

# Terry Topics

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Vol. 8 No. 9

A Neighborhood Service of the Terry Corporation

March 1969

## At Pembroke Meadows

# REC CENTER UP TO RESIDENTS

The possibility of a "total recreation center" — including swimming pool, tennis courts, boat slips and a clubhouse with facilities for all age groups — is to be discussed at the Civic League of Pembroke Meadows' regular meeting March 11.

The meeting will begin at 8 p.m. at Old Donation Elementary School.

In addition to the important business, the program will include a talk geared especially for teen-agers by John Jimenez, author of the book "Up Tight."

The three-acre tract where the recreation center could be built has been offered by Terry Corp. The property will be donated if a commitment is made for development of the community facilities.

The site is at the end of Pembroke Boulevard, on the north side. It would afford

boat passage to the Chesapeake Bay via the Western Branch of the Lynnhaven River.

C. C. Taylor, League President, said the master plan for the recreation center will be introduced at the March 11 meeting. However, Taylor and other league leaders don't expect an immediate commitment on the grandiose layout.

"The whether or the when of the different phases of this overall plan depends on the participation of our community," Taylor said.

If sufficient interest is shown at the March session, Taylor said the league's Building Committee, under the chairmanship of Richard Delacy is ready to iron out details for putting in the swimming pool this summer.

The Building Committee already has secured pool designs of various sizes and costs. Some of the committee members think the pool should be about 30 by 80 feet, with wading to high-diving depths.

At the end of February, the recently-formed Civic League of Pembroke Meadows had 175 on its rolls, Taylor said. He stressed that more members are needed. A year's membership costs \$2 per person. "This civic league isn't interested in anything except positive programs to make Pembroke Meadows an even better community in which to live," Taylor said. "That can be accomplished if everybody takes an active part — and enjoys mutual benefits."

If the "total recreation center" does become reality, it will be done with funds from a membership-stock issue, Taylor said. Each homeowner would be allowed one share that would entitle the entire family to use the center's facilities.

Should the family leave Pembroke Meadows, the membership-stock would be transferable to the new homeowner.

The price of each share would be determined by the number participating.

Random samplings indicate at least 50 per cent of the families already in Pembroke Meadows would participate in the center, civic league publicity chairman Douglas L. Cheeseman said.

The only social function the civic league has had — a Valentine's Dance at Fort Story Officers Club — was a "whopping success."

"I've never seen people who were meeting for the first time have such a good time," Cheeseman commented.

The dance attracted 112 people, "and 90 per cent of them were still there when the orchestra knocked off," Taylor said.

Highlights of the Valentine's dinner-dance included the selection of Mr. and Mrs. Robert Dessofoy as "Sweethearts of the Year" and George Kyser's winning of the party door-prize.

Mr. and Mrs. Dessofoy are the parents of eight, including two sets of identical twins.

The next social event on the Pembroke Meadows calendar is a Mother's Day dinner-dance at Fort Story. Arrangements are incomplete, but Mrs. Connie Shields (497-4957) already is taking reservations.

Another project the Pembroke Meadows league has adopted is to select a Bayside Precinct Policeman of the Year. A committee is now working out details for the honor to be bestowed near the end of the year.

## Block Mothers Need 45 in Pembroke Manor

A drive is being made this month to add at least 45 to the ranks of Pembroke Manor Block Mothers.

The need has arisen, Chairman Mrs. Virginia Buhl said, because of families moving out of the neighborhood while there has been no effective recruitment in the past two years.

Mrs. Buhl points out that there are almost 500 families in Pembroke Manor but only 132 in the current ranks of Block Mothers. Some parts of the neighborhood are without an assuring Block Mother sign, she said.

The Block Mother signs are a very attractive design of red, white and blue — with the focal point being a mother's hand clasping that of a child.

Through an effective educational program, children are taught that one of the signs in a home window means safety or assistance is available for the asking.

The Block Mothers program began on the West Coast in the mid-1950's. It has been in Pembroke Meadows since the latter part of 1967. At one time, 175 were in the neighborhood ranks and Mrs. Buhl feels at least that number should be now.

The purpose of Block Mothers is to work with police, fire and animal control officers in making a community safer, particularly for children.

A Block Mother is always on the alert for lingering strangers and straying toddlers. She also is ready to aid in cases of

(cont'd on Page 4)



Photo by J. R. Hysong

The initial officers elected by the Civic League of Pembroke Meadows are, seated left to right, Mrs. Vicki Kalfus, financial secretary; Mrs. Joyce Gillen, vice president; and Mrs. Celine Tolley, secretary. Standing are C. C. Taylor, president, and Ralph Carey, treasurer.

## Organizational, Personal Items Invited

# Bigger 'Topics' the Better To Serve You

This is the first issue of your "new look" TERRY TOPICS.

The publisher, Terry Corporation of Virginia, has "beefed up" the paper's editorial complement and has almost doubled the page size in an effort to expand continuing services in Terry-built neighborhoods.

