Constantinople. The rest of his body was buried in an unmarked grave on the island of Snagov, not far from Bucharest, Rumania. The question then arises: did Vlad Tepes (Dracula) become a vampire roaming about at night, biting people on the neck? First, it would be difficult for even a vampire to bite people in the jugular without teeth and a head. Second, according to folklore, one of the ways to dispose of a vampire is to cut off his head. It seems that Vlad Tepes comes short of the necessary prerequisites. I believe that we would be safe in assuming that Vlad Tepes (Dracula) has not quite died since his peremptory demise at the age of 45.

He was resurrected, however, at the end of the nineteenth century by a run-of-the-mill writer named Bram Stoker. Stoker, according to his biography, changed across the name Vlad Tepes (Dracula) while doing some work in the British museum. Stoker's act of genius occurred when he merged the fact of Vlad Tepes (Dracula) with the folklore of vampirism which existed for many years before Stoker decided to write his novel. Bram Stoker's description of Transylvania is accurate, thus adding to the realism of the book and subsequent credibility of the Dracula myth.

By selecting a person of Vlad Tepes' reputation, Stoker was effectively using the tales of blood associated with Vlad Tepes to elevate him to the status of a vampire. Stoker did not originate the idea of a story dealing with an aristocrat as vampire, but rather expanded on a tale written earlier in the nineteenth century by the travelling companion of Lord Byron, Dr. John Polidori. In Polidori's *The Vampyre*, the vampire is a man of culture and taste, Lord Ruthven, and one can easily see Polidori's character the basic characteristics of Stoker's Dracula.

Bram Stoker then, in a rare act of genius, created his own myth by merging historical fact with the folklore of vampires. His creation has greatly extended the vampire superstition which for the most part had been limited to uneducated peasants of Transylvania. Thus Stoker has created a character that has affected almost every art form. What writer can claim such widespread fame for one of his literary characters?

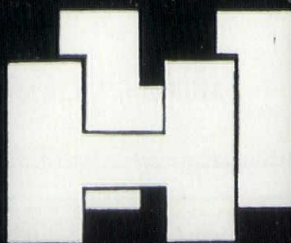


THOMPSON-ARTHUR RECOGNIZES APPRENTICES

● On Thursday, May 16, 1974, the Thompson-Arthur Paving Company, Greensboro, North Carolina, recognized three apprentices for completing their apprenticeship courses.

Thompson-Arthur instituted their approved apprenticeship program in 1969 and since that time 20 apprentices have completed this program which includes related training. Seven of these completing the program are minorities. The company is currently training 28 apprentices of which 9 are minorities.

Shown in the photograph left to right are: Front row—Maurice Robinson, Plant Equipment Operator; Franklin Gathers, Cement Mason; Back row—Burl Gentry, Plant Foreman; Ed DeShazo, Apprenticeship Related Training Coordinator; Henry Dale, Shop Foreman; Charles Shaw, Vice President; Mike Bean, Heavy Construction Equipment Mechanic.



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• A Virginia manufacturer of industrial specialties finds itself in the export business by accident.

After receiving a lucrative order from Hong Kong, The Prillman Company of Martinsville is making plans to expand its trading territory from Virginia and North Carolina, promoting its products further in the Asian market and investigating the export possibilities in the European market.

Engaged in the manufacture of specialty products such as paints, varnishes, and lacquers for the furniture and wood industries since 1940, The Prillman Company recently filled its initial export order — 160 drums (55 gallons) of one of its products to a firm in Hong Kong.

James A. Sellers, sales manager, says the company is scheduled to ship the Hong Kong firm on a continuing basis for the remainder of this year.

"The metal drums are being shipped to the customer's plant in Singapore," he added. "Stencilled on them are the words: 'Made in Virginia.' U.S.A."

The chemical solution being shipped abroad is Tipsolve-F which the company developed to clean fiber glass in. The company's customers for the item are manufacturers of fiber glass boats, truck bodies and automobile bodies.

"We developed Tipsolve-F in 1965 before we were faced with a worldwide shortage of acetone," Sellers explained. "Tipsolve-F is a self-suppressing solvent which replaces acetone in the wash up operation, greatly reducing the fire hazard inherent with the use of acetone."

"We notified our customers in the fiber glass industry we had a replacement product. The new non-flammable solvent has generated interest in the entire country as well as abroad."

A representative of the International Trade and Development Department of the Virginia Division of Industrial Development contacted The Prillman Company and through the expertise of the Division's Belgium office expects to promote the company products in the European markets.

Nick Prillman and Hal Prillman are co-owners of the Martinsville firm. They are also major stockholders in an affiliate company, the American Alchemy, Inc., a manufacturer of industrial organic chemicals, established in 1969 in Richmond.

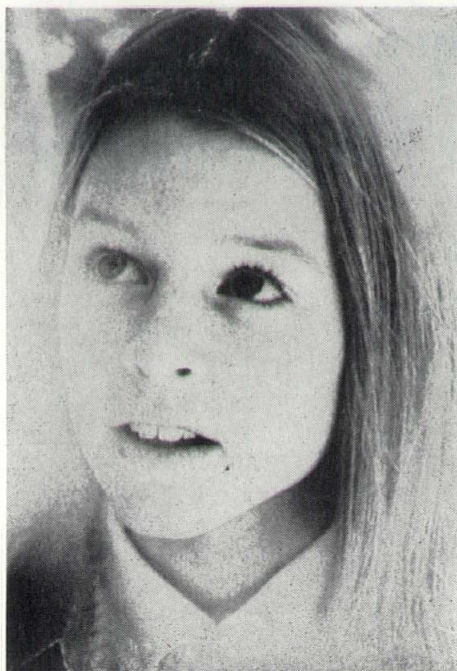
PRIZE WINNING PHOTO REPRESENTS RICHMOND YOUTH IN 1974 SCHOLASTIC PHOTO EXHIBIT AT KODAK PHOTO GALLERY

A tender portrait, taken by an 18-year-old Richmond photographer will be on display at the Kodak Photo Gallery, 1133 Avenue of the Americas (43rd Street), New York, July 23-September 13.

Charles D. Bryant, Jr., 811 Farnwood Drive, will be represented by "Lorrie," a color close-up of his 11-year-old sister, in the exhibit debut of the 1974 Scholastic/Kodak Photo Awards winners. The picture won a \$20 Honor Award in the nationwide high school photo competition, conducted by Scholastic Magazines, Inc., and sponsored by Eastman Kodak Company.

First interested in photography on a trip with the Boy Scouts to New Mexico, Bryant continued taking pictures "when my photographs turned out better than I expected." At St. Christopher's School from which he graduated in June, Bryant served as head photographer for the yearbook and contributing photographer for the school newspaper and literary magazine.

Concerning his exhibit photograph, the future architect recalls, "My sister posed for this photograph by a window at my home. I intentionally framed her face between some yellow leaves and used a shallow depth of field to obtain the washed-out effect."



"Lorrie"

Rules folders for the 1975 Scholastic/Kodak Photo Awards, open to both junior and senior high school students, are available from Scholastic Photography Awards, 50 W. 44th Street, New York, New York 10036.

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BANKER ASSUMES NEW POSITION

William V. Daniel, president of Metropolitan National Bank, Richmond, will assume the positions of executive vice president and chief administrative officer of First Virginia Bankshares Corporation, Fairfax County, effective October 1, 1974. The announcement was made on August 6 at The Marshall hotel in Richmond by Philip A. Beeton, FVBC chairman and president.

Beeton stated that Daniel also will be named a director of First Virginia Bankshares and a member of the corporation's executive committee. Daniel will replace Thomas K. Malone, Jr., currently executive vice president of FVBC, who will be promoted to vice chairman of the corporation and vice chairman of its executive committee on October 1. Malone will retain his titles of president, chief executive officer and director of First Virginia Bank in Northern Virginia.

Commenting on Daniel's appointment, Beeton said: "We very much look forward to Mr. Daniel's joining our executive staff at our corporate headquarters. He has nearly 20 years' experience in Virginia banking and over the years has been most prominent in numerous statewide business, economic and educational affairs. Mr. Daniel is one of this state's most highly-respected and distinguished professional bankers, and I am confident that his proven leadership abilities will be an invaluable asset to our dynamic organization."