With your help, future monthly issues of TERRY TOPICS really can be worth waiting for.

TERRY TOPICS has no intention of trying to be competitive with any daily, semi-weekly or weekly newspaper you may buy for "hard news." It has no interest in re-

porting crime, tragedy, crisis or politics.

Instead, TERRY TOPICS wants to print items about the events and activities you and your neighbors enjoy talking about — your new baby, your child's school honors, your anniversary or birthday, your hobby, your visit back home or the in-laws weekend with you.

Maybe you've had good success with a new recipe you'd like to share.

If you live in a Terry Corp.-built home in Aragona Village, Pembroke Manor, Pembroke Meadows, Brookwood or Malibu, TERRY TOPICS wants to know about you. Please send your news items to:

TERRY TOPICS  
4509 White Chapel Drive  
Virginia Beach, Va. 23455

Civic leagues, schools, clubs, scouting and church groups are especially invited to take advantage of TERRY TOPICS whenever there is a worthwhile meeting or project to be publicized in a neighborhood. There will be no charge, of course. All you have to do is send the information to the foregoing address.

The publication schedule being established with this issue is for TERRY TOPICS to be in the mail to you by the

first Wednesday of each month. To do this, all announcements, personal notes, stories and pictures must be received not later than the 20th of the month preceding the issue.

In other words, your contribution for the April issue should be received not later than March 20.

Next to you, the success of TERRY TOPICS depends on the community-minded advertisers whose messages you will notice in this issue and future issues. Whenever there's something you need — goods or services — visit a TERRY TOPICS advertiser first.



Artist's Conception of Pembroke Park Townhouses

# 4 Awards, 3 New Projects for Terry

"... but what have you done lately?"

Those who take laurels as something to rest on deserve the question. Not so for Terry Corporation of Virginia.

Terry started 1969 by making room in its trophy case for four more national awards (the company now has twelve) for its pace-setting ideas in Pembroke Meadows. But

there was no time out for reflections on past accomplishments.

The state's largest builder-developer already has embarked on three major new projects this year, another will be launched in a few weeks and still others can be expected before 1969 ends.

The new undertakings are (1) — a merger with Green Run Corp. for a \$150 million

development in Virginia Beach, (2) — the company's first venture outside Virginia Beach for a 500-home project in the Dunedin section of Chesapeake, and (3) — the start of work on Pembroke Park, a complex of about 90 townhouses around the historic Pembroke Manor House.

Next on the schedule is Pembroke Courts, which ultimately will be about 1,800 modern apartment units across Independence Boulevard from Pembroke Meadows.

Terry Vice President Louis Lucente said site work for Pembroke Courts will begin about mid-July and actual construction in late August. About 190 units are to be built this year and the remainder as demands indicate.

The first of the three and four-bedroom Pembroke Park townhouses is expected to be available before the end of June. Within walking distance of Pembroke Mall shopping, schools and churches, the townhouses will be offered from about \$20,000.

Green Run, the area's first "planned unit development," is to have about 5,000 homes in some seven years. The 1,100 acres secured for the development is bounded by Princess Anne and Holland Roads will be intersected by Providence Road and Independence Boulevard. The community

will include four villages, each employing a new concept of mixing residential, commercial, recreational, educational and religious facilities.

The 200-acre Dunedin development will represent investments of about \$12.5 million when completed. Work on six model homes (similar to those in Pembroke Meadows) has started and a May opening is scheduled.

In addition to the residential projects, Terry officials are confident that construction will begin during the year on Pembroke East and Pembroke West, the long-planned commercial developments to flank Pembroke Mall.

**TERRY TOPICS**

Published the first Wednesday each month by

Terry Corporation of Virginia

Mailed free to Terry-built homes in Aragona Village, Pembroke Manor, Pembroke Meadows, Brookwood and Malibu subdivisions of Virginia Beach.

Address all news items and advertising matters to TERRY TOPICS 4509 White Chapel Drive Virginia Beach, Va. 23455

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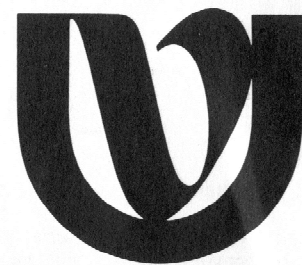
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# Pembroke Realty Joins Open Market

The agency formed a few years ago for the sole purpose of selling homes Terry Corporation was building in Virginia Beach has grown up — into a full-fledged company offering a multiplicity of services.

Pembroke Realty and Insurance Agency, Inc., moved into its own new building at 633 Independence Blvd. in January.

With youthful Richard E. Olivieri as president, the firm now has a wide range of residential and commercial listings throughout the area. It also handles rentals and property management, plus all types of insurance and mortgage processing.

The company's three main departments are staffed with experienced "pros." The Real Estate Department is managed by Jerry Taunton, who has more than 10 years of know-how.

Fred Guinn heads the Insurance Department and Mrs. Pearl Crichton directs Mortgage Processing.