Daniel has served as president and chief executive officer of Metropolitan National Bank since its formation on May 15, 1965, and has served as a director and executive committee member of Dominion Bankshares Corporation — the Virginia registered bank holding company of which Metropolitan National is a member. During his tenure at Metropolitan National, the bank's assets have grown to \$75 million, and it currently operates seven offices in the Greater Richmond Metropolitan Area. From 1955-65, he was associated with the First & Merchants National Bank in Richmond, where he advanced to vice president in charge of the marketing division.

He is a 1946 graduate of Episcopal High School, Alexandria, earned a Bachelor's degree in English from the University of Virginia in Charlottesville in 1950, and was enrolled in graduate studies at the University of Pennsylvania in Philadelphia until 1952. The same year,

he was called to active duty with the Army and he served as a lieutenant in the artillery branch—including a tour in Korea—until his discharge in January 1955. He subsequently completed several business courses at the University of Richmond and was graduated from the School of Financial Public Relations at Northwestern University in Illinois.

Daniel presently serves as a director of the James River Corporation of Virginia (a paper manufacturer) in Richmond and as a director of Fidelity Bankers Life Insurance Company in that city.

In Richmond, he is a past member of the City Council (1970-73), past chairman of the Commission on Human Relations, and the present chairman of Team of Progress (a nonpartisan political group). He also is a director of the Metropolitan Richmond Chamber of Commerce, the local chapter of the National Conference of Christians and Jews; and the United Way of Virginia. As chairman of the

latter organization's United Givers Fund in 1973, he was successful in helping the fund raise approximately \$4 million for local charities.

His other affiliations include serving as: an advisory board member of the Salvation Army and a past chairman of that group's Boys' Club Campaign; a trustee of the University of Richmond, a trustee of the Virginia Council on Economic Education; a member of the Virginia State Chamber of Commerce; and a member of various professional banking organizations.

Daniel is married to the former Lucy Hunton Kellogg, of Staunton, Va., and they have two daughters and a son.

First Virginia Bankshares is the oldest registered bank holding company in Virginia and has assets of over \$1 billion. There are 23 First Virginia member banks which operate 161 offices in 72 counties, cities and towns throughout the state, as well as an offshore international branch on Grand Cayman Island, British West Indies. The First Virginia group also includes Arlington Mortgage Company, The Trust Company of First Virginia and several other member companies.

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CEREMONIES HELD FOR YCC GRADUATES

• Graduate ceremonies for 40 participants in the Division of Parks-Youth Conservation Corps (YCC) work-study program were held Saturday, August 10, at Douthat and Hungry Mother State Parks respectively, announced parks commissioner Ben H. Bolen.

The ceremonies, that climaxed eight weeks of living and working in natural

resource management conditions, graduated 20 enrollees each from Douthat and Hungry Mother State Parks. All participants in the program represent a cross section of youths between the ages of 15-18 from public and private secondary schools located throughout the state.

The YCC program was a pilot project last year in the Jefferson National

Forest, "and in a move to create provide more work-learning opportunities in ecology, the program was panded by Congress to state level said Bolen. Each enrollee in the program spent 70 percent of his time working on various park projects and 30 percent on related environmental and recreational activities.

Work projects at both parks included erosion control methods, litter collection, painting, landscaping, removing of buildings, trail maintenance, flora and fauna study, plus individual projects; terrariums, silk screening,

In addition, field trips by each group included observing other resource management structures; surface coal mining operations, fish hatcheries, splunking, paper production, reforestation, and craft and music festivals.

Bolen said the program has been tremendously successful this summer and the experience of living and working in the two parks "provided an outstanding educational opportunity for all involved."

Enrollees from Douthat State Park include: Trena K. Alphin of Zionsville; Marian J. Andrews of Charlottesville; Paul Ayers of McLean; Richard Biggs of Stuart; Raymond E. Brevitt Jr. of Tazewell; Mary M. Brogan of Front Royal; Kathryn F. Cocroft of Hamilton; Michael E. Crowder of Kenney; Dawn J. Evan of Powhatan; Mark A. Graham of Pulaski; Seth G. bert of Portsmouth; Scott R. Hedberg of Hampton; Gail M. Johnson of Ingdon; Deana M. Kollman of Fairfax; Mary C. O'Connor of Woodbridge; Janet O'Donnel of Arlington; William Rae of Richmond; Larry R. Taylor of Chatham; James M. Vernon of Goochland; and Cynthia L. Woods of Salt Lake City.

Enrollees from Hungry Mother State Park include: Mary B. Adams of Lexington; Vernon A. Bartz of Norfolk; Beatrice M. Bolden of Charlotte County; Marguerite Bovet of Alexandria; Kimberly D. Brugh of Martinsville; Tommy L. Drumheller of Clinch Forge; J. David Eagle of Hampton; Ted L. Filer of Newport News; Patricia Harrison of Covington; Joseph Higgs of Clearbrook; Karen S. Holman of Mt. Sidney; C. Bart Landes of Charlottesville; Dana E. Matteo of Springfield; Cathy E. Mattin of Prince George; Bob E. Mroczek of Culpeper; Joanna R. Ostendorff of Woodbridge; William B. Pond of Harrisonburg; Richard Rae of Richmond; C. Tipton of Waynesboro; and Pam Vanaman of Richmond.

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Madison Is Fifth Largest Four Year College in State

Madison College, Harrisonburg, will in its 65th academic year on Sept. 3 with registration of students. Classes begin Sept. 4.

Anticipated enrollment at the coeducational college is 6,700—making Madison the fifth largest four-year college university in Virginia.

Madison's enrollment has increased more than 50 percent in the past ten years. Enrollment in 1964, when Madison was an all-women's college, was 4,200.

This fall, about 40 percent of Madison's students will be men. By 1980, when total enrollment is expected to reach 7,200, it is anticipated that half of the college's students will be men.

The total number of faculty and staff members at Madison is expected to reach around 1,000 this fall.

Two new buildings—Chandler Hall and Miller Hall—will be completed during the coming year. In addition, a major renovation project on Maury Hall—the oldest building at Madison—will be completed during the coming year.

Chandler Hall, named for former Madison Rector Wallace Chandler of Richmond, will serve as a residence hall for students. The hall will contain single rooms, double rooms and apartments. It will open in September.

Chandler Hall will also serve as a "mini campus center" for Madison, augmenting the functions already available at the Warren Campus Center. The hall will serve as the headquarters for Madison's alumni activities and for the college's continuing education programs.

Miller Hall, named for former Madison President G. Tyler Miller, will be completed in the spring of 1975. It will be used by the Madison departments of physics, chemistry and geology.

Madison's present science building, Gruss Hall, will then be used by the departments of biology and mathematics.

In addition to classrooms and laboratories, Miller Hall will contain a large auditorium and a planetarium.

Miller Hall will not be used for classroom purposes until the fall of 1975. It will be used as the site of the opening meeting of the Virginia Academy of Science.

ell the Virginia Story

Plastics Firm Selects Clarksville

• Everett C. Reed, President of Albany International Corp., Albany, New York, announced on August 8 that the company's Crellin Plastics Corporation has purchased a 12 acre site in Clarksville and will erect a plastics manufacturing facility to cost about \$2 million. Ground will be broken early this fall for the facility, which will contain 45,000 square feet for offices, manufacturing and warehouse space. The new facility will be located at the intersection of Virginia State Roads 722 and 784, within the Town of Clarksville. Production is expected to begin in early spring, 1975.

Jack Crellin, President of Crellin Plastics Corporation, said that Clarksville was chosen "because it is in one of our good market areas, and because the town itself has great appeal. Additionally, the site we have purchased

is particularly advantageous for our operations."

At the new facility a variety of plastic products will be produced, including wire spools, dye tubes primarily for the textile industry, and filter cores, used in water filtration.

The Clarksville facility will serve the company's market area from Philadelphia to North Carolina. Employment is expected to build to 100 in a year or two.