Of course, Pembroke Realty will continue

to be exclusive agent for Terry Corp.'s new homes in Virginia Beach and elsewhere. But, Olivieri said, "frequent requests from former purchasers" convinced Pembroke Realty to expand to the open market. He explained:

"We sold more than 2,000 new homes Terry Corp. built in six years. By the nature of the city, during that time many of them have been re-sold. Pembroke Realty had frequent requests from former purchasers to handle the re-sale of homes, but until this year the company was not set up to do so.

"Pembroke Realty now has the staff and contacts with prospective buyers. And, on Terry-built homes, we feel we would definitely be in the best position to handle a re-sale, because we had the original sale."

General insurance and mortgage processing were added to the realty agency "because they are natural companions," Olivieri added.

## 13 To Seek Title

by ELLEN CLARK

The third annual "Miss Bayside" pageant will be held at 8 p.m., March 8 in the auditorium of Bayside High School.

The pageant is sponsored by the senior

class with Hugh R. Copeland, drama teacher, returning for his third year as master of ceremonies.

Junior and senior girls who were interested in entering the Miss Bayside competition completed entry during February. Tryouts were conducted and the field was narrowed to 13 by a panel of faculty judges.

The 13 will present talent acts and display their poise in dress of individual choices, ranging from sports clothes to formal gowns.

The contestants are:

Karin Anderson, LaVern Bazemore, Lani Dugan, Alice Hill, Lina Hindlin, Linda Little, Sheila McWaters, Mary Now, Peggy Partridge, Judy Tate, Vickie Temple, Theresa Tubbs, and Debbie Uhlenbrock.

Betty Anderson, "Miss Bayside of 1968," will present the crown to the new queen. Miss Anderson now is attending the Leigh Memorial School of Practical Nursing in Norfolk.

## Pack Leaders

Thomas Van Petten has been named cubmaster and Carl Moser is the new committee chairman of Cub Pack 429.

Richard A. Cook will assist with the Webelos.

About 250 attended Cub Pack 429's annual Blue and Gold banquet February 26 at Pembroke School. The event marked the birthday of Boy Scouts of America.

Pack 429 will hold its next meeting March 26 at Pembroke School.

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## Four Additions for Trophy Case

Terry Corporation of Virginia now has 12 national awards for its building, development and marketing in Virginia Beach. Holding the latest four honors are Fred Napolitano and Horace Cistola, the company's principals, and advertising agency president Tom Matthews. The four citations presented by Mutual Advertising Network are for planning, merchandising, advertising and marketing of Pembroke Meadows.



### STORM WINDOWS TUB & SHOWER ENCLOSURES

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# Special Events at Pembroke Mall

- March 5-8 National Weights and Measures exhibits.
- March 8 Gymnastics exhibition by Virginia Beach Public Schools. Teams of girls and boys to perform.
- March 9-15 National Girl Scout Week exhibit.
- March 15 Distributive Education exhibit.
- March 15 St. Patrick's Day Dance, beginning at 9 p.m. sponsored by St. Nicholas Catholic Church.
- March 16-21 DeMolay exhibits, with Bayside, Lynnhaven and Kempsville chapters participating.
- March 18-22 Jett's Petting Zoo.
- March 27-29 Virginia Beach and Norfolk Health Career Week, coordinated by Norfolk General Hospital.



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## Block Mothers

(cont'd from Page 1)

accidental injuries, animal attacks or personal assaults.

The organization's program includes educational materials to be used with the cooperation of schools. One film, "The Molesters," literally has been worn out by use in the area.

Pembroke Manor Block Mothers are linked with other chapters of Virginia Beach, Norfolk, Chesapeake, Portsmouth, Hampton and Newport News. The Tidewater Council of Block Mothers meets regularly the fourth

Wednesday of the month. The next meeting will be at 8 p.m., March 26 at the Davis Corner Volunteer Fire Department. The program will include a police film, "The Pit of Despair."

There are 14 teams of Block Mothers in Pembroke Manor. Leaders of the teams are: 1 - Mrs. Joan Silliphant. 2 - Mrs. Marianna Marder. 3 - Mrs. Marie Prentis and Mrs. Ruth Geisaka. 4 - Mrs. Edith Fletcher and Mrs. Dottie Kuzminski. 5 - Mrs. Dorothy Werneke.

6 - Mrs. Jane Harris. 7 - Mrs. Shirley Broermann. 8 - Mrs. Helen Cinnamon. 9 - Mrs. Mary Ann Johnston. 10 - Mrs. Marie Sands. 11 - Mrs. Marian Hall. 13 - Mrs. Tini Roper. 14 - Mrs. Frances Redmond.

Any Pembroke Manor mother interested in becoming part of the program should call Mrs. Buhl at 497-2291 or Mrs. Marder at 497-0619.



### Prize Winner

George Kyser responds to winning the door prize at the Pembroke Meadows Valentine's dinner-dance. Applauding him are Mrs. Connie Shields, civic social chairman, and George Pecoe.

#### WEDDING SPECIALIST

Photography by

J. R. HYSONG

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