Crellin Plastics Corporation has plants in Chatham, New York; Forest City, North Carolina; Frankfort, Indiana; and Cowansville, Quebec, Canada.

Working with the company in its plans have been the Division of Industrial Development, town executives of Clarksville and executives of Mecklenburg County.

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Something New . . .

(From page 11)

sidiary of The Kroger Co. Taft opened Kings Island, a highly successful theme park near Cincinnati, Ohio, in 1972. Also in the planning stages is a park near Chicago, Ill.

"The knowledge gained at Kings Island is proving invaluable to work at Kings Dominion," Mr. Spiegel said. "Kings Island is also serving as an excellent means of training personnel we will need for the operation of Kings Dominion."

"We are fortunate in having some of the top men in the business working on Kings Dominion," he said. "Our Project Manager, Charles F. [name obscured], has a background which dates to 1911 when he joined the Coney Island staff."

"James Figley and Don Palmer were responsible for the success of Kings Island rides. Roy Rector, who had 11 years experience at Coney Island and developed the unique landscaping at Kings Island, will operate his own nursery. Jim Kunnen is merchandising, Polk Castleman is in food service, and Thomas Kempton is marketing, all played important roles in the building of Kings Island. They are applying the lessons learned from the development of Kings Dominion."

Mr. Spiegel believes the strategy of "team effort" and a high "esprit de corps" help keep the project on schedule, and are at least as important as knowledge and experience in building a park that is financially successful and artistically pleasing.

The excitement at Kings Dominion is catching. "We'll be offering new types of family fun," says Mr. Spiegel, "and the African wildlife adventure Lion Country Safari is a great beginning."

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"Brother, Can You Spare a Grand?"

(Continued from page 7)

the cornucopia of things. Thus, the students could not be reproached for a conditioning which left them devoid of ancient principles which free citizens applied—the right to choose, to commit, to act toward a goal or goals and immediate self-gratification.

With all the vague definitions of money in general," to the students it meant only cash. Without the remotest similarity to its meaning to responsible adults, to the students money meant instant gratification along with a limited kind of freedom — the freedom of enforced study in some classroom desk in which they held no faintest interest, with the implication of freedom from preparation for gainful employment. Evidently these young people had no concept of "money" as it exists for a family who must consider needs of all kinds, upkeep of a dwelling, the education of children, the preparation for illness and old age, all myriad expenses which do not include consumer goods or instant gratification, sometimes indeed no gratification at all.

As we reached this point in beginning to define the changing definitions of money, we made a distinction between money and big money, or riches. The very rich were obviously at the other end of the spectrum from the consumer-directed students. To the very rich money meant the intangibles of power, of privilege and a certain kind of status, as well as the luxuries of physical life and the services at their command. They are beyond the ordinary consumer appeals because they not only have everything material they could possibly want but their possessions are of a quality not usually advertised.

Several years ago, in line of work, I had a rather close association over a period of time with a gentleman who, the founder of an industrial corporation, was worth personally \$200,000. He had recently more or less retired to something of an honorary position, but, though no longer active in the corporation's international operations (he had not even seen some of their newer plants), he still regarded the company as an extension of himself. What impressed me most was that he never had to do anything for himself, and I was never aware of any orders being given.

As if by magic, chauffeured limousines and private planes appeared, top executives appeared at small airports as escorts, reservations were always ready for commercial flights or for meals at expensive places; persons I wanted to see in relation to the work I was doing always were waiting for me and, on the West Coast, when I mentioned in passing that one of my daughters had an ear infection which would prevent her joining us in something, even a doctor appeared. In New York and on the East Coast, flying through clouds over mountain ranges and tramping through deafening plants, meeting all kinds and conditions of people at various functions, this courteous, quiet-spoken gentleman never raised his voice nor varied his pace which was about that of a walk from one chair to another in a living room. What he had done with money was to achieve mastery, or effortless control, of his environment.

Behind him (as I knew from the projected biography on which I was working) were forty years of the most intense, unrelenting struggle, including such hair-raising crises that only a born tycoon could have emerged unscathed. None of this to him had ever been the "rat-race"—or, if it had, he was so natively competitive that he'd enjoyed it as king of the rats. No trace of any struggle showed on his unlined face, young looking for his age, with a really gentle smile and his figure was trim. He had gotten out of life what he wanted: a lot of money, as power and privilege, as ease and status. He had exercised the rights to make a choice, to commit and to act.

The question of 'was he happy?' inevitably arose, but . . . who's happy? This gentleman (who died before my project was finished) served to represent for us that opposite pole from the cash-minded students who, conceiving

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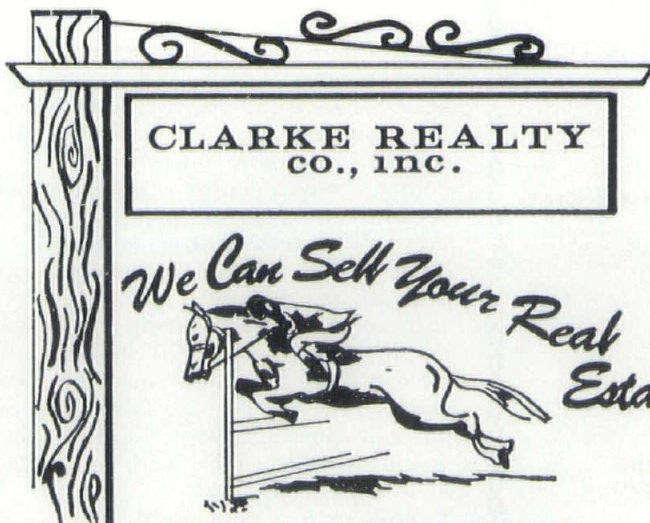
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of no goal or purposeful program, could not dream beyond the unearned possession of a big automobile. Since most of us were born, lived and would die between these polarities, our arguments centered on the definition of "money" to the majority of Americans. What surprised us most, as the discussion developed, was the changing meaning of "money"—or maybe attitude toward money—in this century.

When I was growing up, I do not recall any member of my family, or in the families of neighborhood friends, placing any emphasis on money. The emphases, which now seem piously corny, were on honesty, personal honor ("a man's word is as good as his bond") and a good name: "a good name is more to be valued than riches." In that neighborhood, the fathers concentrated on earning a *livelihood* for their families, some a better livelihood than others, with none near the poverty level and none near the very rich, though a few were quite well-to-do. In that atmosphere, it was assumed that the boys would grow up to earn their "livelihoods" and the girls to get married.

"Money" in relation to that livelihood meant the means, through more or less satisfactory work, by which the growing young men expected to support their future families in approximately the same pattern of their own families. They may or may not have hoped, and even planned, to be better off than their own families had been, but this was a difference in degree rather than in kind. They were not primarily motivated by money, and none whom I knew even thought of making a lot of money.

Of those whose adult careers I am familiar with, three went into the businesses of their fathers, two became doctors (one now a surgeon in Los Angeles), one whose uncle had been a dentist is now a dentist in Alabama, one became an engineer, one by way of West Point became a general and another by way of Annapolis became an admiral, one became a naval architect and another a book designer located in New York, and two became local realtors, one of whom was quite successful. There is no road to riches here, but evidence of apparently satisfactory livelihoods earned by work of the individuals' choice.

Now such a community belongs to another age. There were not so many consumer goods dangled before your eyes then and, of course, no means such as television to inundate the consciousness with desirable things, especially cars. Only one or two cars then were

parked along the curb on our street and on Sundays there was the spectacle of families *walking* to church. This Sunday spectacle in a way typified the week, for without the images of desirable things to flood the minds of young and unstable, the streets were safe—and mercifully quiet.

From that lost time, even the word "livelihood," is heard no more. Now along with "guaranteed incomes," we hear of "hustlers" and "promoters," "operators" and "wheeler-dealers," money-men speculating in "tax-shelters" and "tax losses," and you read of manipulators acquiring various kinds of professional athletic teams apparently for the purpose of *losing* money. Even the hired gladiators want (and get) millions for playing their games, one of which they demand set incomes for the years after their performances. In this whole scene, there is obviously nothing to encourage the impressionable young to work toward a goal or to conceive of any satisfaction in work.

It is as if the whole concept of "deferred gratification," which was implicit in the old "work ethic," had been abandoned. At least, it could appear that way for those with no countering environmental influences. It is true, we know, that many young people out of conventional, affluent backgrounds, have rejected most of the principles inherent in "deferred gratification" as part of their rejection of our present system; but they, in making something of a conscious choice, have inadvertently contributed to the impression that the whole idea of deferred gratification is a thing of the past.

Thus, our discussion on the definitions of money became circular and inconclusive. The one certainty to emerge was that there was now in the air the prevalence of a sense of quickness, money as distinct from the old concept of solid wealth. We were all familiar with the top figures among multi-millionaires—the industrial giants such as Rockefeller and Carnegie, and in the name of the very name of J. Pierpont Morgan suggested the impregnable solidity of wealth. But now all sorts of shadowy figures emerge, often through large scale malfeasance or operations which have attracted the attention of the Justice Department or the SEC, even the local constabulary. Many of them indeed suggest fly-by-night operations on a large-scale.

It is not necessarily that people have become more dishonest. It is rather that more opportunities exist for sharp dealing and chicanery, there is much more money around and there does seem to be much less emphasis on the "value

ood name." One might say the air
filled with the music of easy money
ultaneously with the decline of na-
al moral attitudes, emphasized by
al laxness in public officials. And
is the world viewed by the young
ents.

he hours spent by the young in
ol are simply not enough to coun-
ct the environmental impressions
ned by those of culturally deprived
ilies—and cultural deprivation is by
means restricted to the poor. An es-
ated 75 million Americans every
at watch television, the most bla-
g, cynical commercialization of a
ural resource. The programs are de-
ed by advertisers to provide them
audiences which the advertisers
t, and to feed these audiences with
Pablum which will keep them re-
ive to commercials taking up from
t to sixteen minutes of every hour.
person watches television as much
our hours a day, he will have been
ected to upwards of 20,000 com-
cials a year. If a child starts watch-
before he enters school at six, by
time he leaves high school, he will
e been exposed to more than one-
rter-of-a-million commercials.

ince all these impressions seeping in-
ne anesthetized mind relate to *hav-*
without reference to any state of
ng, unless a growing child has a
ng home environment to counteract
e influences, he becomes the victim
n insidious sell which is totally be-
of any inner values. As most of the
d or ill in an individual's formation
rs between the ages of three and
it is already too late when the child
rs school; and when the child is
hur handicapped by an inability to
l (sometimes with an aversion to
ning), the inculcation of values is
ond the capacities of teachers them-
es becoming de-humanized by an
rning school system caught in the
of transition.

inally, as our present patterns of
e indicate a war between the haves
the have-nots, with the value-free
e-nots inclined to take what they
t for immediate gratification, it is
e to look beyond the schools—in-
ing pouring more of our depreci-
money into the half-deranged sys-
—for the *total* education of the ris-
generations. Obviously for that
ervision is needed for extra-curricula
ronment beginning at the age of
e. A good beginning there would be
Federal requirement of posting on
front of every television set the
ning: Television Watching Can Be
gerous To Your Mental Health.

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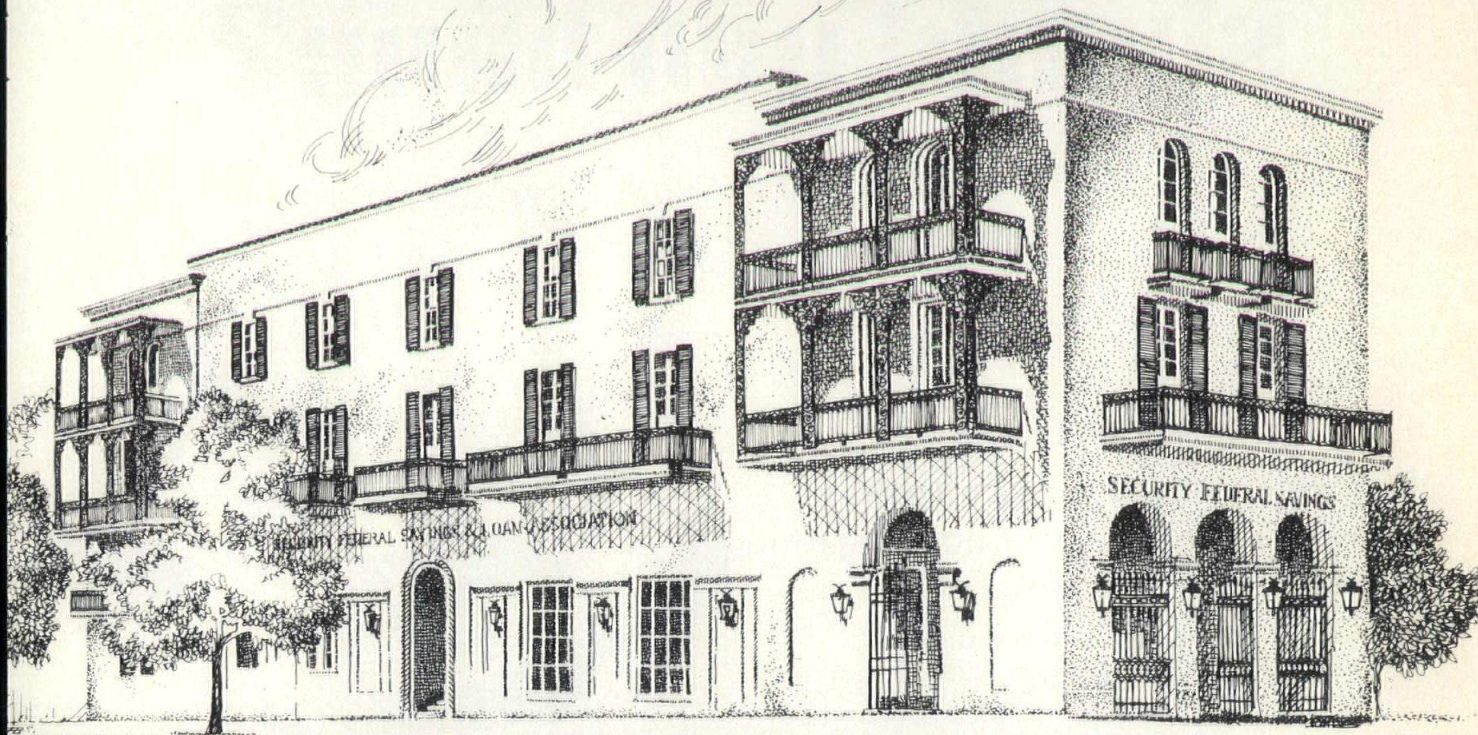
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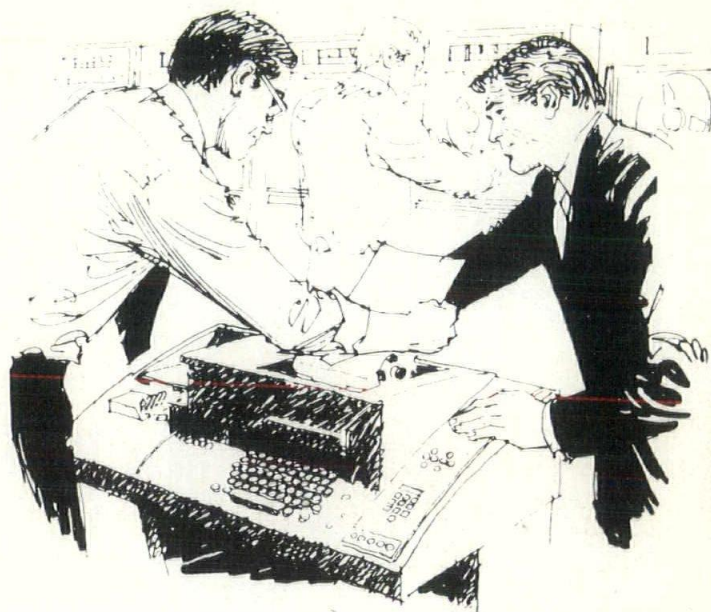
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